

Case Study – Live Screening

Title: F1 GP Live Screening at Kingsman Vashi

Introduction:

- Kingsman Vashi hosted an F1 Grand Prix live screening.
- Leveraged the Netflix series "Drive to Survive" hype.
- Objective: Attract F1 enthusiasts and boost footfall.

Campaign Overview:

- Targeted F1 fans and local motorsport enthusiasts.
- Utilized a two-week Meta (Facebook and Instagram) ad campaign.
- Investment: ₹5,904.60.

Results:

- Achieved a reach of 102,656 with 197,571 impressions.
- Overwhelming event response, lounge almost houseful.
- 20 table bookings on average for every screening.

Conclusion:

- Strategic marketing and "Drive to Survive" hype were key.
- Successful conversion of online engagement to in-person attendance.
- A case of effective event planning and promotion.

Kingsman
VASHI

