



# AQUALENS

BY LENSKART

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# Table of Contents

- Influencer campaign
- Content calendar
- Social media post
- Reel idea Captions
- Favourite brand
- \_\_\_\_\_

# **INFLUENCER CAMPAIGN IDEA**



**#BollywoodInLens**  
**#LensStar**  
**#StepIntoStardom**

### **Campaign Name-**

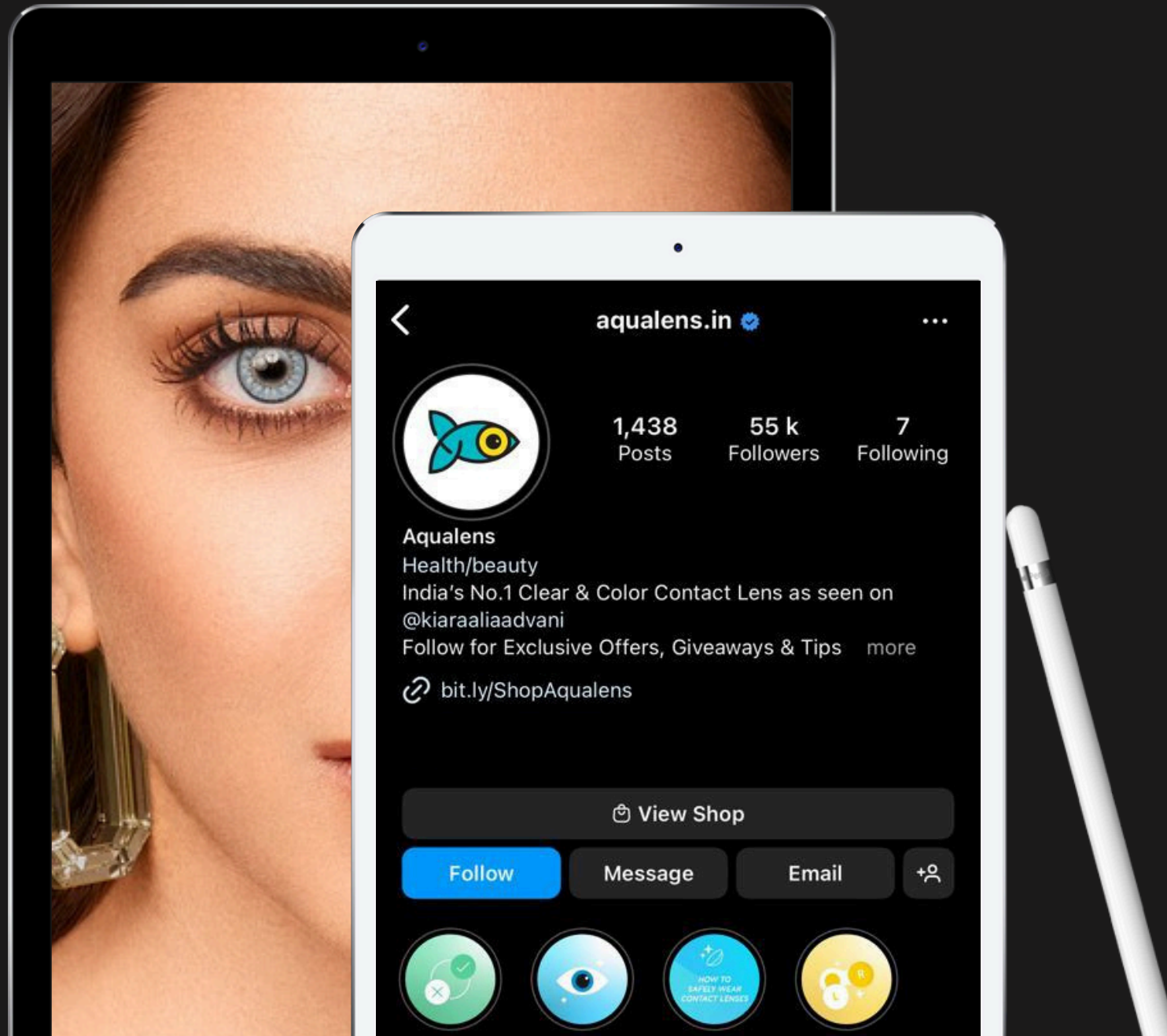
Bollywood through lenses

### **What to do-**

Ask influencers to pick their favorite Bollywood character of all times and recreate their look with the help of aqualens.

### **Campaign Idea-**

This campaign idea is very scalable and later on this will be picked as an Instagram trend where people will recreate looks. It will promote the lenses on a good scale.

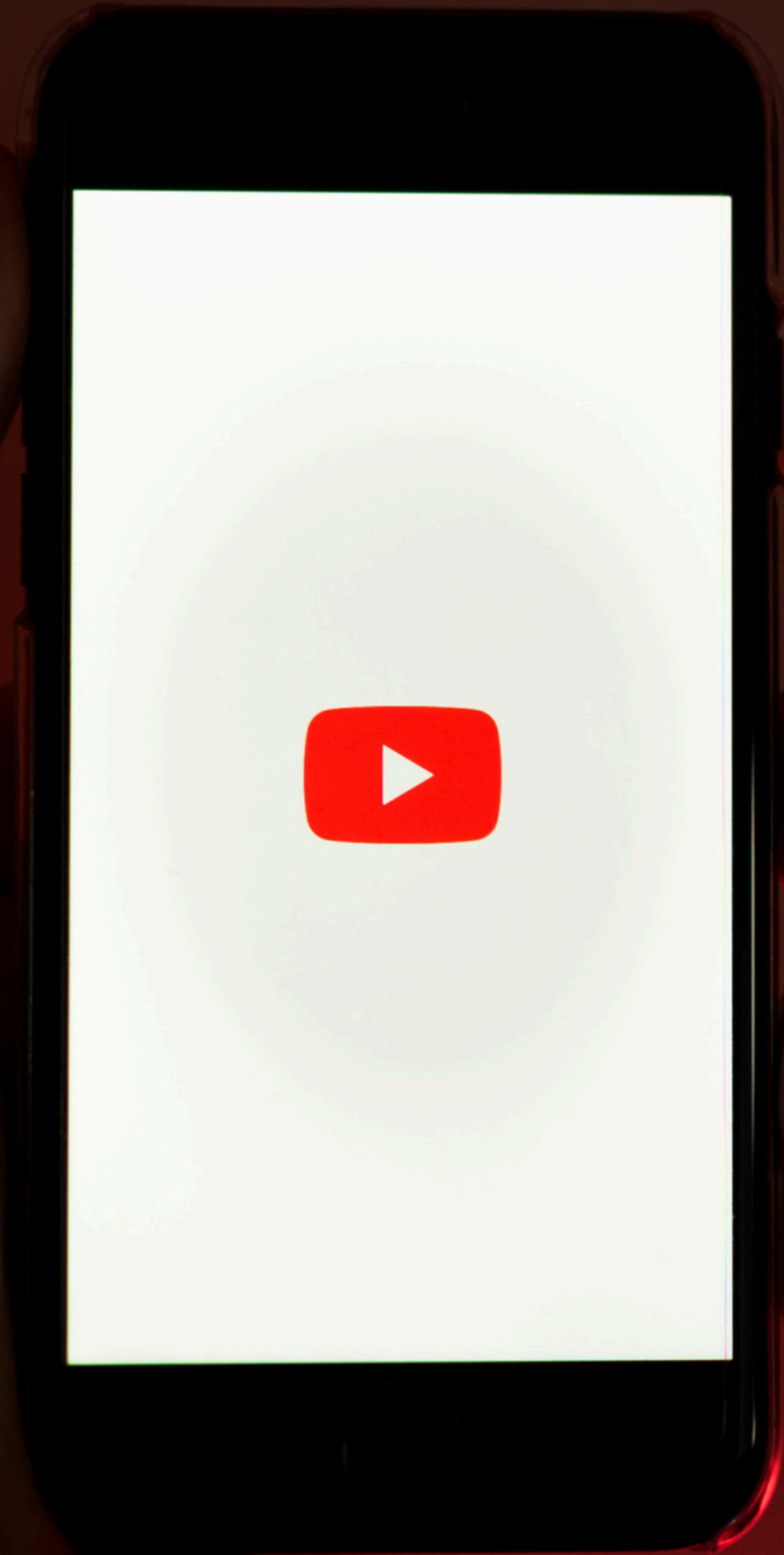




# **CONTENT CALENDAR**



<u>Day</u>	<u>Type of content</u>	<u>Copy</u>
Monday	Reel Video	GRWM Office Edition ft. Monday Blues (using blue color lenses)
Tuesday	Static Product Post	An image of a girl wearing brown colour lenses. Caption- Brown eyes in the sun>>
Wednesday	Carousel Information Post	Lenses and Peripheral Vision (The content is to educate people about benefits of wearing lenses over specs)
Thursday	Static Post	Colored Lenses for All! Dive into our treasure trove of 40+ lens shades to find your favorite color match!
Friday	Influencer Collab Reel	Makeup look Theme- Earth day, Use green lenses
Saturday	Gamified Post	Post- Crossword Puzzle. Caption- The first 3 colors you see will suit the most as lenses on you.
Sunday	Meme Reel	Lenses aise lagao ke 4 log aankho me doob jaye



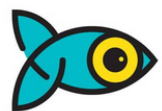
# Youtube Plan for Growth

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- Post every insta reel as shorts
- Long fun & engaging videos 2x a week
- Product videos
- Meet the team videos
- Consistency
- Cross selling youtube videos on other platforms for maximum reach

# SOCIAL MEDIA POST

Objective- To drive  
maximum reach and  
engagement.





# Carousel post

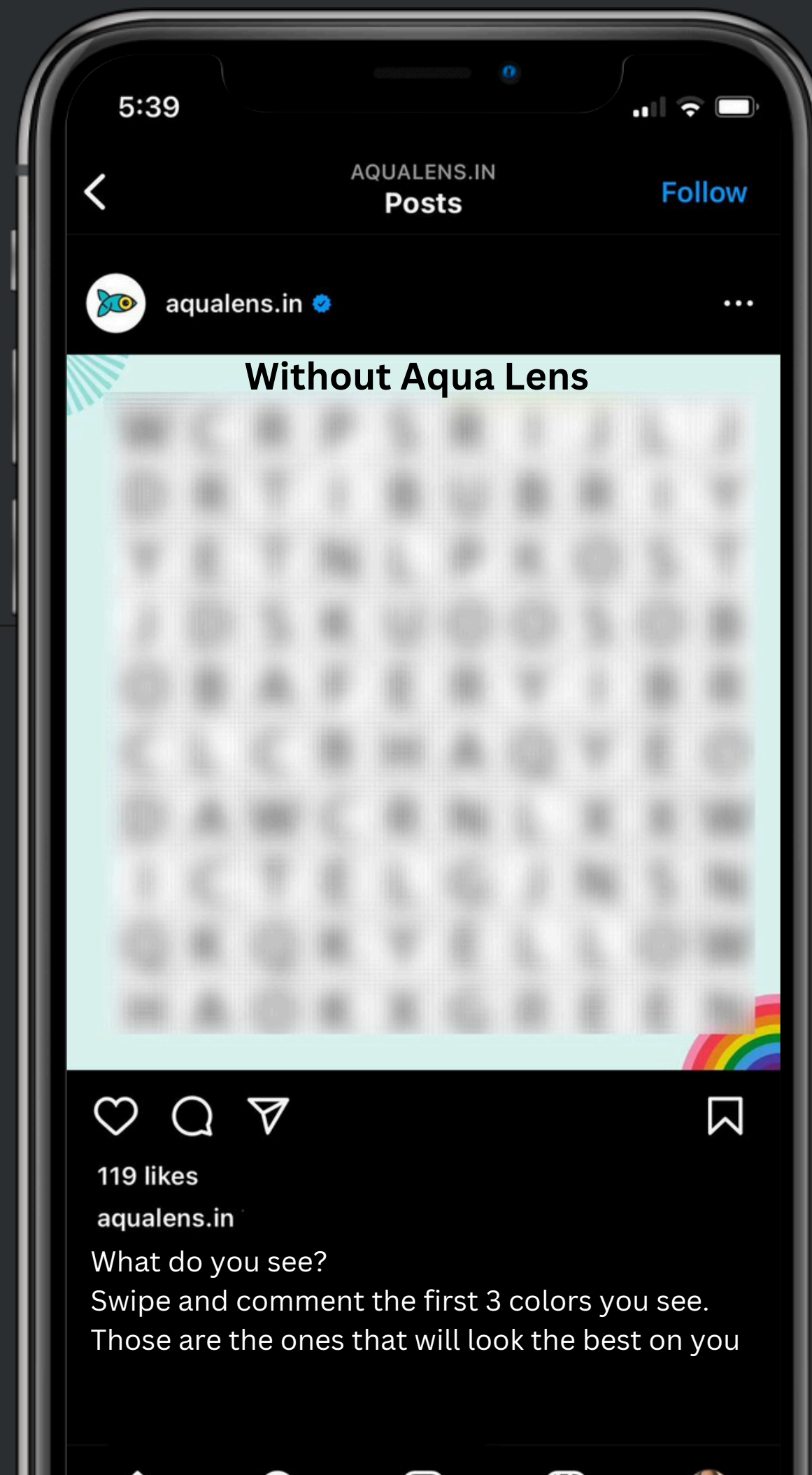
2 slides

## Concept-

The blurred creative depicts the blurred vision and hence it shows how your vision will be with and without aqualens.

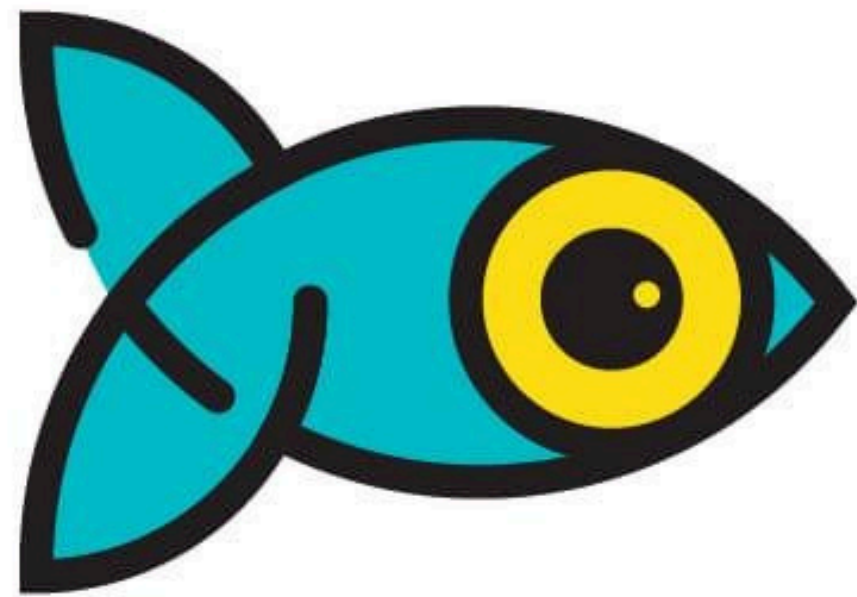
This post is comment worthy which will eventually increase the engagement.

With more comments, insta algorithm will push it even more resulting in more reach.



# Reel Idea

[Audio Link](#)



## Concept-

A person not feeling very confident in glasses and has blurred vision.

(The screen shows blurred vision and underconfident person)

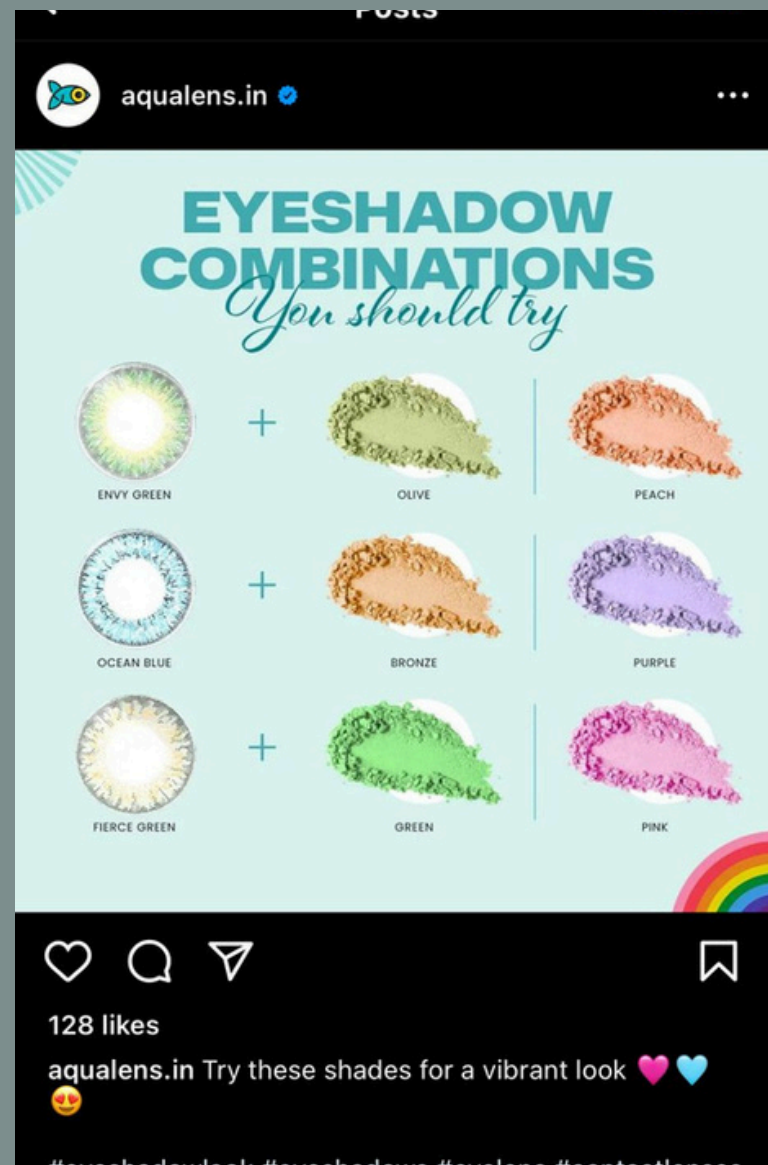
He/she tries aqualens and the looks up when the beat drops.

(The screen shows clear vision and a confident person in lenses of his/her color choices)



**OLD POSTS NEW CAPTIONS**

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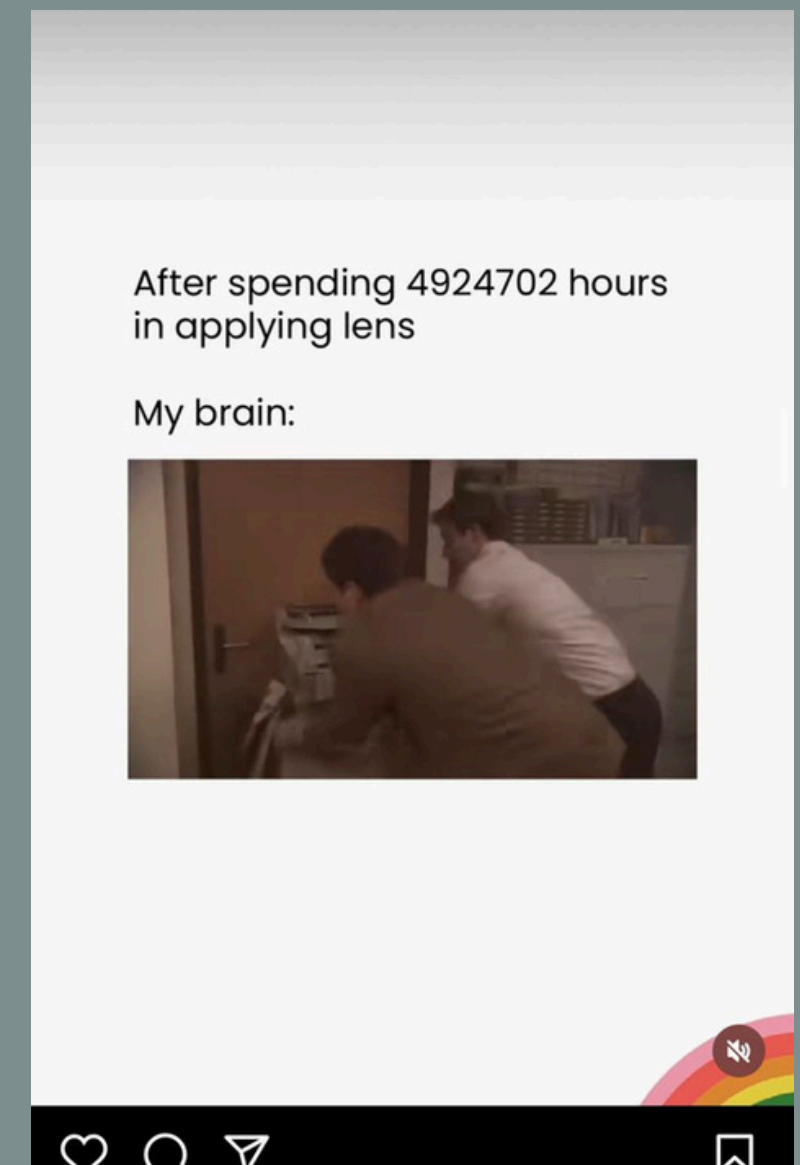
**Caption-**

40 shades of beauty!  
Get vibrant looks with your favorite set of colored lenses!



**Caption-**

Brown eyes glow in the sun and who knows it better than us!  
Achieve the best sun kissed looks with yellows and earthy browns. Order now!



**Caption-**

Thak gaya hu bro, lens reapply karte karte

One brand that has a good and trending social media presence is [primevideo.in](#)

They follow trends.  
Promote their series in a good way.  
They do good meme marketing campaigns to reach the right target audience.

## Post Link

This post followed reel trend that is going on and was shareable content and hence got reach of 4M views