

A promotional image for the movie 'Deadpool 2'. The character Deadpool is shown from the waist up, leaning forward with his head down. He is wearing his signature red and black suit. A large amount of gold confetti is falling from his head, creating a dramatic effect. The background is dark with a bright light source behind him, creating a silhouette effect.

Budweiser

× EXPERIENCES ×

#BUDXP2

DEADPOOL 2

Powered by
Qoruz

CONTEXT

Budweiser, the American-style pale lager produced by Anheuser-Busch InBev partnered with Fox Studio's Deadpool 2 for the movie's promotion.

As a part of it, the brand wanted to create an initial buzz and hype over the movie's release across theatres in India scheduled for 18th of May 2018.

For this, a screening was organized and sponsored by Budweiser exclusively for influencers a day before its official release





OBJECTIVE

The key objectives Budweiser wanted from the campaign were:



To generate organic content mentioning the brand from real-world influencers



To create a two-fold awareness: Both of the movie and the brand





CHALLENGE






The key challenge for the brand

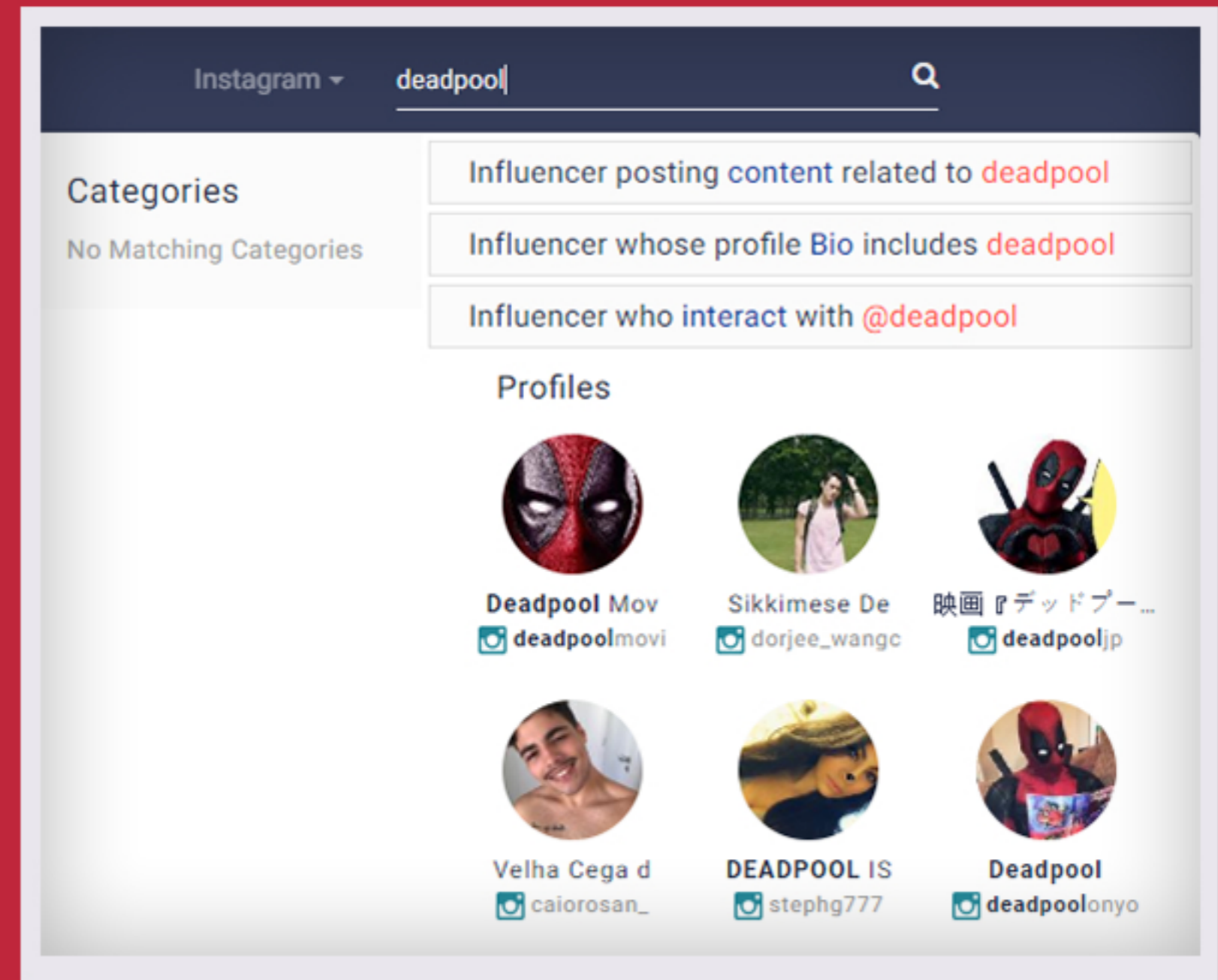
While pre-screenings are becoming common, how can this screening

STAND OUT?

SOLUTION

Through Qoruz, specific set of influencers was selected from a huge pool of 2 lakh+ Indian influencers. This was done through:

-  Searching across influencers interested in Deadpool, Hollywood Movies, and related categories
-  Qualifying the relevant influencers based on 10+ other metrics including the sphere of influence, demographics, engagement etc
-  Reaching out to relevant influencers and monitoring their performance within the platform.



SOLUTION



With Qoruz Rewards, we engaged with right influencers to give them once in a lifetime experience of watching Deadpool 2 before anyone else. The whole experience was sponsored by Budweiser

ROLLOUT



1
INFLUENCERS
SHORTLISTED



2
INTRODUCTION MAIL WITH
REWARDS PUBLISHED



3
INFLUENCERS ACCEPT
PARTICIPATION



4
BRANDS MAIL WITH
GUIDELINES



5
BRAND SENDS
REWARDS



6
INFLUENCERS RECEIVE
REWARDS



7
INFLUENCERS PUBLISH CONTENT
AND GENERATE WOM



8
THANK YOU MAIL
FROM BRAND

RESULT



Influencers posted content and images thanking Budweiser for the experience. They also posted images with Budweiser Merchandises all over Instagram.

Fun Fact: A huge pool of influencers claimed or wanted to claim this experience that we had to put a cap into it eventually. We even got calls from Bollywood Celebs asking for a seat!

 **RESULT**

1

51INFLUENCERS
ENGAGED

2

63CONTENT PIECES
GENERATED

3

~1.5MTOTAL
ENGAGEMENT

4

153K+UNIQUE
REACH

All this without paying any
money to the influencer



QORUZ IS A NEW-AGE, END-TO-END INFLUENCER MARKETING PLATFORM.

QORUZ COMES PACKED WITH A HOST OF TOOLS, THAT BRING EVERYTHING FROM INFLUENCER DISCOVERY, PROFILING, OUTREACH, CAMPAIGN MANAGEMENT, AND ANALYTICS UNDER ONE DASHBOARD.

WE AIM TO CREATE A DATA-DRIVEN ECOSYSTEM WHERE BRANDS CAN ENGAGE AND COLLABORATE WITH INFLUENCERS IN SMARTER, MORE MEANINGFUL WAYS TO AMPLIFY THEIR BRAND VOICE AND DRIVE BRAND AFFINITY THROUGH INFLUENCER MARKETING.

CHECK OUT MORE AT <https://qoruz.com>



INFLUENCER DISCOVERY, OUTREACH, AND CAMPAIGN MANAGEMENT TOOL.



HASHTAG BASED REAL-TIME SOCIAL MEDIA TRACKING TOOL.



FULL SERVICE WIZARD FOR NON-PAID, EXPERIENTIAL INFLUENCER MARKETING.