

Flipkart



MEME MARKETING REPORT



MEMECHAT.
MAKE MEMES, MONEY & COMMUNITIES

Table of Content



**Abhi Main
Gyaan Pelunga!**

- **Campaign Objective**
- **Campaign Snapshot**
- **Best Performing Posts**
- **Twitter Trend Analysis**
- **MemeChat App Insights**
- **Post Links & Insights**
- **Campaign Outcome**
- **Offline marketing**
- **PR and Articles**

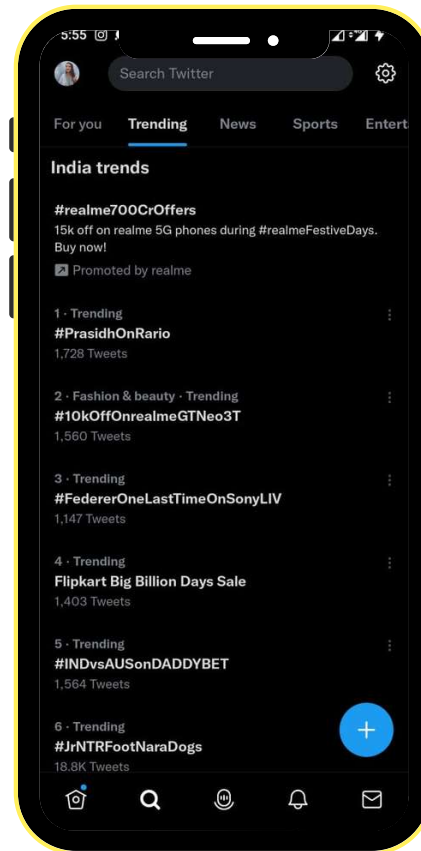
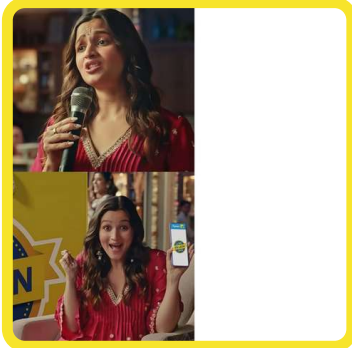
Campaign Objective

To make the Big Billion Day sale offerings go viral in order to attract the most attention possible of the audience through offline and online modes of advertising whilst ensuring the campaign seemed as organic as possible through memes!

ESTIMATED NUMBERS: 6 MILLION

ACHIEVED NUMBERS: 23.2+ MILLION

Campaign Snapshots



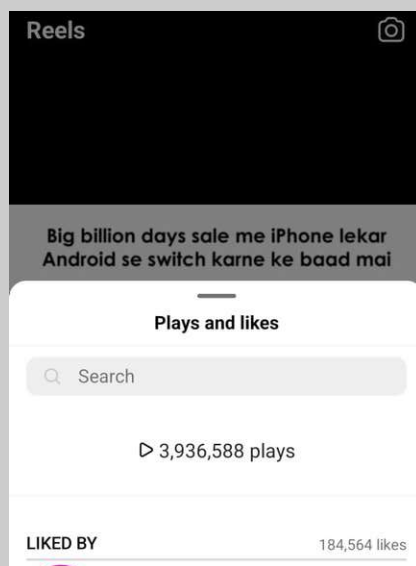
CAMPAIGN DURATION

12 Days

PLATFORMS ACTIVATED

INSTAGRAM, TWITTER,
MEMECHAT

Best Performing Posts



POST LINK 

PAGE NAME

Naughtyworld

LIKES

184,564

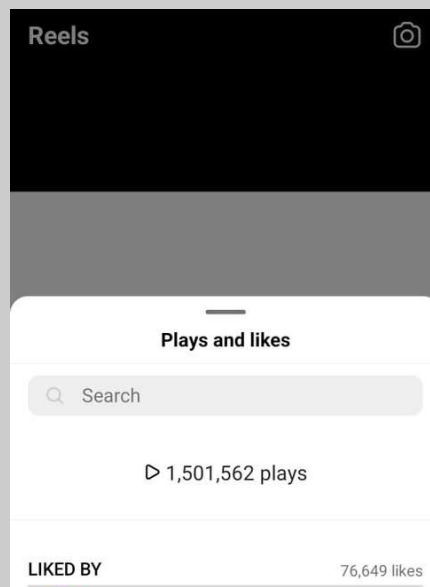
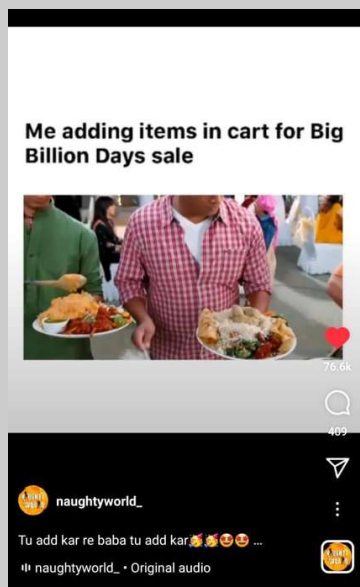
COMMENTS

1640

VIEWS

3,936,588

Best Performing Posts



POST LINK 

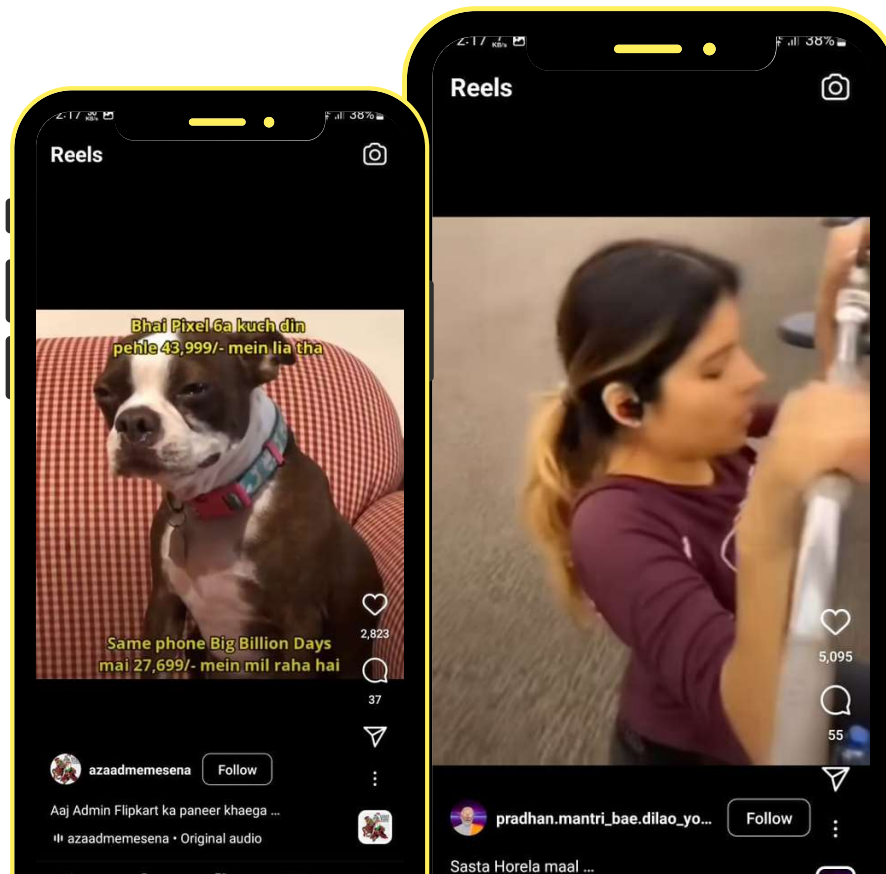
PAGE NAME
Naughtyworld

LIKES
76,649

COMMENTS
409

VIEWS
1,501,562

Memefluencers



TOTAL REACH

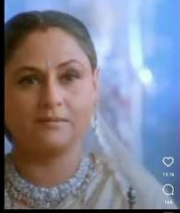
350,416

TOTAL ENGAGEMENT

44,155

Internet Sentiments

Shopaholic me waiting for festival sales




Comments

roshnivarma2997 Festival's ka wait 🙄 jaise hi aiga waise hi dher sara kharid lungi saman wimaan 🙄🙄🙄

2w Reply Send

Flipkart Big Billion Days sale starts



Comments

satarupa_20.10 Aur humne shopping b kar liya 😊

3d Reply Send

priyu_kumari01 Hey 😊

4d Reply Send

miss_amanat_ammy_bajwa Samj nhi a rhi yeh add he ya memes ? 🤔🤔

4d Reply Send

_skyy__01_Kb hai wese 😊

3d Reply Send

khushi._arts Flipkart got no chill 😂😂😂

15h 2 likes Reply

_navuda_adithya_ Just banglore level of marketing by Flipkart 😂

3h 1 like Reply

Twitter Trend Analysis

TREND DURATION

1 hour

TIMING

05:50 PM - 06:55 PM

DATE OF TREND

23/09/2022

NO. OF POSTS

1286

USERS

918

REACH

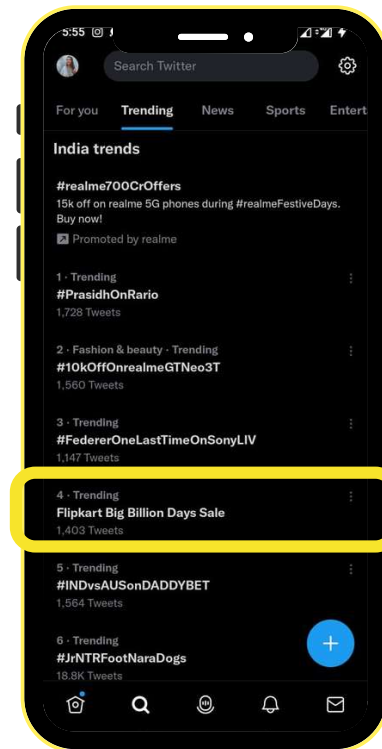
8,687,768

IMPRESSIONS

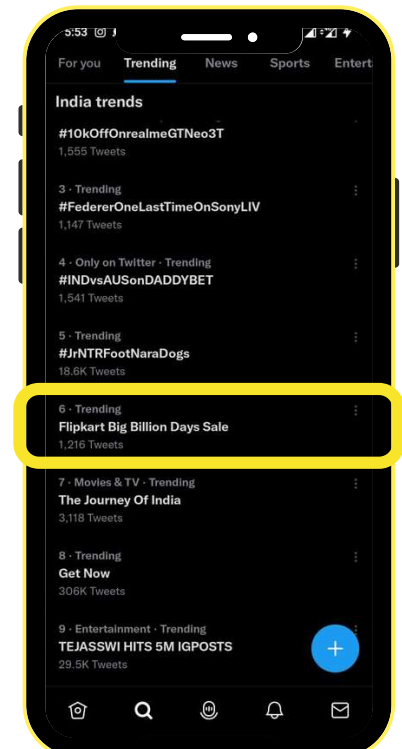
12,863,533

ENGAGEMENT

1814



Number 4



Number 6

MemeChat App Insights

Template 1



Memos Received
13,892+

Upvotes
28.2k+

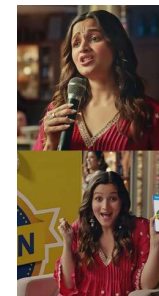
Template 2



Memos Received
16,340+

Upvotes
29.8k+

Template 3

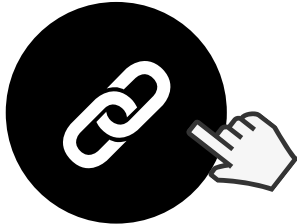


Memos Received
3,335+

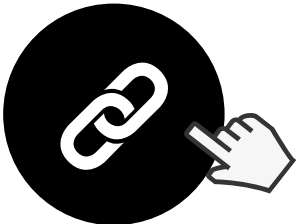
Upvotes
6.7k+

MemeChat App Insights

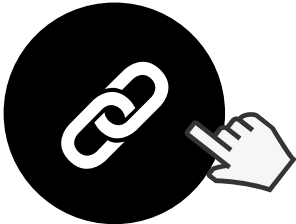
Template 1



Template 2

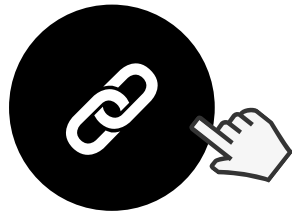


Template 3

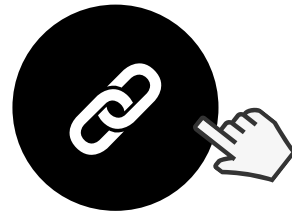


**MEMES MADE BY
MEMECHAT USERS**

Insights of Instagram



SNAPSHOTS



DATA

Campaign Outcome

TOTAL REACH

23,267,578

TOTAL ENGAGEMENT

798,201

TOTAL POSTS

33,787

EXPECTED REACH

6,000,000

EXPECTED ENGAGEMENT

600,000