

Asahi India Glass creates a milestone for B2B brands on social media



Brand

Asahi India Glass Ltd (AIS)

Agency

WAT Consult

Introduction

Taking a digital route, Asahi India Glass, country's glass manufacturer in the consumer, architectural and auto glass segments rolled out a campaign to leverage shades of love this Valentine's Day.

We recognize that every individual has his / her different needs and requirements, and we have the perfect match for ...

*Posted by [Asahi India Glass Ltd – AIS](#)
on [Saturday, February 13, 2016](#)*

Objective

The idea behind this campaign was to engage audience in a more interesting manner and showcase their products through innovation.

The brand mainly wanted to broaden awareness on their products and solutions to make it relatable to the end audience using a match-making angle.

Execution

In the preliminary stage the brand produced launched teasers for the video on their social media handles. Creating a mock up app interface 'Finder' they introduced their 5 heroes who had exclusive traits, which connects to their five products with their functionalities. These characters were revealed on five social media platforms including Facebook, Twitter, Google+, Instagram, and Pinterest.

The video went live on the morning of Valentine's Day on Facebook and YouTube, using #FindYourPerfectMatch and later was cross-promoted on all the platforms.

finder



— SWYTCHGLAS —

I'm the smartest one and I enjoy my privacy. I will make sure you get to enjoy it too!

#FindYourPerfectMatch



The smartest of them all- Mr. Swytchglas! Does he have everything you look for in a partner? #FindYourPerfectMatch

1 like 0 comments

Instagram

aisglassindia · 3 weeks ago

finder



— STRONGLAS —

I'm the strong one
and will always
keep you safe from
any harm!

#FindYourPerfectMatch



Meet Mr. Stronglas- the first eligible bachelor for #FindYourPerfectMatch! Stay tuned to meet the others!

2 likes 0 comments

Instagram

The week following the launch they also created mock testimonials about the characters by people who have met them on 'Finder'. This further aided to personify their products to amplify views and engagement.



Asahi India Glass
@AsahiIndia 19 Feb

Answer this simple question and tell us why you picked them
[#FindYourPerfectMatch](#) bit.ly/AIS_Video
pic.twitter.com/jWDWArvCWc



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@DeeJay_Shiva [Follow](#)

[@AsahiIndia](#) [#FindYourPerfectMatch](#) STRONGLAS, ECOSENSE & AESTHETIC cause they are just perfect in helping me build my new glass home.
4:03 PM - 20 Feb 2016

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Bharath kumar
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[@AsahiIndia](#) Acousticglass for his calm mind ,Ecofriendly for his adjustable mentality, stronglas for protecting me
[#FindYourPerfectMatch](#)
5:11 PM - 19 Feb 2016 · Cuddapah, India, भारत

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Answer this simple question and tell us why you picked them
#FindYourPerfectMatch bit.ly/AIS_Video
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 **Nishant Amin** @TheNishantAmin [Follow](#)

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Mine r 1. Acousticglas for his peacefulness , 2. Ecosense for ecofriendly & 3. Stronglas who protects #FindYourPerfectMatch
5:03 PM - 19 Feb 2016

  

The brand also conducted a Twitter contest in the same week, where they asked questions around the video about the character and products. The questions probed answers around the variety of uses their products could be put to, thus creating awareness.

Result

Facebook likes on their page increased by over 3000 and 57 followers on Twitter within just a week. The video gained massive reach within a day garnering over 21k views on Facebook and over 5k views on YouTube in the first week.

Being a b2b brand at heart, Asahi India Glass managed to create a healthy rapport with their end target audience.