

**HOW**

# **COMIC CON INDIA**

**REWARDED TRUE SUPERFANS  
AND GENERATED ORGANIC,  
NATIONWIDE BUZZ**



POWERED BY





# CONTEXT.....

COMIC CON INDIA IS A COMIC-BASED CONVENTION THAT IS HELD ANNUALLY IN DELHI, MUMBAI, BANGALORE, AND HYDERABAD

AN OFFSHOOT OF THE SAN DIEGO COMIC CON, COMIC CON INDIA IS THE COUNTRY'S LARGEST GATHERING OF COMIC LOVERS, GEEKS, NERDS, FASHIONISTAS ALIKE

THE EVENT SEES PEOPLE PARTICIPATING IN COSPLAY – DRESSING UP AS THEIR FAVOURITE SUPERHEROES AND SUPERHEROINES, EXHIBITION SETUPS FROM NATIONAL AND INTERNATIONAL COMIC-BASED BRANDS, GAMES, FUN, PARTIES AND MORE!

THIS YEAR, TEAM COMIC CON WANTED TO REACH OUT TO INDIAN SUPERFANS AND BRING THE HYPE HOME BY INVITING THEM TO THE EVENT, IN A DIFFERENT STYLE!



# OBJECTIVE....



COMIC CON WANTED TO CONNECT WITH **'THE REAL INDIAN COMIC FANS'** - TO BE A PART OF THE COMIC CON EVENT IN THEIR CITY, AS WELL AS CREATE BUZZ AROUND THE EVENTS IN THEIR RESPECTIVE CITIES.



# CHALLENGE....



THE BRAND WANTED TO FIND INFLUENCERS WITH GENUINE INTEREST IN THE EVENT.

ON TOP OF THIS, THE BRAND DID NOT WANT TO ENGAGE IN THE TRADITIONAL PAID APPROACH WHILE ENGAGING WITH THESE INFLUENCERS.

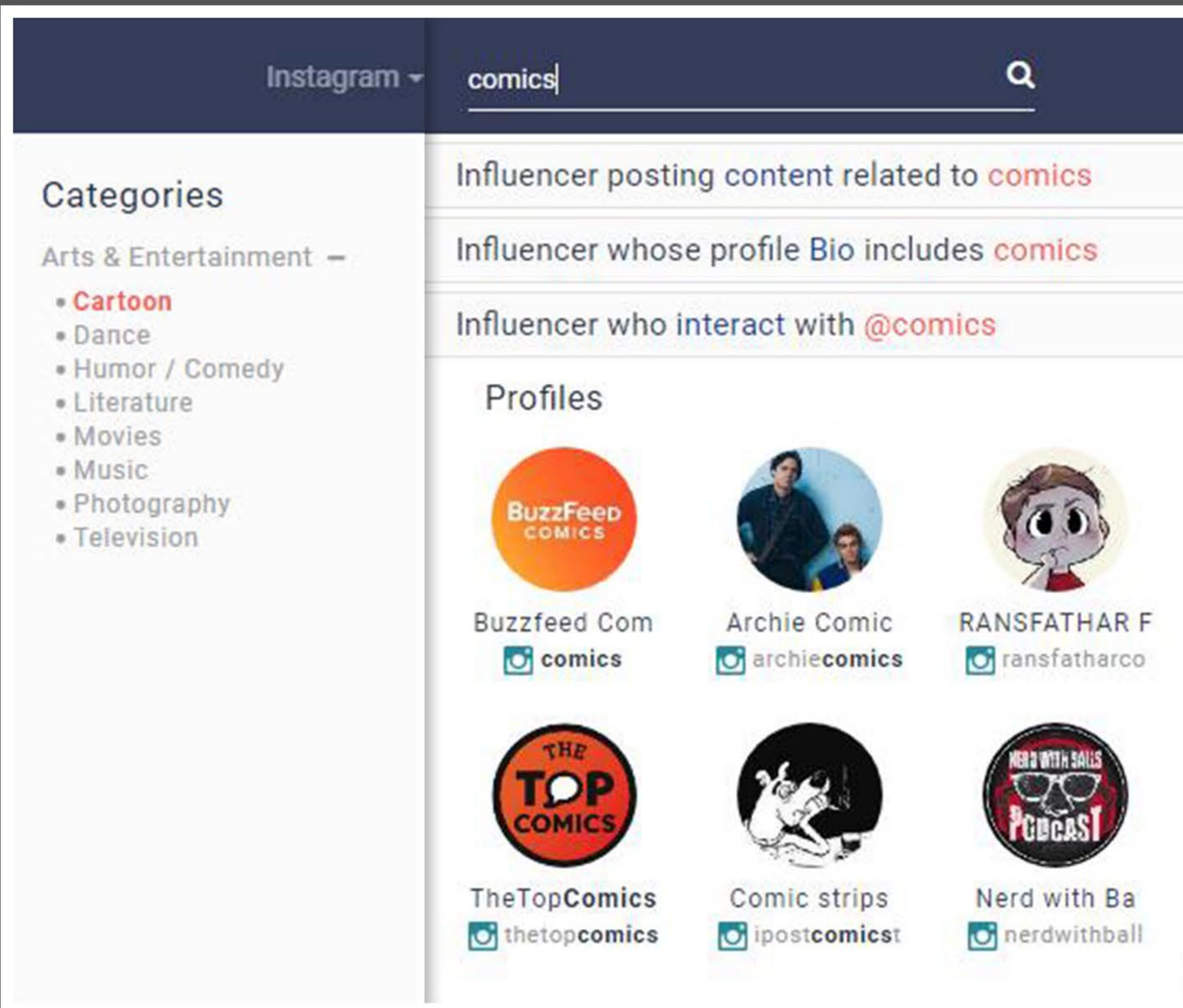
THUS, THE CHALLENGES THAT FACED TEAM QORUZ WERE:-

HOW DO WE FIND THE MOST RELEVANT INFLUENCERS FROM SUCH A NICHE TARGET POOL?

HOW DO WE CREATE A WIN-WIN FOR BRANDS AND INFLUENCERS IN THIS UNIQUE, NON-PAID CAMPAIGN?



# SOLUTION....



HOW DO WE FIND THE MOST RELEVANT INFLUENCERS FROM SUCH A NICHE TARGET POOL?

WE USED OUR ADVANCED, AI BASED SEARCH FILTERS TO SIFT THROUGH A DATABASE OF MORE THAN 6 MILLION INFLUENCER PROFILES:-

- INFLUENCERS POSTING CONTENT RELATED TO COMICS, POPULAR SUPERHERO NAMES, BRANDS LIKE DC, MARVEL, COMIC-BASED HOLLYWOOD MOVIES ETC.
- INFLUENCERS MENTIONING KEYWORDS LIKE CARTOONIST, COMIC LOVER, COMIC FAN, GAMING FAN ETC. IN THEIR SOCIAL BIO
- LOCATION

WE WERE ABLE TO FIND 100+ INFLUENCERS THAT MATCHED PERFECTLY WITH THE DESIRED PERSONA!



# SOLUTION....

MARUTI SUZUKI  
**HYDERABAD  
COMIC CON**

14-15 OCTOBER '17 📍 HITEX EXHIBITION CENTRE



## BE A COMIC CON SUPERHERO

Comic Con Hyderabad is giving away special Super Fan V.I.P. Passes with exclusive privileges to selected people for free!  
And yes, **YOU ARE ONE OF THEM!**

HOW DO WE CREATE A WIN-WIN FOR BRANDS AND INFLUENCERS IN THIS UNIQUE, NON-PAID CAMPAIGN?

INTRODUCING QORUZ REWARDS - A UNIQUE OFFERING WHERE BRANDS PROVIDE INFLUENCERS WITH EXCLUSIVE EXPERIENCES, PRODUCTS, OR SERVICES AND INFLUENCERS IN TURN EXPRESS THEIR GRATITUDE VIA SOCIAL CONTENT.

FOR THIS CAMPAIGN, WE COULDN'T THINK OF A BETTER REWARD THAN THE PRIVILEGED COMICCON SUPERFAN PASS. IT INCLUDED AN ALL EXPENSE PAID VIP ENTRY TO THE EVENT, ALONG WITH A HOST OF OTHER FREEBIES AND PERKS.

IT WAS THE ULTIMATE WIN-WIN SITUATION : INFLUENCERS WERE GETTING REWARDED FOR THEIR SOCIAL MEDIA POPULARITY, AND BRAND WAS RECEIVING GENUINE, ORGANIC ENGAGEMENTS.



# ROLLOUT....

1

INFLUENCERS  
SHORTLISTED

2

INTRODUCTION MAIL  
WITH REWARDS  
PUBLISHED

3

INFLUENCERS ACCEPT  
PARTICIPATION

4

BRANDS MAIL WITH  
GUIDELINES

5

INFLUENCERS PUBLISH  
CONTENT AND  
GENERATE WOM

6

BRAND SENDS  
REWARDS

7

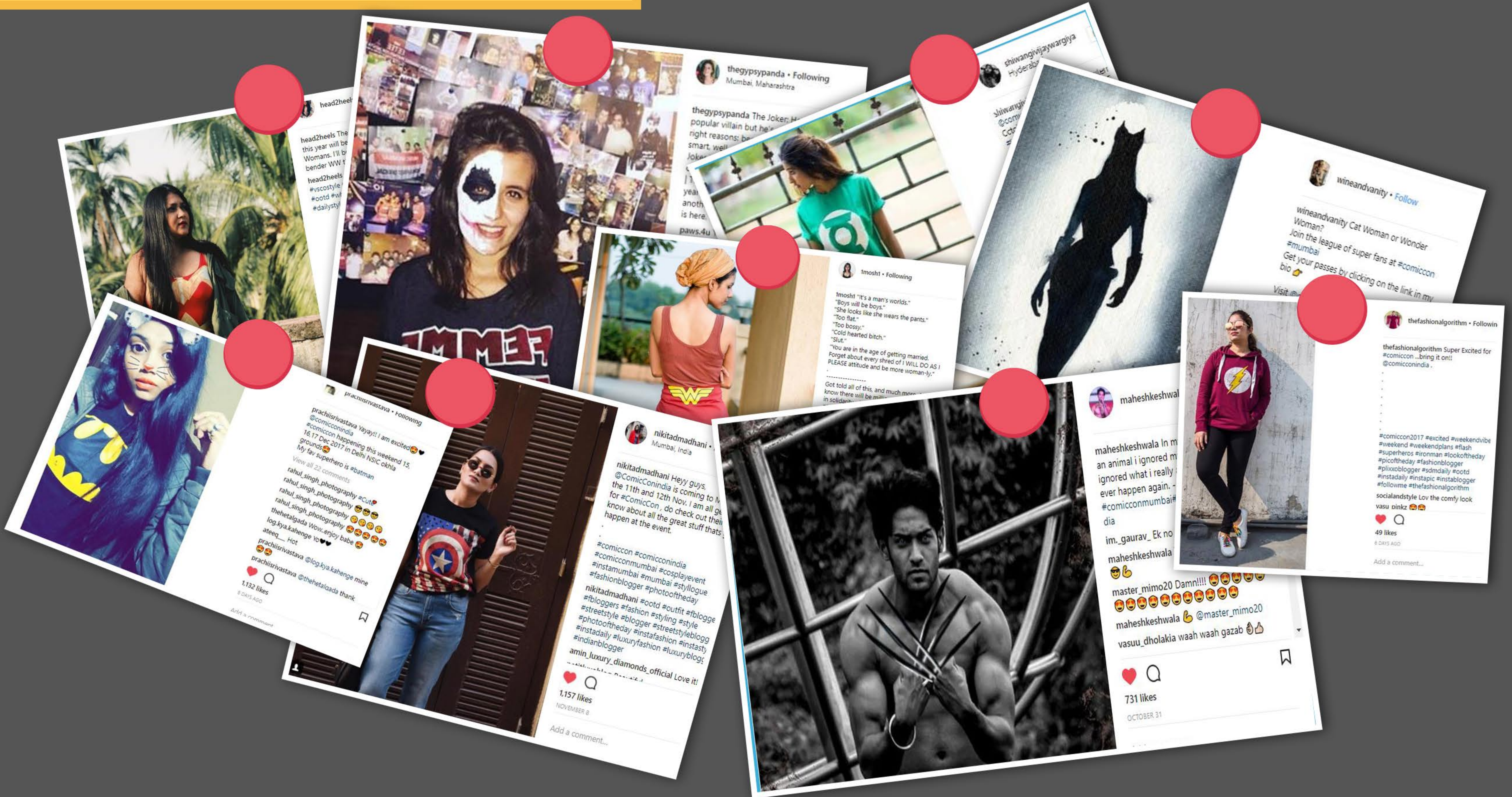
INFLUENCERS  
RECEIVE REWARDS

8

THANK YOU MAIL  
FROM BRAND



# SNAPSHOT....





# RESULT....

**57**

INFLUENCERS  
ENGAGED

**225+**

CONTENT PIECES  
GENERATED

**31K+**

TOTAL  
ENGAGEMENT

**175K+**

UNIQUE  
REACH

**ALL THIS, WITHOUT PAYING ANY MONEY  
TO ANY 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.