



#AirtelFightsSPAM

Report

Look
Who's
Talking...





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Objective

To create awareness around the upcoming Airtel's reveal & announcement of a new game changing product, which would benefit the telco users who are facing the big challenge of spam in their daily life.

Select influencer KOLs would be invited to experience the product and its features and create content sparking conversations around the same, highlighting how Airtel's new product to be announced would be a game changer for the masses.

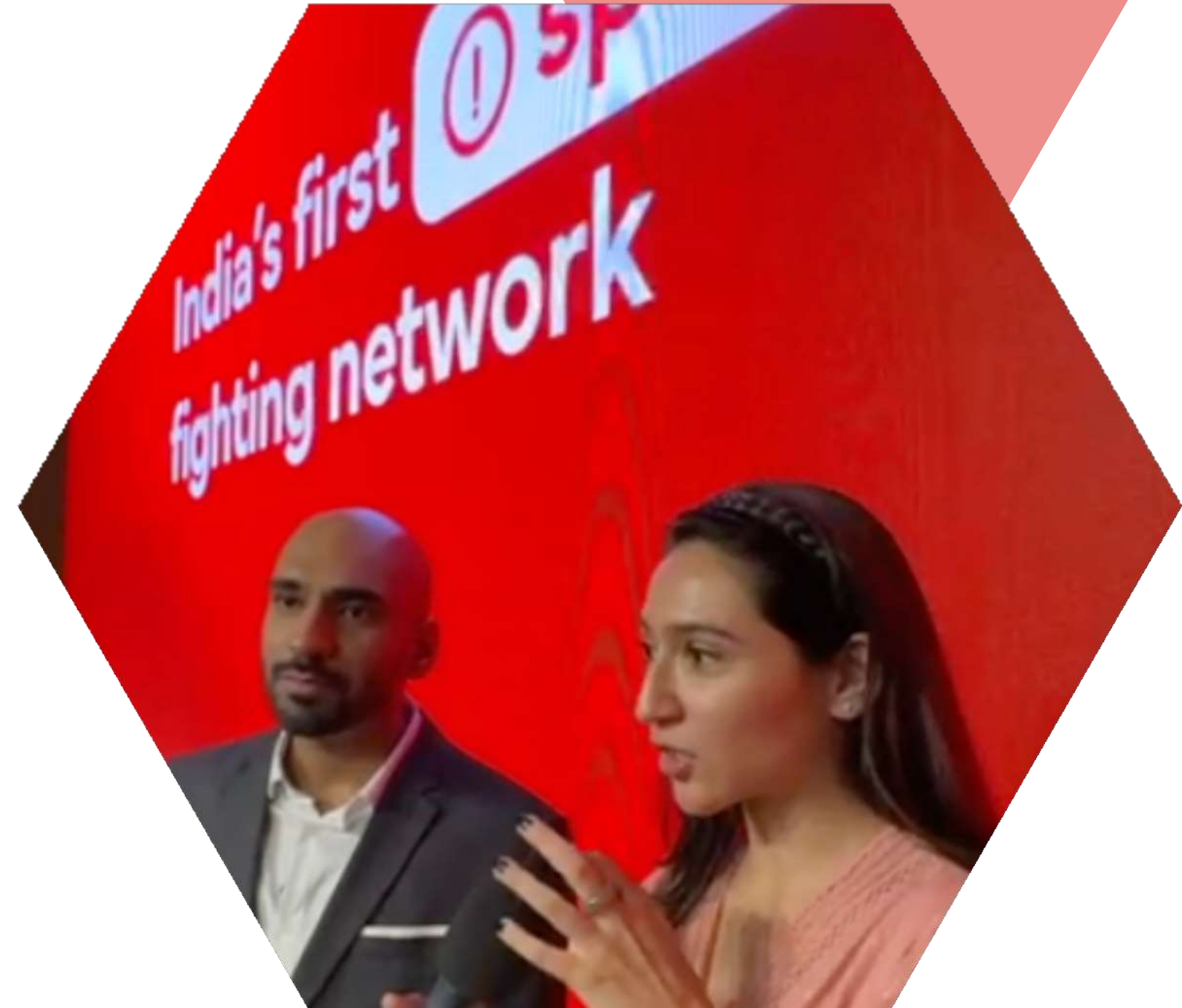


Approach

We successfully curated a diverse list of Key Opinion Leaders (KOLs) from various key genres. Our team meticulously selected individuals from fields such as technology, entertainment, finance, acting, lifestyle, and stand-up comedy. This careful selection process allowed us to tap into a broad spectrum of audiences, ensuring that our message would resonate across different demographics, age groups and niches.

We invited the KOLs to the event while keeping the big announcement under wraps. This surprise heightened their curiosity and excitement, fostering an atmosphere of anticipation.

KOLs summarized the event via their awareness-led content and as a result, the event became a great success and sparked conversation all over social media about how Airtel has become the first SPAM fighting network.



Shortlisted KOLs - Tech/Gamers/Finance/Standup/Celebrities/Journalists/Lifestyle



Technical Guruji



Rajeev Makhni



TechPlusGadgets



Ujjwal Shorts- Tecno Gamers



PrathapGTech



Shreemani Tripathy



Techiela



TechPotate



Rohan Joshi



Ashish Vidyarthi



Faye D'souza



Sourav Joshi

Shortlisted KOLs - Tech/Gamers/Finance/Standup/Celebrities/Journalists/Lifestyle



Jay Kapoor



Sahiba Bali



Madan Gowri



Neha Nagar



Sahil Khattar



Karan Sehgal



Vipul Juneja



Varun Verma



Dhriti



Anvit



Gaurav Sharma

Execution

A detailed briefing was done prior to the event day, maintaining the confidentiality of the big announcement. We took care of all the logistics to ensure that all the influencers marked attendance at the event promptly.

The KOLs attended the event and experienced the demo of the new AI-powered spam-fighting feature launched by Airtel.

Leveraging our relationship we ensured that influencers gave 100% cooperation during the announcement, whether it was a byte, covering the features, posting event stories or engaging in conversations during the event.

To help the audience with an in depth understanding, Rajiv Makhni and Technical Guruji also posted a detailed Youtube video explaining how Airtel is fighting SPAM at the backend.

Majority of the content went live from all the influencers within 2 days of the event to garner maximum traction, post the big announcement.



Top performing content



Instagram Reel

Technical Guruji

Views: 2M

Likes: 128k

Comments: 866

Total Engagement: 2.09M



Instagram Reel

Rajiv Makhni

Views -1M

Likes -25.7k

comments-895

Total Engagement - 1.04M



Instagram Reel

Sourav Joshi

Views -2.4M

Likes -190K

comments-1350

Total Engagement -2.41M

Top performing content



Instagram Reel

Jai Arora
Views -6.3 M
Likes -217 K
comments-468
Total Engagement -6.34 M



Instagram Reel

Jay Kapoor
Views -2.3M
Likes -109K
comments-726
Total Engagement -2.3M



Instagram Reel

Gaurav Sharma
Views -909K
Likes -51K
comments-188
Total Engagement -961K

Round table

In partnership with Mashable, the brand wanted to bring together leading KOLs to sit down on a roundtable to discuss the issue of spam.

LWT helped shortlist, brief & prep the influencers a day before the event. The team listened to the influencer's personal experience with SPAM encouraging them to share the stories at the round table. As a result we witnessed a successful discussion which was smoothly facilitated by Rajiv Makhni.



Technical Guruji



Ashish Vidyarthi



Rajiv Makhni



Faye D'souza



Rohan Joshi



Sahiba Bali



Neha Nagar

Organic tackle of public comments

We managed to get FOC support to answer the queries around how it is different from Truecaller and whether there is any additional app or cost required for the same.




Audience Comments

 **dr.vivekapse** 3 d
TrueCaller laughing hard in corner..!!! 😂😂


753 likes Reply

View all 10 replies


 **aadi_.17** 3 d
But this is what Truecaller has been doing the same for many years which you're saying now 😂

186 likes Reply ...

View all 5 replies

 **noor_x_warrior** ❤️👍👍👍
3d 6 likes Reply ...

Comment Options

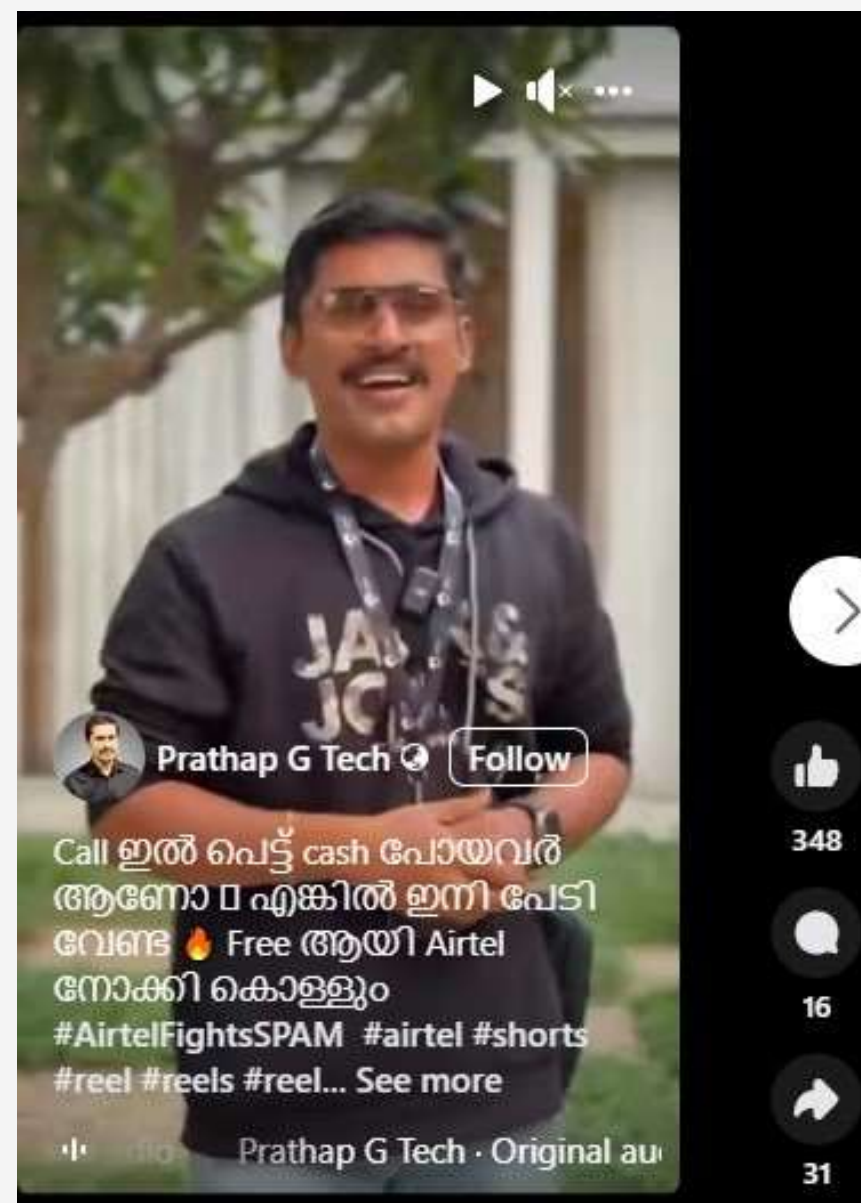
 **mr_.aarav_21** Truecaller, laughing in a corner 😂😂
3d 113 likes Reply

 **cheesydip.in** 18 h
India wants to know... How's it different from truecaller?

14 likes Reply

LWT Organic Support

Along with the timely execution of the content, LWT, with their relationship, managed to get organic content from the leading KOLs.



Results ...



39M+
Views

140
Content pieces

Likes: 600K+
Comments: 13K+
Total Eng.: 40M+

35
FOC content

Learnings

1. Overall, the execution of the project was a huge success, and the content was smoothly delivered within the established timelines.
2. The content produced by creators such as Sourav Joshi, Technical Guruji, Rajiv Makhni, Jai Kapoor, Jai Arora, and Gaurav Sharma performed exceptionally well.
3. The selection of Key Opinion Leaders (KOLs) from diverse fields proved highly effective, as it allowed us to reach various audience segments and maximize awareness.
4. Securing plan approvals in advance can mitigate last-minute revisions and facilitate a smoother execution and delivery process.



LWT team executed another hugely successful event for Airtel after 5G launch making sure all the objectives were fulfilled and exceptional results were achieved.



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Thank you!