



EXIDE

INDUSTRIES LIMITED

**#IndiaMovesOnExide
Campaign Case Study**



CAMPAIGN OVERVIEW

"Exide Integra" is a highly reputed and established brand in the inverter battery segment. Recently, the brand has launched a new and innovative inverter that doesn't require any floor space or heavy battery to function. Moreover, it also boasts of a long-lasting battery life that provides uninterrupted power supply to your home or office.

To promote this groundbreaking product, the brand has collaborated with a well-known home decor creator, **Geetika Arya**. She has showcased how easy it is to install this product and how it can benefit people living in power cut zone areas in various ways.

With this campaign, the brand has successfully reached out to a vast audience of homemakers who are looking for a reliable and efficient solution for regular power cuts at their homes. The collaboration with Geetika Arya has not only added a touch of creativity but has also helped in showcasing the product's versatility.

The new inverter by Exide Integra is a game-changer in the inverter battery segment. It is a perfect fit for modern homes and offices that require a compact and efficient power backup system. With the successful campaign, the brand has not only created awareness about the product but has also established its position as a reliable and innovative brand in the market.

CAMPAIGN CONTENT





CAMPAIGN OUTPUT

By effectively onboarding a YouTuber, who has her own fan base in a particular micro niche, the campaign successfully managed to get the desired output.

No. of Influencers: 1

Views: 59087

Likes: 698

Comment: 61

THANK YOU!