



McDowell's

No.1

INFLUENCER MARKETING CASE STUDY

InfluGlue



contact@influglue.com



+91-9830015441 / 33 46021821



796, Purbachal Main Road, Second
St, Gitanjali Park, Kolkata - 700078,
West Bengal, India





ABOUT MCDOWELLS

McDowell's No.1 is an Indian brand of spirits manufactured by United Spirits Limited (USL), a subsidiary of Diageo. It is USL's flagship brand[1] and the largest umbrella spirits brand in the world, comprising three categories - whisky, brandy, and rum (under the name McDowell's No.1 Celebration).[2] The brand also has bottled water[3] and soda.[4] The brand began with the launch of McDowell's No.1 Brandy in 1963-64.[5] The brand's slogan is Mera No.1 (My No.1).



InfluGlue

INFLUENCER SELECTION



PROMOTION OF MC DOWELLS THROUGH REGIONAL CELEBRITIES

Mc Dowells came to us with the requirement of some famous Bengali celebrities to promote their newly launched whiskey edition during the festivities - Durga Pujo

We selected a network of influencers based on their requirements including some famous celebrities.

Once everything was finalized, we proceeded to the next step.



EPR



MEGHA
BUNIA



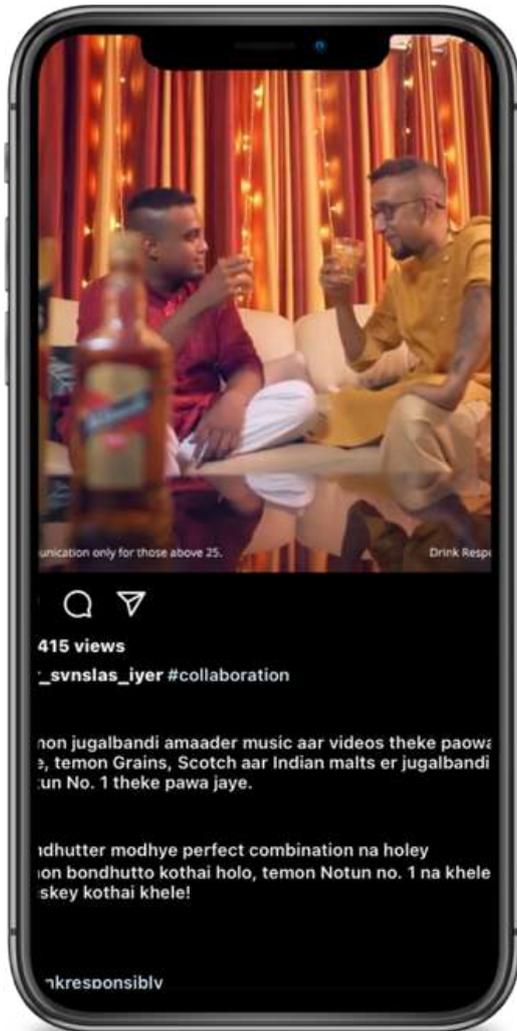
SAYAK
CHAKRABORTY



PRAKASH
YADAVANSHI

InfluGlue

INSTAGRAM VIDEO



UNUSALYAARI

The theme of the campaign was #UnusualYaari where the influencers had to showcase a friendship and celebration with their friends during festivities with McDowell's No1 whiskey. Professional shoots with conceptualisation was carried out & the final result went out as a video post on the influencers Instagram feed.

Here are a few links for your reference :

https://www.instagram.com/p/CU7sEywADRd/?utm_medium=copy_link

https://www.instagram.com/p/CU7sEywADRd/?utm_medium=copy_link



INSTAGRAM STATIC POSTS



Similarly, some influencers did a static post showcasing friendship and celebrations, dressed in ethnic attires. The shoot was conceptualised and professionally shot by our team.

Here are a few links for your reference :

https://www.instagram.com/p/CVw_nXmJ0Dy/?utm_medium=copy_link

https://www.instagram.com/p/CVw0Xv3MVBx/?utm_medium=copy_link



19000



248



Instagram



STEP SUMMARY

1) InfluGlue creates the campaign and conceptualises the theme keeping in mind festivities & friendship.

2) Shortlisted influencers create content like videos and stories where they share creative concept ideas and highlight the key benefits of this range.

NOTE

We engage influencers from different cities & having different followers based on client requirement. What you are seeing here, is the case study done only of a handful of influencers.

All influencers follow similar steps while carrying out the same campaign.

CAMPAIGN SUMMARY

CAMPAIGN INSIGHTS

NO OF CREATORS : 4

NO OF VIDEOS : 2

NO OF STATIC POSTS : 2

COLLECTIVE REACH : 650000

SHARES : 8000

IMPRESSIONS : 675000



THANK YOU!

INFLUENCER MARKETING CASE STUDY

InfluGlue



contact@influglue.com



+91-9830015441 / 33 46021821



796, Purbachal Main Road, Second
St, Gitanjali Park, Kolkata - 700078,
West Bengal, India

