

LIFE CHANGING PLACES - LUFTHANSA

Objective:

Using a 360 degree holistic approach including strategy making, content creation, influencer and publisher activation, and reporting, we were required to create a campaign to launch the #LifeChangingPlaces concept in the Indian market

Ask from the Client:

To establish Lufthansa as the preferred airlines across Europe and South America Lufthansa always believed in open-mindedness and exploring more. We had to create an influencer campaign related to this theme as well as promote the same on different digital platforms

Our Unique Solution:

The hashtag #LifeChangingPlaces was started to invite global travelers to explore the limits of who they are and find out who they can be. Travel influencers were roped in to promote this campaign to their audience in the form of images, videos, and even vlogs to destinations that Lufthansa flies to. We also promoted the AI based tech that was created that predicts what will be YOUR life changing place. Moreover, multiple twitter trending campaigns were organised using verified and CAT B influencers of twitter that made the #LifeChangingPlaces, one of the top trending hashtags in the country.

Results:

- 15 Mega Influencers
- 25 Micro Influencers
- 800 Twitter influencers
- 12.3m+ reach
- 16.8m+ impressions
- 25k+ website clicks

Reference Links:

- Nivrity Das: <https://www.instagram.com/p/B3xFcBsJeLL/>
- Sonali Swami: <https://www.instagram.com/p/BwHuq9KA6s7/>
- Preeti Shenoy: <https://www.instagram.com/p/BxuRyDYHFT9/>
- Trishita: <https://www.facebook.com/trishita.bhattacharya.7/posts/2161254737276778>