

A unique brand ambassador launch campaign for SRL Diagnostics by lyxel&flamingo.

SRL is the largest Diagnostics Company in India having an impressive 'Reach', providing superior quality diagnostics services to its customers through a very efficient network of labs and collection points. The vision to create SRL diagnostics was driven by the philosophy to provide high quality accurate tests/ outcomes at affordable prices to the masses. <https://www.srlworld.com/>

lyxel&flamingo helped SRL Achieve the following Key Performance Metrics:

120,287,425

Tweeted Impressions

11,195

Total Tweets

16,426,338

Total Campaign
Reach

5229

Retweets

1485

Engaged
Users

The Objective

To take advantage of Shilpa Shetty's upcoming association with SRL Diagnostics and create a Curiosity and visibility around the association with the Brand.

Strategy

- We used a candid photograph of Shilpa Shetty stepping out of a SRL Diagnostic Lab with a test report in her hand.
- We engaged Shilpa's Shetty's Fan Clubs, Twitter Influencers and they were told to ask the question using various contents and memes about why did Shilpa Shetty visit SRL Diagnostics using the hashtag #ShilpaKoKyaHua.
- The photograph along with the #ShilpaKoKyaHua went viral with several users, as well as publishers and even news channels covering the same.
- Within a day of releasing the photograph through her Fan pages, Shilpa released a statement that she visits SRL Diagnostics regularly to get her preventive healthcare tests done regularly.

Results

- More than **120.2 Million** tweet impressions were generated by **#ShilpaKoKyaHua** twitter trending.
- Our hashtag **#ShilpaKoKyaHua** trended on Twitter for 24 hours organically and we received over **5,200 Retweets** during the trend and got a reach of 16.4 Million users.
- We recorded over **11K+ tweets of the #ShilpaKoKyaHua within 24 hours.**
- #ShilpaKoKyaHua was in top 3 Indian organic trends on Twitter
- **60.19% (6739) contributors** were not under top 100 contributors which shows engaging impact of our trending hashtag among normal users.
- Shilpa Shetty Kundra posted on **#ShilpaKoKyaHua** and received **914** engagement on Facebook and **972** on Twitter.
- Hashtag #ShilpaKoKyaHua got more attention and became popular on most of the news channels. Memes of Shilpa Shetty are going viral like crazy and a major chunk of netizens engaged with it.

Media Coverage

The activity was picked up by various news channels, social channels and meme pages, such as Mumbai mirror, india.com, republic, indiatv, zeenews etc.

