

@HotStarTweets: Hot Star is the top most engaged brand on the twitter advertiser index this week and for good reason. Hotstar has a great content model where they have a clear communication plan around a couple of key communication themes that they tweet around. More importantly they use rich media and video specifically to engage with their TG. Last week we saw HotStar talk about the AIB show, the ISL and their flagship show *Is Pyaar Ko Kya Naam Doon*. The most retweeted tweet was a short form video tweet. Given the format users loved to share the content and the tweet saw 1.3k retweets.

@GioneeIndia: Gionee India created conversations around the Sunburn festival in India around the hashtag - #GioneeRoadToGoa They ran contests around the festival to get interested audience to engage with them. With VIP passes and the opportunity to meet headlining acts there were enough incentives for users to get involved and they did. Gionee saw tremendous engagement



on the back of this.

@BajajAllianz: This Bajaj Allianz handle seeks to help you live a better and more secure life. Under the banner of #DontBeABooBoo and with a set of fun cartoon members of the BooBoo family, Bajaj Allianz shares fun stories that seek to educate people about living a safer life in general. This week in particular they ran a dubsplash contest which asked users to get involved and create dubsplash video for them. Winners stood to win a smartphone. Users loved the idea and rewarded Bajaj Allianz with loads of engagement.

@MotorolaIndia: Motorola launched the second generation Moto 360 smart watch and garnered a lot of engagement on Twitter.

Apart from running a contest the campaign also included a periscope live streaming launch and unboxing of the product. This really helped

build a lot of good engagement for the brand. Motorola also included rich media from the launch event which drove great user engagement.

@MotherDairyMilk: Mother Dairy has had a very engaging and impactful week on Twitter last week. The occasion was the birthday of Dr Kurien and on this occasion Mother Dairy wanted to start a conversation to celebrate Farmers in India with the hashtag #TweetToFarmer. This gave people the opportunity to share their feelings for the farmers. A lot of users got involved and gave Mother Dairy a lot engagement. Their top tweet was also the most retweeted tweet of the week.

Source: Twitter

