

Webcontxt at Comic Con

Delivering the Consistent Engagement on Social Media for 3 years

YEAR

2013-2015



COMIC CON
INDIA

BRIEF

ComicCon expressed its interest of driving buzz on Twitter before and during its various editions held across the country.

PROJECT SCOPE

Campaign Concept Creation, Execution & Management, Content Creation, Influencer Engagement, Social Wall & App Development and Deployment.



Imagine the perfect blend of gaming, TV, movies, comics, technology and pop culture to span the generations, appealing to geeks and non-geeks alike. That's Comic Con for you, a multi genre entertainment and comic convention for the enthusiasts all over the world. Its popularity has given rise to Indian chapter which is equally filled with that passion and craze. Fun never ends at Comic Con – from people in cosplays pretending to be their favourite superhero, or villain if they must, to people buying the themed merchandise, just a scene you would expect at Comic Con.



THE STORY BEHIND

ComicCon called on Webcontxt to develop a Social Media Marketing campaign that would generate national awareness increased participation in the events' editions to be held pan-India. We engineered an integrated social media marketing program that utilized daily Twitter, Instagram, Facebook & Vine to promote the event well before its actual initiation and during the event.



OUR INVOLVEMENT

- ❖ Our tale of commitment with Comic Con goes as back as year 2013 when Comic Con India was just rooting its presence and people were starting to get involved in the activities. Webcontxt have been allied with them since Hyderabad 13' edition, outlining a full-fledged social media marketing and optimization & exploring the potential of digital platform to the fullest since then.
- ❖ Requirements were clear. They wanted zestful engagement of people on social platforms, especially targeting Twitter, to bring attention of the audience on the festivity of the Comic Con.
- ❖ High-profile events like Comic Con needs utmost attention to the details while planning out the layout to drive out the maximum engagement from people and success can be seen with its social imprint. Keeping this in mind Webcontxt delivered numerous dynamic posts under campaigns on social media which comprised of intriguing posts, informative and candid photos of the in-and-out of event.
- ❖ It was made sure with over a hundred pictures and countless posts on social networks that Comic Con lives up to its name. The trending of various hash tags used by us during that event is just another example that we accomplished what we dwelled after all.

TEAM ON-SITE

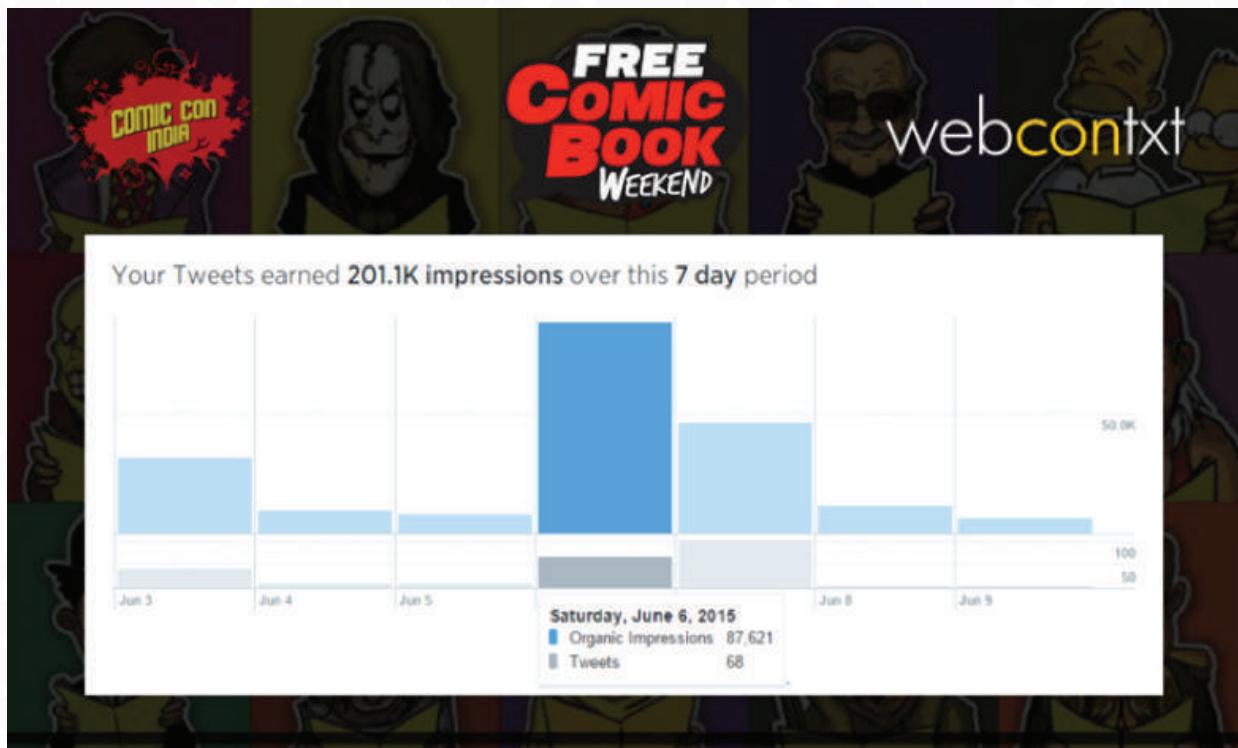
It was made certain that the promise to deliver timely & quality content gets fulfilled. Team members from Webcontxt were always present at the scene embracing the passionate environment and driving the enthusiasm right to people of Internet through live tweeting updates and commentary on Twitter and uploading candid photos on Instagram.



STATISTICS



TWITTER



24
Hours

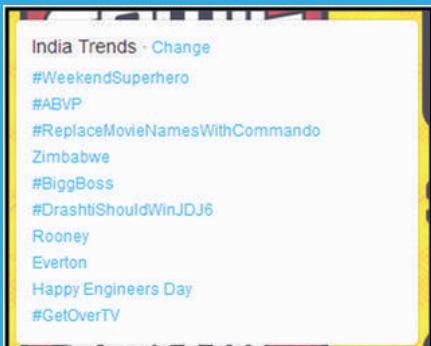
9,417
Tweets

87,621
Impressions

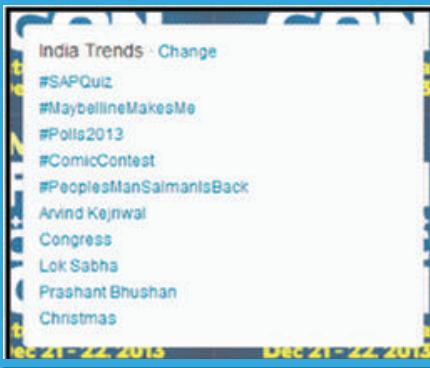
4.9k
Replies

5024
Hashtag
Mentions

2.6k
Retweets



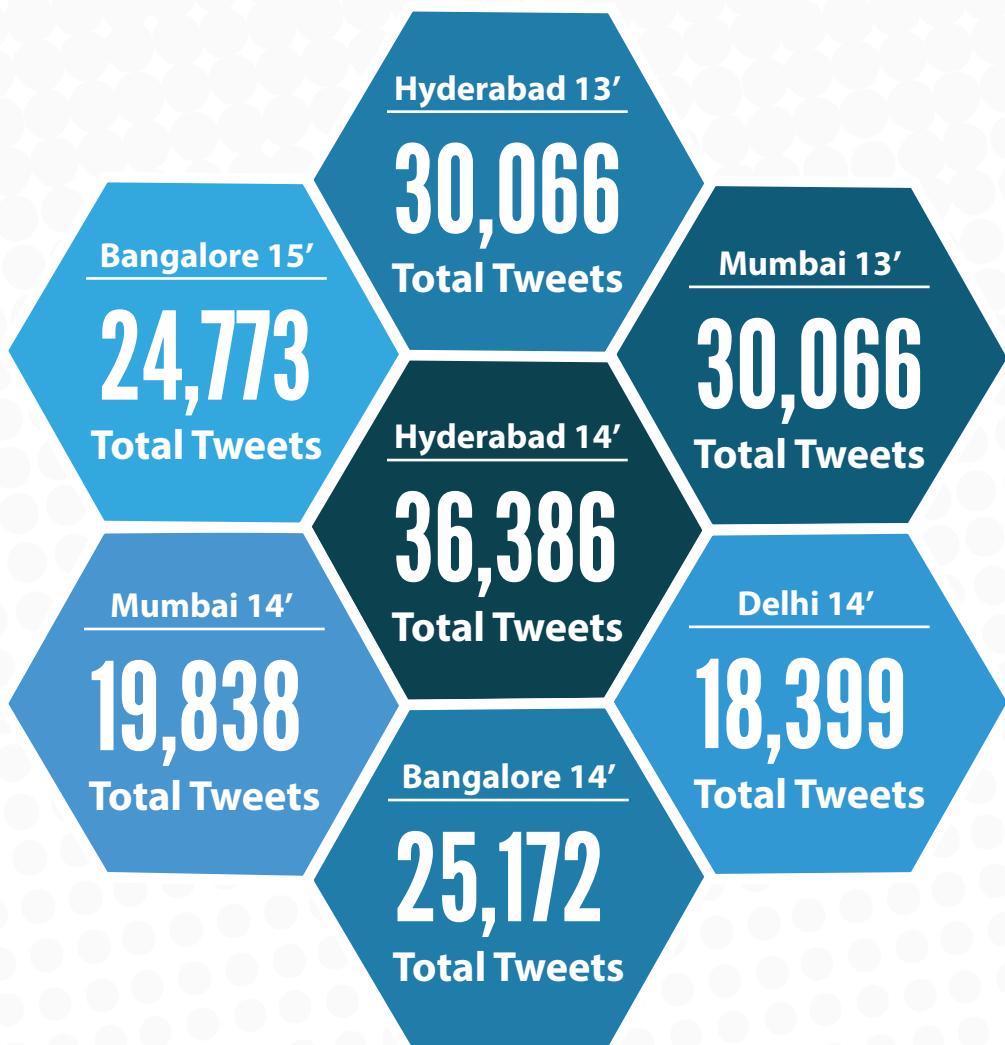
#WeekendSuperhero



#ComicContest



#ComicCon



INSTAGRAM

Delhi 14' (February)

449
MEDIA

5086
LIKES

173
COMMENTS

188
FOLLOWERS

Banglore 15' (April)

991
MEDIA

27,224
LIKES

1052
COMMENTS

2949
FOLLOWERS

TOP POSTS



comicconindia 1 month ago
Assassins...
#ComicConIndia #DCCo is ready, raring to go! #cosplay participants, beware of the marvel #superheroes
#comiccon #bangalore #theweekandtaver

tanishthaaxena05 sanjeev_khann_bhatia and 256 others like this.

akki_reghani Is it working?? @comicconindia
architaron29 @erjumberry
varjanarabbi Crazy deengadisingh @ebhinev_thoolla @vishal_thelia @siddharthjade
florencetagram @dt_jithya we missed this guy
d_athulya oh_m_florence shitt How cud we!
absolutelnylive @pooostaahhhh...@modhuventhi
aishsaileem

Leave a comment...



comicconindia 2 months ago
Tune in to #GOTIndia #GoTIndia
The Iron Throne is here! From really close quarters, it's quite scintillating structure if we may add. Thanks to @gameoffthrones
#ironthrone #GoT #GameOfThrones #comiccon
#bestweekendoftheyear #bangalore #bangalore #fbcc

diaryofangie_netsnehalimane_vijaycos and 206 others like this.

iOrdeDunt @canc_catchew97
pattyirvinestev @mynique
ireesharma @reeshkumar89
Secondsonnevada @janchoots this is what add missing at the mumbai comiccon
sneha4495 @yuhmm
mrspink @pratyush_srivastava

Leave a comment...



Vine

OVERALL STATS

11

Vine Uploads

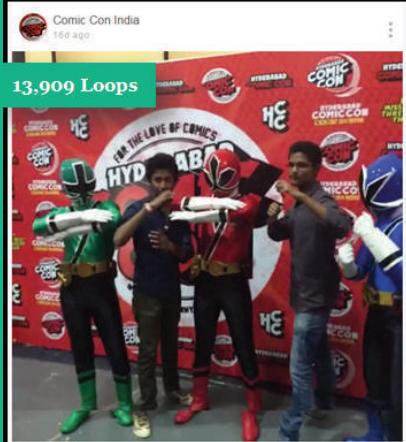
24

Likes

55,456

Loops

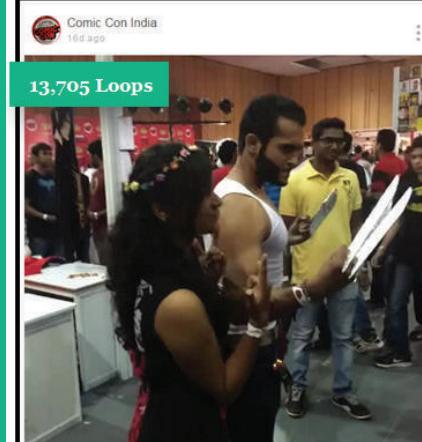
TOP VINES



Power Rangers got the morning attention at #ComicConIndia

Like Review Share

Say something nice



Crazy cosplayers #day3 #ComicConIndia #NYCC

Like Review Share

Say something nice