

CRIME BEAT

ZEE 5

Presentation



Objectives



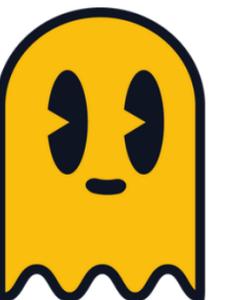
To create a buzz around the show **Crime Beat on ZEE5**. Our main objective was to make the people aware of the launch of this new star studded crime thriller.

To create a hype around it using scenes from that show and its trailer. We successfully captivated the audiences, generating high **engagement and strong viewership**.

Methodology



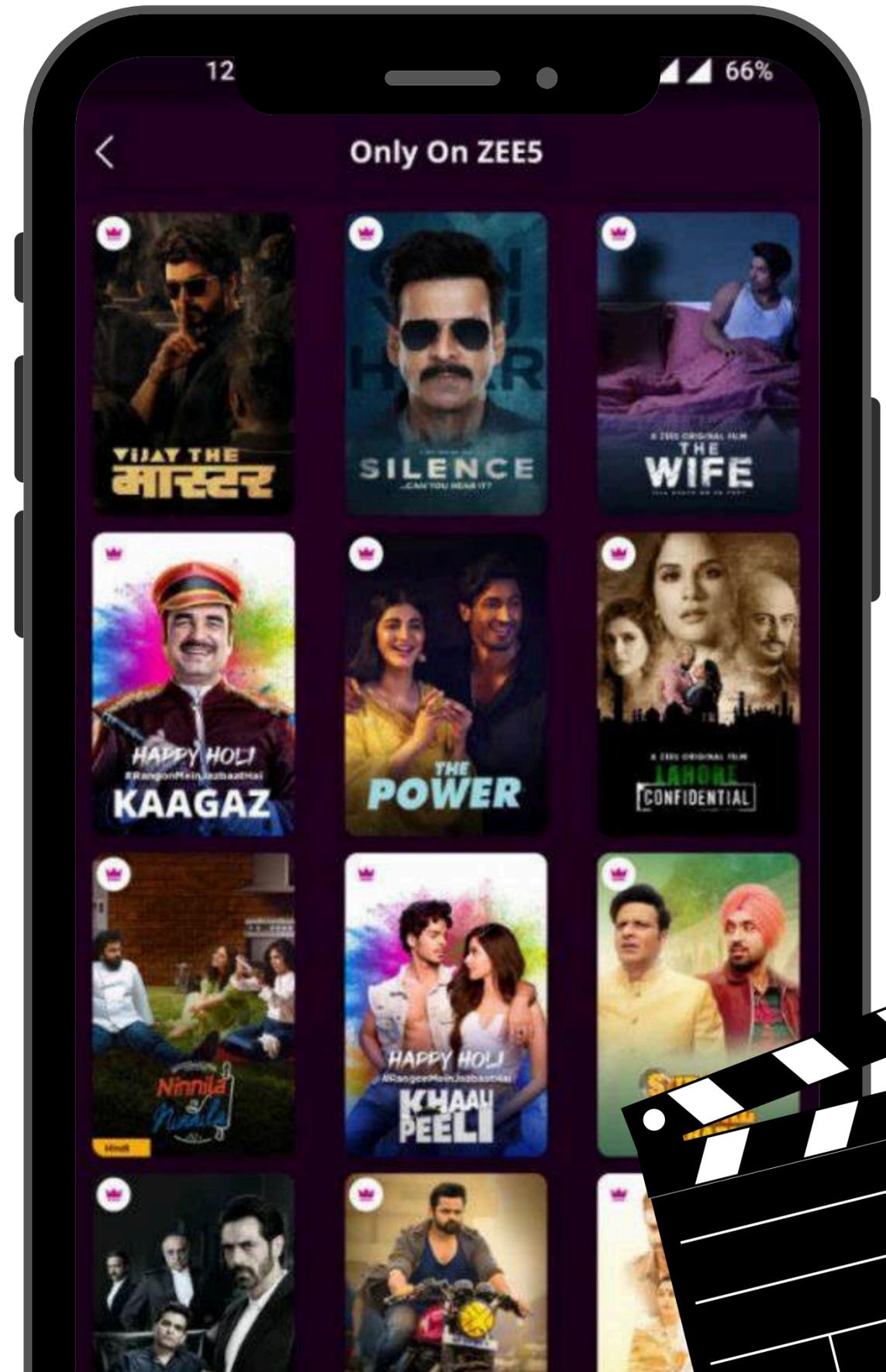
Our methodology focused on three phases focusing on 3 main and most popular characters. We made content with intriguing copies around the characters before the show to generate a hype among the netizens.



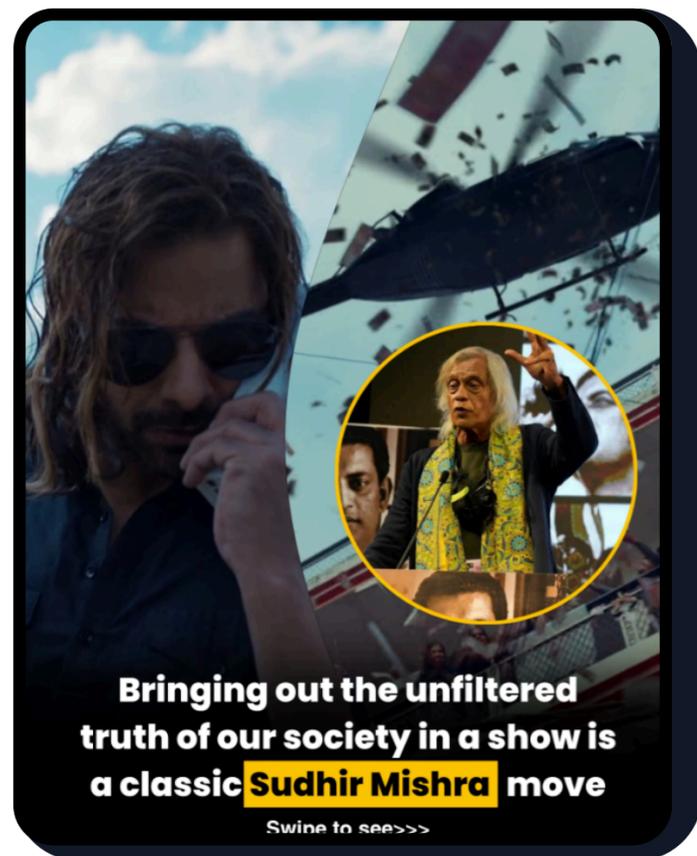


*Maza aaya aur ye jo maza hai,
wo mai saare brands ko dena
chahta hu.*

We crafted memes from the suspenseful teasers and made exclusive content around the trailer to engage audiences and to create a buzz around Crime Beat before the release.



We made content around the show using suspenseful and interesting scenes from it. This worked wonders on social media gaining a good amount of reach and engagement



Bringing out the unfiltered truth of our society in a show is a classic **Sudhir Mishra** move

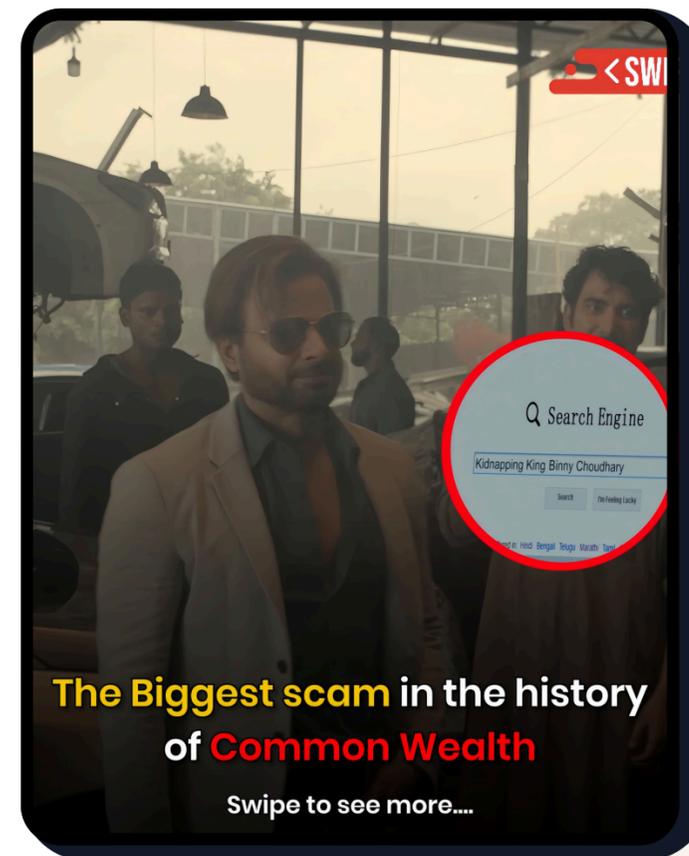
Swipe to see>>>



SCAM

50,000 crore scam uncovered!
The biggest fraud in Commonwealth Games history.

Swipe to know>>>

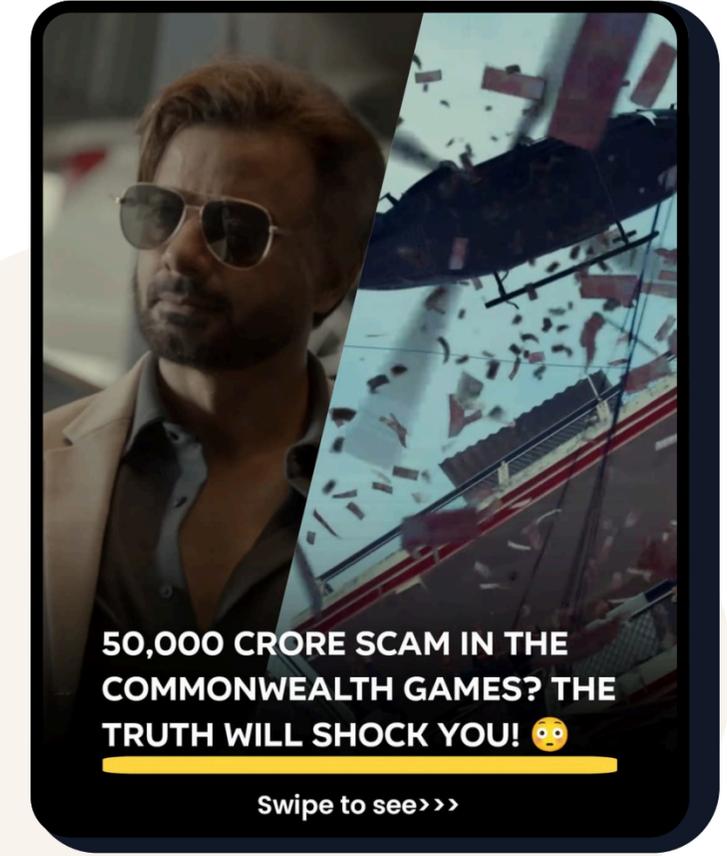


Search Engine

Kidnapping King Binny Choudhary

The Biggest scam in the history of **Common Wealth**

Swipe to see more....



50,000 CRORE SCAM IN THE COMMONWEALTH GAMES? THE TRUTH WILL SHOCK YOU! 😱

Swipe to see>>>

We also took the **IND-PAK match** opportunity to craft content. We used the scenes from the show to make memes on the IND-PAK match . These memes were posted on **cricket fan pages** and attracted a huge social media crowd.



Our methodology worked
wonders gaining us a

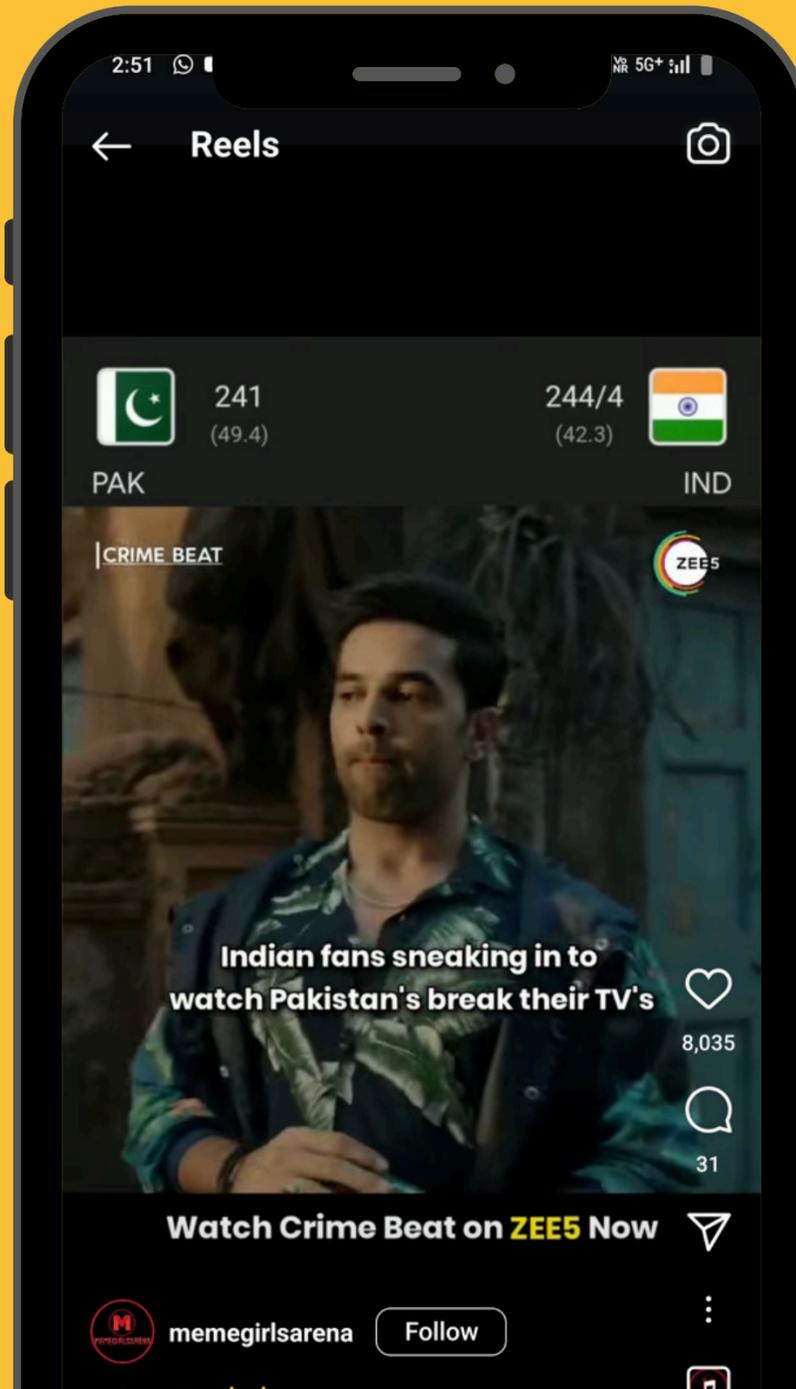


Reach of over
74M

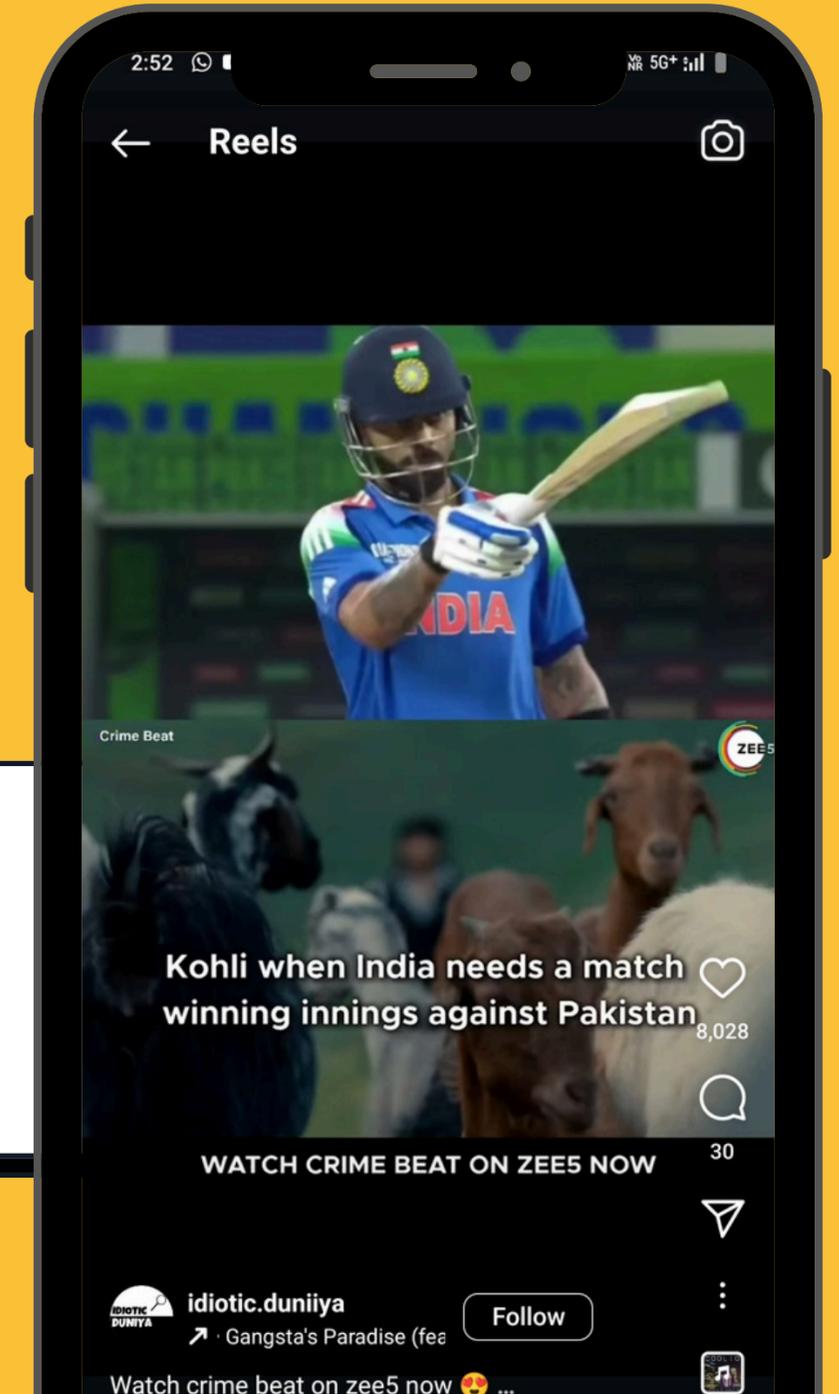


Engagement of over
8M

Campaign outcomes

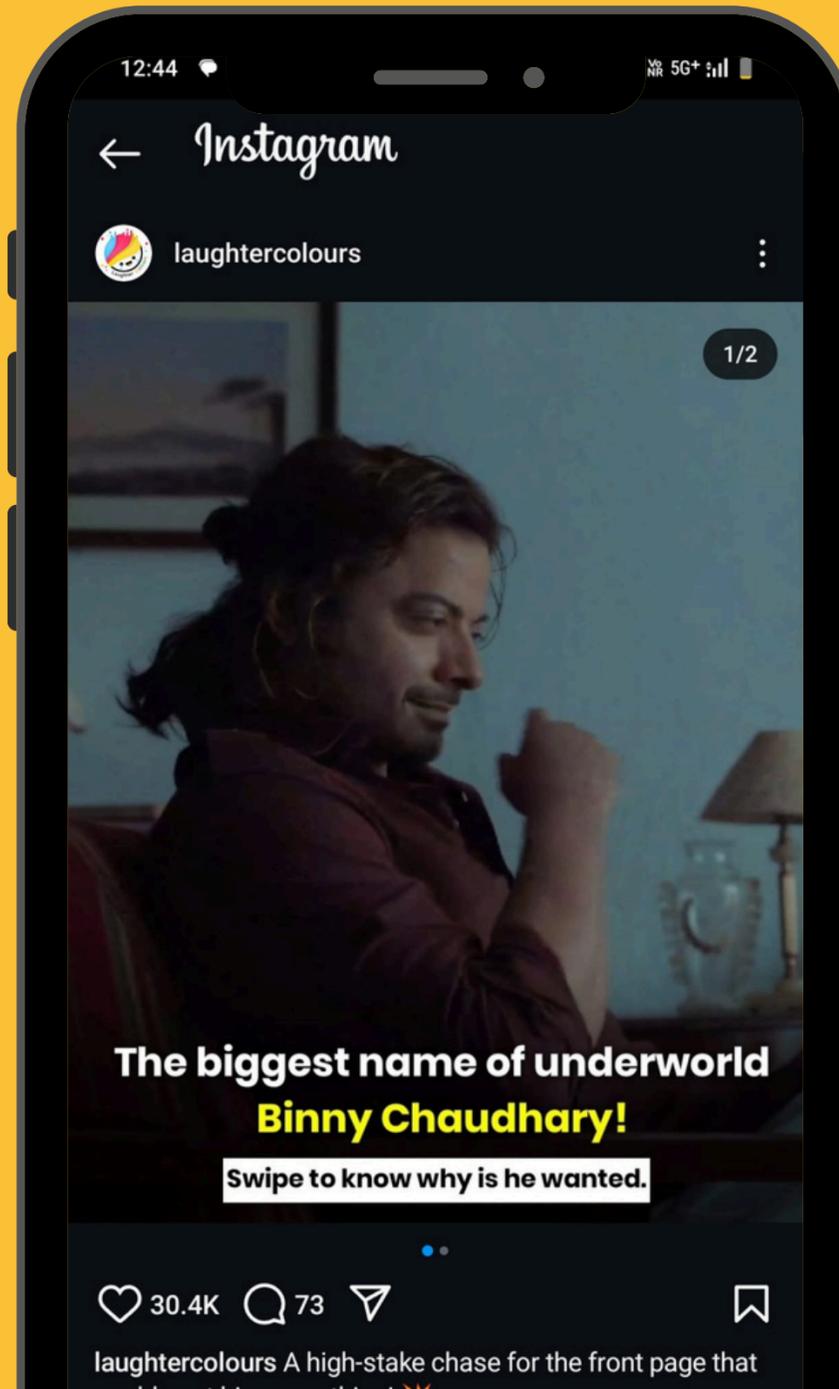


LIKES: 8,035
REACH: 104k+

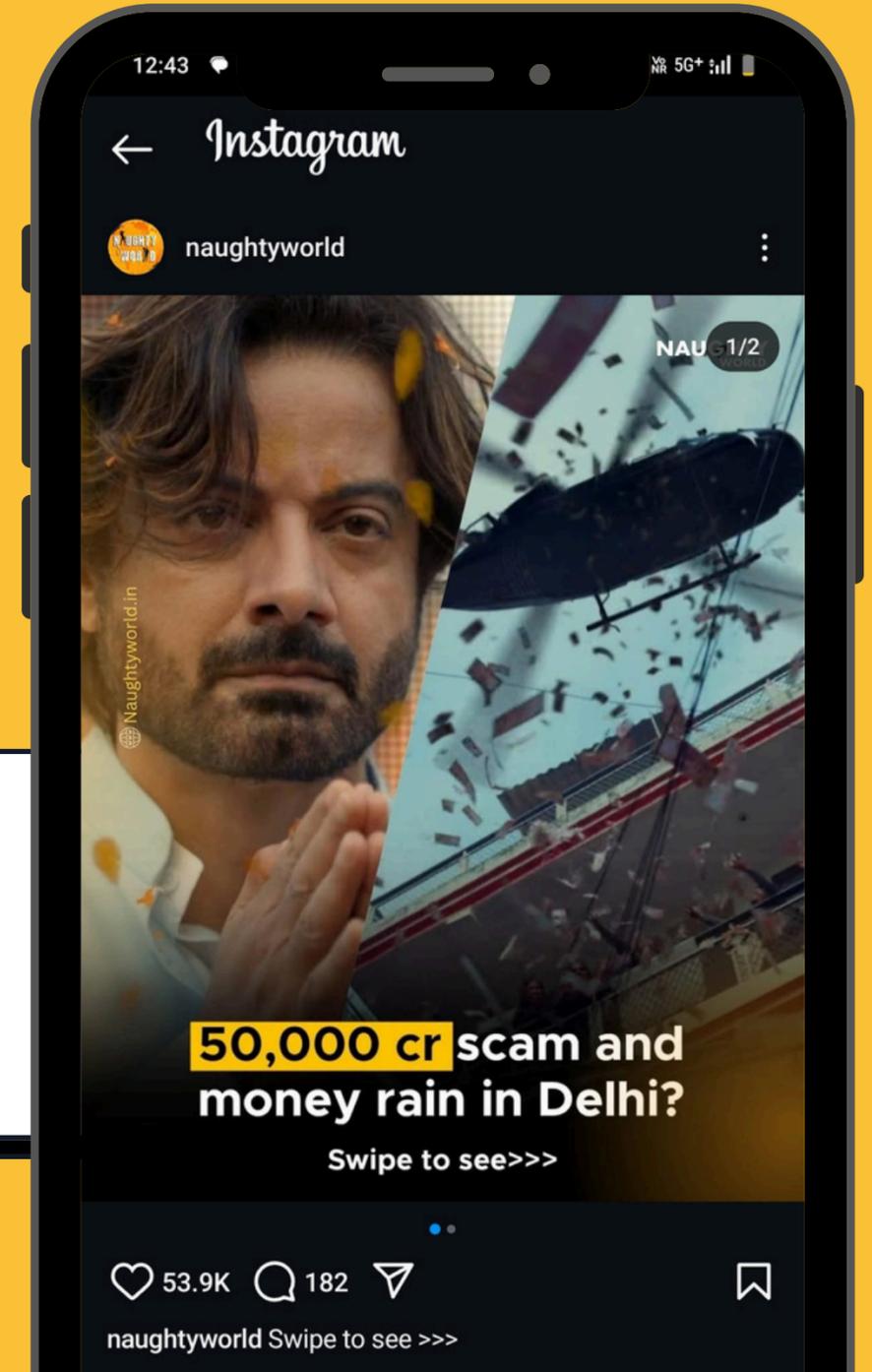


LIKES: 8,028
REACH: 110K+

Campaign outcomes

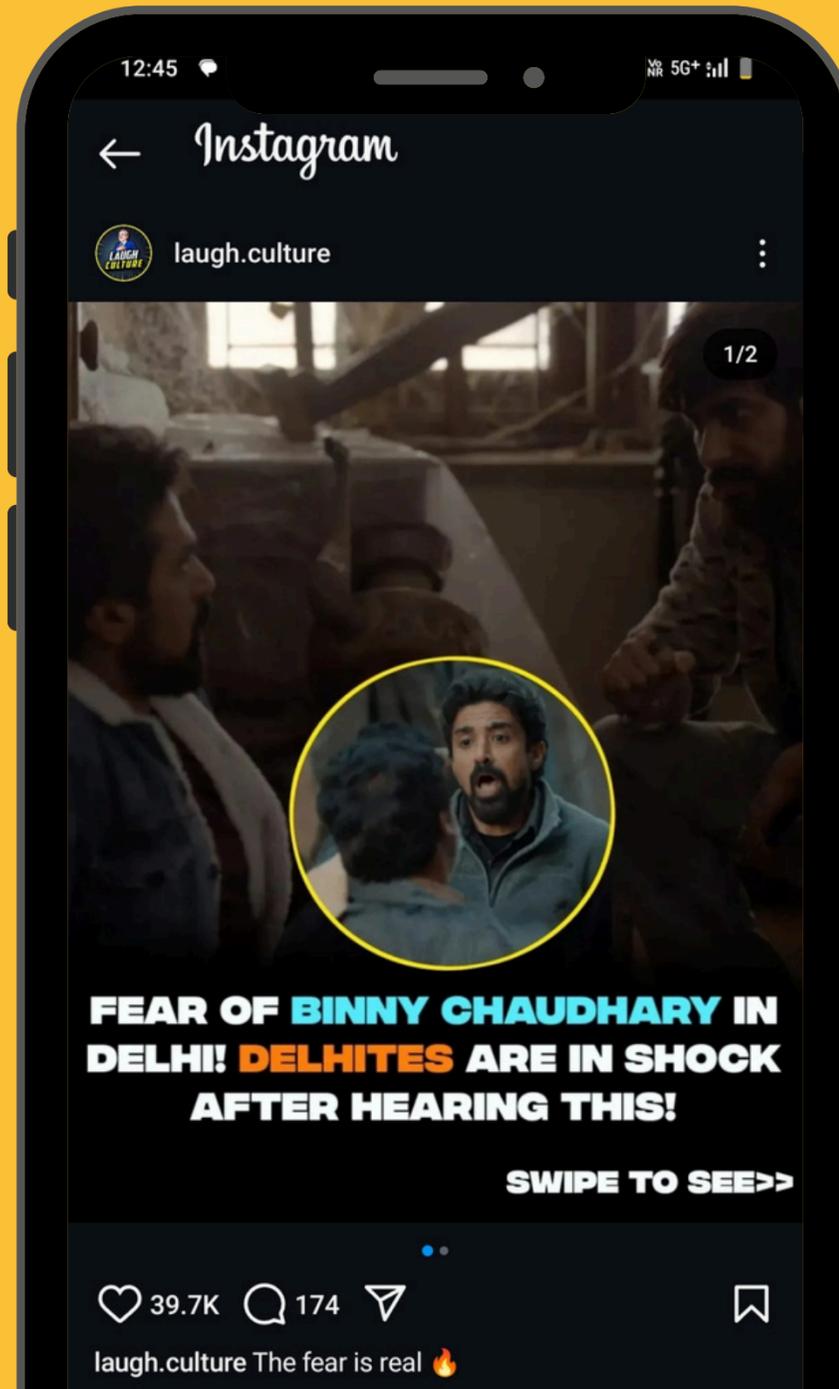


LIKES: 30.4k+
REACH: 400k+



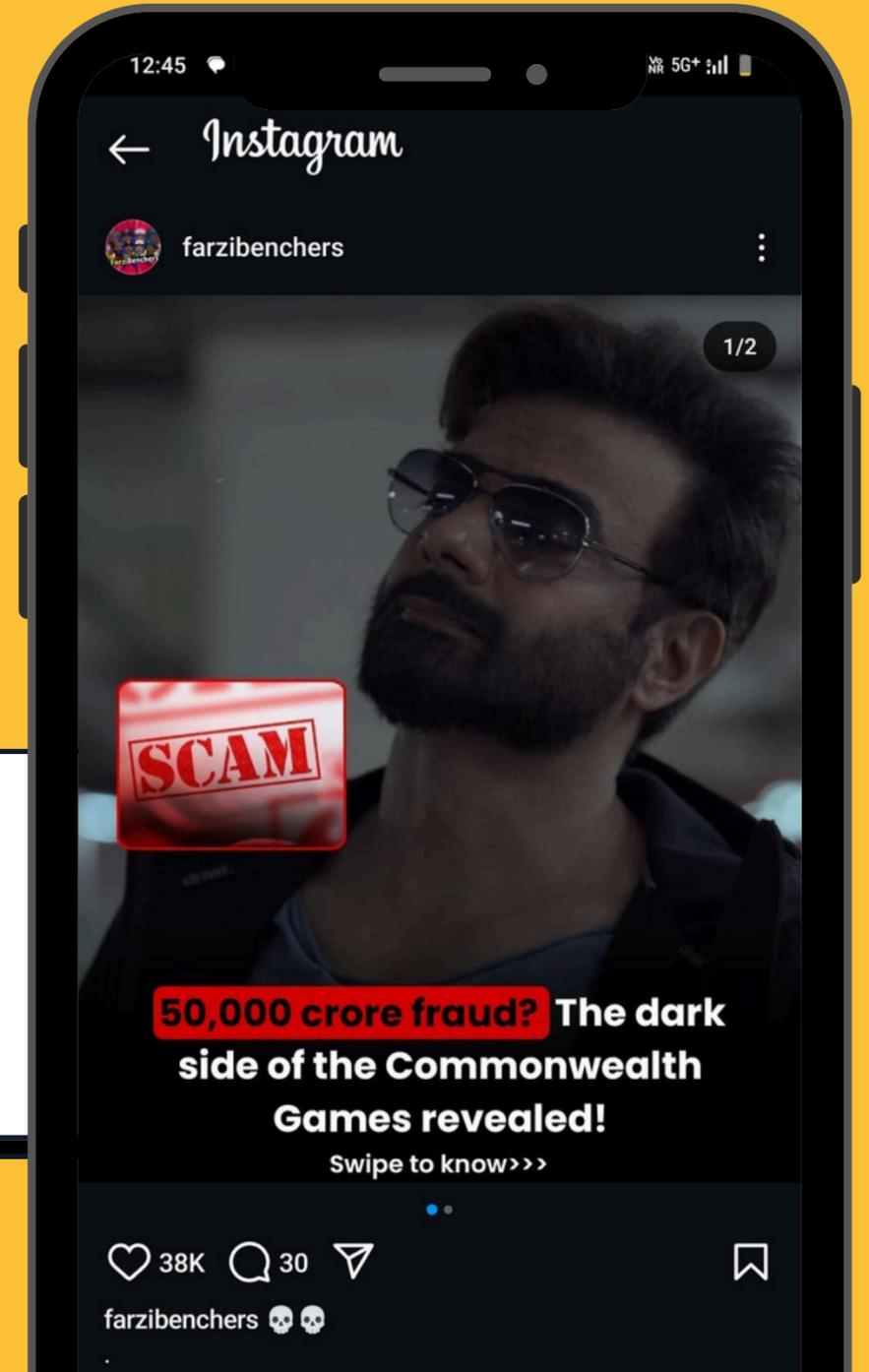
LIKES: 53.9k+
REACH: 670k+

Campaign outcomes



LIKES: 39.7k+
REACH: 518k+

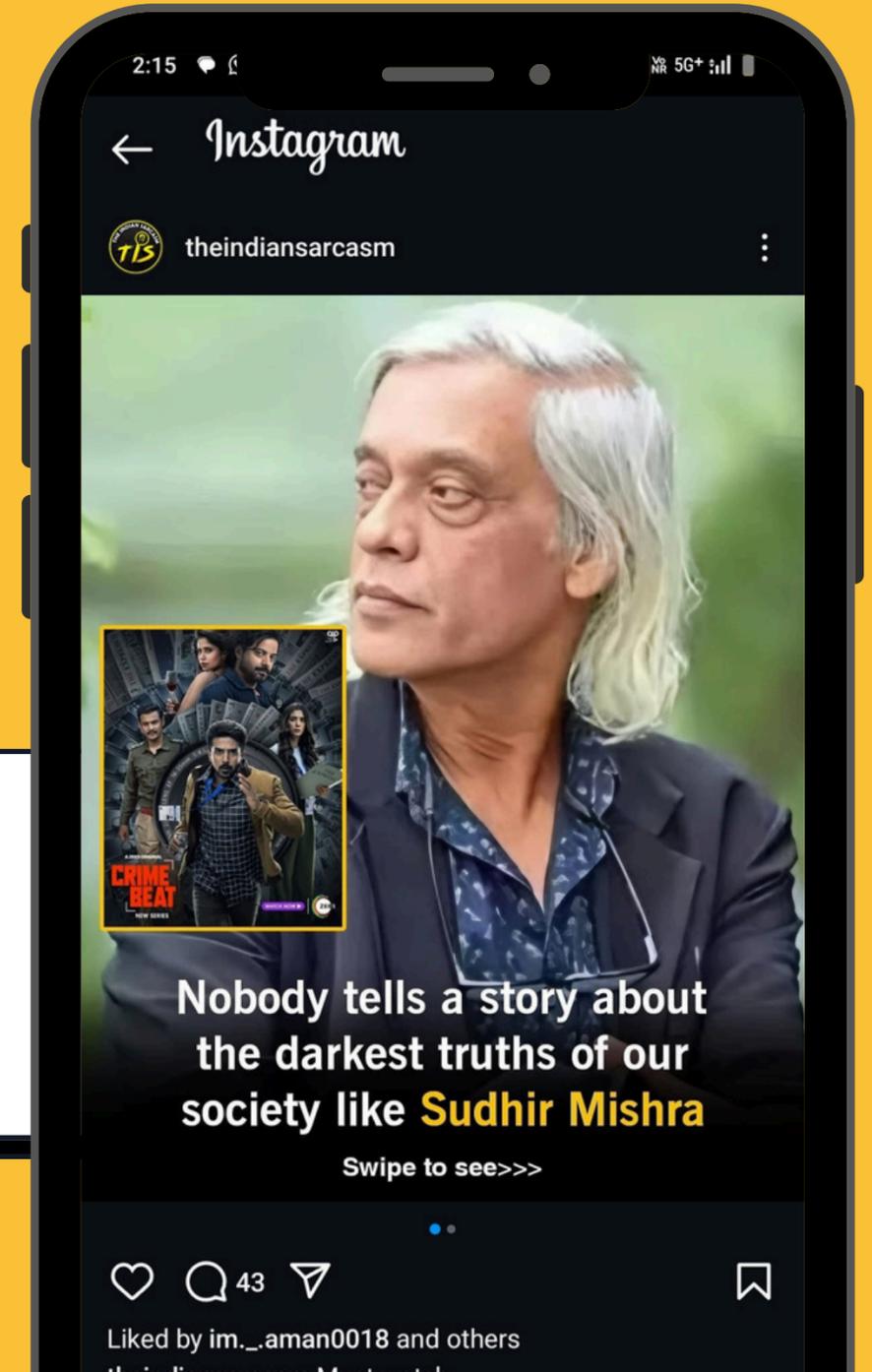
LIKES: 38k+
REACH: 490k+



Campaign outcomes



LIKES: 39K+
REACH: 400k+



LIKES: 38k+
REACH: 500k+

Campaign outcomes

TOTAL REACH

74M+

CPR

0.013

TOTAL ENGAGEMENT

8M+

CPE

0.135



**NAHI NAHI
ABHI AUR
SUNO!**

Our achievements

We promised an engagement of **6M** but
we were able to deliver **8M+**

The buzz we created about the scam, the characters and the show it made people ask about Binny Chaudhary on social media platforms.



ourwasivagle 2w

Binny Chaudhary ka role aur bhi intense hone wala hai! 🔥🎬



Reply



sumit_jatt_18 2w

Kya yeh Binny Chaudhary ek internet sensation hai?

Reply

See translation



subhasardar_11 2d

Swag hai, style hai... Naam hai Binny Chaudhary!

Reply

See translation



savanyadav7217 2w

Binny Chaudhary ka naam har jagah kyun mention ho raha hai?



Reply



karan_veer34_ 2w

This is a major leap forward for the media industry! 📡



Reply



aksha_t7028 2w

Is bande ka Wikipedia kab update hoga?



Reply



niteshpal731 3w

Bro is the king of journalism, and he's here to stay 👑



Reply



riya_81_191 3w

Aise journalists ko follow karna chahiye, aur unki kahaani sunni chahiye 😊



rohanpawar783_ 2w

Koi iska hidden Twitter account dhundho!



Reply



rohini_chalpe 2w

Crime aur media ke beech ka sach dekhne ke liye ready ho? 📺👂



Reply See translation



rajkushwah9203 3w

. Bro is a journalism rockstar, and his reporting is music to my ears 😊



Reply



komalsingh_28_191_28 3w

He's the voice of the voiceless, and he's not afraid to speak truth to power 🗣️



Reply

Viewer's Sentiments

Vo chorho pehle yeh dekho



Tracker link



 Link



Thankyou

