

Minor Project 2: Instagram Marketing Campaign Strategy for a Red Bull Event!

Problem Statement	Imagine that you are responsible for the Instagram Campaign for the upcoming Red Bull Mumbai Unlocked , a mega music festival that's going to blast the city of dreams in five days. The spectacular show is just around the corner and there are only 500 Event Tickets and 250 Exclusive Platinum Passes left to be grabbed for the live event!
	Now, you'll have to come up with an Instagram Campaign Strategy for the Pre-Event and In-Event campaigns keeping in mind the following final goals:
	PRE-EVENT : You have to create content that will help in selling 500 Event Tickets & 250 Exclusive Platinum Passes
	IN-EVENT : You have to Create Content about the 2 Day event and the different activities and performances to drive high engagement on the Redbull Handle on Instagram
	And, remember, there are only 500 Event tickets and 250 Exclusive Platinum Passes left! With the help of a blazing ad strategy, make sure that these tickets and passes will land on the glittering tables of prominent Instagram celebrities and influencers! So, bring them to Red Bull's official website and plan for a registration drive!

How to use this Spreadsheet?	<ul style="list-style-type: none">- Click on "File" and "Make a Copy" of the Spreadsheet.- Fill in your responses in the given table- Once you are happy with your responses, click on "Share" and change the access to "Anyone with the link"- Go to the "Your Task - Campaign Strategy" tab and copy the link of the sheet and paste it on your PPT.
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Mission Project 2: Campaign Marketing Strategy for a New Product																					
Phase	Task	PHASE 1						PHASE 2						PHASE 3							
		Task Name	Start Date	End Date	Duration	Dependencies	Resources	Task Name	Start Date	End Date	Duration	Dependencies	Resources	Task Name	Start Date	End Date	Duration	Dependencies	Resources		
Phase 1: Planning	1.1.1	Define Project Objectives	2023-01-01	2023-01-05	5 days	None	Project Manager	1.1.2	Identify Target Audience	2023-01-06	2023-01-10	5 days	1.1.1	1.1.3	Develop Marketing Strategy	2023-01-11	2023-01-15	5 days	1.1.1, 1.1.2	Marketing Specialist	
	1.1.2	Identify Target Audience	2023-01-06	2023-01-10	5 days	1.1.1	Market Researcher	1.1.3	Develop Marketing Strategy	2023-01-11	2023-01-15	5 days	1.1.1, 1.1.2	Marketing Specialist	1.1.4	Design Creative Assets	2023-01-16	2023-01-20	5 days	1.1.3	Graphic Designer
	1.1.3	Develop Marketing Strategy	2023-01-11	2023-01-15	5 days	1.1.1, 1.1.2	Marketing Specialist	1.1.4	Design Creative Assets	2023-01-16	2023-01-20	5 days	1.1.3	Graphic Designer	1.1.5	Develop Content Calendar	2023-01-21	2023-01-25	5 days	1.1.3, 1.1.4	Content Strategist
	1.1.4	Design Creative Assets	2023-01-16	2023-01-20	5 days	1.1.3	Graphic Designer	1.1.5	Develop Content Calendar	2023-01-21	2023-01-25	5 days	1.1.3, 1.1.4	Content Strategist	1.1.6	Launch Campaign	2023-01-26	2023-02-05	10 days	1.1.3, 1.1.4, 1.1.5	Marketing Specialist
	1.1.5	Develop Content Calendar	2023-01-21	2023-01-25	5 days	1.1.3, 1.1.4	Content Strategist	1.1.6	Launch Campaign	2023-01-26	2023-02-05	10 days	1.1.3, 1.1.4, 1.1.5	Marketing Specialist	1.1.7	Monitor Campaign Performance	2023-02-06	2023-02-15	10 days	1.1.6	Marketing Specialist
Phase 2: Execution	2.1	Launch Campaign	2023-01-26	2023-02-05	10 days	1.1.3, 1.1.4, 1.1.5	Marketing Specialist	2.2	Monitor Campaign Performance	2023-02-06	2023-02-15	10 days	2.1	2.3	Adjust Campaign Strategy	2023-02-16	2023-02-25	10 days	2.2	Marketing Specialist	
	2.2	Monitor Campaign Performance	2023-02-06	2023-02-15	10 days	2.1	Marketing Specialist	2.3	Adjust Campaign Strategy	2023-02-16	2023-02-25	10 days	2.2	Marketing Specialist	2.4	Report Campaign Results	2023-02-26	2023-03-05	10 days	2.3	Marketing Specialist
	2.3	Adjust Campaign Strategy	2023-02-16	2023-02-25	10 days	2.2	Marketing Specialist	2.4	Report Campaign Results	2023-02-26	2023-03-05	10 days	2.3	Marketing Specialist	2.5	Conduct Post-Campaign Analysis	2023-03-06	2023-03-15	10 days	2.4	Marketing Specialist
	2.4	Report Campaign Results	2023-02-26	2023-03-05	10 days	2.3	Marketing Specialist	2.5	Conduct Post-Campaign Analysis	2023-03-06	2023-03-15	10 days	2.4	Marketing Specialist	2.6	Archive Campaign Materials	2023-03-16	2023-03-25	10 days	2.5	Marketing Specialist
	2.5	Conduct Post-Campaign Analysis	2023-03-06	2023-03-15	10 days	2.4	Marketing Specialist	2.6	Archive Campaign Materials	2023-03-16	2023-03-25	10 days	2.5	Marketing Specialist	2.7	Share Campaign Insights	2023-03-26	2023-04-05	10 days	2.6	Marketing Specialist
Phase 3: Evaluation	3.1	Share Campaign Insights	2023-03-26	2023-04-05	10 days	2.6	Marketing Specialist	3.2	Review Campaign Budget	2023-04-06	2023-04-15	10 days	3.1	3.3	Assess Campaign ROI	2023-04-16	2023-04-25	10 days	3.2	Marketing Specialist	
	3.2	Review Campaign Budget	2023-04-06	2023-04-15	10 days	3.1	Marketing Specialist	3.3	Assess Campaign ROI	2023-04-16	2023-04-25	10 days	3.2	Marketing Specialist	3.4	Identify Areas for Improvement	2023-04-26	2023-05-05	10 days	3.3	Marketing Specialist
	3.3	Assess Campaign ROI	2023-04-16	2023-04-25	10 days	3.2	Marketing Specialist	3.4	Identify Areas for Improvement	2023-04-26	2023-05-05	10 days	3.3	Marketing Specialist	3.5	Develop Future Campaign Strategy	2023-05-06	2023-05-15	10 days	3.4	Marketing Specialist
	3.4	Identify Areas for Improvement	2023-04-26	2023-05-05	10 days	3.3	Marketing Specialist	3.5	Develop Future Campaign Strategy	2023-05-06	2023-05-15	10 days	3.4	Marketing Specialist	3.6	Implement Future Campaign	2023-05-16	2023-05-25	10 days	3.5	Marketing Specialist
	3.5	Develop Future Campaign Strategy	2023-05-06	2023-05-15	10 days	3.4	Marketing Specialist	3.6	Implement Future Campaign	2023-05-16	2023-05-25	10 days	3.5	Marketing Specialist	3.7	Monitor Future Campaign Performance	2023-05-26	2023-06-05	10 days	3.6	Marketing Specialist

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Ticket Details	Ticket Price	Perks
Entry Ticket	₹2599 only	- Access to 1 stage of your choice - Any 4 major performances - Access to a Start Performer show - Valid for 1 day only
Silver Pass	₹3999 only	- Access to 1 stage of your choice - Any 8 major performance - Access to a Start Performer show - Valid for 1 day only
Gold Pass	₹6599 only	- Access to 2 stages - Any 8 major performance - Access to 2 Start Performer Show - Exclusive Access to Chillout Zone - Valid for 2 days - Free goodies of the event (shirts/bands/posters)
Exclusive Platinum Pass	₹9999 only	- Access to 2 stages - All major performances - Access to 4 Start Artist Show - Exclusive Access to Chillout Zone - Valid for 2 days - Special Access to Backstage for Autographs - Free goodies of the event (shirts/bands/posters)

STAR PERFORMERS
Taylor Swift
BTS - Live Show
The Weeknd
Atif Aslam

Event Calendar			
Stage 1		Stage 2	
Day 1		Day 1	
Time Slot	Event Details	Time Slot	Event Details
1:00 - 2:00 PM	The Blues Queens - Live Band Performance	1:00 - 2:00 PM	Kings United - Dance Performance
2:30 - 3:30 PM	Zakir Khan - StandUp	2:30 - 3:30 PM	Ali Sethi - Live Performance
4:00 - 6:00 PM	DJ Underbelly - Live DJ Show	4:00 - 6:00 PM	Euphoria - Live Band
6:30 - 7:00 PM	Opeth	6:30 - 7:00 PM	Nick Murphy
8:30 - 10:00 PM	Taylor Swift	8:30 - 10:00 PM	Atif Aslam
Day 2		Day 2	
Time Slot	Event Details	Time Slot	Event Details
1:00 - 2:00 PM	Indian Ocean	1:00 - 2:00 PM	Lamb of God - Live Band
2:30 - 3:30 PM	DJ Night with David Guetta	2:30 - 3:30 PM	Anubhav Singh Bassi - StandUp
4:00 - 6:00 PM	Ritviz	4:00 - 6:00 PM	Underground Authority Live Band
6:30 - 7:00 PM	When Chai Met Toast	6:30 - 7:00 PM	The Yellow Diary
8:30 - 10:00 PM	BTS - Live Show	8:30 - 10:00 PM	The Weeknd

Chill Out Area
Go Karting Track - Live your F1 Dreams
Show off your cool tricks in the Skateboarding Rink
All you can eat and DRINKKKKK Buffet
Get your memories imprinted in the Tattoo Zone!!

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How to do this project?

<p>Before beginning the project, you have to know and understand the brand Red Bull first. Visit their official website and different social media handles!</p>	Red Bull Website	https://www.redbull.com/in-en/
	Instagram Page	https://www.instagram.com/redbull/?hl=en
	Facebook Page	https://www.facebook.com/RedBull/
	YouTube Channel	https://www.youtube.com/c/redbullgivesyouwings
	Twitter Page	https://twitter.com/redbull

<p>Now, it's time for you to make your Instagram Content Strategy for the mega music event.</p>	<p>Pre-event Campaign Strategy</p>	<p>You have only 5 days for the event, now you have to accelerate your campaign. So, plan your campaign accordingly, your plan has to strategically cover all 5 days before the event.</p>
		<p>Run a registration drive, bring more people to your website and sell all those 500 Event tickets and 250 Exclusive Platinum Passes</p>
		<p>Create the buzz around the event. As the event day approaches, the buzz around the event should reach its pinnacle.</p>
	<p>In-event Strategy Campaign Strategy</p>	<p>Be Creative and Hype up the Stars of the Show</p>
		<p>Come up with creative ways to talk about the different activities & Performances happening in the event</p>
		<p>Invoke FOMO and get more people to follow the account and engage with your brand</p>
		<p>Remember all those Premium Tickets and Exclusive Platinum Passe that you sold? It's the time to encash your pre event efforts.</p>

Final thought!

You don't have to stick with the guidelines here. Exercise your freedom and bring your creativity out. If you think you can add more headings and information, go for it and make the best out of this workbook!