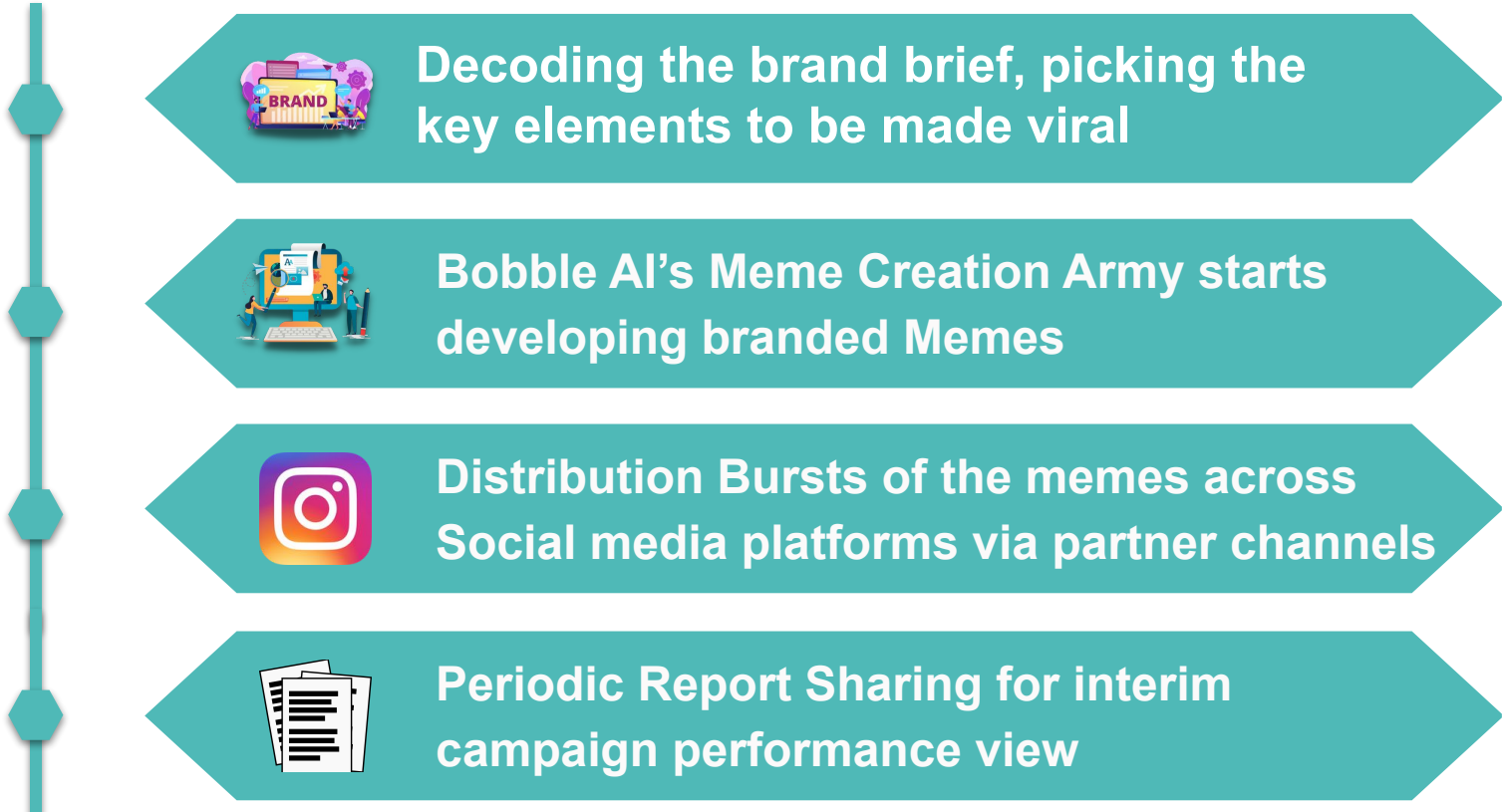


**Bobble AI**

Meme Marketing  
Solution

# Process Flow



Decoding the brand brief, picking the key elements to be made viral



Bobble AI's Meme Creation Army starts developing branded Memes



Distribution Bursts of the memes across Social media platforms via partner channels



Periodic Report Sharing for interim campaign performance view

# Case Study- Britannia Biscafe

## Campaign Objective-

Britannia was launching a new product- **Biscafe**. The Campaign was initialised to create buzz around the biscuit's USP of being a partner to Coffee.

## Campaign Execution-

Instagram Reels & Video posts were leveraged to distribute meme's created for the brand establishing the biscafe as Coffee's better half.

Developed the content pieces aligned with the brand's communication, brand tonality and even the trending topics, picked up relevant channels which got the campaign needed traction while making it look organic too.

# Case Study- Britannia Biscafe

## Campaign Duration

10 days

## No. of posts

Instagram - 353 Posts

## Total Engagement

2,122,318

## Total Reach

22,062,400



# Case Study- Sliceit

## Campaign Objective-

Sliceit meme campaign was initialised to drive virality for the brand among the target users by making the benefits it provides talk of the town.

## Campaign Execution-

Reels, Stories & Video posts, all were leveraged to drive the brand's campaign objective of getting the product's benefits viral among the target audience.

Picked up specific kind of content around memes and the channels that the target users tend to relate helped us meet the objective of driving engagement around the brand's communication.

# Case Study- Sliceit

## Campaign Duration

6 days

## No. of posts

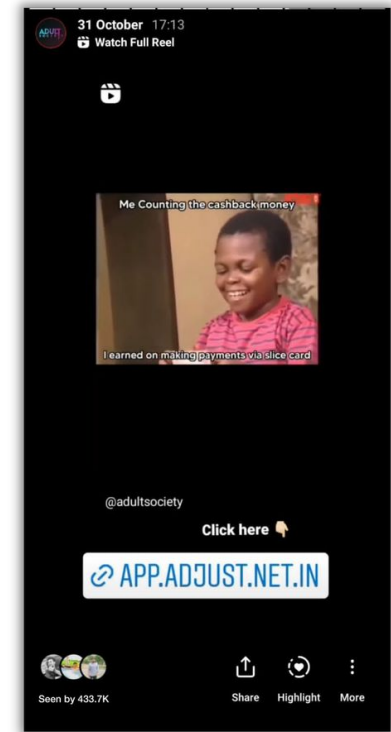
Instagram - 70 Posts

## Total Engagement

231,920

## Total Reach

7,532,686



# Case Study- Godrej Home Security Solutions

## **Campaign Objective-**

Godrej #PEACEOFMIND campaign had its objective of creating buzz about the New Godrej Home Security products which will give the users peace of mind when they are out of home.

## **Campaign Execution-**

Activated Twelebs on Twitter, utilised Reels and Posts on Instagram with creatives built around topical and relatable themes to drive awareness around Godrej Home security solutions and also establishing it synonymous with #PeaceOfMind.

# Case Study- Godrej Home Security Solutions

## Campaign Duration

**5 days**

## Platforms

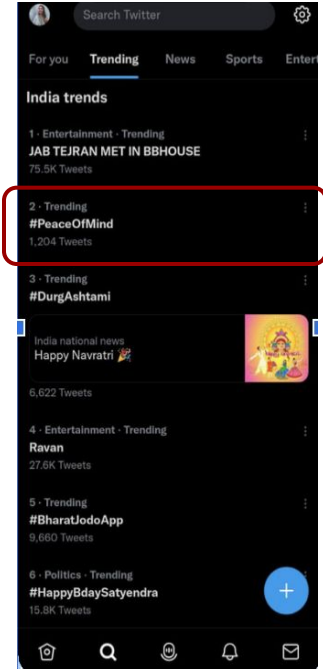
**Instagram & Twitter-**

## Total Engagement

**295,822**

## Total Reach

**17,628,961**





# Thank You!!

Please let us know in case of any queries or concern