Webcontxt at Comic Con

Delivering the Consistent Engagement on Social Media for 3 years

YEAR

2013-2015

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.

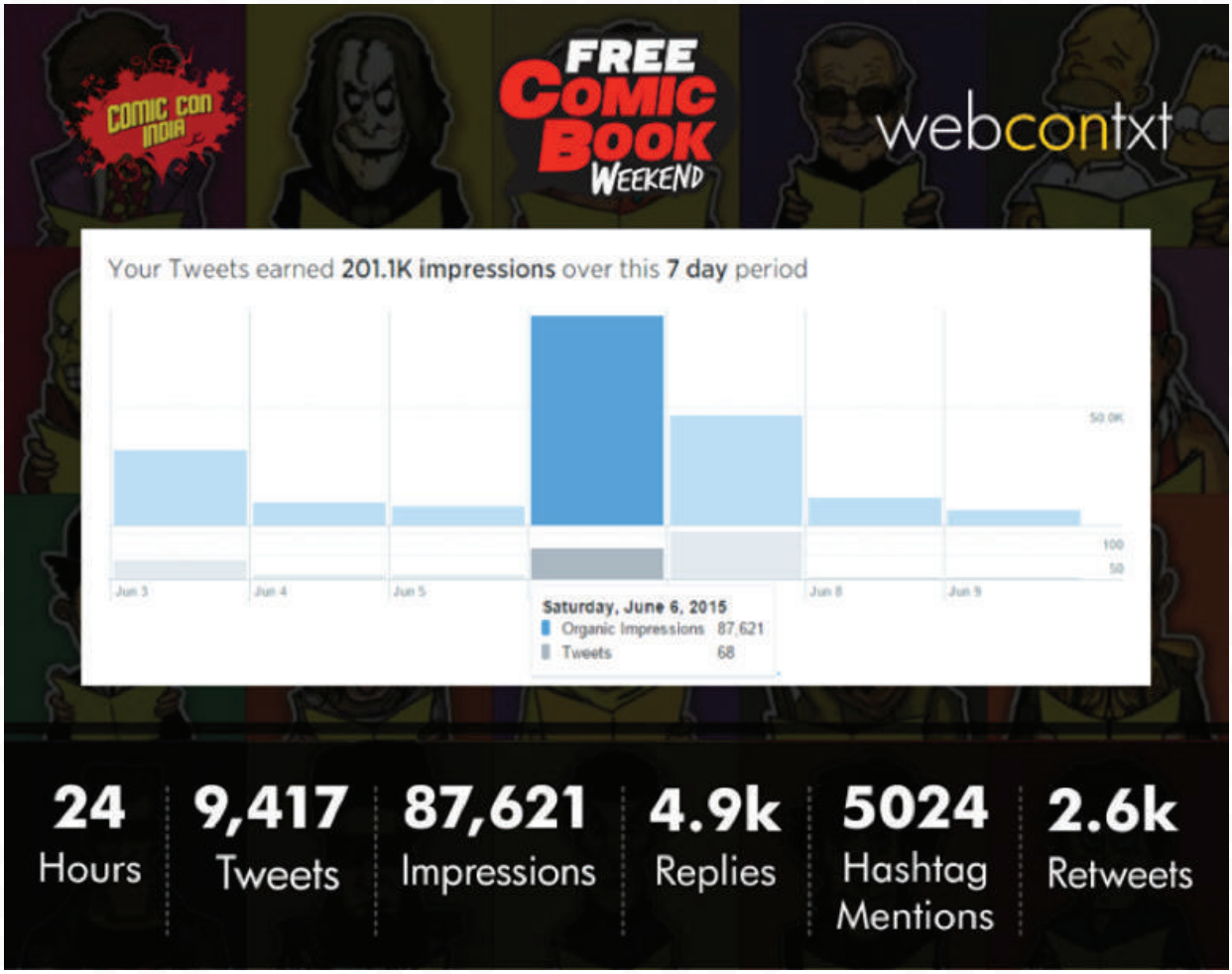
- It was made sure with over a hundred pictures and countless posts on social networks that Comic Con lives up to its name. The trending of various hash tags used by us during that event is just another example that we accomplished what we dwelled after all.

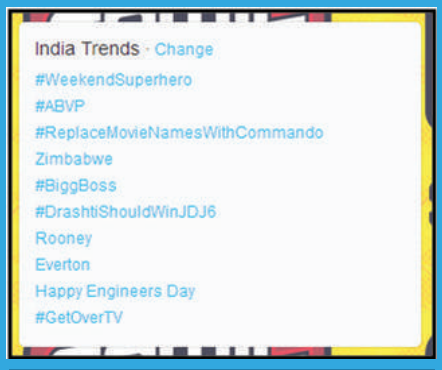
TEAM ON-SITE

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.

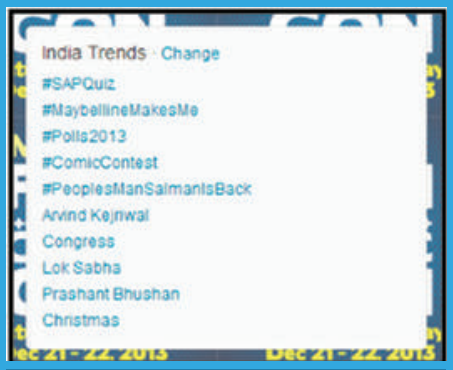
STATISTICS

TWITTER



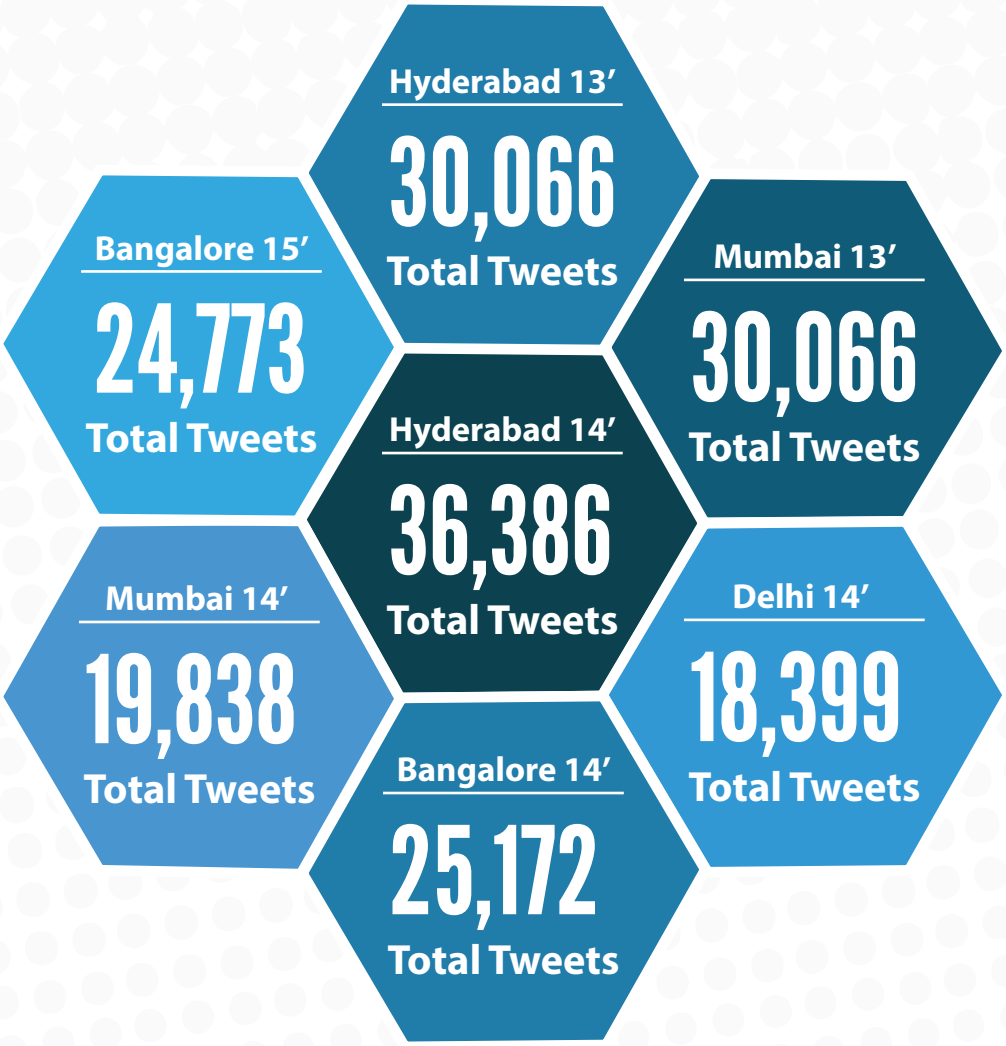


#WeekendSuperhero



#ComicContest

#ComicCon



INSTAGRAM

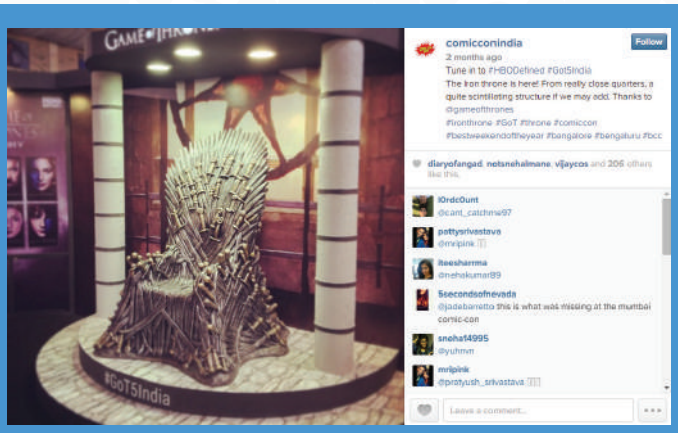
Delhi 14' (February)

449	5086	173	188
MEDIA	LIKES	COMMENTS	FOLLOWERS

Banglore 15' (April)

991	27,224	1052	2949
MEDIA	LIKES	COMMENTS	FOLLOWERS

TOP POSTS

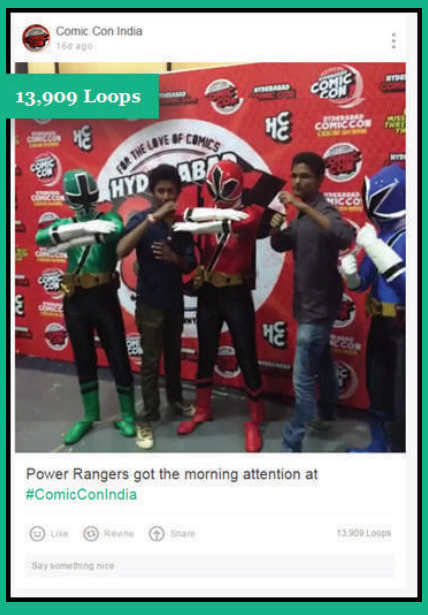
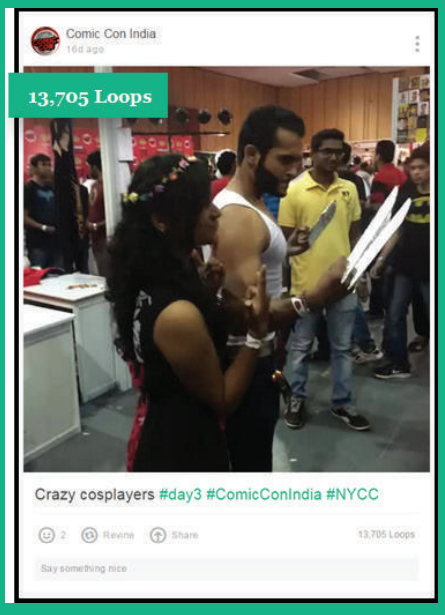


Vine

OVERALL STATS

11
Vine Uploads

24
Likes

55,456
Loops

TOP VINES