



OBJECTIVE

Bodycare as a brand has been around for over 25 years and specializes in innerwear. They pride themselves in their ability to make stylish innerwear for women with great fit, quality, and comfort. Though in addition they also cater to the needs of other groups through their BodyX range of innerwear and their Bodyactive range.

Bodycare wanted to expand its reach and capture as wide a consumer base as possible, taking their brand a step further than they have been in the past.

CONCEPT

ITW understood the objectives, evaluated the opportunities available in the market for Bodycare, and facilitated a partnership with the Delhi Capitals for the course of the IPL, where their logo was featured on the leading trouser of their kit. Owing to IPL's vast consumer base in India, partnering with a team from the IPL helped in leveraging its high viewership and credibility on account of being India's leading sports league. ITW strategized a well-structured online campaign for Bodycare to capitalize on IPL's large social media following, as it has one of the largest digital footprints amongst media campaigns of any form.



EXECUTION

01

Bodycare **logo was placed** on the leading trouser of their kit.



02

The way they approached the campaign was by asking participants to **share photographs of themselves on social media platforms** with a personal story about body-positivity while tagging both the Delhi Capitals (DC) and Bodycare Creations. At the same time, it encouraged people to tag their friends and in turn, share their own stories. It did so on traditional social media platforms such as Instagram, Facebook, and Twitter, as well as with POPxo India's largest women-centric digital platform in order to reach its core demographic effectively.

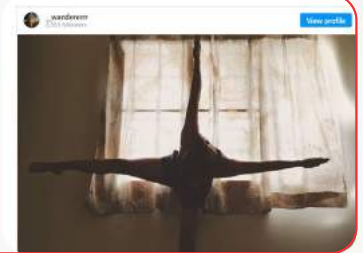


Virtual Meet and Greet was organized with the players, which included R Ashwin, Kagiso Rabada, and Mohit Sharma, they talked about body positivity, followed by the participants asking the players questions on a range of topics which included body positivity, mental health, success mantras, favourite meals, and favourite TV shows. The players also played a game and participated in a quiz about their careers.

03

04

Bodycare **teamed up with StoryPick** who ran an article talking about women sharing their unfiltered pictures and embracing their bodies as well as with digital media company ScoopWhoop who wrote about the #MyBodyMyCare campaign by Bodycare Creations.



RESULTS

The overall outcome of the entire campaign was extremely positive, with key indicators in social media pages of the brand showing a multifold rise.



32x
ENGAGEMENTS

3x
REACH



5.7x
IMPRESSIONS

6x
REACH

POPxo

On POPxo, the largest digital community for women in India, the campaign drew significant amounts of attention and also garnered

2.6 MILLION IMPRESSIONS



PR MEDIA VALUE

INR 78,80,000