

Intermind Digital

Social Media Cases

Case: Hyve Mobility

<https://www.facebook.com/hyvemobility/>

Content Plan

Eg. Contests highlighting the USPs of the Product.



Eg. Posts highlighting product USPs with Ad spends

Eg. Related to Android Platforms and Smartphones etc.

Success Factors

- * Managed contests successfully after repeated failures by previous agency. Amazon India appreciated Intermind's contest execution.
- * Instrumental in increasing the brand image of Hyve Mobility
- * Integrated SMM activities, driving traffic to Amazon listing page & boosted social commerce

Facebook Contests

Contest Teasers

Vodafone IN 14:18 22%

Comments

Hyve Mobility
November 18 · 🌐

We are not done yet :-) Ready for another contest? This time we may let you decide the Winner!

31 Shares

Like Comment Share

2,258 people reached [Boost Post](#)

👍👎👉 You, Arjun Chauhan and 202 others

[View previous comments...](#)

Febin Prakash
#Waiting
November 18 · Like · Reply · Message

Comment as Hyve Mo... 😊 Post

📧 🌐 🗨️ 📍 1 ⋮

Hyve Mobility
Published by Anand Mohanty [?] · January 2 at 11:43pm · 🌐

Look out for a new year contest soon! #ContestAlert #Contest

3,996 people reached [Boost Post](#)

Like Comment Share

👍👎👉 Shalu Shalini, Fakhruddin Saifi and 214 others [Top Comments](#)

39 shares

Write a comment... 📷 😊

Ashish Jain Very excited can't wait hope to win this time its my heartiest wish in 2017.
Like · Reply · Message · 📍 1 · January 2 at 11:48pm

Krishna Kumar Please team i hope i can win this time..i never went as a winner in any situation's at any cost i hope that hyve ll change that... happy new year hyve
Like · Reply · Message · January 2 at 11:59pm

[View 45 more comments](#)

#WinHyvePryme Contest #2

Fill in the Blank and Win* a Pryme!

"The New Hyve Pryme Phone has a _____Processor"... See More

Tag Photo Tag Products
Add Location Edit

Like Comment Share

4.3K Top Comments

5,866 shares 7K Comments

HYVE Hyve Mobility Congratulations to Sumit Verma (https://www.facebook.com/sumit.verma.1690) for becoming the lucky winner of #WinHyvePryme Contest #2 and winning a Pryme! A Phone with Deca Core Processor, Pure Android, 5.7"HD, 4GB RAM, Touch2Call, 32GB Storage expandab... See More



HYVE Write a comment... [Camera icon] [Smiley icon]

The right answer will win the right phone!



#WinHyvePryme amazonexclusive

- Fill in the Blank Contest
- 5866 Shares
- 4300 Reactions
- 7000 comments
- Paid fb ads
- 13342 post engagements
- 81942 reach
- 15.28% result rate

It's time to win your Pryme!

#WinHyvePryme
amazonexclusive



Hyve Mobility
Published by Anand Mohanty [?]
Like This Page · November 18, 2016 · Edited ·

#WinHyvePryme Contest #3
Note: Please read this contest description & Terms carefully before participating in the event.

The Winner will be chosen by You to Win* a Pryme Smartphone!
You just need to follow the steps below...
[See More](#)

Tag Photo Tag Products

Add Location Edit

Like Comment Share

7K Top Comments

2,004 shares 624 Comments

Hyve Mobility Congratulations to Mohd Abdul Azeez
(<https://www.facebook.com/mohdabdul.azeem.9>) for becoming the winner of #WinHyvePryme Contest #3 and winning a Pryme! A Phone with Deca Core Processor, Pure Android, 5.7"HD, 4GB RAM, Touch2Call, 32GB Storage expandab... [See More](#)

Mohd Abdul

Write a comment...

- Creative Contest
- 2004 Shares
- 7000 Reactions
- 624 comments

- Paid fb ads
- 20073 post engagements
- 101,856 reach
- 18.53% result rate



Answer in
time, win a
Pryme!

#WinHyvePryme
amazonexclusive

HYVE™ Hyve Mobility
Published by Anand Mohanty [?]
Like This Page · November 25, 2016 ·

#WinHyvePryme Contest #4

Answer this simple question and Win* a Pryme!

Q) Which Indian smartphone company offers a unique 2 years manufacturer's warranty?...
See More

Tag Photo Tag Products

Add Location Edit

Like Comment Share

8.4K Top Comments

5,062 shares 3.4K Comments

HYVE™ Hyve Mobility Congratulations to Mahesh Nrk (<https://www.facebook.com/mahesh.nrk>) for becoming the lucky winner of #WinHyvePryme Contest #4 and winning a Pryme! A Phone with Deca Core Processor, Pure Android, 5.7\"
... See More

Write a comment...

- Contest highlighting Product Feature
- 5062 Shares
- 8400 Reactions
- 3400 comments

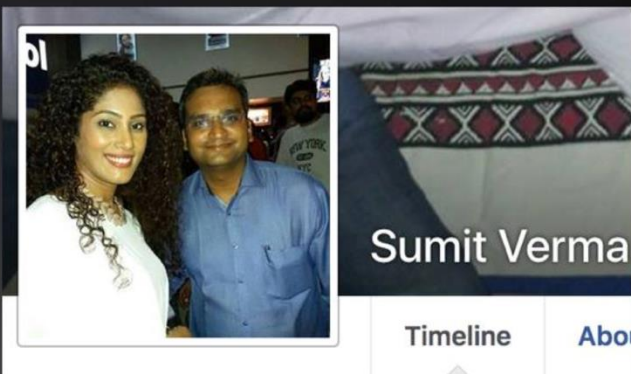
Winner Announcement

MediaTek helio | X20

HYVE™

#WinHyvePryme Contest #2

Congratulations to **Sumit Verma** for answering in time and winning a Pryme!



#WinHyvePryme
amazonexclusive



HYVE Hyve Mobility
Published by Anand Mohanty [?]
Like This Page · November 18, 2016 ·

Winner of #WinHyvePryme Contest #2 :
Congratulations to Sumit Verma
(<https://www.facebook.com/sumit.verma.1690>) for becoming the lucky winner of #WinHyvePryme Contest #2 and winning a Pryme! A Phone with Deca Core Processor, Pure Android, 5.7"HD, 4GB RAM, Touch2Call, 32GB Storage expandable to 200GB, 13 MP Rear Camera, 8MP Front Camera with Front Flash, 3500 mAh Trulife Battery, 2 Years Manufacturers Warranty & 1 Year Accidental Damage Protection among other great features @ Rs. 17,999. Pre-Booking starts on 20th Nov 2016 on #amazonexclusive

Tag Photo Tag Products
Add Location Edit

Like Comment Share

250 Chronological

33 shares 42 Comments

View 36 more comments
Sumit Sagar Goldie Omg!! Congratulations..
#prymeDelhimetroContest.
Like · Reply · Message · 1 · November 26, 2016 at 2:03am

HYVE Write a comment...

Contest Winner Posts

HYVE Hyve Mobility shared Mahesh Nrk's post.
Published by Anand Mohanty [?] · December 15, 2016 · 🌐

Congrats! Mahesh Nrk on receiving the Hyve Pryme Smartphone!
#WinHyvePryme Contest #4 Winner #Hyve #Pryme



Mahesh Nrk 😊 feeling excited with Ishan Singh and 19 others.
December 15, 2016 · Bangalore · 🌐

Never believed in online contests till now.. But thanks a ton to Hyve Mobility for changing that.. Really Lucky to win the contest ahead of Hyve Pryme launch. Super fast delivery as promised.. Got the Pryme in hand 😊
Check it out in Amazon <http://goo.gl/JQkxmz>

Vodafone IN 📶 14:28 📶 35% 🔋

Page Promote

HYVE Hyve Mobility
December 13 · 🌐

Congrats! Doli Jain on receiving the Hyve Pryme Smartphone! #WinHyvePryme Contest #1 Winner #Hyve #Pryme

Doli Jain added 2 new photos — 📷
feeling fantastic.
December 12 · 🌐

My first big face book winning of 18k...Thanks #hyve nd specially thanks my friend Megha Jain... Continue Reading



📄 🌐 🗨️ 🌐 ⋮

Customer Feedback



Hyve Mobility shared Sooraj Randhir Singh's post.

Published by Anand Mohanty [?] · January 12 at 12:31pm · 🌐

Nothing makes our day more than a word of appreciation from our customers who matter to us. We are always striving to give our customers a delightful experience.

Thank you for taking out time to send a note appreciating your recent experience with Hyve Care™ 😊



Sooraj Randhir Singh ▶ **Hyve Mobility**

January 11 at 5:41pm · 🌐

one of the best service available in India
people who prefer high end phones should surely go for this brand..
#lalji at the CR Park service center helped me lot throughout the service of my phone
really impressed by the service 😊

1,105 people reached

Boost Post



Like



Comment



Share

HYVE ▼



Suresh Jatt, Sandeep Sultania and 48 others

Chronological ▼



Sarun Ks Any plan for laptop brand from u

Like · Reply · Message · 🇺🇸 1 · January 12 at 9:40pm



Hyve Mobility Hi There, currently we have smartphones. But you may never know. Keep following <https://www.hyve.buzz/media> for latest information about our product releases.

Like · Reply · 🇺🇸 1 · Commented on by Anand Mohanty [?] · January 14 at 11:06am · Edited

↪ View more replies

Holiday Greetings!



Hyve Mobility

Published by Anand Mohanty [?] · January 26 at 1:38pm · 🌐

Let us celebrate this day when the democratic government system came into effect and journey towards peace, harmony and progress. Happy Republic Day!



13,164 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

👍❤️👤 Omkar Kasar, Rahul Nagar and 45 others

Chronological ▾



Hyve Mobility

Published by Anand Mohanty [?] · January 1 at 3:52pm · 🌐

May your most used attire in the new year be a smile. A very happy new year 2017 to everyone!



17,245 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

👍❤️👤 Shalu Shalini, Fakhruddin Saifi and 115 others


Chronological ▾

21 shares

Promoted Campaigns

Hyve Mobility
Published by Anand Mohanty [?] · December 16, 2016 ·

Buy Hyve Pryme! A Smartphone powered by the new MediaTek Helio X20, Deca Core Processor. #HYVE #PRYME Amazon India #amazonexclusive #MediaTek



12:00 pm

Hyve Pryme HYPR01 (Champagne Gold)
Hyve Pryme is India's first Android certified decacore flagship phone delivering a pure Android experience. It provides secure and convenient fingerprint function, super powerful deca core provides best gaming experience, VoLTE video calls...

AMAZON.IN [Shop Now](#)

1,631,951 people reached [Boost Post](#)

Like Comment Share


Kalandi Sahoo, Devendra Sahu Ji and 4K others Chronological

97 shares 82 Comments

Rajashekhhar Reddy Bandam price?

Hyve Mobility
Published by Anand Mohanty [?] · January 2 at 1:15pm ·

Hyve Pryme features are better than its counterparts in other established brands in smartphone arena by Deccan Chronicle goo.gl/DdGiZQ. Buy Now at <http://www.amazon.in/dp/B01MXXBVFVW>



Hyve Pryme, the Indian flagship smartphone at Rs 17,999
The phone ticks all the right boxes when it comes to being a powerful phone in the flagship arena

DECCANCHRONICLE.COM

287,678 people reached [Boost Post](#)

Like Comment Share

Deepak Barman, Debo Khound and 66K others Chronological

116 shares

View previous comments 2 of 105


Anuradha Giri nice
Like · Reply · Message · 16 hrs

Jagannath Jena nice
Like · Reply · Message · 28 mins

Write a comment...

Hyve Mobility
Published by Hootsuite [?] · January 27 at 4:31pm ·

Overall, Pryme is an alluring mid-range Android phone with a good set of features and all-round performance - The Financial Express <http://www.financialexpress.com/.../hyve-pryme-first-.../522546/>



Hyve Pryme: First certified pure Android Deca-core smartphone stands out
Talk to some of the homegrown handset makers on the reasons for their success in the Indian smartphone market and they are quick to point out...

FINANCIALEXPRESS.COM

2,175 people reached [Boost Post](#)

Like Comment Share

The Mobility Supplier, Gogri Mehul and 70 others Chronological

More campaigns

Vodafone IN 14:46 54%

Page Promote

HYVE Hyve Mobility shared an offer. January 20 at 00:00

Get 10% Off on Hyve Pryme. A smartphone with 4GB RAM, 5.7" Full HD, Touch2Call™, Pure Android™, 13/8MP Camera, 2 Years Warranty and 1 year damage protection among other Great features. Don't miss this Deal! Valid only for three days, 20th - 22nd Jan.



Amazon Great Indian Sale of a Great Smart... 3,797 people got this offer

Visit Website

820 20 Comments 18 Shares

Vodafone IN 14:43 52%

Page Promote

HYVE January 3

New Year #PrymeResolution 2017 Contest!

Tell us a creative resolution this new year and you could win a Hyve Pryme smartphone!

To win, all you have to do is:

1. Like the Hyve Mobility page... See More



MediaTek helio X20 HYVE

Make a New Year's resolution, win a new Pryme! #PrymeResolution Contest No. 1

7.3K 1.6K Comments 3K Shares


Vodafone IN 14:45 53%

Page Promote

HYVE Hyve Mobility January 14 at 12:00

#StormFlashSale 14th Jan, 12PM - 15th Jan, 12 PM

Hyve Storm Rs. 1 Flash Sale is here! Register for Rs. 1 and stand a chance to win Hyve Storm worth Rs. 8499. Valid only for 24 Hrs, 14th-15th Jan. Hurry! One Winner will be randomly sele... See More



Hyve Storm Rs. 1 Flash Sale

Pay a Registration Fee of Rs. 1 and stand a ch... hyve.buzz

530 322 Comments 603 Shares

Response Management

 **Moshin Devani**
View Profile Actions ▾

Hello

When your products will available to buy ?



And where is your service centre in Gujarat ?

Hi Moshin, Thanks for your interest. The phone will be available to buy on 5th Dec at Amazon Exclusive.
<https://goo.gl/mXG2eG>

For now just click on "Notify me when Available" link and login with amazon account and amazon will remind you when the phone is available.

We have a centralized service center and offer a unique Pick up and Drop for service across India which includes Gujarat.

If you have any further queries please revert back.

Sent by Webizus Technologies [?]



So how can I buy I just wait because you all are posting available on 20 so

And hyve is new brand how can I trust it's good or not how can I know

There is no final date for buzz?



If you don't know than I will buy lenovo k5 note because I want mobile in 2-3 days so

At Hyve we always strive to bring feature rich phones with high quality and great design. From our buying process to the actual user experience of the phone, we're striving to give you an experience that will, delight you.

Sent by Webizus Technologies [?]



But how can I experience?

There is no product available

Currently we have Hyve Storm in stock. We are about to launch India's Deca Core processor phone, Hyve Pryme. We will suggest you to wait for 5th Dec and you can buy the Hyve Pryme Phone.

Sent by Webizus Technologies [?]



Can you exchange old phone ?

No we don't have exchange offers at the moment.

Sent by Webizus Technologies [?]

Okay



I will get 2 years warranty ?

Yes Hyve Pryme has a unique 2 years warranty and 1 year accidental damage protection covered under Hyve Care.

Sent by Webizus Technologies [?]



Physical damage also ?

Yes physical damage 😊

Sent by Webizus Technologies [?]



Ok

Response Management



Hello when hyve pryme will available ?

12/05/2016 11:57AM

Hi Mohsin, we are currently in the registration phase. Once the phones are ready for dispatch after the registration phase, you will be able to buy the phone on Amazon. Tentatively this is expected in the 2nd week of December. Please bare with us.

Sent by Webizus Technologies [?]

12/05/2016 1:22PM



Yea but you told me it will available on 5th Dec ? So there is no final date?

12/06/2016 4:25PM

It can be anytime in the next few days. Please bare with us.

Sent by Webizus Technologies [?]



Than why you told me it will available on 5th dec

12/07/2016 1:34PM

Our humble apologise if this information has caused any inconvenience. Due to certain technical reasons we had to extend our registration period. Now we have got an update that the phone will be available to buy from 10th Dec, 2016. Thank you for your patience.

Sent by Webizus Technologies [?]

12/08/2016 11:25PM



Its final

?



Moshin Devani

View Profile

Actions ▾

Order total ₹17,999.00 (1 item)

Cancel items >

Shipment details

FREE Delivery on eligible orders



Not yet dispatched

Delivery Estimate:

Tuesday 20 December 2016 by 8:00pm



**Hyve Pryme HYPR01 ₹17,999.00
(Champagne Gold)**

Qty: 1

Sold By: Hyve Mobility

Track shipment >



Payment information

12/15/2016 1:53PM

Thank you Mohsin! for trusting in our brand and buying the Hyve Pryme Smartphone. Welcome to the Hyve Family!



Sent by Webizus Technologies [?]

Case: Finlinea Healthwits

<https://www.facebook.com/FinlineaHealthwits/>



Finlinea Healthwits

1 October · 🌐

#HealthyRecipes Cannot be more refreshing than a Jamun & Pomegranate Refresher! #recipe

<http://www.finlineahealthwits.com/.../jamun-pomegranate-refre...>



Jamun & Pomegranate Refresher

Recipe for Jamun & Pomegranate Refresher Mocktail with a list of ingredients including Heathwits Jamun Juice.

FINLINEAHEALTHWITS.COM

👍 Like 💬 Comment ➦ Share

👍❤️ 45



Finlinea Healthwits

29 September · 🌐

Every now and then, our body gets exposed to various chemical toxins that can cause many issues like fatigue, headache, hormonal disruptions, congestion, and inflammatory conditions etc, making it very important to get rid of these toxins. Here are few simple ways to cleanse these toxins.

<http://www.finlineahealthwits.com/.../simple-detox-tips-clean...>



Simple Detox tips to cleanse your body

Detoxification is the process of removing toxic substances from the body, renewing your ability to maintain optimum health and protecting you from diseases. It is very important to get rid of these toxins

FINLINEAHEALTHWITS.COM

👍 Like 💬 Comment ➦ Share

👍 21

Top comments ▾

2 shares



6 October · 🌐

One of the most difficult fasts that women do is during the Karva Chauth. we bring you some tips to keep your energy bank full through the day. <http://www.finlineahealthwits.com/.../karva-chauth-diet-tips-...>



Karva Chauth - Diet tips to observe the fast in a healthy way

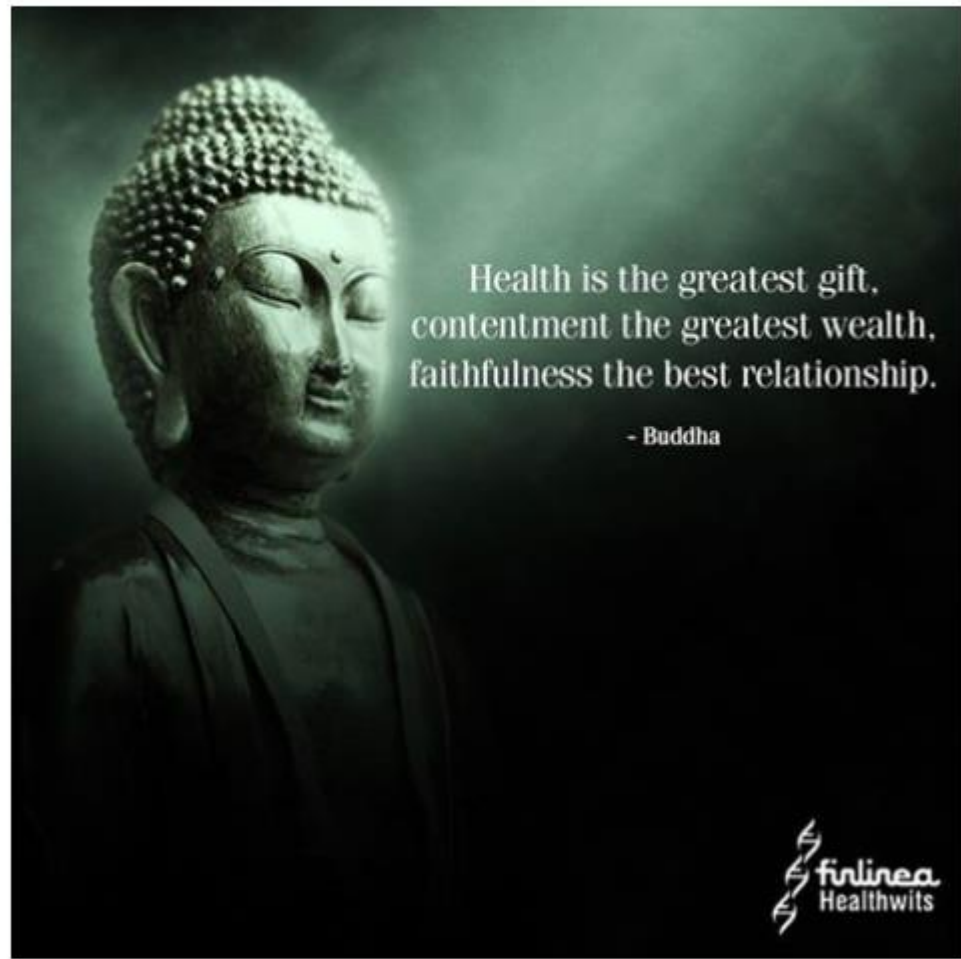
The day-long fast on Karva Chauth can make you uncomfortable, leading to issues such as acidity, nausea, low blood pressure, fainting, hot flushes or no energy at...

FINLINEAHEALTHWITS.COM



11 November at 18:07 · 🌐

Health is the greatest gift, contentment the greatest wealth, faithfulness the best relationship. -Buddha #quote



👍 Like 💬 Comment ➦ Share

👤 Sunil Kohli and 11 others

Success Factors

- * Driving sales for the Italian health juice brand within Mumbai city limits using Facebook
- * “Live” content post calendar gets updated on a daily basis to stay ahead of health and wellness trends
- * 1 post everyday, including weekends
- * Forged tie ups with celebrity nutritionists, health bloggers and healthy recipe cooks

Case: Axe Angels

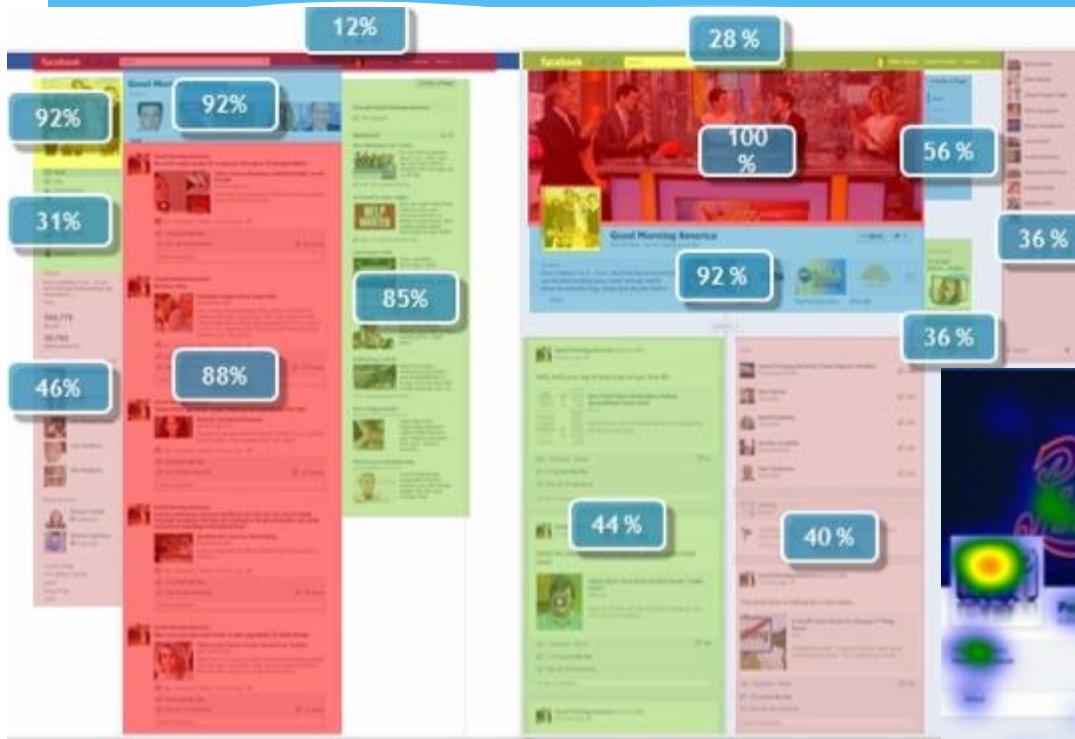
<https://www.facebook.com/axeangelsclub>

Axe India in 2013

- * 7th most liked FB Page in India (in 2013)
- * > 80% Brand Recall
- * No.1 Deodorant brand in India
- * Previous Goal: To be the largest and most engaged community on FB India

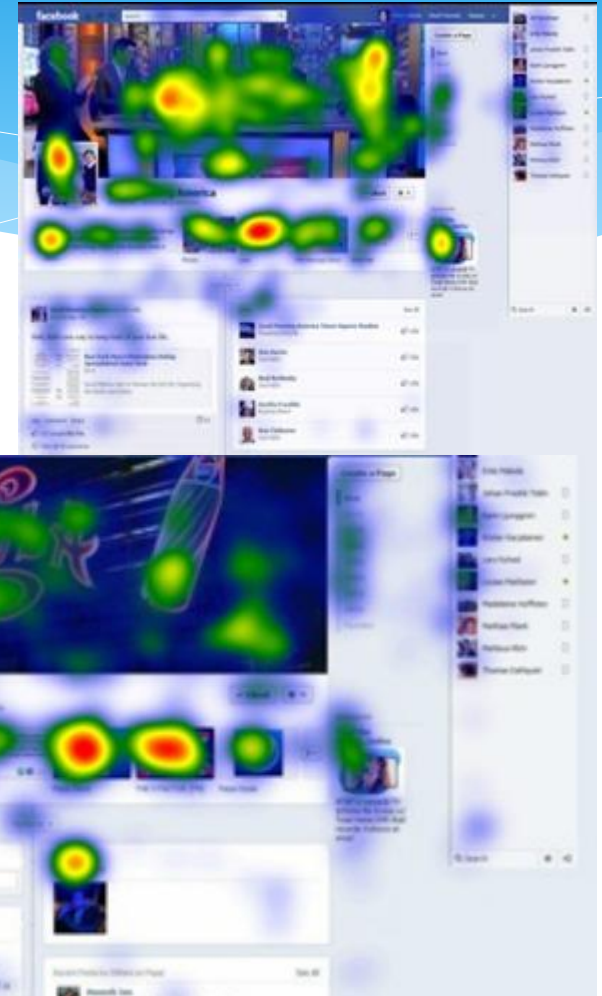
<http://www.indiasocial.in/case-study-axe-angels-club-%E2%80%93-building-virtual-engagement-via-%E2%80%98real%E2%80%99-personas/>

Eye tracking on Timeline



OLD

NEW



Axe: Likes/ Events/ Tabs

LUCKY ONES WHO ENTERED

EXTRA STRONG AXE

SHIVAM GARG SAMMYA BARTA MULLICH ASHOK CHANDRASEKHARAN

SHRESHTH VARSHNEY HEMANT TH

BACK DOOR ENTRY

Axe Angels club
2,409,830 likes · 165,636 talking about this

Product/Service
AXE India - The Official Fan Page

About Photos **Welcome** Products IPL Back Door Entry

The archaic “Welcome” tab hogs the limelight of users visiting the page!

Analytics

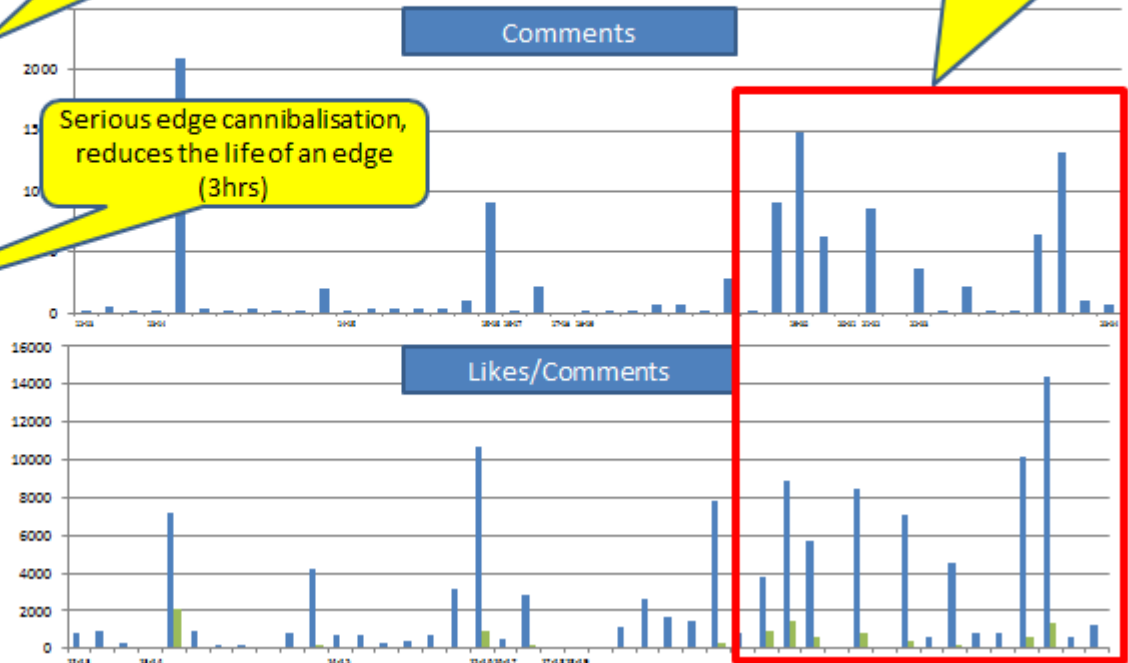
May 18th to May 20th Activity Log

Timeframe	Count	Time	Event	Comment	ESN
12-13	21	12:20	834	26	Contest
	21	12:25	908	35	Contest
13-14	18	12:41	14	1	Video
	19	12:26	7146	2090	
	22	12:45	972	39	Contest
	22	12:25	240	13	Contest
	25	12:52	222	39	
	25	12:52	110	17	
	27	12:22	791	27	Contest
	28	12:22	4214	196	
14-15	20	14:01	705	4	Video
	21	14:02	713	22	Contest
	21	14:05	279	26	Contest
	22	14:05	261	44	
	22	14:09	750	44	Contest
	26	14:06	2141	102	
15-16	24	15:20	10637	914	
16-17	21	16:26	491		Contest
17-18	27	16:54	200	220	
18-19	18	18:29	118	14	
	18	18:29	134	26	
	19	18:33	1135	28	Video
	20	18:45	2642	71	
	21	18:46	1654	72	
	22	18:51	1514	27	Video
	25	18:59	7777	277	
	26	18:26	791	22	Contest
	28	18:22	2794	907	
19-20	22	19:02	8902	1486	
	24	19:20	5694	624	
20-21					
21-22	24	21:42	6422	854	
22-23	18	22:08	7089	267	
	21	22:08	595	18	Video
	22	22:11	4582	211	
	22	22:04	810	21	Video
	25	22:09	816	26	Contest
	26	22:10	10161	851	
	27	22:02	14280	1216	
	28	22:07	647	94	
23-24	19	22:19	1217	62	Contest

Videos & contests are the biggest culprit edges

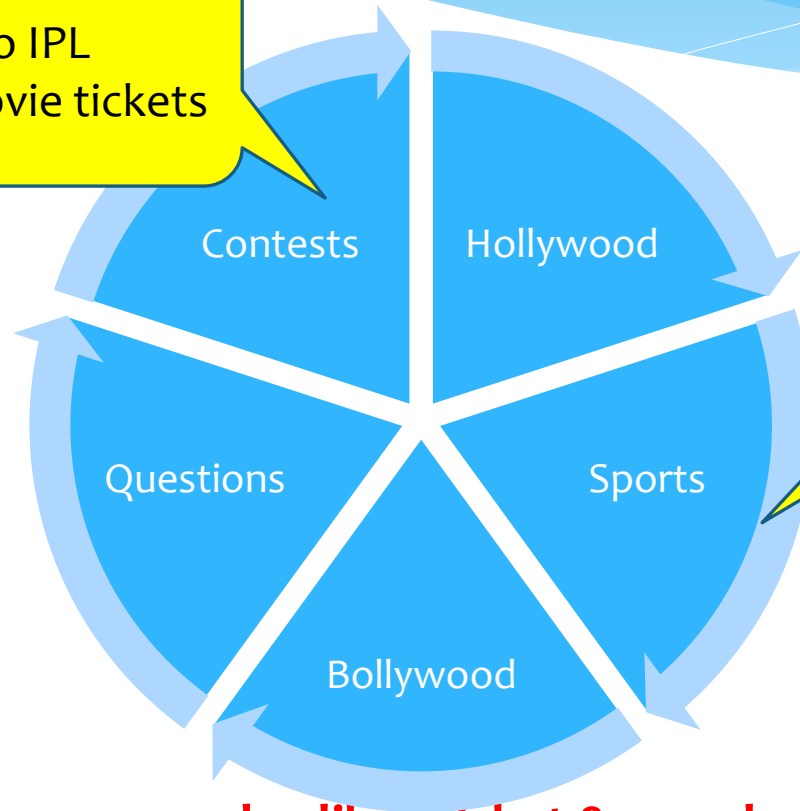
Corridor of consistency: Can it be extended after midnight?

Serious edge cannibalisation, reduces the life of an edge (3hrs)



Content Plan

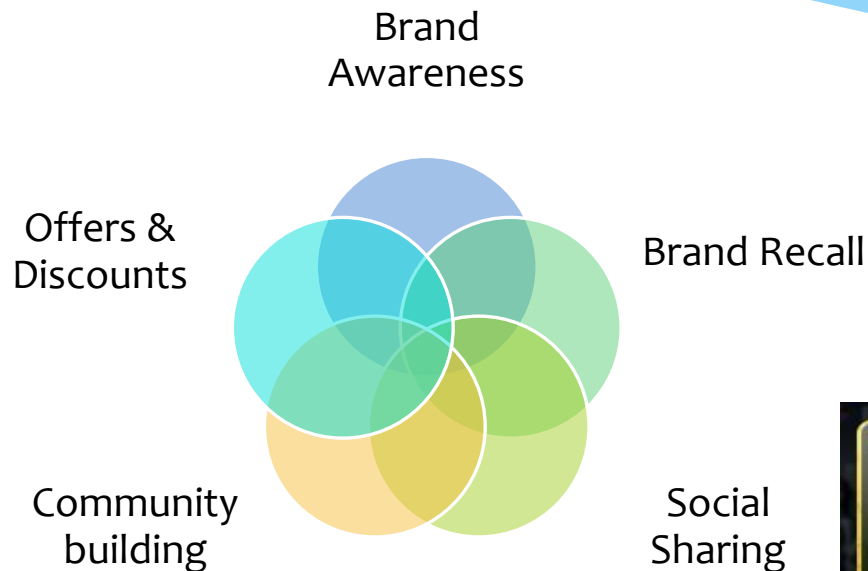
Eg. Passes to IPL
afterparties or movie tickets



Eg. IPL
cheerleaders or
womens' lawn
tennis

Men who like your page also like cricket & cars, but do not post off topic!

Business Metrics



No Call to Action

Enter Intermind

- * Created content based on our new content plan
- * Scheduled posts with the best timings to increase visibility
- * Reduced number of posts
- * Uniform & Omnipresent hashtags for campaigns
- * Campaign benchmarking against competitors

Success Factors

- * Managed the largest ever community on the page (4.1 mn), reduced to 3.9 mn with the next agency
- * Successfully predicted lowering of brand recall & market share, corroborated by HUL only after 90 days
- * Instrumental in changing the brand image of AXE
- * Integrated SMM activities with e-Commerce, boosting social commerce

Case: SuperMarketWala

<https://www.facebook.com/SupermarketWala/>

Background

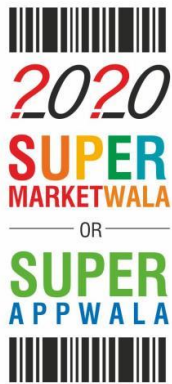
- * A book authored by Damodar Mall, CEO, Reliance Retail
- * Sales did not pick up 6 months post launch, even with offline events
- * Tie up with Crossword for online sales along with social media marketing

The Plan

- * Retail professionals, corporates & MBA Marketing students were targeted
- * Series of ground events were promoted
- * Seasonal content was created in conjunction with the book content



Key Campaigns



- * Series of debates on “2020: Supermarketwala or SuperAppwala
- * Featured the co-founders of grocery apps such as LocalBanya & Grofers
- * Live tweeting & contests during events

Key Campaigns

- * B school students in Mumbai & Pune were targeted
 - * Tie ups with institutes' FB pages
 - * Highly targeted advertising
- * 46 colleges featured the book

Success Factors

- * Managed (free) retweets from celebrities like Sanjeev Kapoor by imaginatively linking concepts of the book to their life/initiatives
- * 46 B-schools showcased the book to its students
- * 3 autonomous B-schools, including S.P. Jain included the book in its curriculum
- * All offline events saw full houses with heightened activity on social media



Thank You!