



CASE STUDY | YOUTUBE | 2019

THE BRIEF

PLAY POKER, CLAIM REWARDS



Poker Baazi is an app where users can play poker online.

PokerBaazi wanted to collaborate with Tier 2 and Tier 3 Youtubers to spread awareness about how easy it is to play online poker and that there are free tournaments available that give users a chance to win real money. The videos needed to be in vernacular languages so that it could reach the identified TG.

This posed a challenge of finding relevant Youtubers who could integrate the apps's offerings with their content and teach people how to play online Poker.

THE PLAN



- To identify and collaborate with influencers from tier 2 and tier 3 cities whose content resonate with people who play poker or could be a potential user of the app.
- The script was provided by the brand for videos to avoid missing out on any important point or features of the app.
- Youtubers shortlisted for the campaign made pre-roll and integrated videos explaining how to play poker on the app.
- Videos made were approved by the brand before going live. There were tracking links for each video to track traction and understand what kind of content works the best.
- The video distribution was strategically planned in a way to make sure that at least 2-3 videos go live in a week to leave long term impression on the people's mind.

Medium: Youtube

Category: Entertainment, Make Money Online, Vines

THE RESULTS

For the campaign, PokerBaazi associated with 21 YouTubers from Entertainment and Online Earning categories who created 21 videos on how-to-play, explaining features and benefits of the PokerBaazi app. This led to a compounded impression of more than 5.5M.

In addition to this, videos were made in multiple languages such as Hindi, Tamil, Haryanvi etc. which led to the traction of mass variety of people that generated 170K++ engagement.

No. of Youtubers

21

Languages:

5

No. of Videos

21

Total Subscribers:

6.6 M ++

Youtuber Geography:

9 Cities

Total Views:

5.5 M ++

Engagement:

170K++

THANK YOU

Team

We are a team of passionate professionals working towards building a robust platform to drive transparency and scalability.

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