

Branding through Customer Engagement on Social Media – Evolution of “5th “P” of Marketing – “PARTICIPATION”

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Abstract – Today there is a 5th element in the marketing mix: “Participation” on Social Media. Social Presence with engagement is useful for generating Brand Value, Customer relationship management, Brand equity, loyalty, customer care, Marketing research, and much more. If you want to maintain brand loyalty, key is to be visible where the population is and maximum population is on Social Media. The fifth “P” or Participation comes into play in such a situation as it allows the customer to interact with each other, thereby developing a mutually beneficial relationship. In social media right etiquette equals acting the right way, right ethics equals to the right perspective and the right thinking on how to leverage social media appropriately and how to engage people in right manner. The intension of this study is to define the strategic approach adopted by the companies and to explore the effectiveness of these social media campaigns. In this paper I have discussed case study of ten successful Social media campaigns few in abroad and few in India who ethically engaged the community and added value to brand in positive way. Content analysis of websites and social media was done for this purpose. The most popular channels used by companies are micro blogs e.g. Twitter, social networks e.g. Facebook, Instagram, newly involved Tik tok and media sharing sites e.g. Youtube and Snapchat. On all these platforms, users follow and/or like brands and generate content by sharing their experiences and opinions. These online activities contribute to the company’s Brand value, especially after ‘critical mass of followers is attained’.

Key Words: Social media marketing, Branding, participation, presence, Views, Followers, Engagement and social media performance.

1. INTRODUCTION

Social media are the online means of communication, conveyance, collaboration, and cultivation among interconnected and interdependent networks of people, communities, and organizations enhanced by technological capabilities and mobility.

Mind-Boggling Social Media Stats

Time to reach 50 million users

- Radio = 38 years
- TV = 13 years
- Internet = 4 years
- Facebook = 100 million users in under 9 months
- Social media is the #1 online activity worldwide media site
- 4 billion pieces of content are shared daily on Facebook

Social media usage is one of the most popular online activities. In 2018, an estimated 2.65 billion people were using social media worldwide, a number projected to increase to almost 3.1 billion in 2021(Statista, 2018).

If Facebook were a country it would be third most populated in the world. People are not just joining the social community they are contributing too.

1.1 The 5th P of Marketing

Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients partners and society at large. In classic view any organization accomplishes these goals through Marketing mix so called 4 P’s: Product, price, place and promotion. As social media marketing techniques continue to sprout around us, today we need to add a fifth P- Participation. Social media has changes the way we live same way marketers use new platform for their business. Although Internet environment and social web are integrated, one feature distinguishes

social media from the Internet: interaction or Participation. Social web is designed to bring users together, encourage them to share content and to build communities.

E-Marketer's study reveals that the amount of time spent on mobile devices such as smart phones and tablets, is predicted to surpass the amount of time dedicated to desktops/laptops. (E-marketer, 2015) Mobile devices facilitate easy, fast and instant communication among users by keeping them connected to the online world and thus encouraging interaction across time and space. In this respect, greater levels of interactivity, feedback, customization, clarity, and support are keys to social media performance of a company (Hill & Moran, 2015).

Mangold & Faulds (2009) mention that social media enables one person to communicate with many people about products and companies. Nevertheless, this conversation cannot be controlled directly by the company. Therefore, it is essential for the companies to learn how to shape this communication by using various tools. The most popular channels used by companies are microblogs (e.g. Twitter), social networks (e.g. Facebook) and socialized microsites, followed by video sharing and discussion forums (Ashley & Tuten, 2015). On all these platforms, users follow and/or like brands and generate content by sharing their experiences and opinions. These online activities contribute to the company's shareholder value, especially after 'critical mass of followers is attained' (Paniagua & Sapena, 2014). More than two million Facebook users in Turkey are fans of top 20 brands (Socialbakers, 2015). Hence companies should always take into consideration people's opinions, latest buzz and experiences while planning their marketing activities. Social media does not only offer a platform where brands engage in a social dialogue, it also enables brands to reach quantitative data about their customer segments, their needs and preferences. This information gives a crucial insight for companies that desire to understand who their real customers are.

2. Ten Unique Social Media Campaigns to Inspire

I. Secret's Mean Stinks Campaigns – Facebook

Brand:	Procter and Gamble
Country:	USA
Platform used:	Facebook
Sector:	FMCG

The campaign was launched in January 2011 on the Secret Facebook page, and also features a Mean Stinks Facebook page, with a "Good Graffiti" app that allows fans to pass along positive messages to friends. The campaign for Secret deodorant was launched in response to match their brand to a key concern of their target audience of teen girls. U.S. Department of Justice reported 30% of female students grades 6 - 12 were bullied at school or cyber bullied during the 2009 - 2010 school year. That triggered the campaign at right time with right approach and right perspective. The long term 'always-on' approach meant fans kept coming back for more. The company chose a subject that resonated with its consumers, created a catchy slogan, and filled its Facebook page with ways for fans to really participate with the content and to share their experiences with others. The Mean Stinks page hit a chord among users, enough for them to keep coming back to view or share more content on a regular basis. Procter & Gamble chose Facebook for advertisement and to generate awareness for Secret deodorant's "Mean Stinks" program and selected a female audience likely to be receptive to the campaign. The ad featured a confessional-style video of a girl admitting that she had bullied others, realizing the damage she had caused, and apologizing. The Mean Stinks Facebook page also includes:

- A referral page for counseling centers
- A section where women can upload video apologies or complaints about past acts of meanness
- A store that sells T-shirts with anti-bullying messages
- links promoting Facebook-commerce sales of other Secret and other P&G products

The campaign has since expanded to include a publicity tie-in with Amber Riley of "Glee" and an iAd campaign, and has seen impressive results through Participation and brand sales.

Results

- The Mean Stinks campaign increased fan engagement on the Secret main fan page by 24 times at launch, while the "Good Graffiti" app has been used to pass along 32,000 positive messages to friends since launch.
- The Mean Stinks standalone page has nearly 230,000 fans, with 50% of the 'Mean Stinks' Facebook fans engaging in the community regularly (viewing the page, wall posts or commenting or liking something from the page at least once per month), according to P&G.
- The campaign also led 10,000 women to trigger \$1 donations to Pacer's National Bullying Prevention Center by requesting coupons online (including at the Facebook page) or downloading iAd wallpapers

- On mobile, the Mean Stinks iAd engaged 23,000 women over the first ten days after launch (“generating tap-through rates 50% ahead of average for iAd,” according to P&G.
- In the 26 weeks after the Mean Stinks campaign launched, Secret experienced a 9% increase in US sales and an increase in engagement with its Facebook Page.

(http://www.digitaltrainingacademy.com/casestudies/2012/11/social_media_case_study_pg_ant.php)

II. Burger King ‘grills’ competitors with lenses competition- Snapchat

Brand:	Burger King
Country:	Argentina
Platform used:	Snap chat
Sector:	Food and Beverage, Restaurant and Fast food.

Brand loyalty is a major factor in the quick-service restaurant (QSR) industry, meaning that “converting” competitor customers is a challenging feat. Burger King’s objective was to re-educate its target audience about its key differentiator in the QSR burger industry: its tradition of flame-grilling burgers. Brand very well understood that the audience it was trying to reach was typically apathetic to anything not directly related to them. Since Burger King had slaying brand loyalty it needed a bold, compelling message to sway its competitors’ customers. The brand found its solution in Snapchat in 2016, a burgeoning social media platform with a feature that allows users to “draw” on photos before sharing them. Company targeted customers of other burger restaurants, inviting them to take a picture of their burger, draw Burger King’s trademark grill lines over it, and send it to the brand in exchange for a coupon for a free burger king Whopper sandwich. It created a clever campaign on the platform that leveraged its burgers’ own selling point; flame grilling. Participants were engaged to take a photo of any competitor’s burger and drew the grill marks over it by using Snapchat’s pencil tool. Once they did that, they sent the picture to Burger King Argentina’s account (@BurgerKingArg), and received a voucher for them to enjoy a flame grilled hamburger in any Burger King location.

The Results

- the campaign attracted 4.1 million fans of “other” restaurants to participate using Snapchat lenses feature
- the vouchers which the agency estimated would be swept up in two weeks; all were claimed within the first 48 hours of the campaign.

(http://www.digitaltrainingacademy.com/casestudies/2016/05/snapchat_case_study_burger_king_grills_competitors_with_lenses_competition.php)

III. AR gaming case study: Ruffles unites Brazil youth with Amigo AR game

Brand:	Ruffles
Country:	Brazil
Platform used:	Game App and Facebook
Sector:	Food and Beverage,

Ruffles Brand is the world-renowned potato chip brand that has been marketed by Frito-Lay since 1961. Its sales started to decline sharply amid a recession in Brazil and this is when brand thought to leverage the power of social media to reach audiences. Ruffles knew their target consumer generation spends a lot of time on their phones. According to data from 2017, 42% age of Brazilians between the ages of 15 to 17 only access the internet on their phones. Ruffles aimed to resonate with teenagers in Brazil between the ages of 12 and 18 for that it developed a mobile augmented reality game and social media campaign to win over teenagers by creating more moments of friendship.

Snack brand Ruffles underwent brand overall with new campaign tagline #weareallinthesamebag. Teenage years are filled with stress and confusion, and friends are that one angel who comes to rescue. Ruffles decided that it would become the brand dedicated to creating moments of brotherhood, and adopted the new tagline: RUFFLES. #WEAREALLNTHESAMEBAG. AmiGO The ARG mobile-only game transformed friends into characters. To participate, user use to activate the camera on their phone and put in headphones. Their friends could see what the phone’s camera saw, while the user saw something else, what the game showed them. Due to Augmented reality, friends would see Ruffles chips around the user, and they would then command their friend to grab the chips. The user had to follow their friends’ directions since user was unable to see Ruffles The more chips grabbed by user, more points for everyone. The points were ranked weekly, and top scorers were announced on the brand’s social media accounts. Amigo AR game definitely encouraged teamwork using mobile camera

The campaign was divided into three stages:

HYPE: High-impact media such as Facebook was used as in videos were designed to receive broad coverage in partnership with influencers

MATURITY: Peak engagement to encourage and spark conversations about the game

DECLINE: As interest declined, content created by influencers was promoted on social media accounts to encourage more consumers to play

In addition to the creation of a mobile game, content and media investments were directed at social networks and mobile-driven formats that encouraged consumers to download the app.

The Results

- Ruffles raised its sales by 43% and consumption increased because of its repositioning campaign
- More than 26,000 download of the app during two months of the campaign Users engaged with the app for an average of six minutes every day.
- More than two million views for a single Facebook live session that was created with soap opera actors and featured Ruffles content.
- AmiGO was among the 10 most talked about campaigns on Twitter in October 2019
- Ruffles ranked as one of the 15 most valuable brands in Brazil, the only new brand on the list.

(http://www.digitaltrainingacademy.com/casestudies/2019/09/ar_gaming_case_study_ruffles_unites_brazil_youth_with_ami_igo_ar_game.php)

IV. Skybags #BagTheBall –A must do challenge this football season!

Brand: Skybags

Country: India

Platform used: Instagram

Sector: Accessories Travel Bag

Skybags hails from VIP Industries (est. 1971), market leaders for over 40 years. It is aimed at travelers who like to make a style statement everywhere they go. Skybags manufactures wide variety of quality products like trolleys, rucksacks, backpacks, duffels, laptop bags, everyday travel accessories and short haul essentials made from quality materials. FIFA World Cup; the world's greatest sports event that brings people from different cultures all together! The FIFA World Cup fever has gripped India as well. Skybags, the stylish youth bags brand, has launched an exciting creative digital challenge in 2018. Whether you are a football fan or not, this challenge was for everyone. #BagtheBall was a simple yet quirky challenge that encouraged people to showcase their creativity. To accomplish challenge, participants have to bag the ball in the most innovative way possible. With #BagTheBall, Skybags aimed at engaging everyone across the country and not just the social media-savvy youth. World-renowned cricketer, Irfan Pathan kick-started the campaign on Instagram and scored a goal by bagging the ball in his own Skybags backpack. Fellow cricketers Harbhajan Singh and Jasprit Bumra followed the trend with their ball the bag creative videos. To keep up the fever alive, Indian Football Team Captain Sunil Chhetri also participated encouraging his fans to participate. To participate in the contest, one had to do is record themselves bagging the ball, upload it on social media, and tag @inskybags with #bagtheball. Lucky winner were awarded iPhone X, GoPro and iPad. This campaign resonated with audience at right time in right way.

The Results

- The idea reached out and engaged youth seeing a tremendous response with entries coming from all across India. Skybags received hundreds of quirky videos for this challenge.

(<https://www.exchange4media.com/marketing-news/skybags-bagtheball-a-must-do-challenge-this-football-season-90941.html>)

V. Lakme Face APP challenge

Brand: Lakme

Country: India

Platform used: Application

Sector: Cosmetic Industry

Lakme wanted to talk about its “Absolute Youth Infinity Skin Range products” that are specifically for its age defying properties. It engaged social media users with the #FaceAppChallenge in which one has to upload their picture and then with the help of technical augmented reality you get a picture of older age. While the app was busy making everyone look at their future selves, Lakmé saw this as the perfect opportunity to trend jack the conversation and steered the conversation around anti-ageing. All of this was done with some quirky posts on defying age, with an idea, “Who said getting old is inevitable as Lakmé has you covered”. The #FaceAppChallenge was a hit with the social media influencers who found the content hilarious enough to make it viral among their followers. To drive the conversation further, Lakmé shipped a box full of Youth Infinity products with a personalized note reminding them of how the challenge of growing old is funny virtually, but not in real life. “But there’s nothing to worry as Lakmé has got your back! While influencers got their share of goodies, the brand ensured that the larger consumer base also merits from this campaign. Lakmé used this opportunity to turn the hashtag into a promo code and drive ecommerce sales of its Youth Infinity Range on their website by rewarding the audience with discounts. Lakmé’s quick move and witty take on the trending topic, struck a chord with influencers and consumers.

The Results

- Application downloads to 12.7 millions
- Rise in e-commerce sales

(<https://brandequity.economictimes.indiatimes.com/news/advertising/lakme-takes-on-the-faceappchallenge-with-this-unique-twist/70345540>)

VI. Pulse Pe Pulse Challenge

Brand: Pulse

Country: India

Platform used: Youtube

Sector: Food snacks and beverage

Pass Pass Pulse, the candy brand from the DS Group that stormed the HBC market with its launch in 2015 and has been the leader for the past few years. Currently, Pulse is available in five variants — Kachcha Aam, Guava, Orange, Pineapple, and Litchi. The candy is enjoyed across all ages — 18-34 years Pass Pass Pulse challenged netizens to stack three Pulse candies on top of each other in 15 seconds. To spread the word, they roped in nano as well as macro-influencers. Pulse case study reveals it. The idea behind the challenge was to encourage candy lovers to engage in an activity with Pulse. To win #PulsePePulseChallenge, three Pulse candies have to be stacked on top of each other in 15 seconds using just one hand.

#PulsePePulse Challenge was executed in collaboration with Pollen, FoxyMoron’s Influencer Marketing vertical. The challenge kick-started with influencers like Aparshakti Khurana, Prajakta Koli, Ashish Chanchlani, Kriti Vij etc, trying their hand to stack Pulse pe Pulse. The influencers built excitement around #PulsePePulseChallenge and inspired their followers to try the same and post it on their respective social media handles.

“Though Pulse is consumed by all age groups, our communication target was young adults and those who are young at heart. #PulsePePulseChallenge was started on Instagram with influencers like Prajakta Koli, Ashish Chanchlani, Harsh Beniwal, Ayush Mehra and Viraj Ghelani. All these influencers have entertaining and fun-loving personalities. Their posts on social media resonate really well with target audience and the overall fun vibe of the brand.

The Results

- Entries Received: 1300+ across platforms
- Reach: 14 million
- Impressions: 16 million

(<https://indiaeducationdiary.in/pulse-launches-pulsepepulse-challenge/>)

VII. The Indian Association of Palliative Care (IAPC), #LaughAtDeath

Brand: IAPC

Country: India

Platform used: Twitter

Sector: Health Care Industry

Created by Medulla Communications, IAPC – #LaughAtDeath was a public awareness campaign on palliative or end-of-life care that encourages people to laugh at death. A video that went viral on Twitter comprised of terminally ill patients performing stand-up comedy on topic death for their families. End of Life Care India aimed to help patients get comfortable with death. Even

joke about it." The moving video was created with the help of stand-up comedians Kunal Kamra, Kashyap, Vinay Sharma and Punit Pania.

(<https://www.thehindubusinessline.com/specials/pulse/laughatdeath-to-start-the-conversation-on-end-of-life-care/article25456849.ece>)

VIII. Chhapaak Movie, Malti – The Face of Hope # Be the Change you want to see”.

Brand: Chhapaak

Country: India

Platform used: Twitter, Instagram

Sector: Entertainment

Social Experiment

Chhapaak has managed to garner attention. Based on the true story of Laxmi Agarwal, the movie showcases the story of Malti. Directed by Meghna Gulzar and the first production venture, Bold and the Beautiful, Deepika Padukone is the protagonist of the movie with Vikrant Massey, in collaboration with Fox Star Studios.

In a unique attempt, the makers of Deepika Padukone and Vikrant Massey starrer Chhapaak undertook a social experiment to know people's reactions around acid attack survivors. A video shared by Deepika on her Instagram account shows her stepping out as 'Malti' along with other acid attack survivors. The video begins with the actress telling the viewer's how everyone recognizes her as Deepika whenever she goes but today she wants Malti to be seen by everyone. Unrecognized, the actress walks across local shops and street vendors to gauge the response of people towards acid attack survivors.

This social experiment shows how society responds to acid attack survivors- do people shy away, do they become indifferent, do they empathize or do they come forward and engage? It is said that you are who you are when no one is looking and this experiment is a reflection of that. These behavioural reactions are what the survivors have to face daily from society.

The thought behind this was that people tend to say a lot of things on the lines of being the change but the question that constantly arises is that are they really willing to make the change

The Results

- 20,000 comments on Instagram Page for this particular Social Experiment
- More than 13 million likes on the same post

(<http://www.socialsamosa.com/2020/01/chhapaak-movie-marketing-as-powerful-as-the-movie-theme/>)

IX. Bold is definitely beautiful, but what about bald? #BalaChallenge

Brand: Bala

Country: India

Platform used: Tiktok

Sector: Entertainment

Bala song starrer Akshay kumar challenged other celebrities for getting bald and present dance moves on it. BalaChallenge went viral with celebrities and people, alike participating in the fun with gusto. How could the 'Bala' Movie stay behind? Ayushmann Khurana grabbed this opportunity to promote the movie "Bala" was seen sportingly participating in the game which received amazing responses with organic reach on social media.

The Results

- More than 10,000 likes on Tiktok video of ayushmann Khurana
- The link re directed to direct booking of movie tickets which drove sales

(<http://www.socialsamosa.com/2019/11/bala-movie-marketing-campaigns/>)

X. Pepsi India - #SwagStepChallenge

Brand: Pepsi

Country: India

Platform used: Tiktok

Sector: Entertainment

Pepsi India was able to run a successful campaign by crowd-sourcing videos for #SwagStepChallenge. From the perspective of integrating influencers in the campaign, they positioned Tiger Shroff and Disha Patani as benchmarks for people to match dance grooves to. The tune to which they all danced is an original. Pepsi India introduced a new spin on its Swag Step Challenge on video creation app TikTok. The third phase of the challenge came with the association of movie franchise Dabangg 3. The challenge is a motion triggered created by a brand on the TikTok platform in India. It also featured a video which has Pepsi's new brand ambassador, Salman Khan encouraging his followers to take the challenge and don the 'Dabangg Pepsi' shades.

The Results

- The cumulative number of views generated across the #SwagStepChallenge series stands at around 49 billion on tiktok and 55 million on youtube
- The Dabangg edition of the Swag Step challenge received over 1,00,000 video uploads, while the Swag Step Challenge series started earlier this year has around 30 billion views overall.
- The challenge broke all records on the app and saw over 5.4 billion views and over 1,00,000 user generated videos over a four day period.

(<https://brandequity.economictimes.indiatimes.com/news/marketing/pepsi-creates-new-global-record-on-tiktok-with-swagstepchallenge/72992302>)

3. FINDINGS AND DISCUSSION

- Secret Mean Stink Campaign – here if the company would have done mass media advertisement with some famous Teenage girls starring in the advertisement it wouldn't have engaged its target audience as well as the campaign did. So Social Media presence not only just creates Brand Awareness but eases our segmentation and targeting
- Burger King 'grills' competitors with lenses competition- Snapchat – This campaign took full advantage of features of Snapchat App and advertised its own unique selling point "Flaming Grill" on Competitors burger
- AR gaming case study: Ruffles unites brazil youth with Amigo AR game – Majorit of people download games in their smart phone, Ruffles tapped market at right place by marketing its product in game. To connect with Millennials, Marketer need to be millennial and follow trend
- Skybags #BagTheBall –A must do challenge this football season! – Instagram challenges are so much into life of everyone, Unique way to reach audience is and the Skybags challenge indeed resonated with target audience
- Lakme Face APP challenge- Challenge with a Quirky Post in favour of product, Lakme just seized the occasion to advertise itself as best problem solver if you are ageing
- Pulse Pe Pulse Challenge- The challenge and product "Tangy candy" both complement each other in madness and the best thing about this campaign is challenge is to do activity with three pulse(product itself) which gives room for product placement
- The Indian Association of Palliative Care (IAPC), #LaughAtDeath- Participation is not restricted to Millennial it can be designed for all ages and any sector. This campaign is best example of Striking out as well as breaking ice at life's most tensed state
- Chhapaak Movie , Malti – The Face of Hope # Be the Change you want to see".- Social experiment done on streets and took on social media had a huge impact on psychological thought process This marketing did not just garner business but also was an eye opener for society who responds to acid attackers in indifferent way
- Bold is definitely beautiful, but what about bald? #BalaChallenge – The movie as well as campaign digs at the societal pressures and stigmas of engrained beauty standards even amongst men over the inner qualities and respect for a human- being. Ayushmann Khurana sportingly participated in challenge which was actually launched by akshay kumar for promotion of its song Bala, # Bala aa gaya which also mentioned about release date of Movie Bala. The challenge not created by Brand but very much for the Brand and got Popularity
- Pepsi India - #SwagStepChallenge – Integrating Brand with Movie and one more complementing product is rightly done by Pepsi in its swag the step campaign
- It was also found that now Instagram Challenge and Tik Tok videos are new emerged platforms and effectively being used for marketing, They are also taking over other platforms like Facebook and You tube videos

4. CONCLUSION

It has been shown that content generated by users through the use of social media has a significant impact on brand building. It also showed that participations on social media lead to increase in eWOM. It also aids in providing Value to consumers. Brand identity has a positive relationship with brand quality and customer value. The data enabled to explore how campaigns were structured and measured. Thus the usage rate for various tools and the measurement criterion used to evaluate campaign

performance (participation, like) are analysed and reported along with campaign. Hence any Brand can make its presence feel, get popular by engaging people and create Brand Value so Social Media Marketing is not an affair to be ignored.

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