

Social Media - Facebook Community Management

Short one line

To engage with the target audience using the social media platform to enhance brand recall

Case Study Client

Ranbaxy Laboratories Ltd.

Brand - Revital

Situation

Revital is a daily health supplement by Ranbaxy. The target audience for the brand is [All India M 18-55 SEC A, B & C]. The brand enjoyed a strong recall in Tier II and below cities in the north eastern market and now wanted to strengthen presence with the online customers through the Facebook. The brand associates itself with sports event like cricket and wanted to establish its presence on Facebook during the ICC World Cup 2011. The then strategy on Facebook was to position the brand as one aligned with sports and gradually shift its positioning to a health centric brand.

Solution

The creatives for the brand, namely Facebook display picture and landing page were designed to position the brand as one associated with cricket. The wall posts were around the ongoing matches and encouraged participation from the audience. Several competitions like Revital Cheer competition #1 Revital Predicta, Revital Cheer Contest #2 were run in which people participated in large numbers.

At the end of the World Cup series the positioning of the page was shifted by introducing new themes periodically on the wall.

Different themes with punch lines such as 'Revitalise yourself with this fact', 'Revital Kaleidoscope' were implemented on the wall under which well researched facts in keeping with the theme were presented to the audience. Around the 64th Independence Day of India the theme 'Young @64' was implemented in which the various feats achieved by India and Indians which positions India as young and vibrant were presented on the wall.

At the introduction of every new theme the fan page display picture and landing page for first time visitor were changed.

Result

- Organic growth in fans.
- Large number of entries for competitions
- Increase in 'Shares'
- Consistent increase in 'likes' and 'comments' on wall posts
- High engagement with TG