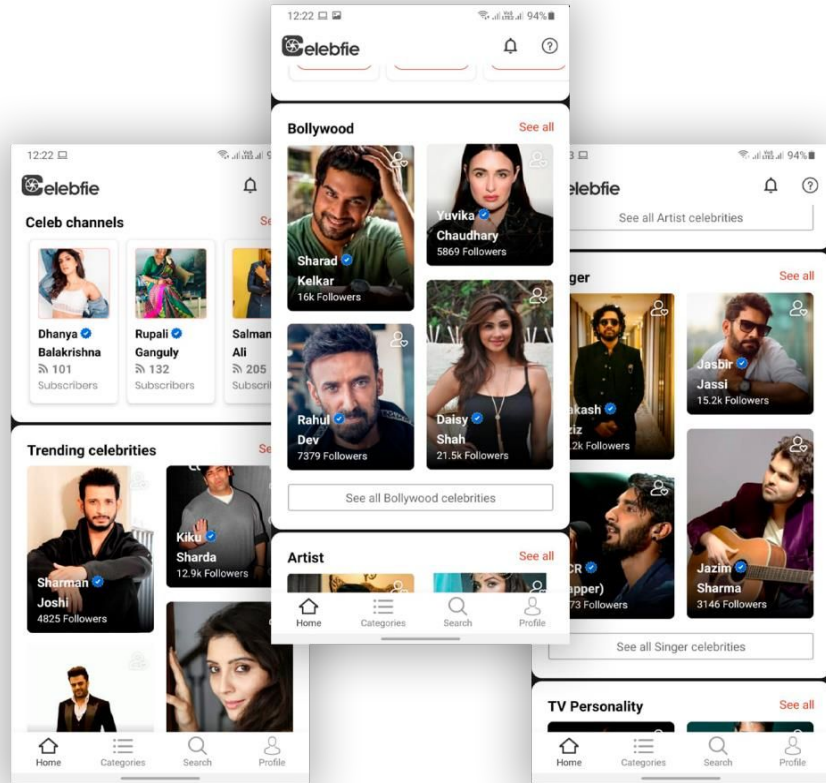




DIGITAL AWARENESS CAMPAIGN PLAN



Timeline

- When a new music video releases.
- Mother's day week

Major events:

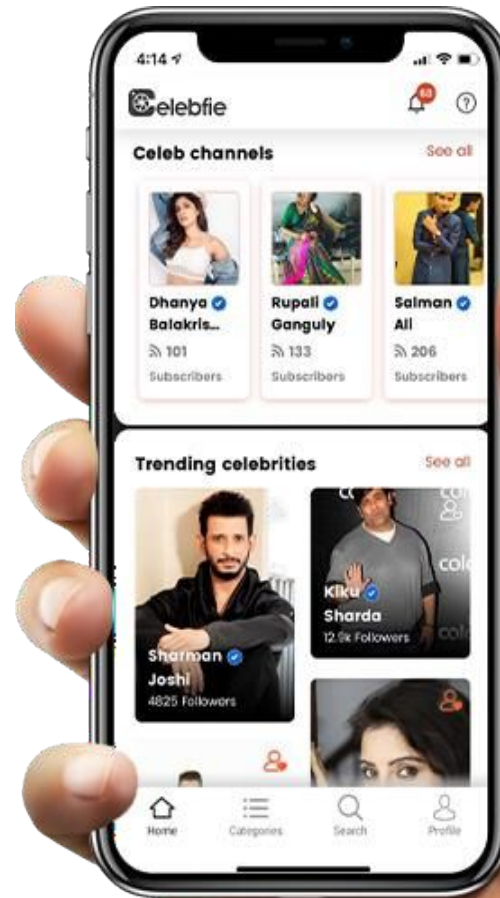
1. Digital Ad + **Music video** based Influencer Marketing Campaign.
2. Digital Ad + **Mother's Day** campaign based on meme marketing & twitter banter from 1st May to 15th May



Music Video + Digital Ad

Campaign Outline

- **Objective:** To make people aware of the channel subscription & give fans the real connection feel.
- **Mediums:**
 1. Music based digital ad (40-50 secs)
 2. Launching the music album alongside.
 3. Influencer Marketing Campaign
- **Advantages:**
 1. Promotion of app + music label together
 2. Speedy awareness
 3. Influencers will do the work of creating the hype, and we'll back them up with our first media buying if needed.





Digital Music Ad Campaign:

Celebfiie creating unforgettable Fan moments or
Celebfiie turning fanship into friendship

Concept

Fanship into Friendship ft. Sharad Malhotra

- Our Music label can come up with a song for this which we'll use to replace dialogues.
- Sharad's die hard fan books a facetime Celebfiie & finds out he cares for his fans just like the fans care for him & its all possible because of celebfiie. (40-50secs video)
- Influencers will come up with similar content (reels) on the same song featuring Celebfiie!



Storyline For the Musical Ad

Shelly wakes up every day and the first thing she does is check her Instagram and then check Sharad Malhotra's Instagram page. She is a total fangirl who also handles a fan page for Sharad and send him gifts a fan letter on his birthday.

She is super obsessed with his style & everything. One day she is walking on the streets and she finds someone who is walking in front of her and gets excited thinking it's him. She approaches him and gets disappointed. Saddened, she returns home and opens Instagram to find Sharad had just uploaded a video. The video is him announcing his presence on the CelebFie app and she starts to jump thinking she can finally connect with him directly.

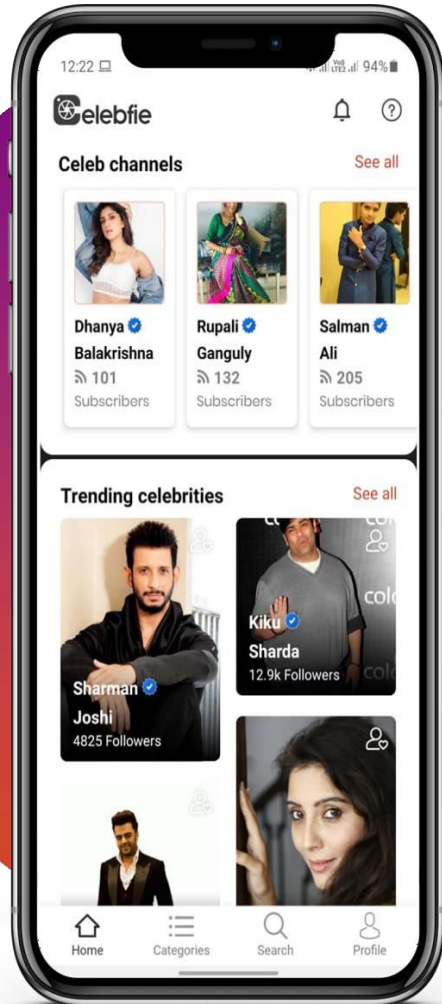
She installs the app and subscribes to his channel. Now every day she would wake up and get excited to find out something exclusive about Sharad. One day she finally decides to book a CelebFie and sends a request for a Facetime with him. Sharad accepts her request and 3 days later she finally gets a chance to speak to him in 5 minutes.

During the call, Sharad talks to her as if they were friends and finally he shows her all the fan letters. He picks up a blue envelope and she recognises that's her letter and gets more excited. It meant Sharad cares for every single fan and she is left all in smiles and the face time ends along with the video with Sharad switching the Facetime off and turning to the camera and winking at it before pointing to the CelebFie logo which marks the ending of the video.



Post Video release:

1. Song + rigorous ad film promotion everywhere.
2. *Influencer Marketing Campaign launch:*
We can pick an agency to give us 50-100 influencers who would create reels on the same ad film's song on the same theme and will use our app in the video which will generate curiosity amongst common people.
(The influencer is acting as a fan here)
3. Media Buying: around 20th April on popular pages promoting our entire campaign. This will make people know that this is a viral app that they must have.



BENEFITS

- Musical ad campaigns have more recall value.
- Music + app both are getting promoted from all the routes
 - Influencers will give the ad film a boost
- Other celebs will begin to take their channel content seriously for their fans too.
- Cross promotion on all platforms will create more engagement & subscription rate would go up.



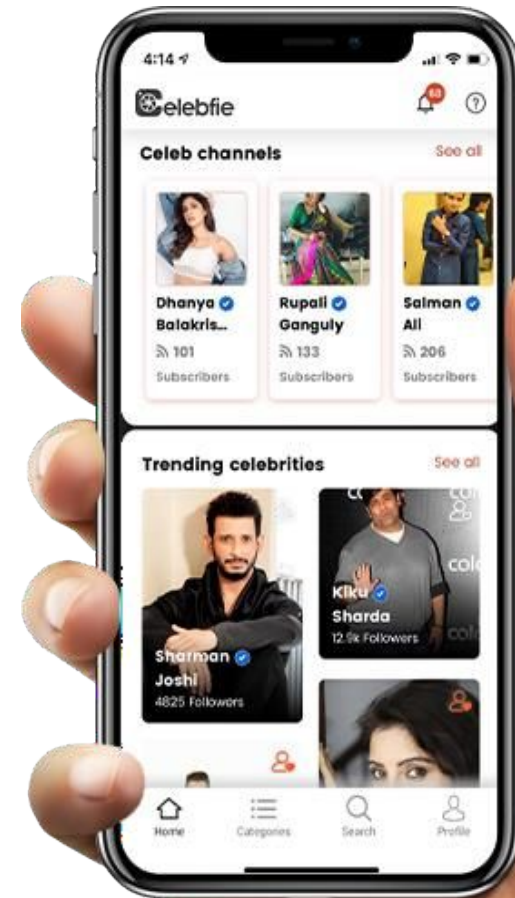
Mother's day Campaign

#SavageMoms

1st May to 15th May

Campaign Outline

- **Objective:** To make people aware of the channel subscription & increase bookings around mothers day. Also, to create a remarkable brand moment.
- **Mediums:**
 1. Digital ad (30 secs)
 2. Twitter Campaign
 3. Meme Marketing
- **Advantages:**
 1. Promotion of app subscription + celebfië bookings
 2. Using moment marketing to create a moment
 3. Both, on twitter & instagram through meme marketing & threaded tweets.





Storyline For digital Ad

Shweta's daughter & son are planning a surprise birthday party for her but since she's a celeb & super mom they need something better & more exciting. They plan a lot of things but everything fails one by one and they even end up making a mess out of the house.

She comes home and tells them something like, "jab kaam nahi aate, to itni tension kyun lete ho, ek safe, memorable + personalised virtual gift would have been enough" and shows them the celebfi app

or

Shweta's daughter & son are planning a surprise birthday party for her but since she's a celeb & super mom they need something better & more exciting. They plan a lot of things but everything fails one by one and they even end up making a mess out of the house.

But here, they finally turn to a digital & safer way amidst covid by booking a personal celebfi where they request her fav celeb to request her to not scold them for ruining the house & they give her a subscribed channel for her exclusive content to celebrate mother's day throughout the year.

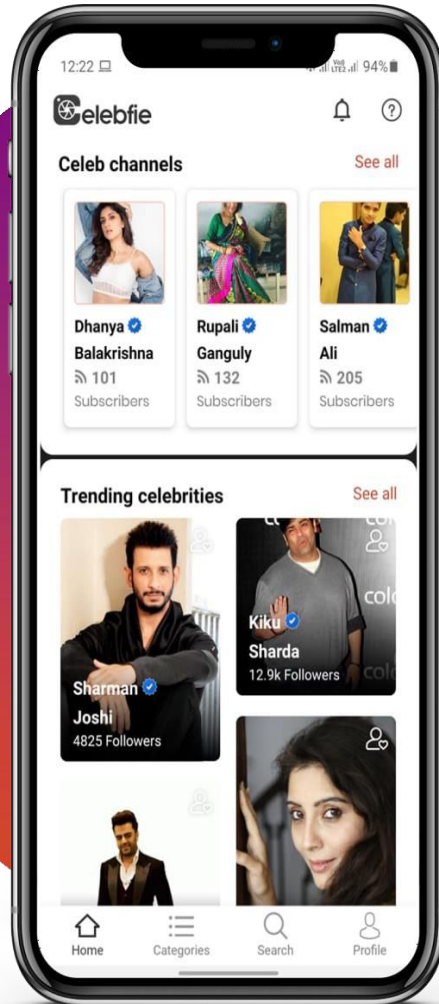


Post Video release:

1. Rigorous ad film promotion everywhere.
2. *Twitter Campaign:*

We can pick an agency to help us with reach. Shweta's daughter asks for suggestions for gift ideas for mothers day, a lot of celebs pitch in leading to the idea of celebfielife. A savage mom dialogue can be generated from here which can later be used for meme marketing.
3. *Meme Marketing Campaign:*

We post a carousel post using #savagemom dialogue and placing it into all the savage mom moments in the history of television. Then we can push them up with meme pages & media buying.



BENEFITS

- Humor based campaign can be very effective
- Overcomes the cliché marketing of mother's day
- Spreads a good variation & explains to our audience the concept of Celebfie
 - Brings out the real connection between us, celebs & our valuable subscribers & increase the number
 - Quickly following up with one of our major campaigns (Date with Nora/Sunny) can hold our subscribers
- Media buying plays an important role in bringing up brand identity, this campaign can make us look memorable & remarkable.



THANK YOU