

# A Peek into RUPA's festive strategy with #VirtualDurgaDarshan & #SeraPararPuja



## Objective

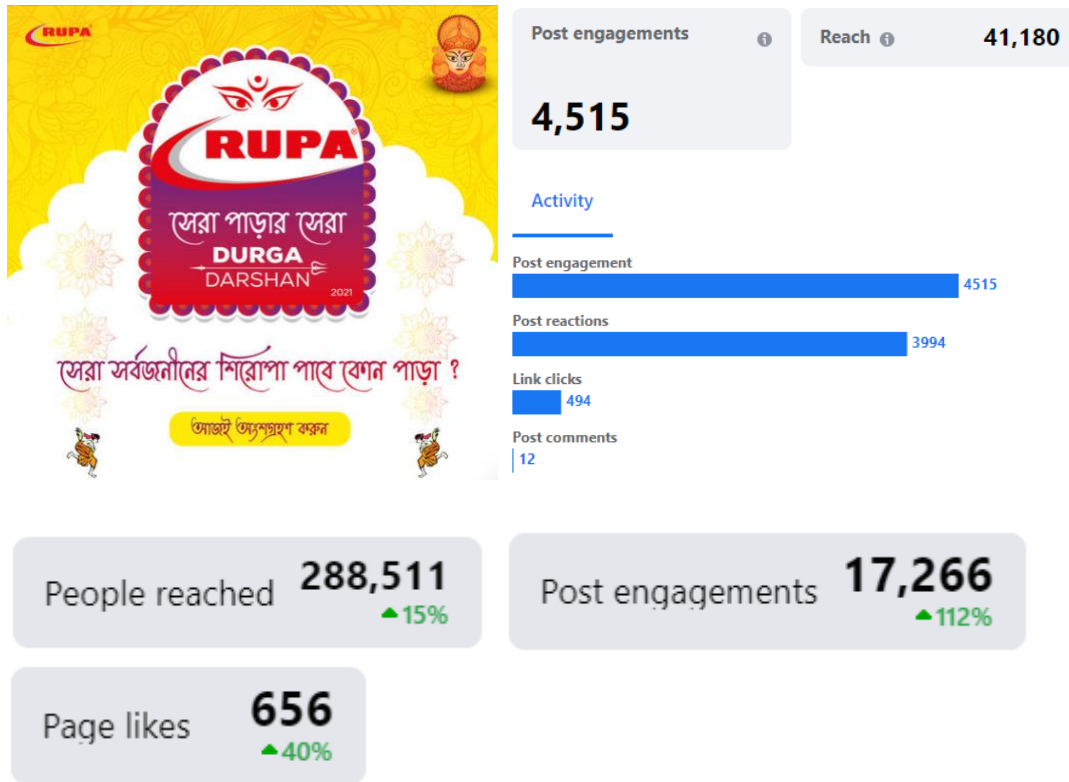
RUPA as a clothing brand is popular with all age groups. With the hashtag #VirtualDurgaDarshan #SeraPararPuja wanted to give an experience to mobile users to do a virtual pandal hopping from their comfort zone.

Click To Check [Rupa Virtual Durga Darshan Video](#)



WhatsApp Video 2021-10-18 at 10.57.48 AM.mp4

## FaceBook Key Metrics:-



## Twitter Key Metrics:-



### Key Metrics:-

1. 40% Growth On New Social Media Fan
2. 112% Growth On Social Media Engagement

## 11+ Influencers Participated #RupaVirtualDurgaDarshan Campaign



## Virtual Durga Darshan Winner



Rupa Virtual Durga Darshan	
Award Category	Winner
Sera Pujo	Sreebhumi Sporting Club
Sera Protima	Tridhara Sammilani
Sera Mondap	Suruchi Sangha
Sera Poribesh Sachetanata	Chakraberia Sarbajanin
Sera Vabna	Chaltabagan Sarbajanin
Sera Srijan Silata	Pathuriaghata
Sera Shilpi	Kasi Bose Lane
Sera Alok Sajja	Bagmari Nabarun Sangha
Sera Abishkar	Phoolbagan
Sera Samaj Sachetanata	Golaghata Sammelani

# RUPA SERA PARAR PUJA



135+ Puja Committee Participated From Whole West Bengal



Featured On Leading Online Placement

5.5 Million Times

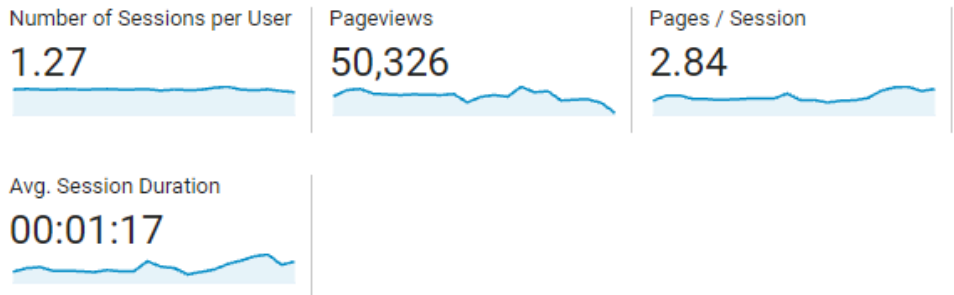


## Rupa SERA PARAR PUJO Winner:-

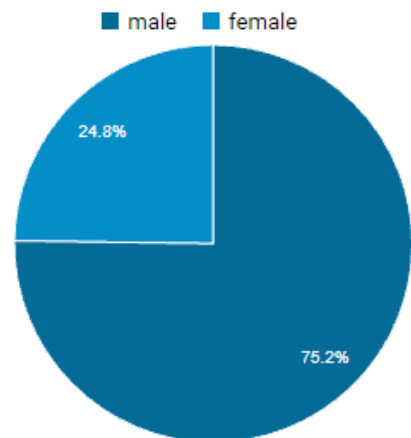
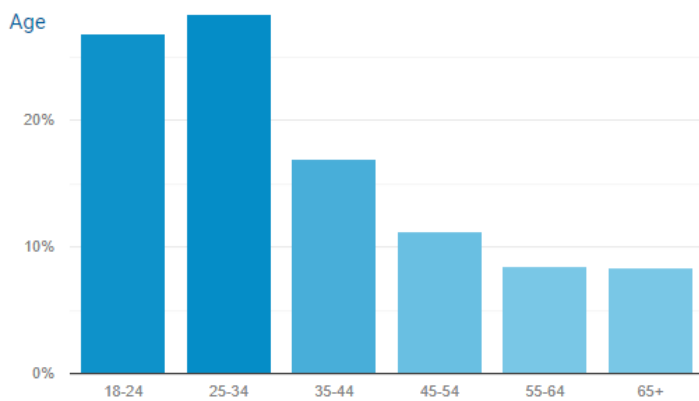
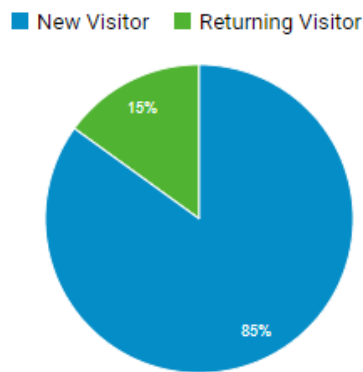
ক্লাব/ আবাসনের নাম (Name of the club/housing society):	Location
Prantik club	Basirhat
Siliguri Young Mens' Association(YMA)	Siliguri
Vivekananda Sabok Sangh.	Burdwan
DEBPARA SARBOJANIN DURGOTSAB COMMITTEE	Hooghly
Putiary Sarbojanin Durgotsab	Kolkata-700041
Kedar Bhattacharya Lane Sarbojanin Durgautsab Committee, Howrah	Santragachi
Shyambazar pally sangha	Shyambazar, Kolkata
Vivekananda sporting club	Haridevpur, kolkata
Nichupatty sarbajanin Durga Puja	Chandannagar
Yubok Brinda	Gopal Nagar, Hooghly
HALISAHAR SARASWATI CLUB DURGOTSAB COMMITTEE	Halisahar
Chowdhury Thakur Bari	Dakshin Dinajpur
তালডাঙ্গা নাইন ষ্টার ক্লাব দুর্গাপূজা কমিটি	Chinsurah



# RESULTS:-



City	% Users
1. Kolkata	26.37%
2. (not set)	14.12%
3. Patna	8.80%
4. Delhi	3.56%
5. Bengaluru	3.17%
6. Bhubaneswar	2.88%
7. Mumbai	2.87%
8. Lucknow	2.52%
9. Pune	2.34%
10. Hyderabad	1.82%



## Key Website Metrics:-

4. 50,000 Plus Website Page Views On Campaign Period
5. Visitors are mostly Youth & from top Metro Cities
6. 85% New customer acquisition on campaign period

**Thank You!**

