

## 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

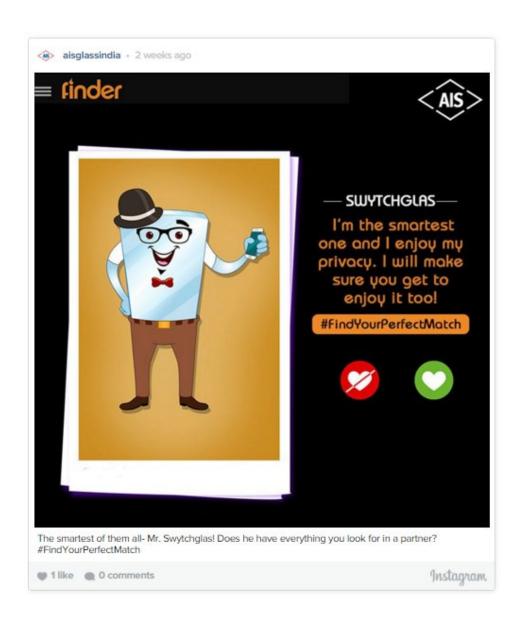
The idea behind this campaign was to engage audience in a more interesting manner and showcase their products through innovation.

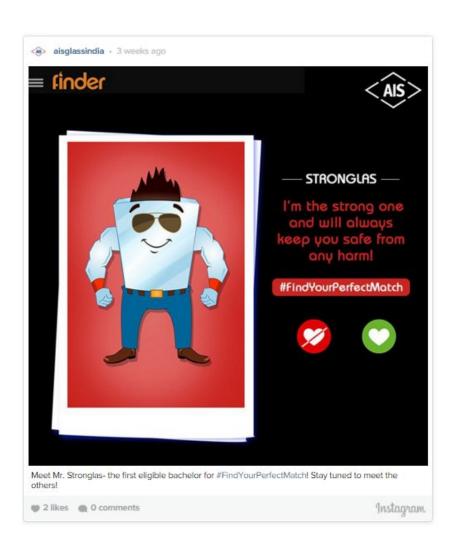
The brand mainly wanted to broaden awareness on their products and solutions to make it relatable to the end audience using a match-making angle.

### 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.





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.







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.