



**MARUTI SUZUKI**

**CELERIO MILEAGE  
CHALLENGE**

## CAMPAIGN OVERVIEW



TalentWala

Maruti Suzuki came up with a campaign where the brand collaborated with 50+ influencers from different regions, having different followers ranges and making different categories of content.

The campaign idea was to run contest [#celeriomileagechallenge](#), where influencers need to go on test drive and visit their favourite place in the city in 1 litre of fuel, and 2 lucky winners would get an opportunity to get on a test drive along with the influencers.

The idea was to reach out to maximum potential customers through the reach of each influencer, which the brand has successfully achieved.

# CAMPAIGN CONTENT



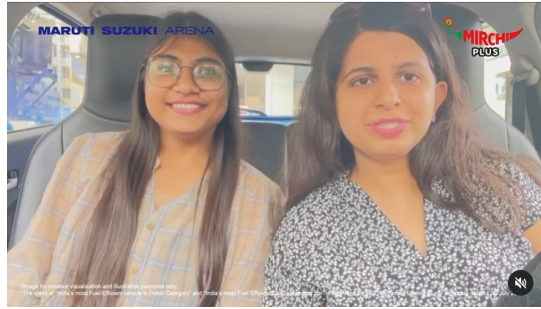
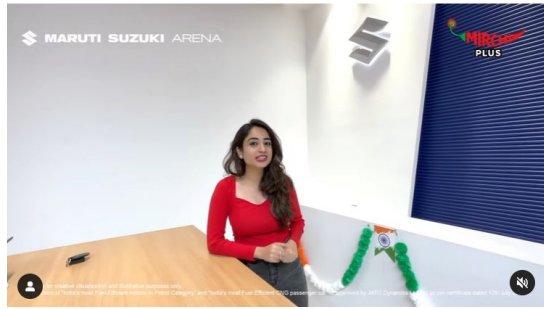
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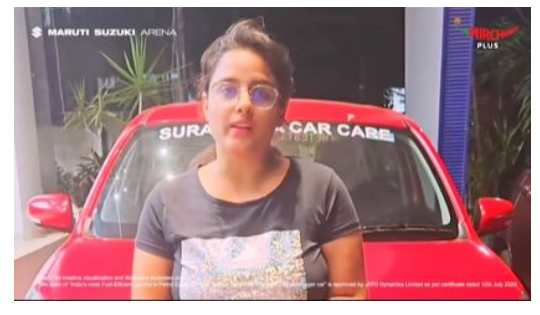
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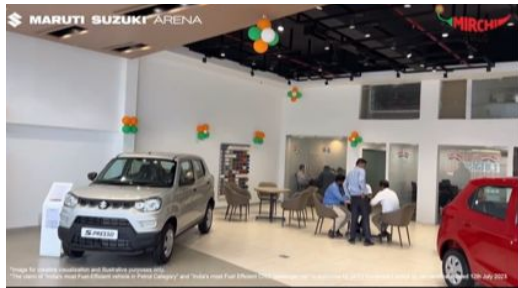
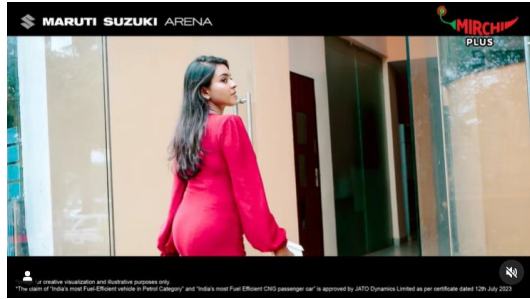
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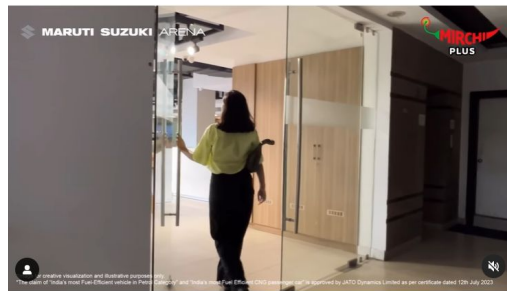
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# CAMPAIGN CONTENT



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## CAMPAIGN OUTPUT



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By effectively onboarding **85 influencers**, who have their own following base, the campaign successfully managed to get the desired output through reels.

**No. of Celebs/Influencers: 85**

**Views: 1105896**

**Likes: 49506**

**Comment: 1286**



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**THANK YOU!**