



 **Bold Care**

Trustworthy & Affordable
Men's Healthcare

A background image showing three people in a domestic setting. On the left, a bald man in a cream-colored vest over a blue shirt looks concerned. In the center, a woman with a bindi and gold jewelry looks on with a worried expression. On the right, a man with long dark hair and a mustache, wearing a maroon kurta, looks towards the left with a serious expression. The background features patterned red and gold curtains.

Ranveer Singh's and Johnny Sins Bold Ad - Reaction

OBJECTIVES

Leverage Celebrity Appeal: Utilize the combined star power of Johnny Sins and Ranveer Singh to create buzz and attract a diverse audience.

Enhance Brand Visibility: Increase Boldcare's visibility and presence on social media, particularly Instagram, by creating shareable and engaging content.

Drive User Engagement: Encourage user interaction and participation through creative content and strategic use of Instagram features.

Achieve Viral Success: Generate viral content that resonates with the audience and encourages organic sharing and engagement.

CREATIVES

TVCs and Promotional Videos: Featuring Johnny Sins and Ranveer Singh in humorous and relatable scenarios, emphasizing Boldcare's brand message.

Memes and Static Posts: Crafting memes that align with Boldcare's messaging, using the unique personas of the celebrities to create relatable content.

Reels and Stories: Short, engaging videos highlighting key moments from the TVCs, behind-the-scenes footage, and interactive content like polls and Q&As.

User-Generated Content (UGC) Campaigns: Encouraging users to create and share their own content featuring Boldcare products, possibly with a contest element to boost participation.

Execution

Strategic Planning: Develop a comprehensive content calendar to ensure a steady flow of content across different formats, including feed posts, stories, and reels.

Creative Content Development: RVCJ MEDIA's in-house team meticulously crafted 204 posts, including 60 unique pieces for Boldcare, ensuring high quality and consistency.

Influencer Collaboration: Partner with meme pages, video creators, and static content creators to amplify the campaign's reach and engagement.

Platform Optimization: Utilize Instagram's features effectively, from stories to reels and feed posts, ensuring diverse content formats cater to varied user preferences.

Engagement Tactics: Use interactive elements such as polls, Q&As, and contests to boost user participation and engagement.

CHALLENGES

Controversial Pairing: The collaboration of Johnny Sins and Ranveer Singh posed a risk due to potential controversies. Careful messaging and creative content were essential to navigate this challenge.

Budget Constraints: Operating within a limited budget required innovative and cost-effective strategies to maximize impact.

Content Saturation: Ensuring that the campaign stood out amidst the vast amount of content on Instagram demanded exceptional creativity and strategic distribution. End Result

Results

Unprecedented Reach: Achieved a reach of over 159.1 million+, surpassing initial targets.

High Engagement: Garnered 94.2 million+ views and 6.8 million+ engagements, demonstrating strong audience interaction.

Positive Reception: Widespread sharing and positive feedback from the audience, validating the campaign's effectiveness.

Brand Strengthening: Solidified Boldcare's presence on Instagram and reinforced its brand identity through creative and engaging content.

Elevator Pitch

The Boldcare campaign executed by RVCJ MEDIA exemplifies the best use of celebrities in a social media campaign. By harnessing the unique appeal and massive followings of Johnny Sins and Ranveer Singh, the campaign achieved viral success beyond expectations. Through strategic content creation, seamless integration of brand messaging, and innovative use of Instagram's features, RVCJ MEDIA delivered a campaign that not only drove engagement and awareness but also set a new benchmark for excellence in celebrity-led marketing. The campaign's outstanding results, creative execution, and strategic innovation make it a deserving contender for the award category of Best Use of Celebrity in a Campaign.

Committed V/S Delivered

Committed

10Mn+

People Reached

7Mn+

Overall Views

500K+

Overall Engagement

VS

Delivered

159.1Mn+

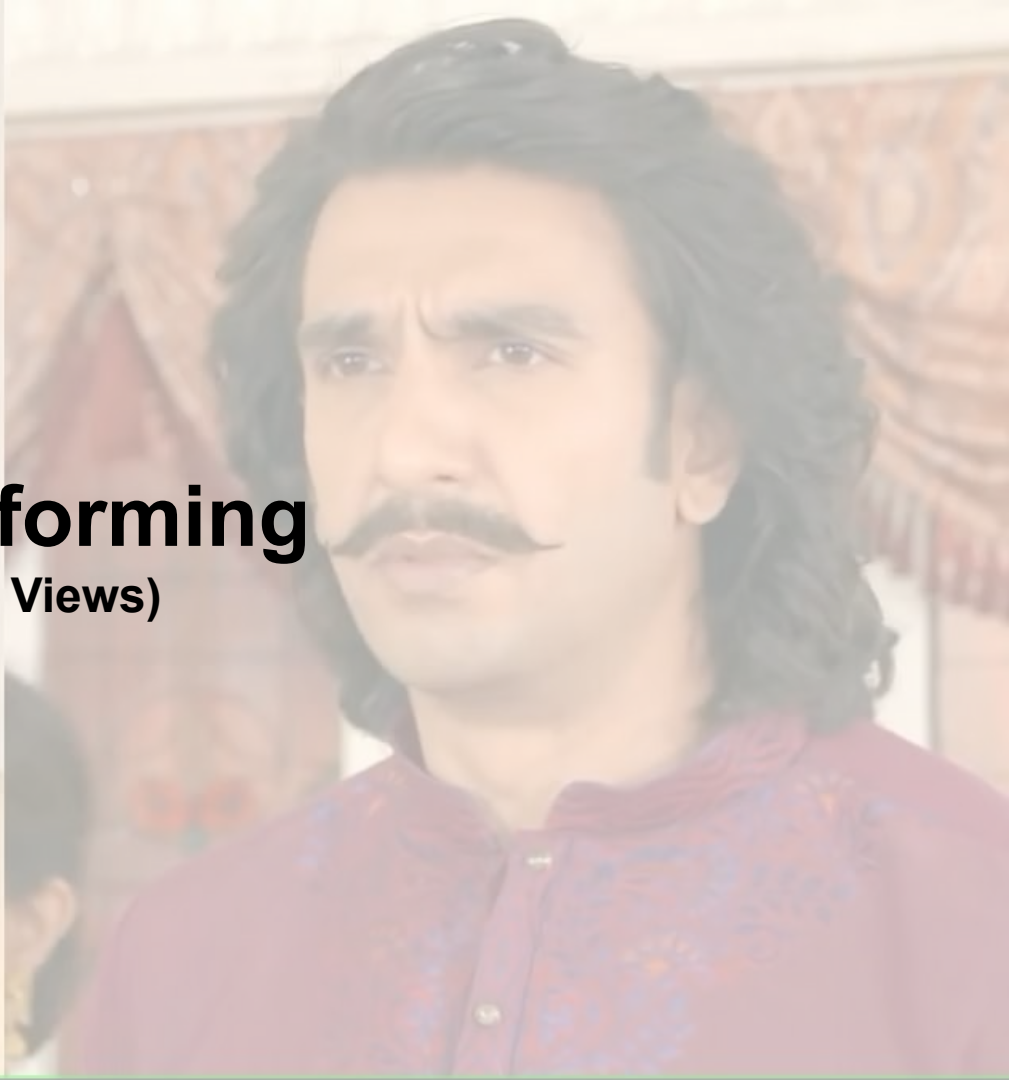
(159,166,762)
People Reached

94.2Mn+

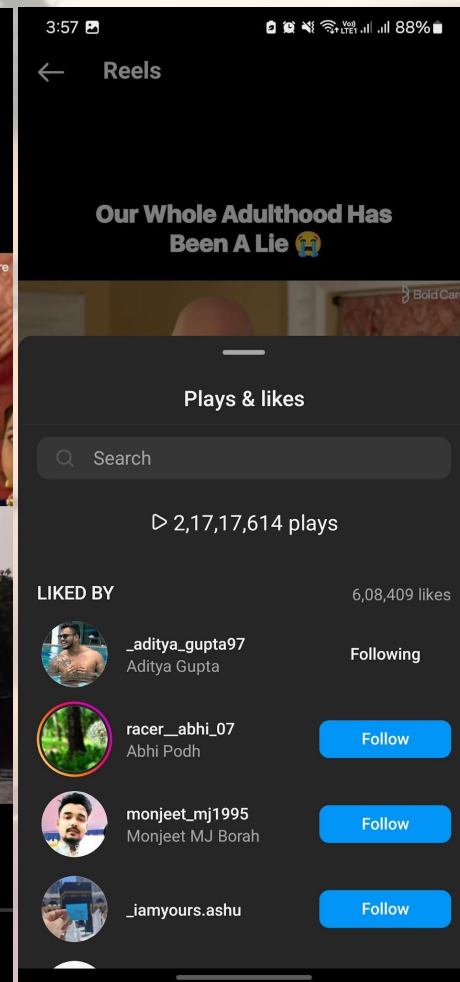
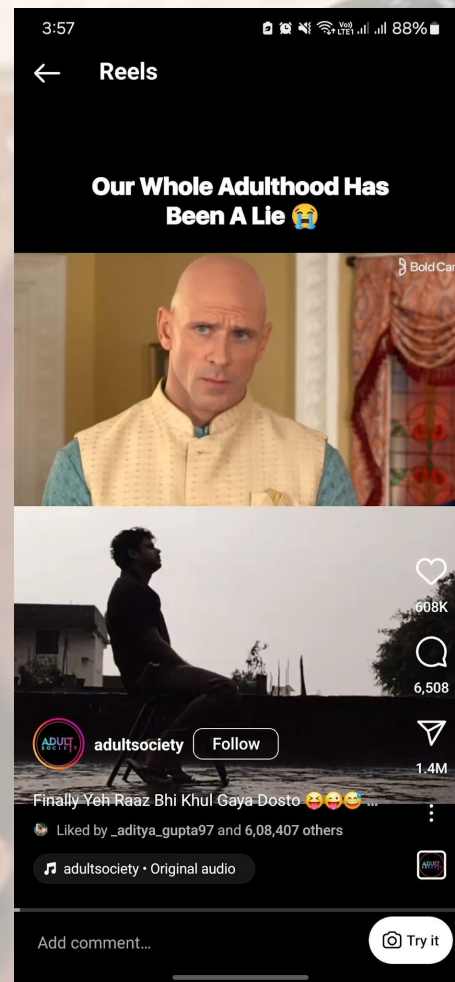
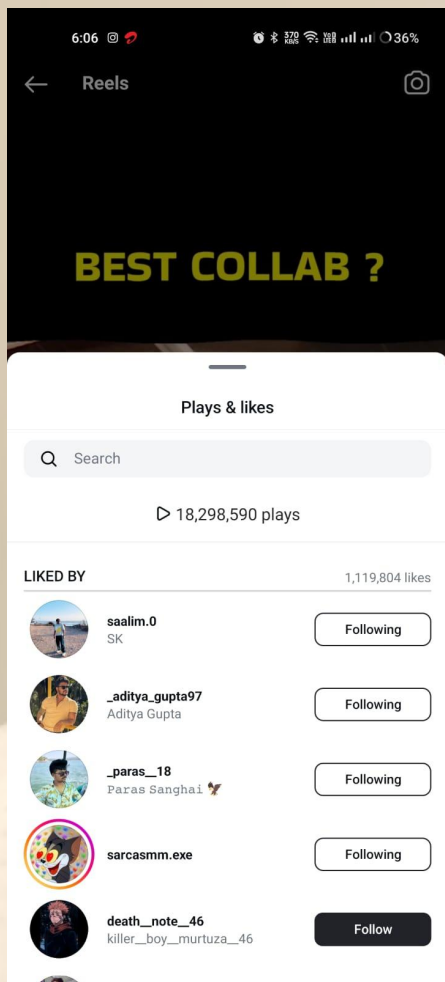
(94,204,596)
Overall Views

6.8Mn+

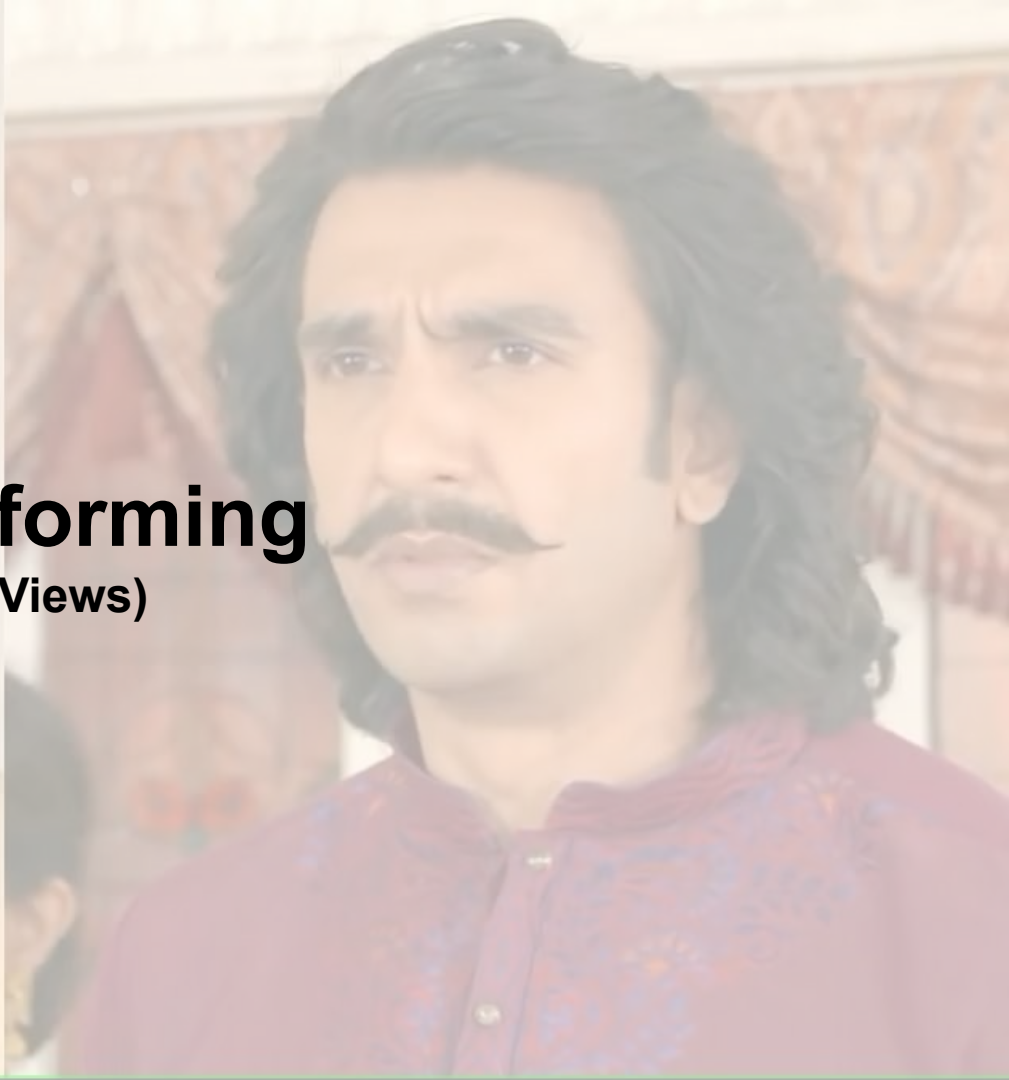
(6,806,919)
Overall Engagement



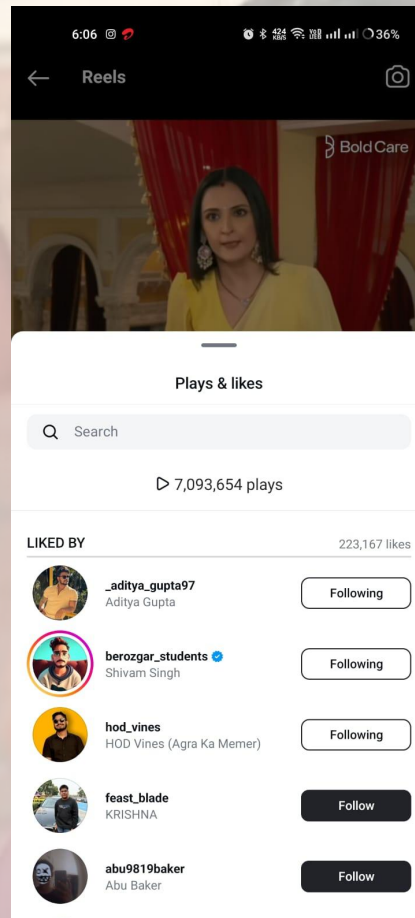
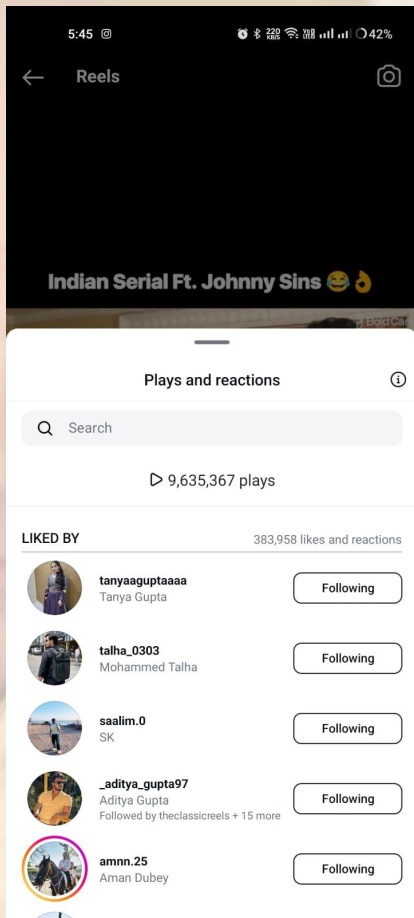
Top Performing
(10Mn+ Views)



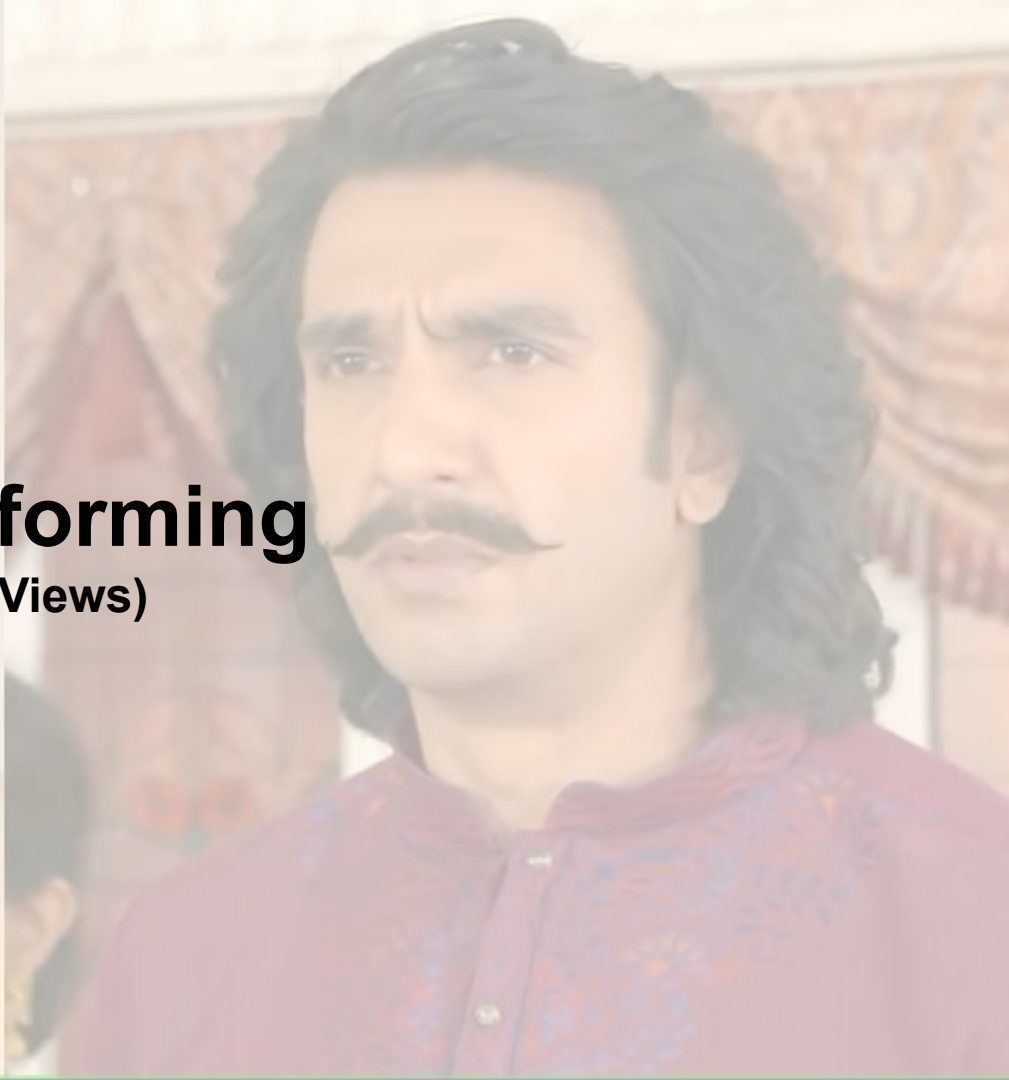
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Top Performing
(5Mn+ Views)

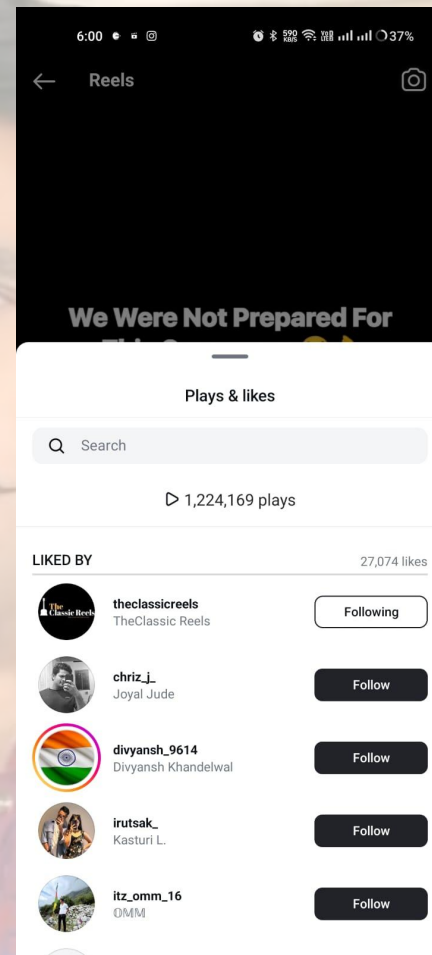
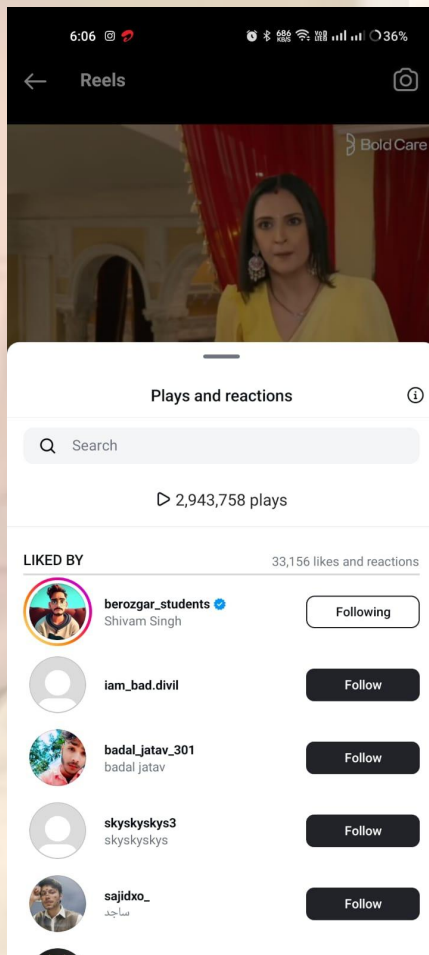


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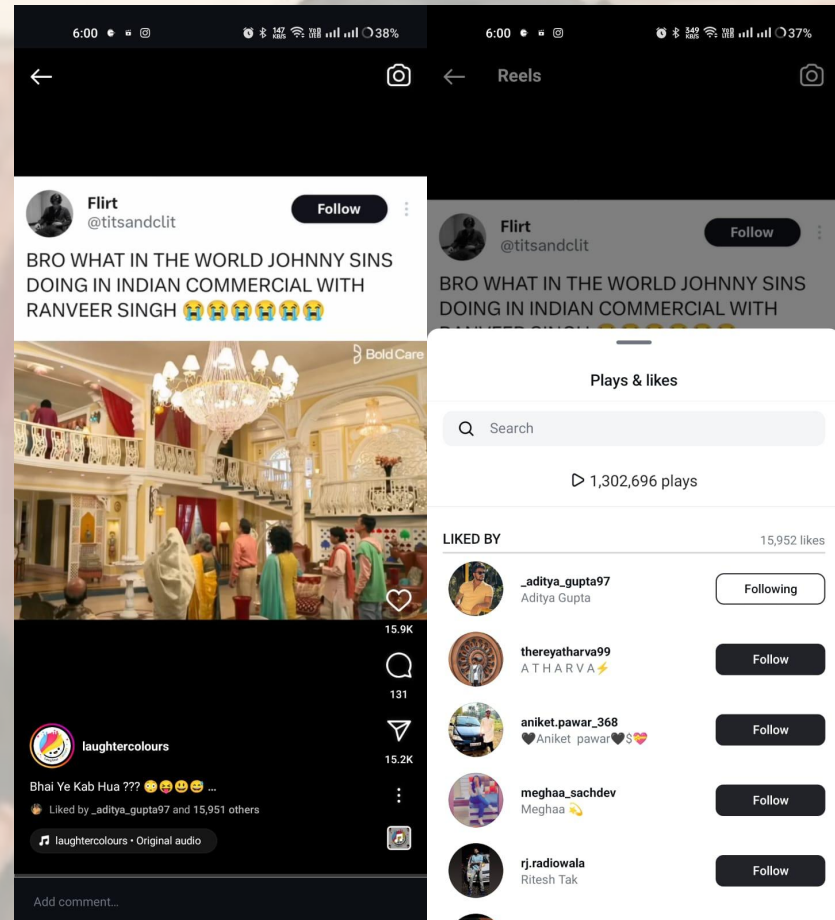
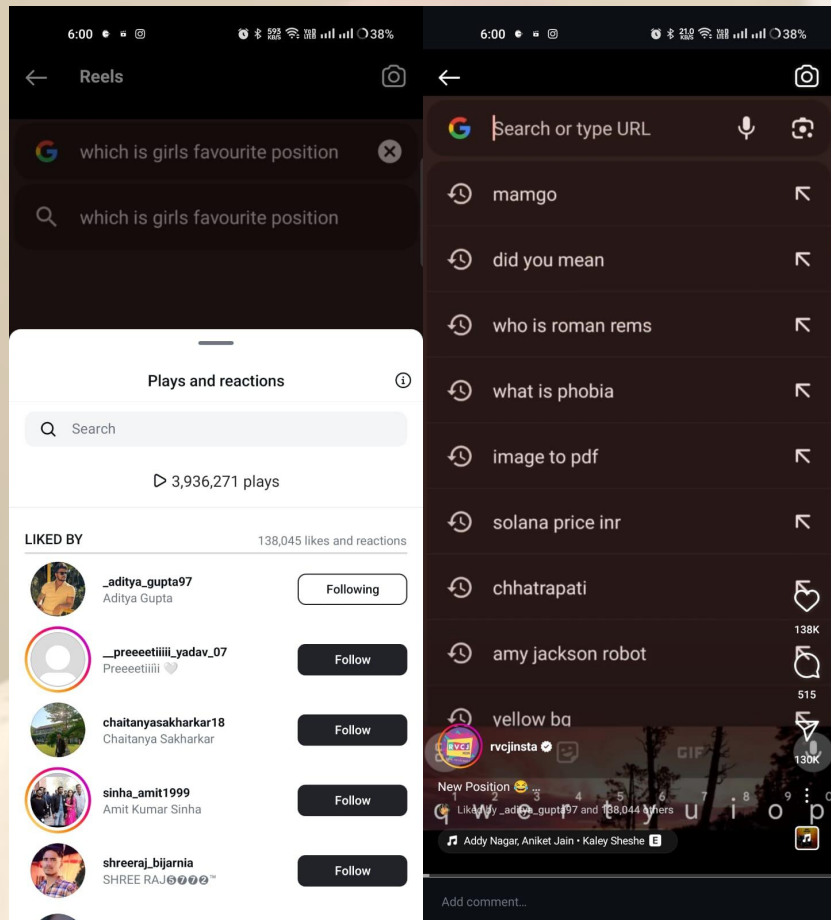


Top Performing

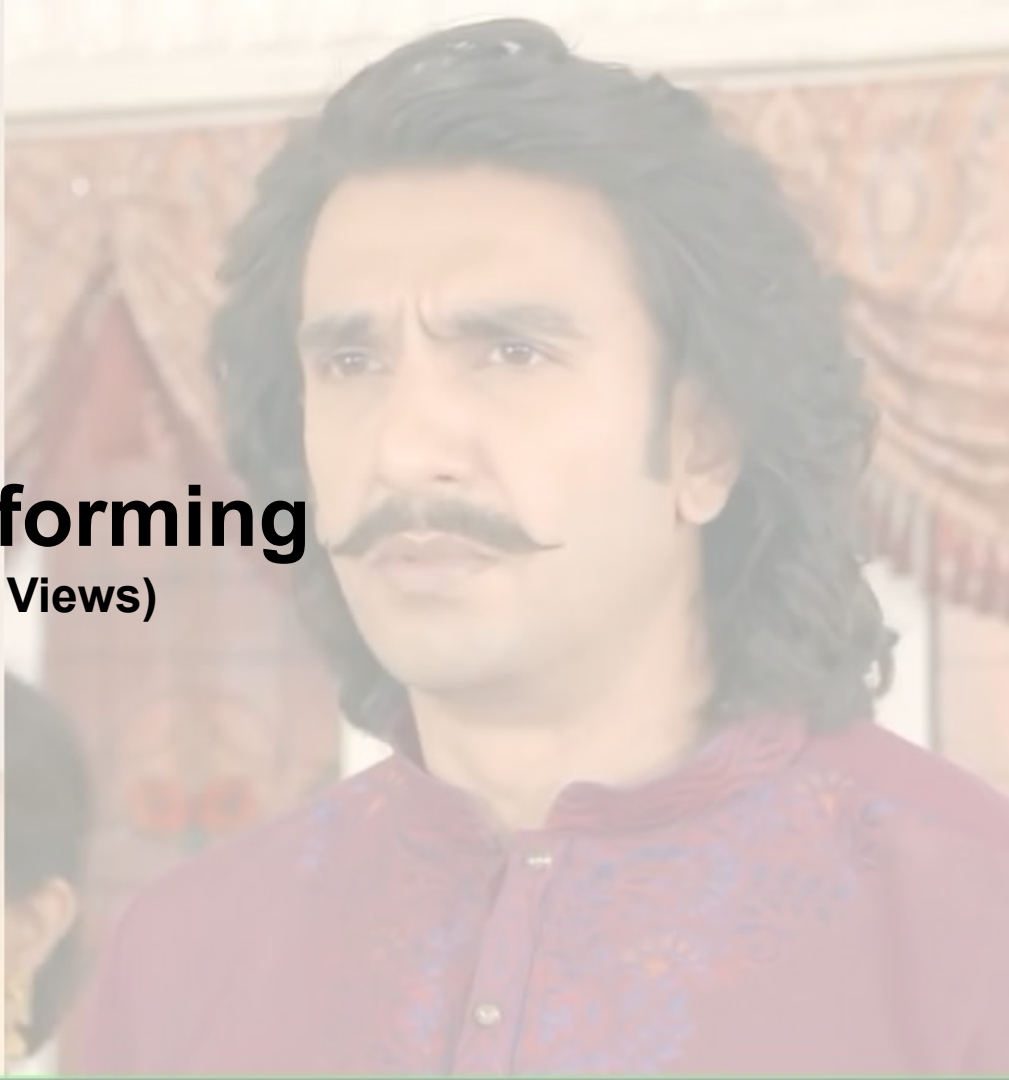
(1Mn+ Views)



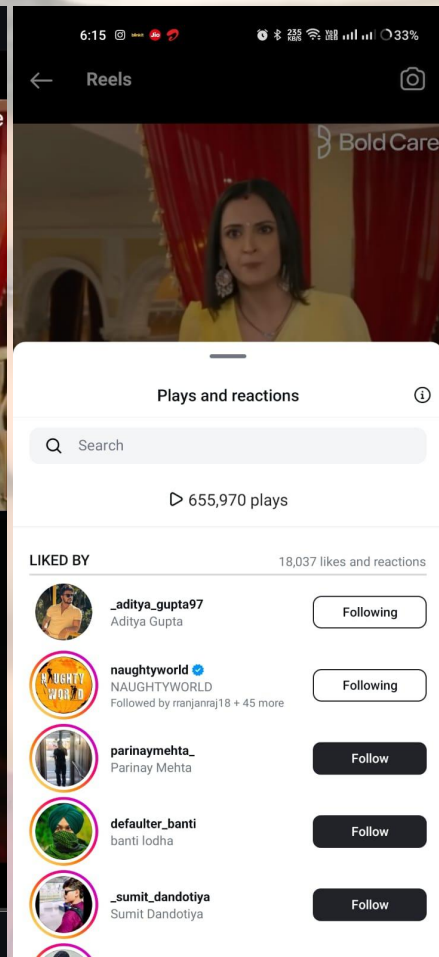
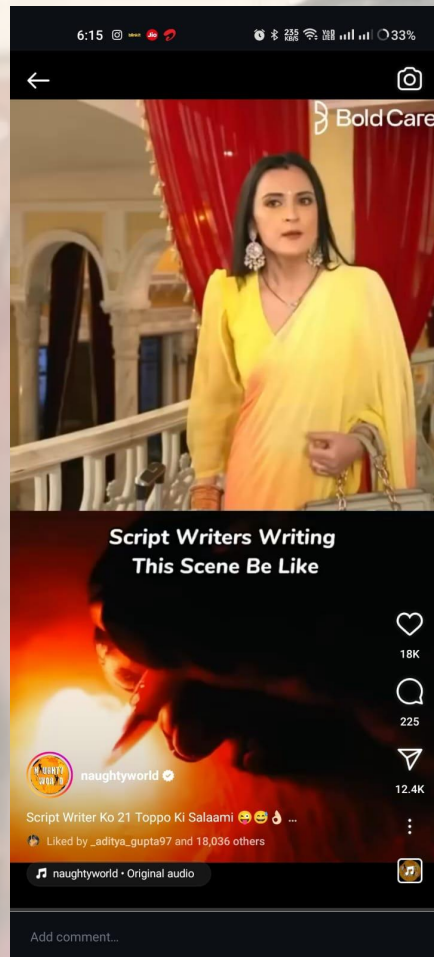
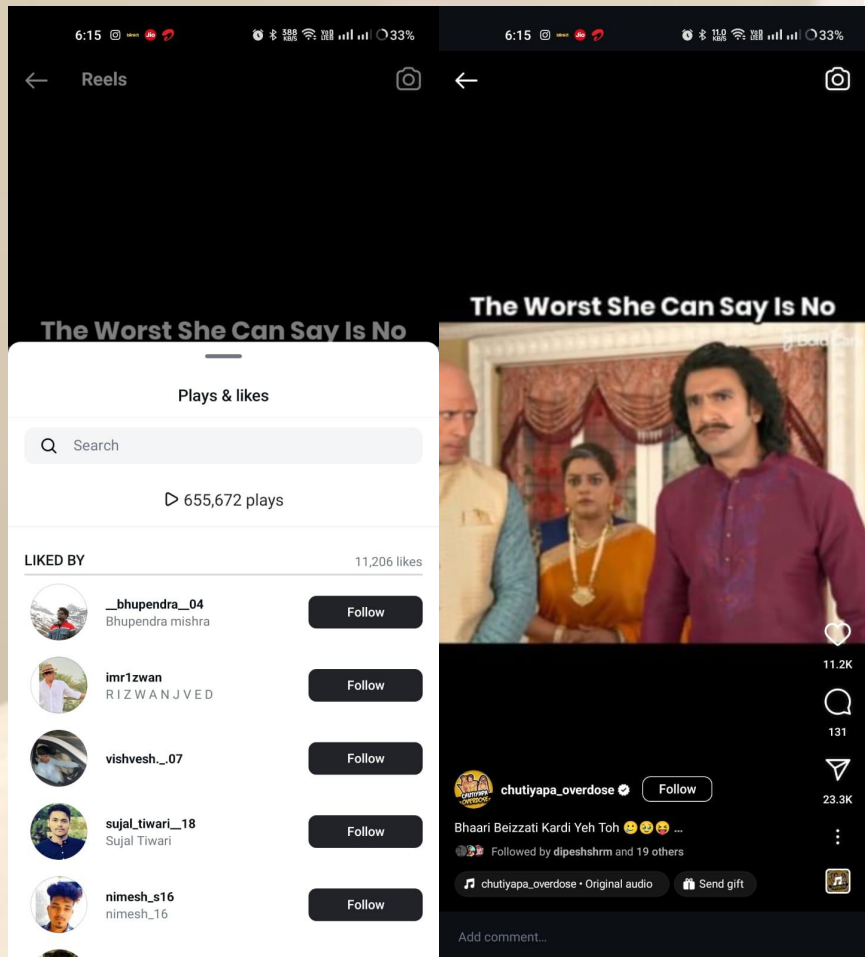
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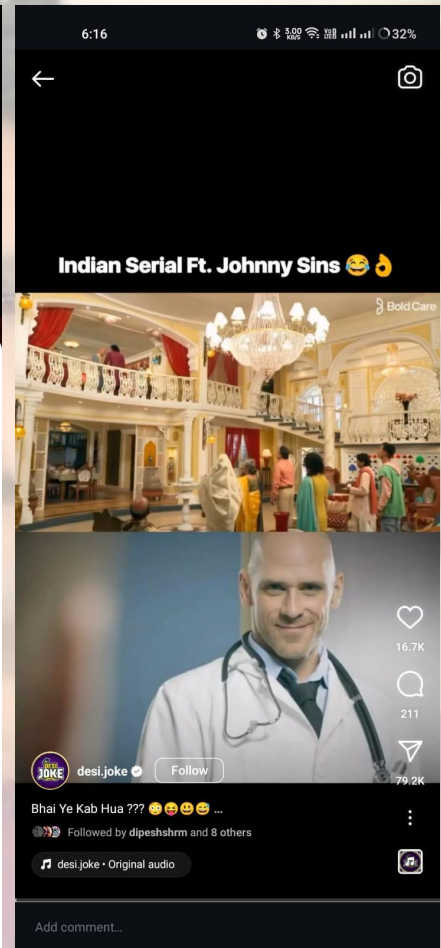
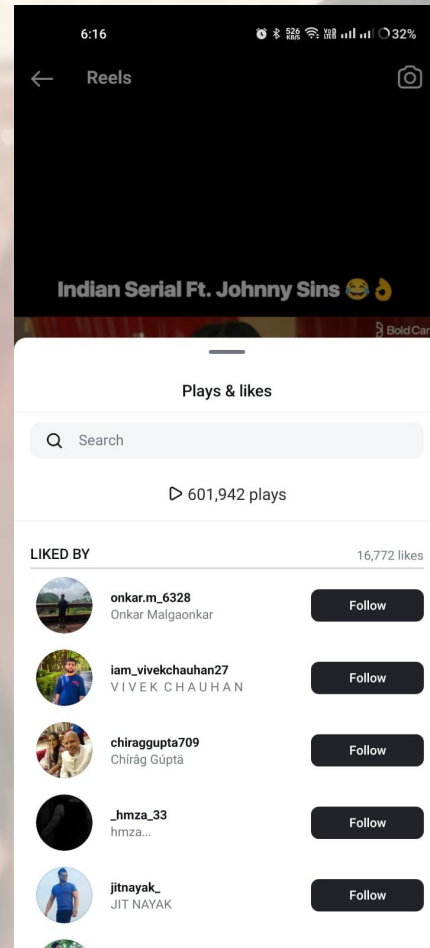
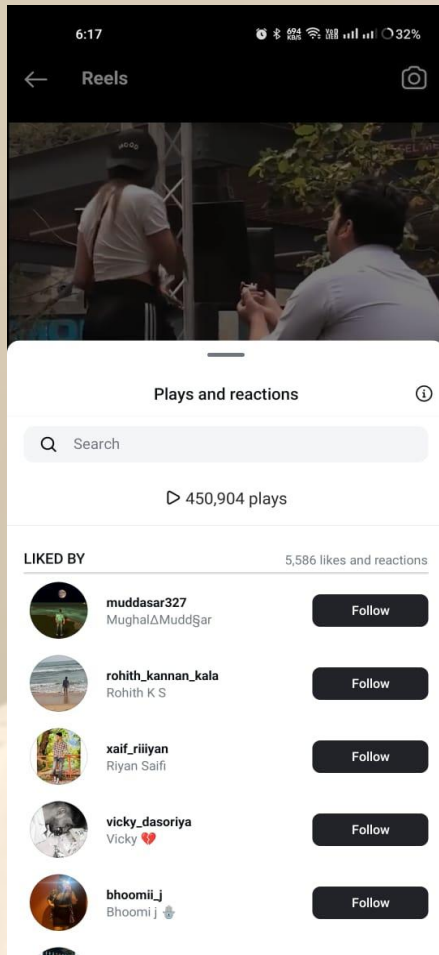
Click on a post to open link



Top Performing
(500K+ Views)



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Click on a post to open link



CAMPAIGN EXCEL SHEET

https://docs.google.com/spreadsheets/d/1D9a9Tb7YzxobQ_6jNE5U01AEhw-PTVx66aCzys_ltv8/edit?gid=718564603#gid=718564603



YouTube link

<https://youtu.be/wHQcuVnmi58?si=gLOa-BN2AFNXKLfT>

THANKYOU

