

**REACHING OVER 100K+ IN JUST A WEEK
PROMOTING A MOVIE PREMIER ON TIKTOK**



Overview

Case Study

Black Knight wanted to maximize their reach on their social media presence by creating hype around the 'Spider Man No Way Home' open day screening and also offering special invites to influencers for the movie screening along with 2 additional invites for a giveaway being provided for 5 lucky winners, along with the testing of the newest Black Knight fragrances via a stall at the event.

Read on to learn more how the campaign DontBlink executed for Black Knight performed.



Client

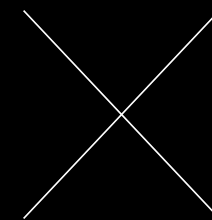
Black Knight : Leading Men's Range Of Personal Care Products In Sri Lanka, sponsored a premier everyone's been waiting for



which took place on the 17th of December along with some exciting giveaways & exclusive invites.

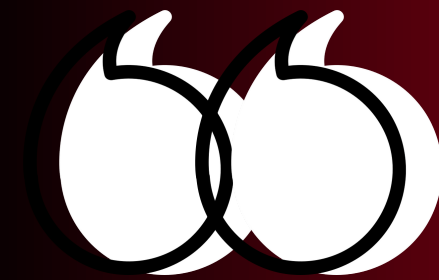


DONTBLINK



The Challenge

Black Knight requested DontBlink to maximize their reach using social media, specifically build a TikTok presence in order to promote the Spider Man Screening & the Black Knight Stall to its highest succession within a limited time frame of one week.



This was the first time Black Knight engaged in TikTok marketing

Our Approach

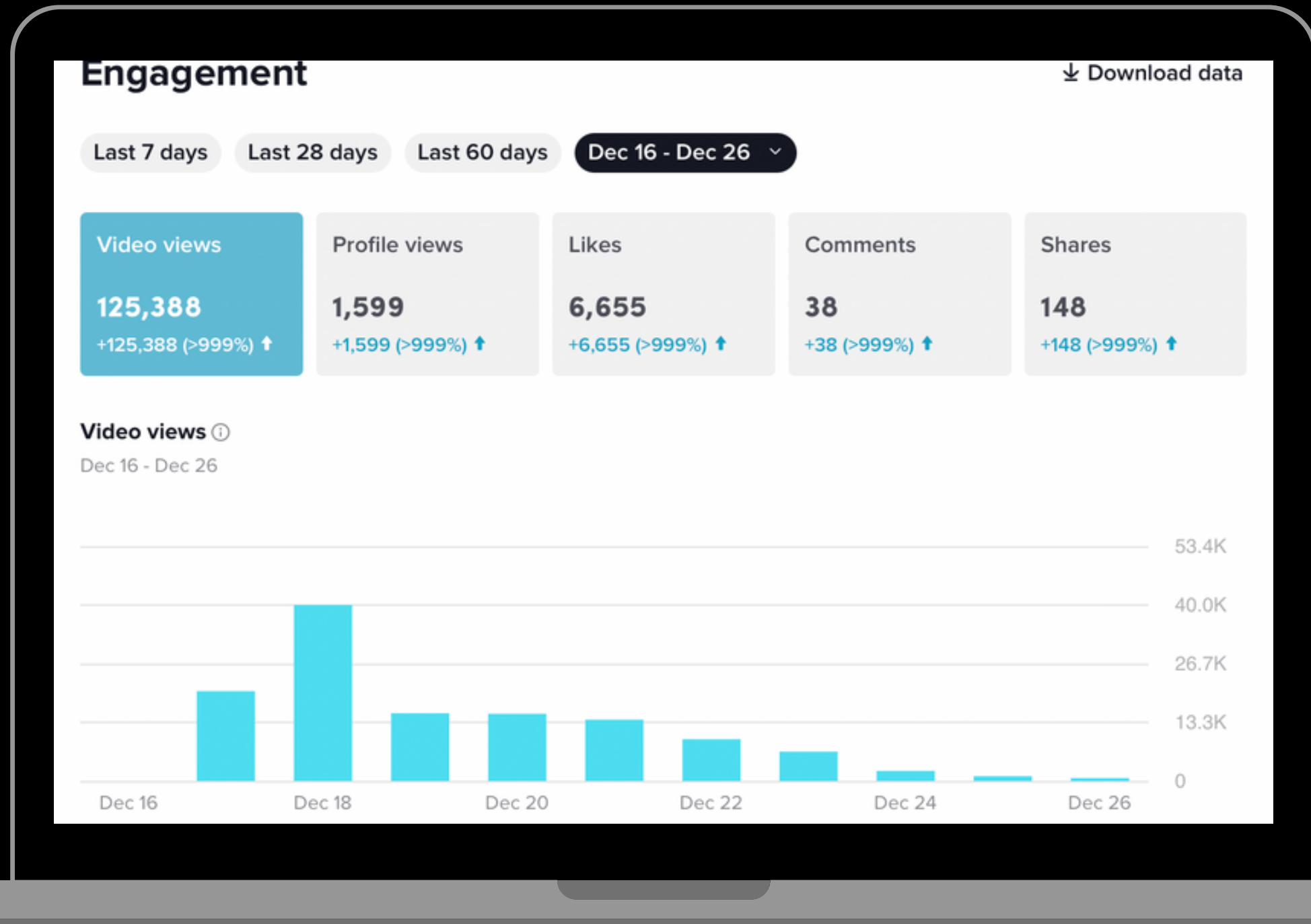
1. Instagram Stories to share snippets of whats happening during the event.
2. Leverage the Instagram Live feature to drive more traffic to the page
3. Short form TikTok video snippets to leverage the organic reach of the platform.
4. Invite influencers who would multiply this effect via their SM platforms and drive more traffic to the SM pages.



THE EXECUTIONS

TikTok Dashboard- Results we got

Profile overview (7 days)



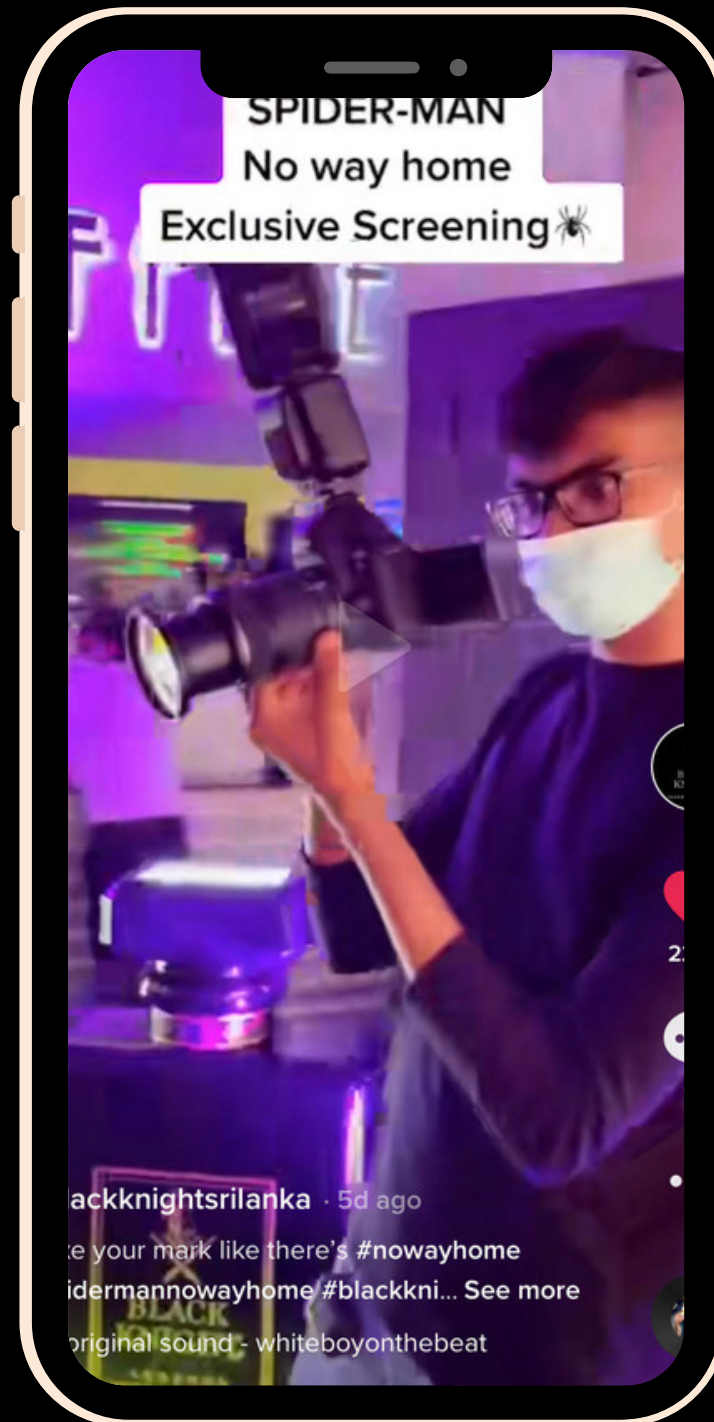
125K +
VIEWS

1500+
PROFILE VISIT'S



Creative Executions

TikTok videos - highest performing videos



Views - 40k+
Comments - 15
Shares - 18

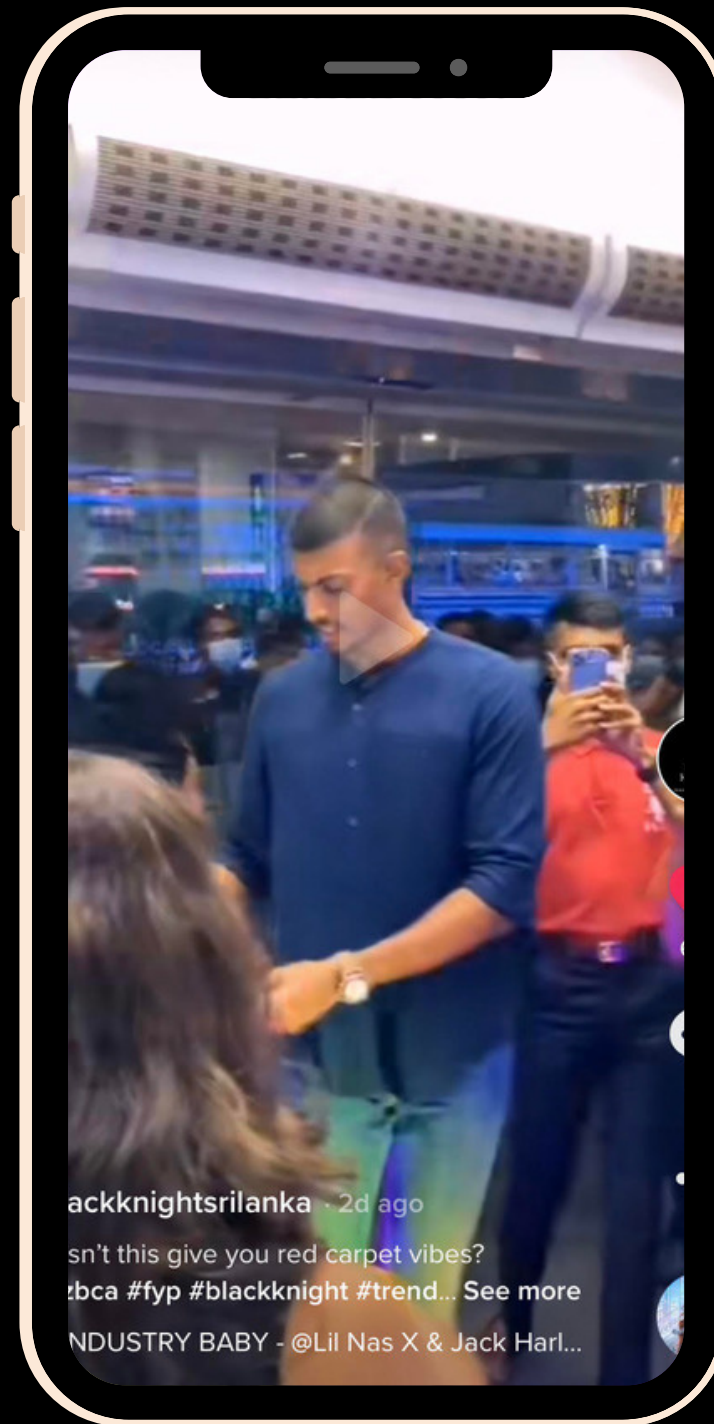


Views - 30k+
Comments - 4
Shares - 3

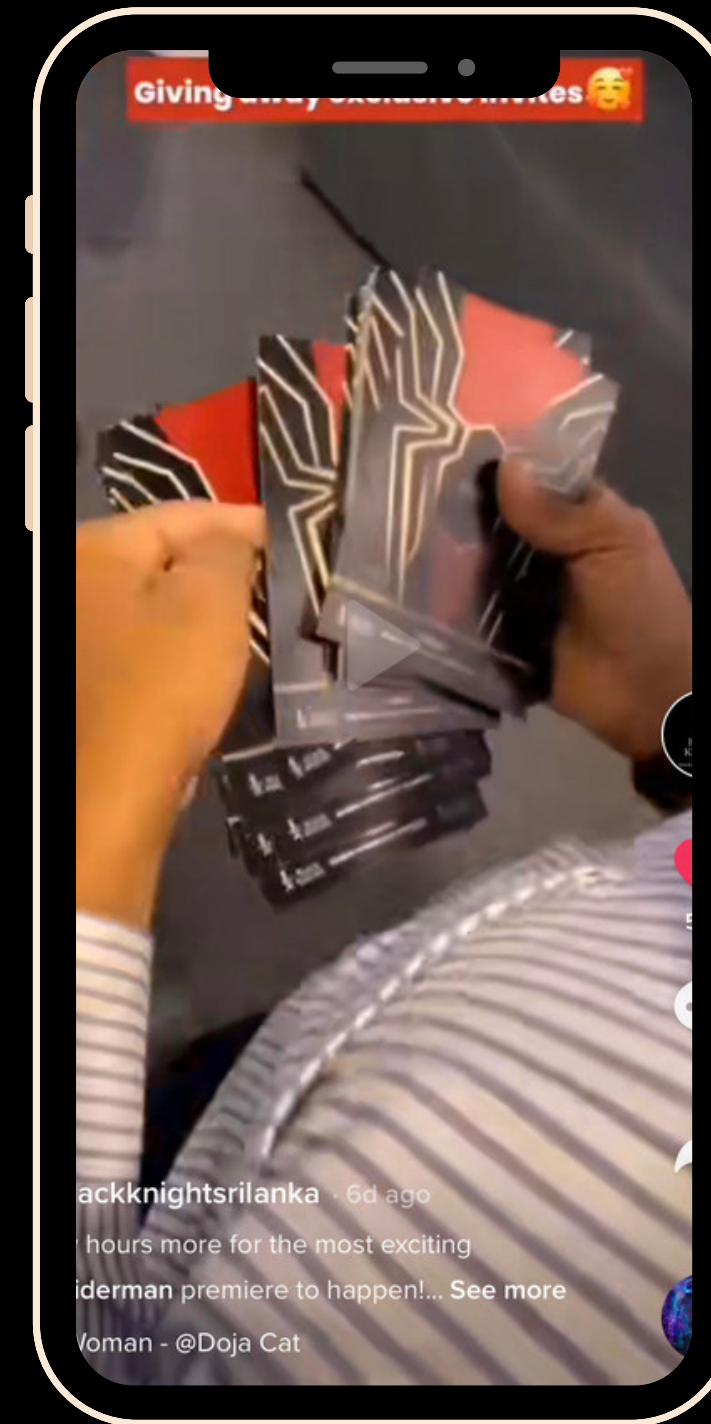


Creative Executions

TikTok videos



Views - 14k+
Comments - 5
Shares - 5

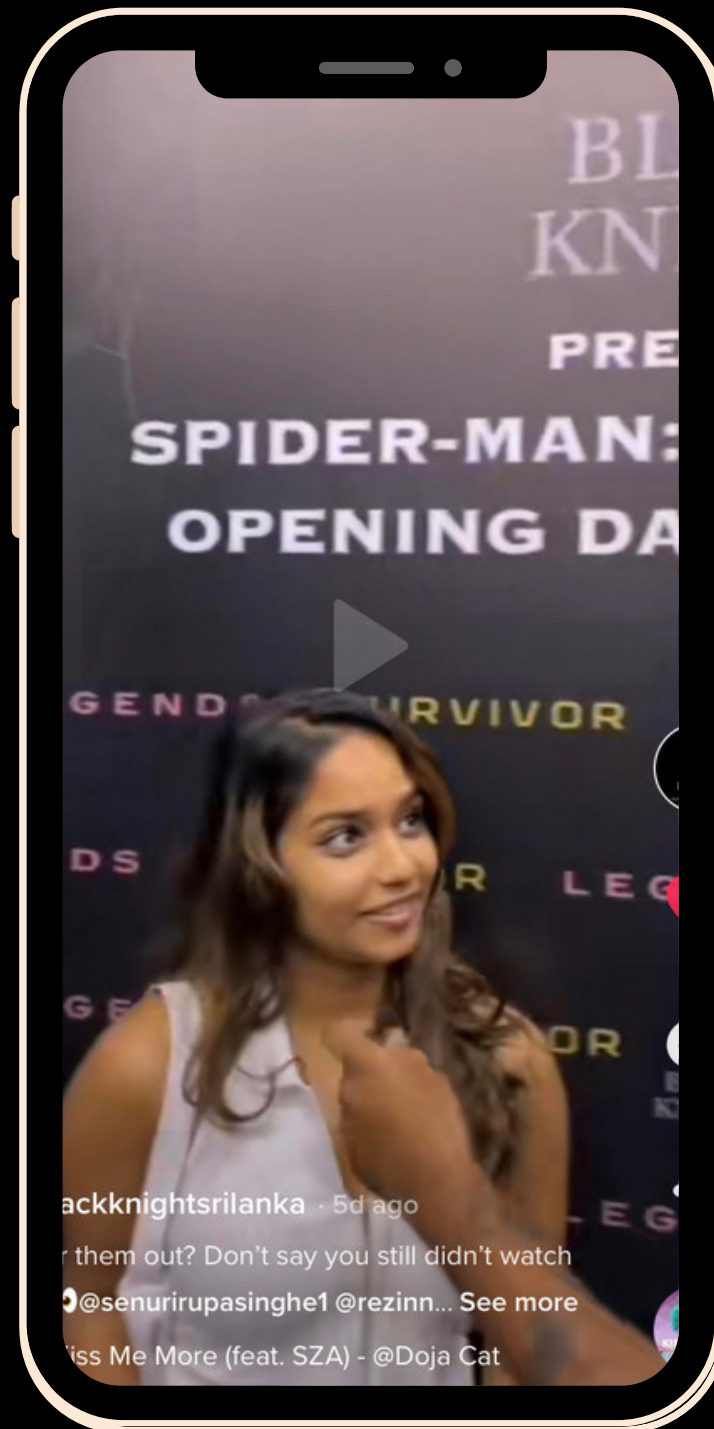


Views - 16k+
Comments - 7
Shares - 6

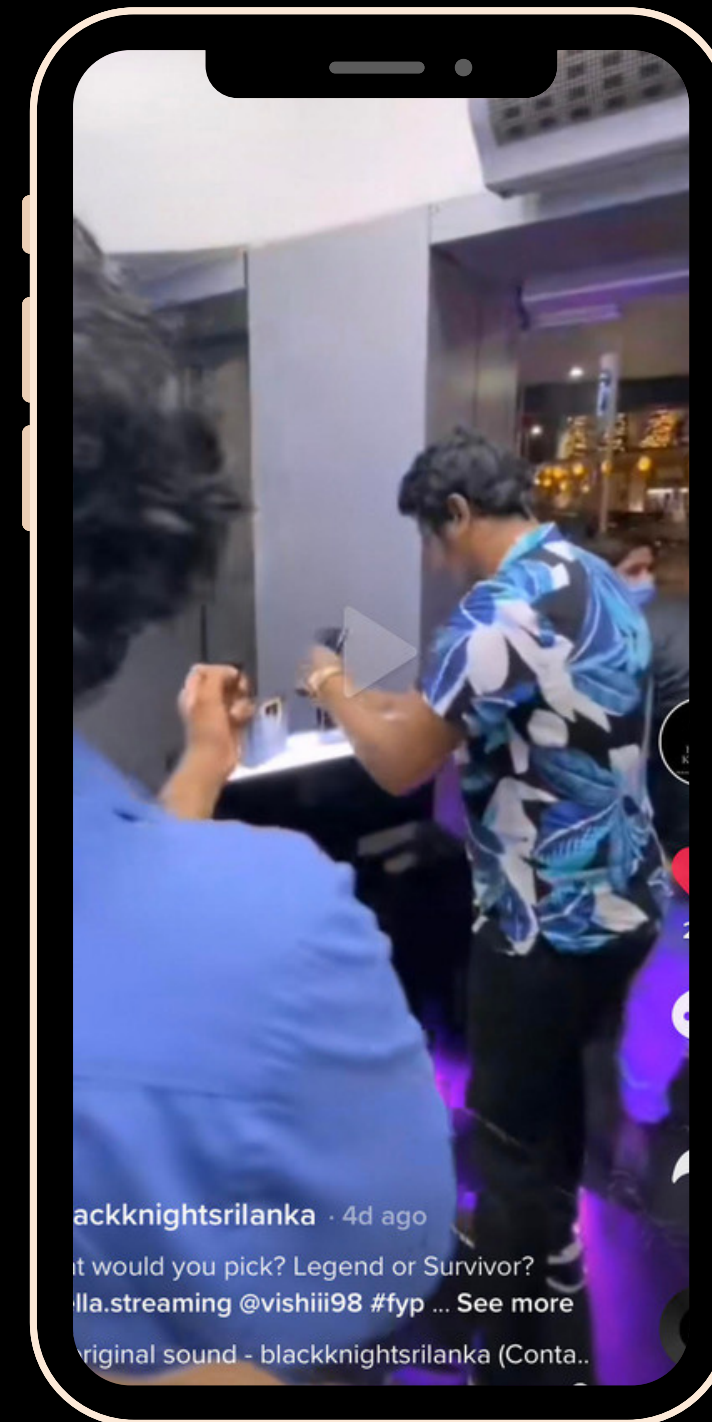


Creative Executions

TikTok videos



Views - 13k+
Comments - 12
Shares - 15

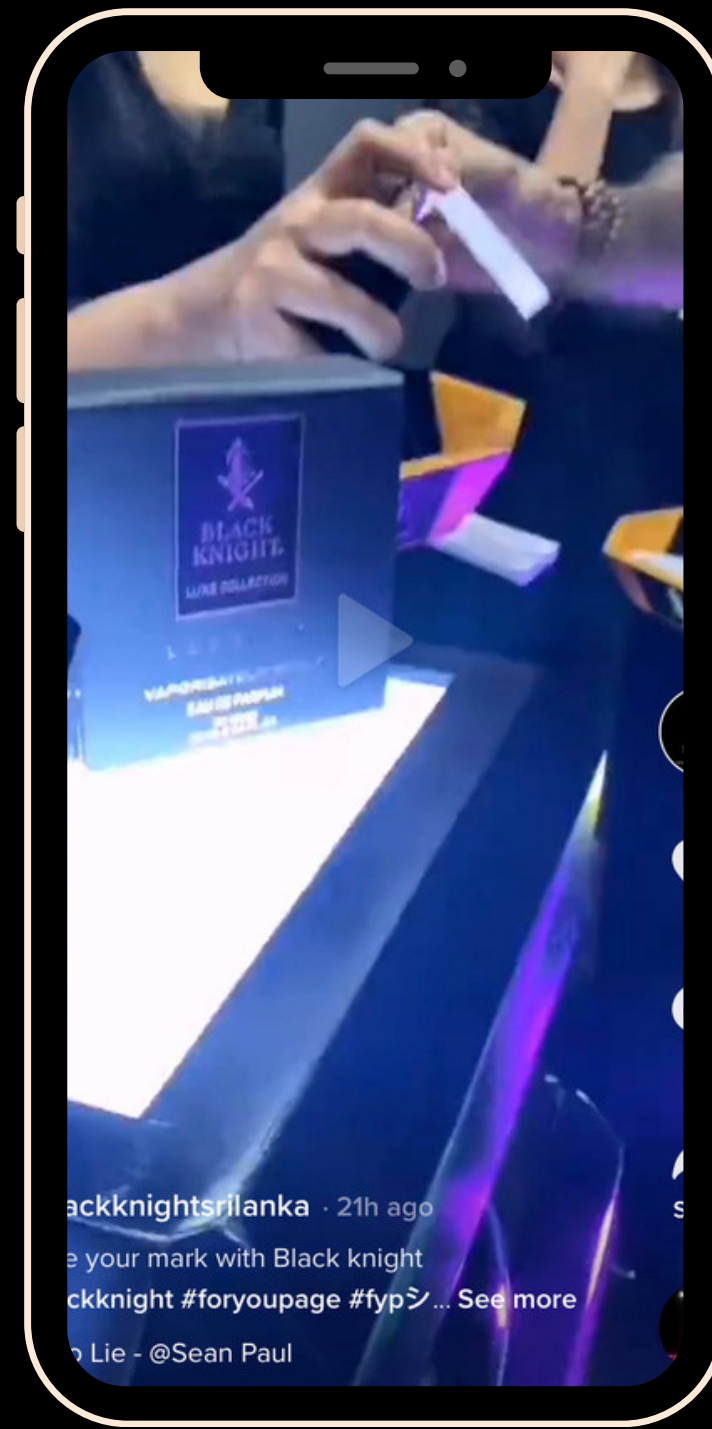
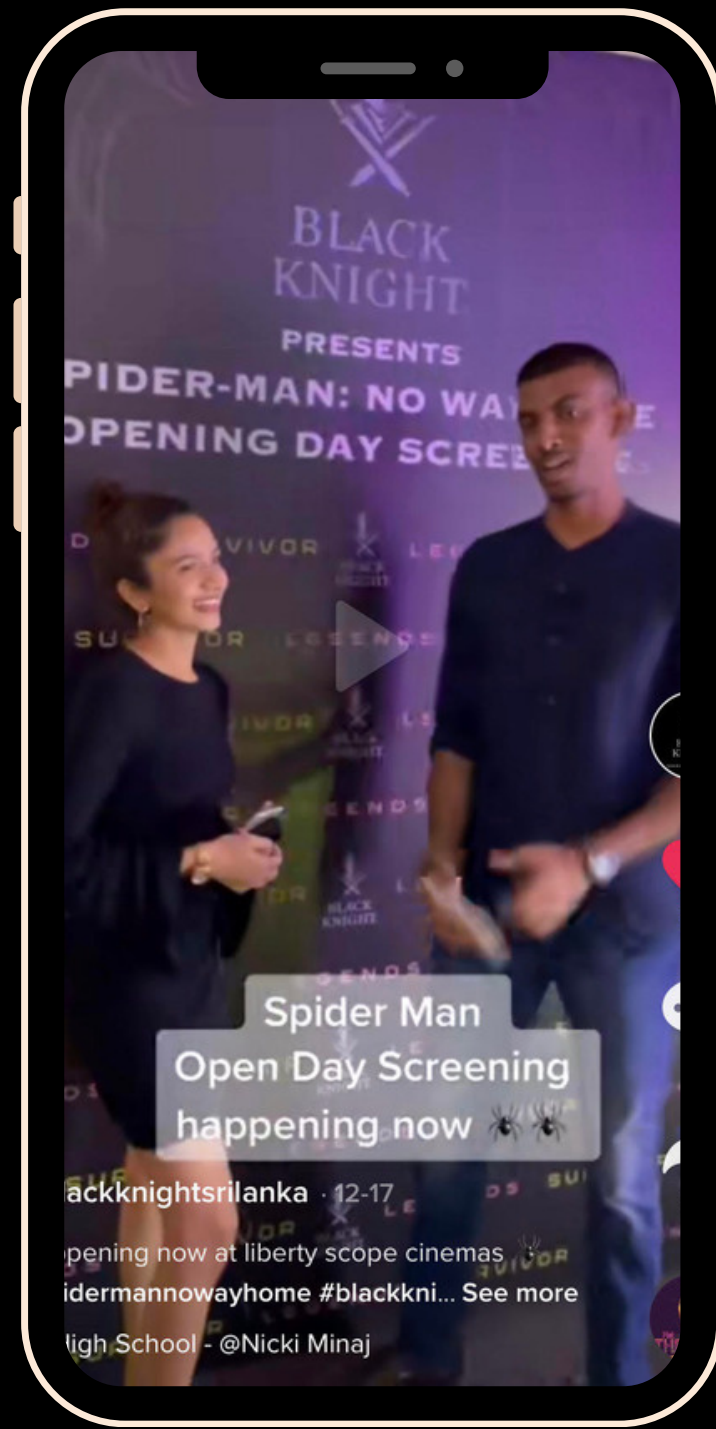


Views - 6k+
Comments - 1
Shares - 4



Creative Executions

TikTok videos

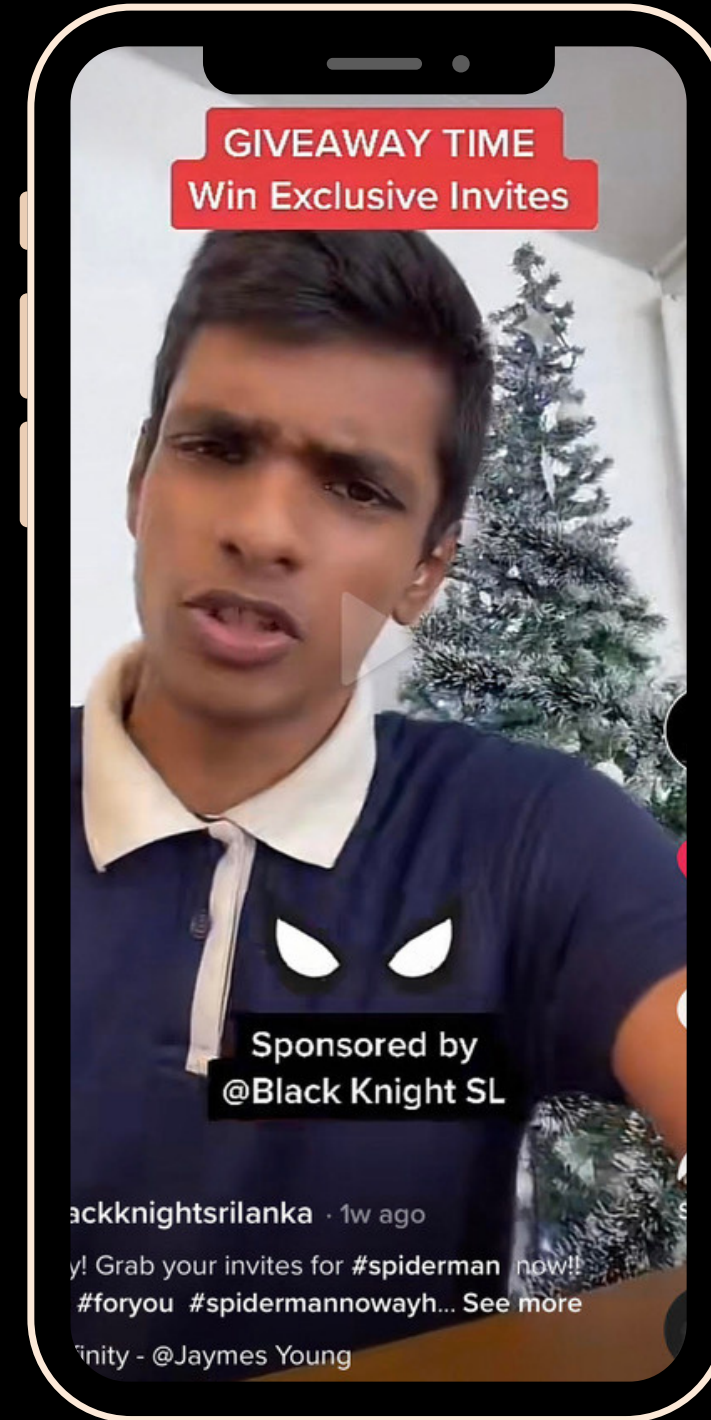


Views - 4k +



Creative Executions

TikTok videos

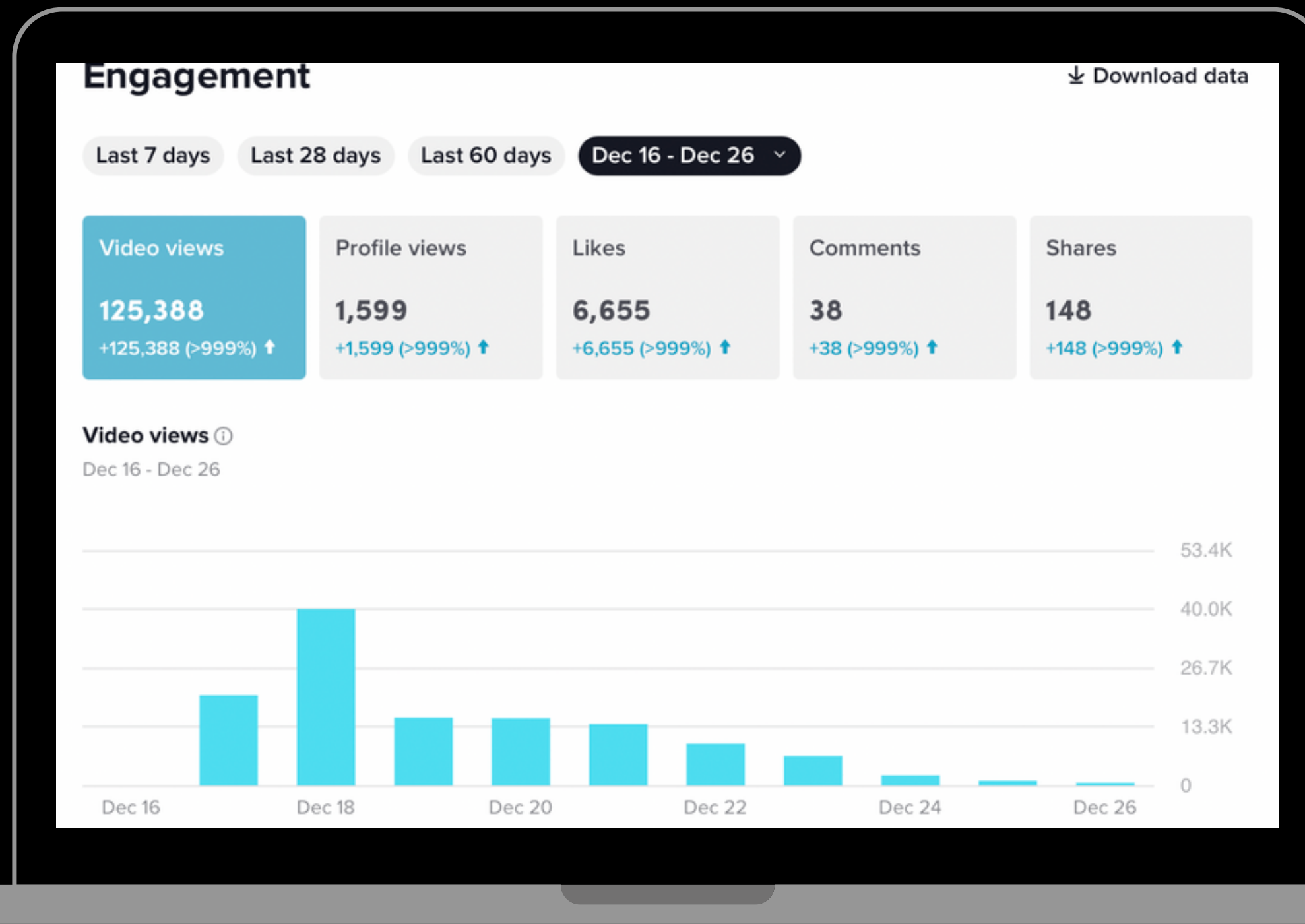


Views - 3k +



Results we got

Dash Board Snap Shot (Dec 16 - Dec 26)



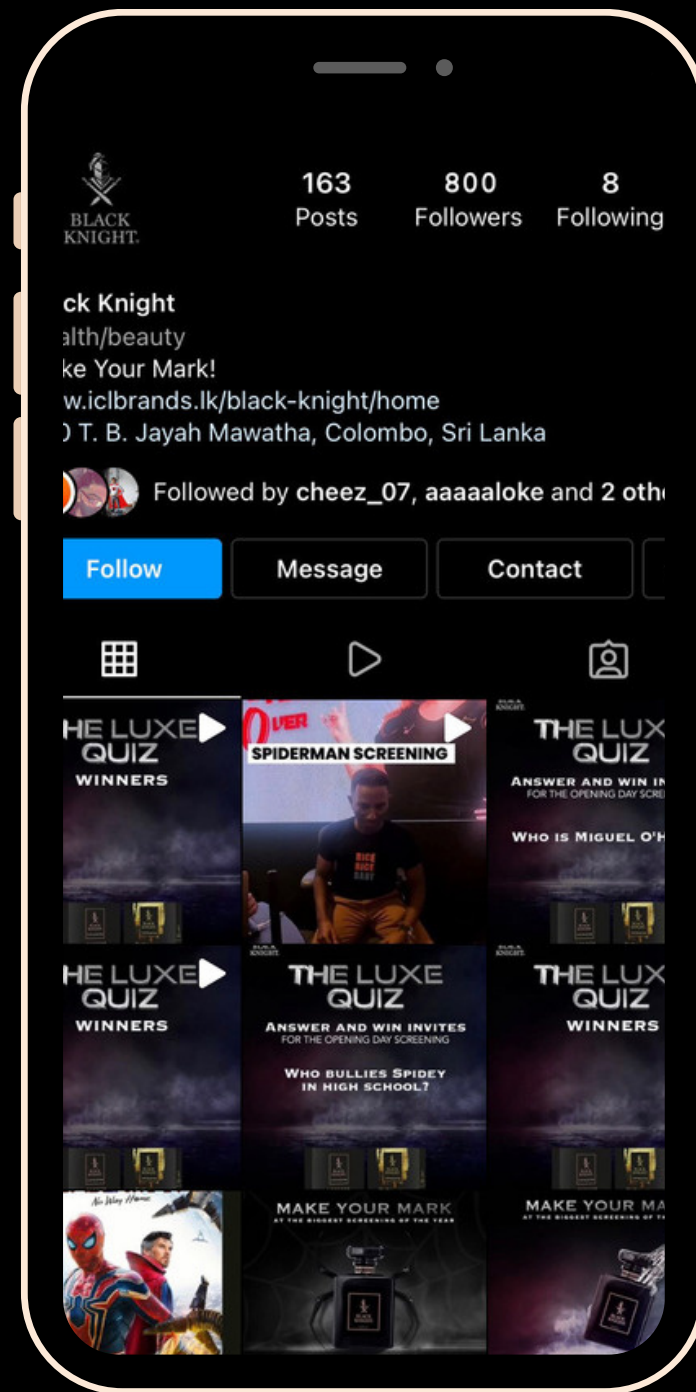
125K +
VIEWS

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PROFILE VISIT'S

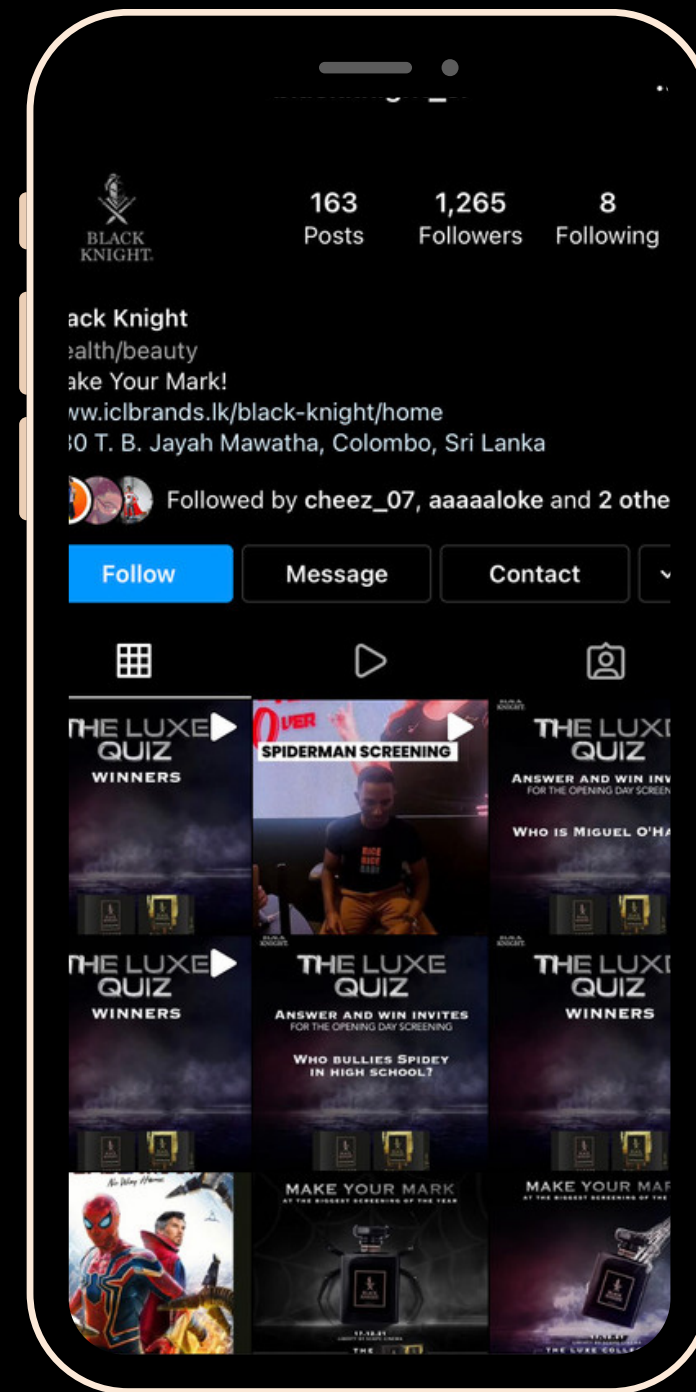


Cross Promotion - Instagram

Results and growth in follower base (4 days)



800



1265 +

Instagram follower base increased by 500 within a span of 4 days.

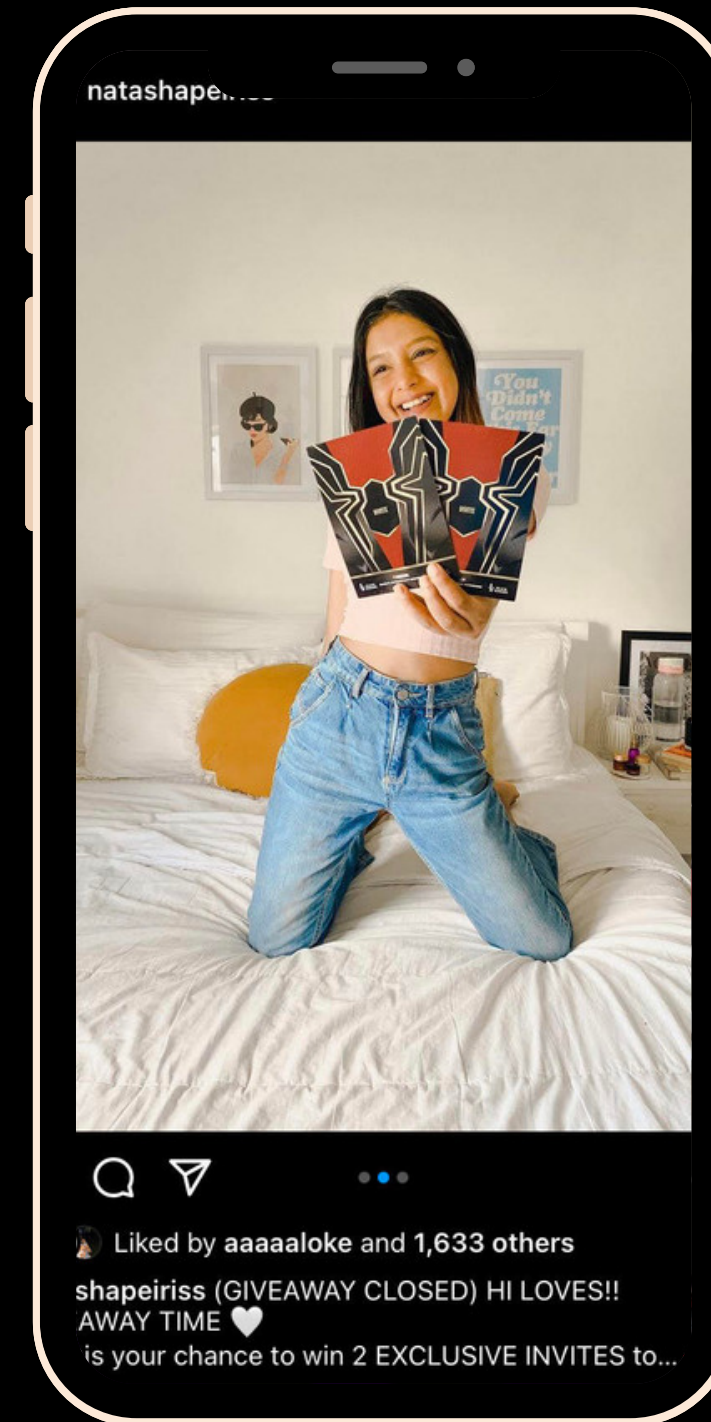
Influencer Collaborations

Instagram giveaways with Influencers



Rezin David

Giveaway Participants - 93

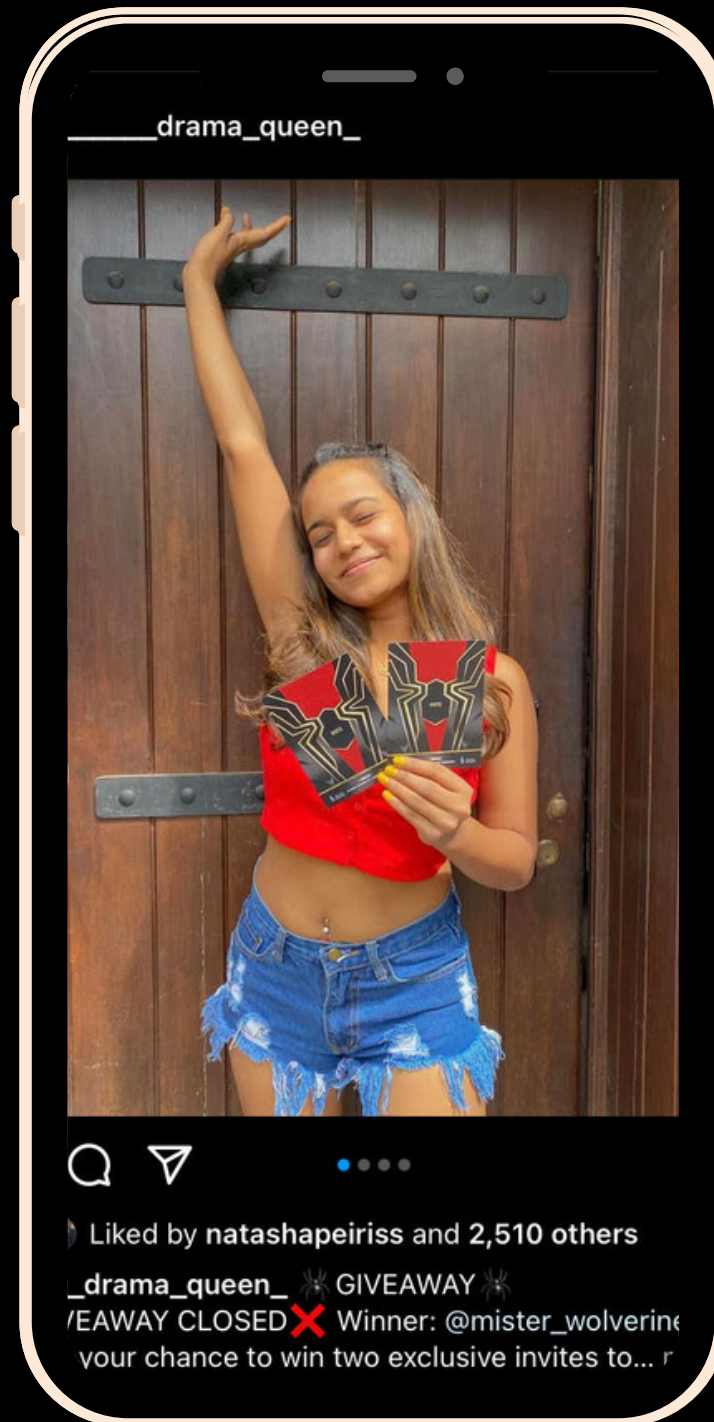


Natasha Peiris

Giveaway Participants - 481

Influencer Collaborations

Instagram giveaways with Influencers



Eshi Dias

Giveaway Participants - 197



Vishwa Swaminathan

Giveaway Participants - 142

LETS **TALK**

This is not the end, it's just the beginning...



Drop by

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