

Master Prep Launch Campaign by

 CelebfiE



 CelebfiE

CELEBFIE

About Us

World's First FX (Fan-Experience) Platforms that enables Brands & Fans to connect with their favorite celebrities directly, seamlessly and cost-effectively.

Why Celebfie?

- › An impressive roster of nationally and regionally known faces. (1000+)
- › An in-house marketing and content team to help you plan and strategize your campaigns. You will be provided with plug-n-play content ready for digital publishing.
- › A go-to social app for any brand to make sure their digital footprint gets them bigger reach, global fan following and a higher brand value.

Our Services:

- › 360° Celebrity Marketing Plan.
- › Social Media Promotions (product unboxing, review videos, live sessions).
- › Personalized Celebrity Video Messages/Celebfies.
- › Event Appearance and Performance Bookings.
- › Celebfie Live (virtual workshops, live masterclasses with product and brand collaborations)
- › Brand Promotion Shoots, Endorsement Deals, Collaboration Requests, TVC and Web Series Sponsorships.





The Brand

- Prepares Students for IELTS through multiple test series
- Guides students with their dream for foreign education



Target Audience



WOMEN

17 to 25 Age Group



MEN

17 to 25 Age Group



INCOME ZONE

Upper Middle Class
And above

“

Our vision is to propel our students to learn language skills efficiently. A systematic approach of inducting, preparing, and practicing with a trained instructor assists them in cracking an exam and communicate in English in day to day life.



Major Consumer Wants


That Master Prep Satisfies

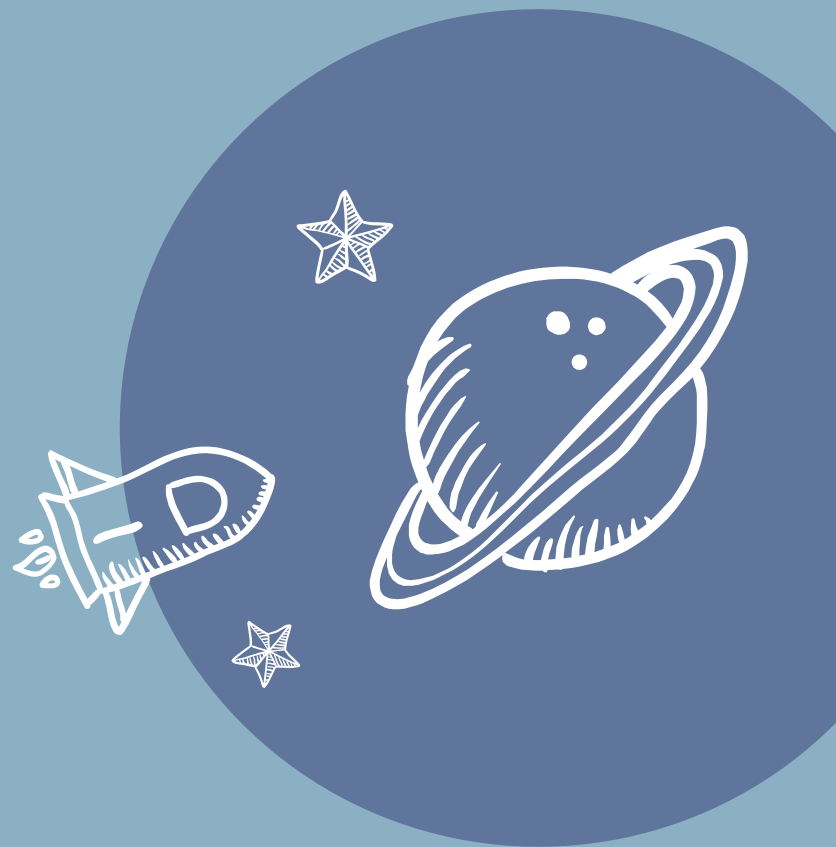
- ✓ Easy and Understandable Curriculum
- ✓ Fun tutorials with handled with professionalism
- ✓ IELTS made super easier to crack

In all, a perfect place to give your dream of abroad studies wings.



Big concept

A jingle with a hook step that discusses various successful people (Conceptualised Reels)  and a Workshop for Launch.



How does it work?

Jingle

A very quirky and consistent sound.

OR

Reusing the present audios and getting our creators to create content that excites & advises our TG.

Hook Step

- Shaking head in disapproval and nodding when Master Prep pops up in text.
- Swiping the hand in front of camera left & right and doing slow Bhangra as Master Prep Pops up in text.



Our process is easy

➤ Pre-Buzz Phase

Aggressive Influencer, Meme & professional page marketing with hookstep storylines & jingles.

Timeline: 7th May to 14th May

↻ Launch

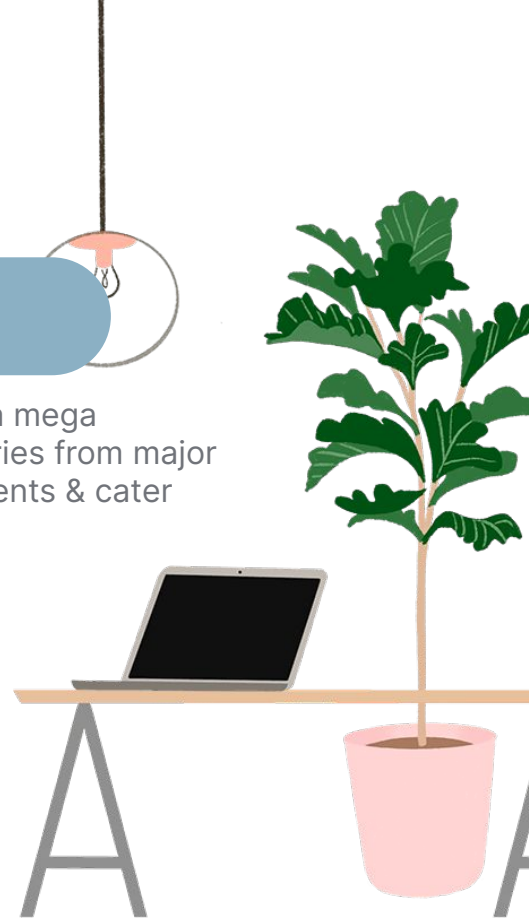
A Master workshop with a mega influencer inviting dignitaries from major universities to guide students & cater students.

Timeline: 15th May

↻ Post-Buzz

Aggressive Marketing of special & emotional moment based clips from the workshop & PR based on Billboard.

Timeline: 16th May to 30th May



How exactly though?

Pre-Buzz

We'll share stories of success through Instagram & Twitter Banter involving influencers & celebs that are followed by the Students.

Launch

Involving Universities & various HR/Professionals advice influencers to it will maximise the foot fall and Twitter Banter of live quotes from the event on the backend will excite the non-attending audience as well.

Post-Buzz

We'll continue pushing emotional & success stories on Social Media in short Reel/Shots/Regular post format from workshop. PR will focus on a Billboard activity discussed ahead.



Some Sample Reel Ideas that we'll focus on:



Nidhi Nagori

Over all 2.5M views



Nidhi Nagori

Content Based on a very short note & intriguing tune.

Supporting Billboard Concept

Creating a Huge Billboard in front of a **marriage bureau** in Punjab with headline: *“Earn your green card, not marry it.”*



Some Numbers

	Pre-Buzz	Launch	Post-Buzz
Instagram	50 Nano 15 Micro	50 Nano 15 Micro	50 Nano 20 Micro
Youtube	10 Micro	10 Micro	10 Micro
Twitter	1	1 for 3 hours	3 for 1-1 hours
Campaign Ambassador	2 Reels	1 Seminar	2 Reels



50M+ Reach

Whoa! That's a big number, aren't you proud?



INR 20,00,000/-

Total Budget

INR 23,00,000/-

Total Budget with Brand PR

100%

Total success!



Why the Billboard?

1 Creating an Impact on TG

The audience will be automatically attracted because the easiest and most hated trick by youngsters is to marry for visa & then look for a job.

2 Creating a Brand Image

No Institute has ever challenged the society so boldly, this way the Brand will get registered for fighting against the unrealistic norms of bollywood and society.

3 An Impeccable PR story

The billboard trick when handled with proper PR will blow away all your competitors plans with multiple new brands coming forth in your support.



PR Plan: Effective Post Buzz

Celebrie Media

Our Media Publication will interview various Punjabi celebs, Mega Influencers & push the interview to bigger platforms

Brand Equity

MOM, Official Social Samosa, Marketing Minds & more will feature the Billboard story praising the brand

Instagram Media

Bollywood pages would feature the Billboard + Campaign Ambassadors thoughts on it.

Twitter Trending

The brand will trend on twitter to get sight of all the working professionals and increase audience retention during the workshop to increase live viewers as well

Meme Marketing

Highlighting why Master Prep is breaking records & stereotypes at the same time.

PR Outline

Master Prep challenges the patriarchy with A-list courses & 100% success rate in IELTS





Let's have a look at a few
options for Campaign
Ambassador!



Nidhi Nagori

Campaign Ambassador

Nidhi is a famous Instagram & Youtube Influencer who educates people on foreign studies, visa, tests, jobs etc.

Instagram: 707K Followers

<https://www.instagram.com/nidhinagori29/>



Ankur Warikoo

Campaign Ambassador

Best-selling author, mentor and best-friend to aspiring motivated student, Ankur can grab the attention of young + mature audience with his strong persona as he promotes the brand.

Instagram: 1.6M Followers

<https://www.instagram.com/ankurwarikoo/>



Rannvijay Singha

Campaign Ambassador

Model, Actor, Ultimate-Rodie, Rannvijay is a fan-favorite and loved by almost the entire TG and best part is, he is famous for his reckless as well as professionalism that's most needed to fuel the campaign.

Instagram: 4.4M Followers

<https://www.instagram.com/rannvijaysingha/>



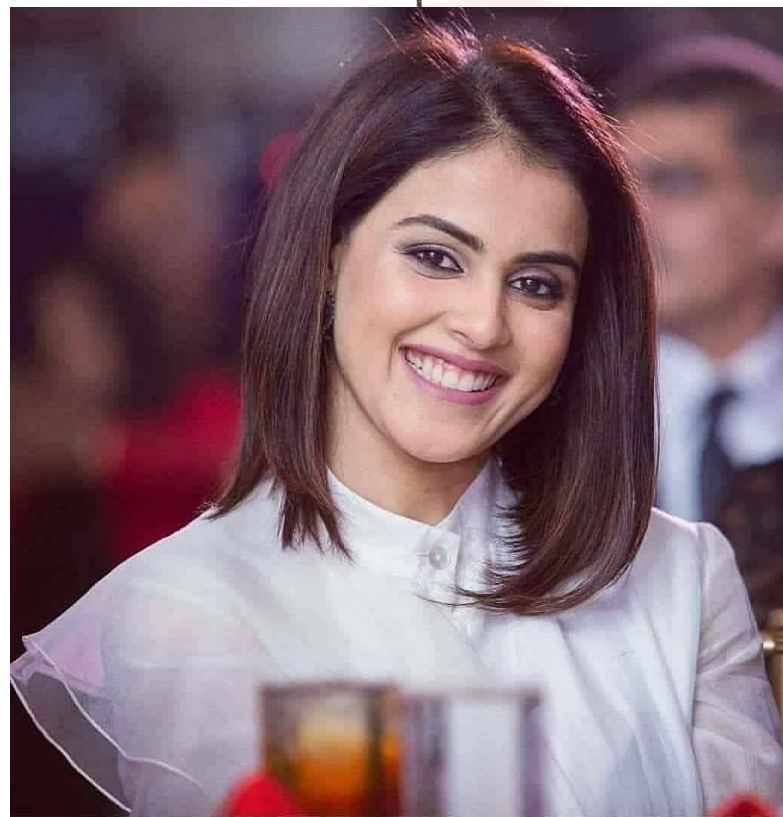
Genelia Deshmukh

Campaign Ambassador

Actor, Producer, Entrepreneur, Genelia is a face that people recognise and she relates to the campaign for she played a victim of Green-card marriage in Punjab in her movie, Tere Naal Love Hogaya.

Instagram: 9.1M Followers

<https://www.instagram.com/geneliad/>



Thank you!



Creating Unforgettable Memories



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