

Case Study – Social Media

Roar is one of the prominent lounge Bars in Navi Mumbai.

Situated in a stiff Competitive market, we have often Leveraged Social media Platforms to drive results in various forms.

Challenge – Drive Customer foot fall in a post COVID situation through the use of social media and content marketing

Idea – Plan was to tap into the customers FOMO (Fear Of Missing Out), we converted the weekends into a festival with introduction of artist performance clubbed with various offers. What we came up with was a 3 day weekender style Festival.

Result – This Campaign was operational for 3 weeks and it produced spectacular results. The foot fall increased by **30%** and remained consistent throughout the 3 weeks of this campaign. Apart from foot fall we were able to reach out to **15-20% newer audiences**

