



## OBJECTIVE

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Communicating the benefits of flying Premium Economy.

### CAMPAIGN

## Unbelievably Good

## HOW

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Httpool India helped on the first content led integration with a brand on Twitter in the country. Based on campaigns from other markets, Httpool team assisted the client with innovative communication ideas. Indian Travel Influencers - Rocky & Mayur (Foodies and travel show co-hosts) were onboarded for the campaign wherein they acted in the brand videos and tweeted out each brand video through their handle to create awareness.

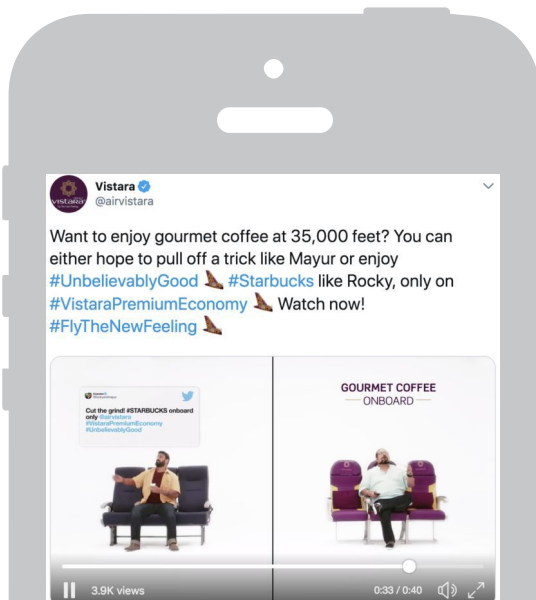
## MARKETS

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## CREATIVE USED

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## RESULTS

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+10.3M  
IMPRESSIONS

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+1.3M  
VIDEO VIEW 50%

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+4.4M  
VIDEO VIEWS

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+808K  
VIDEO VIEW 75%

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+9.3M  
VIDEO START

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+554K  
VIDEO VIEW 100%

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+2.7M  
VIDEO VIEW 25%

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## KEY SUCCESS FACTORS

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1. Choosing video Ad formats activated greater impact and engagement.
2. Influencers helped leveraging the keymessage of the campaign.
3. Twitter best practices were applied. The campaign concept and messaging were decided on what works best on the platform considering video length, relevant hashtags and branded emojis.

Contact us to learn more about the opportunities that LinkedIn can provide for your business