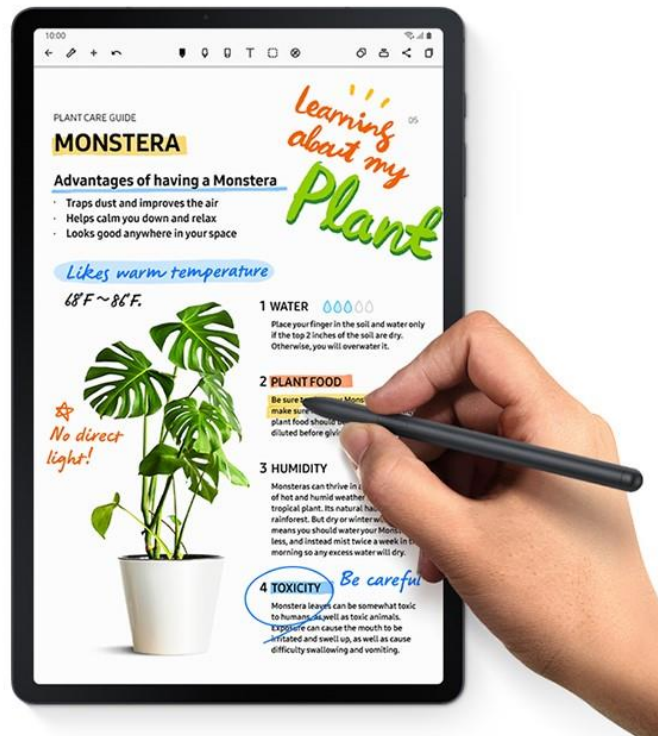


Tweet Storm Campaign Report

#GalaxyTabS7FE



OBJECTIVE

***“To Trend #GalaxyTabS7FE (Hashtag)
on Twitter (India) in Top 5 for 2 hours”***

Campaign Date & Duration

13th Aug '21 , 11:00 am to 1:00 pm



OVERVIEW

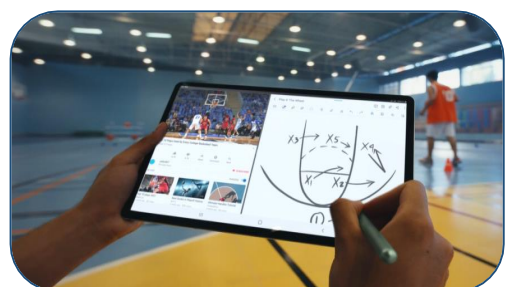
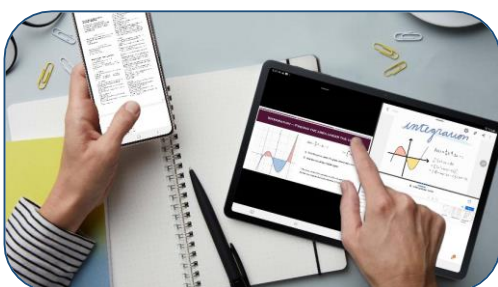
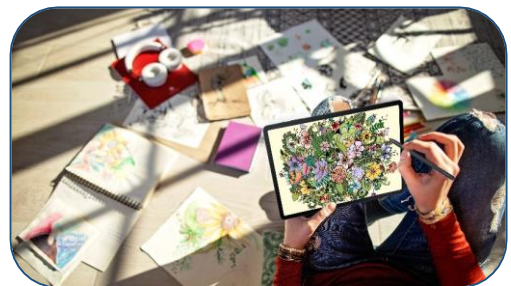
Intro

Samsung wanted to create buzz on **Twitter** about the launch of its latest tablet **#GalaxyTabS7FE** hence a **“Tweetstorm Activity”** (Bulk Tweet) was scheduled in collaboration with **HT Brand Studio** on **13th Aug’21** with influencers talking about the USP’s of the tab and its capabilities/features using the hashtag – **#GalaxyTabS7FE**

Campaign Deliverables

- **#GalaxyTabS7FE** to be among the top 5 trends Pan India on Twitter for 2 hours
- Reach: 15M
- Impressions: 30M
- Total influencers: 200+
- Total tweets: 4,000+

CREATIVES USED



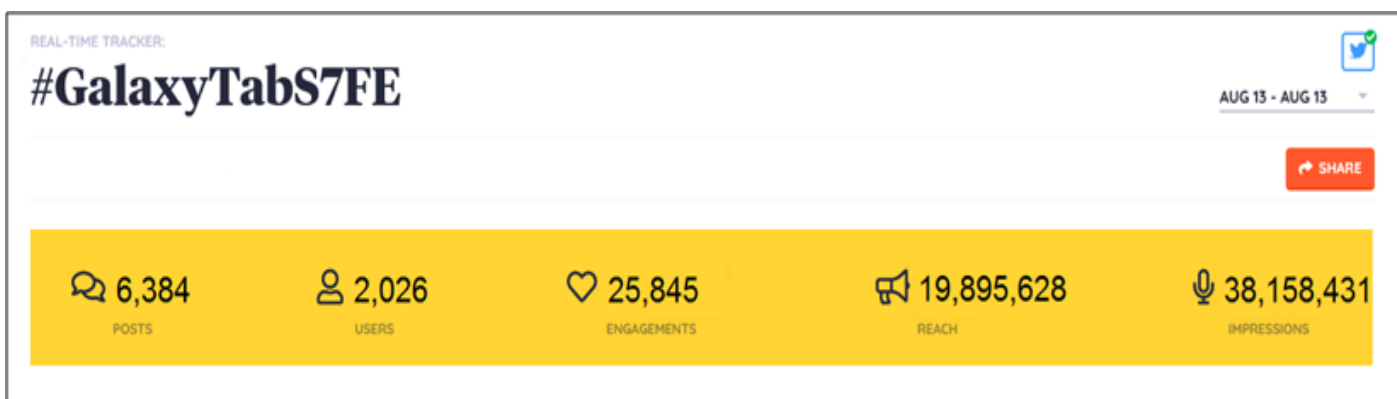
CAMPAIGN HIGHLIGHTS

- ✓ Hashtag used **#GalaxyTabS7FE**
- ✓ Trended on Twitter India in “**Top 5**” positions for more than **2 hours**
- ✓ **Best position** – Trended at **#2** in the given time slot
- ✓ Keyword “**S PEN**” also ranked among the **top Twitter trends**
- ✓ Activity Stat’s
 - **6.3K Tweets**
 - **2K Influencers**
 - **20M Reach**
 - **38M impressions**
 - **25K Engagements**



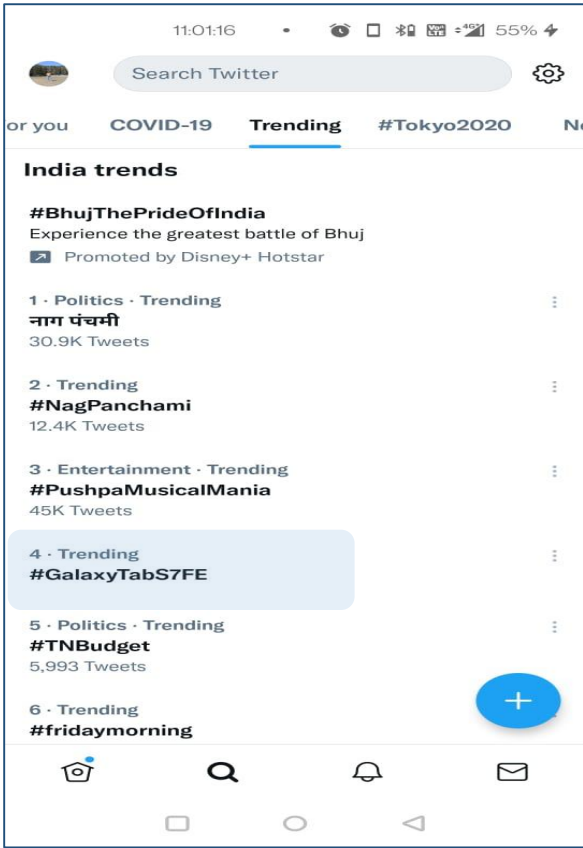
Insight

Despite 3 major event’s happening at the same date & time i.e. “**Nagpanchmi**” (Indian Festival) , “**Tamil Nadu Budget**” (Political Event) & “**PushpaFirstSingle**” (Famous South Indian Celeb – Allu Arjun’s Single Release) , **#GalaxyTabS7FE** Successfully trended in **Top 5** positions for the entire campaign duration with **#2 being the best position**



TRENDING SNAPSHOTS

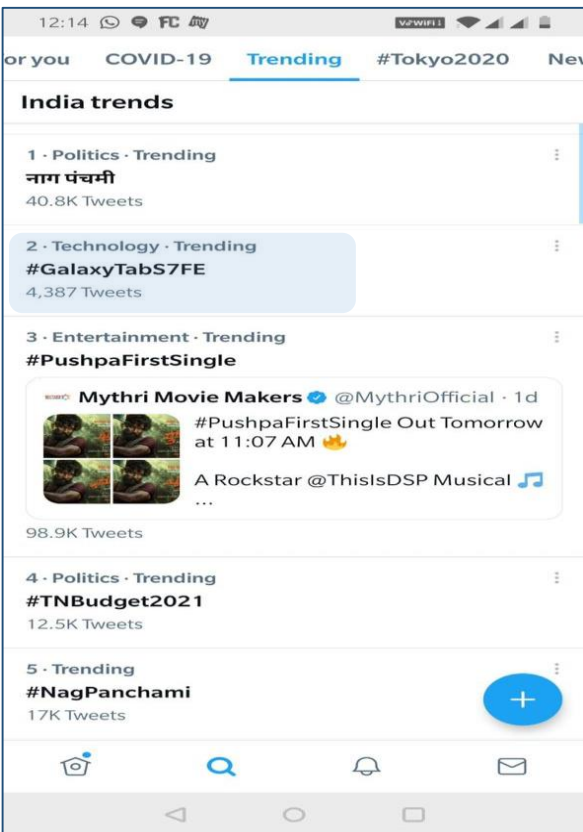
Time 11:01 am Rank #4



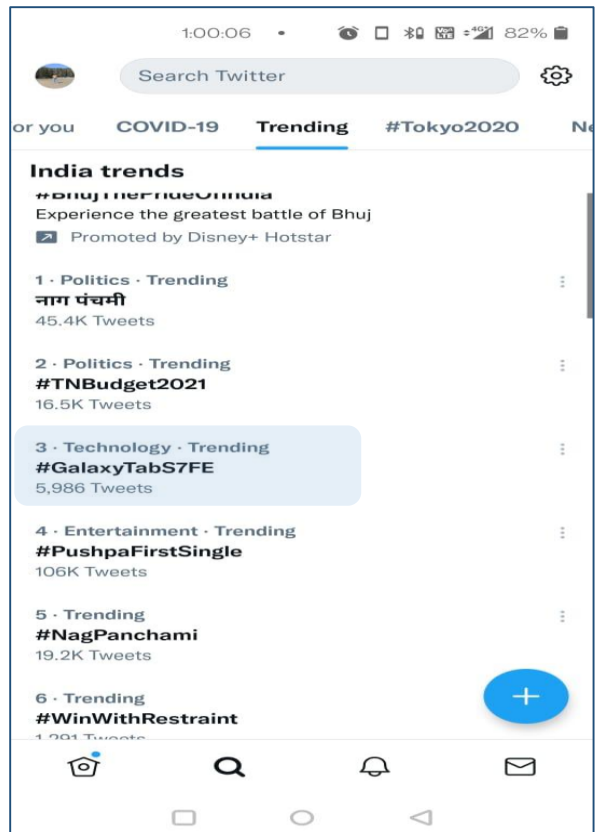
Time 11:26 am Rank #4



Time 12:14 pm Rank #2



Time 1:00 pm Rank #3



KEY MESSAGE - TWEETS

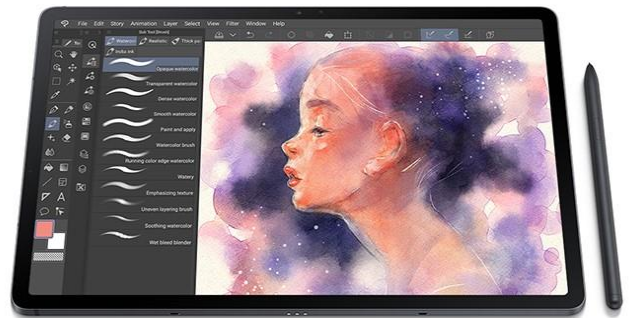


S Pen

Taking notes was never this simple! The Samsung #GalaxyTabS7FE S Pen instantly turns my thoughts into tidy text at the tap of a button. Easy, isn't it?

Productivity

My new Samsung #GalaxyTabS7FE allows me to open multiple apps on the screen side-by-side and refer to one presentation as I create another, and check my email too. It's definitely bringing out my productive best!



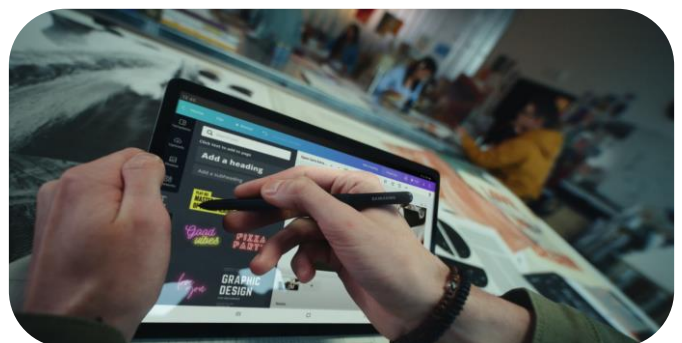
Sleek & Stylish Design

Sleek, stylish and slim. Meet the newest kid on the block, the Samsung #GalaxyTabS7FE – the perfect blend of beauty and performance. Never thought my tab would become my latest style statement!



Battery & Entertainment

13 hours of uninterrupted streaming sounds unreal right? Not with my new #GalaxyTabS7FE. Thanks to the 10090 mAh battery, I don't need to keep recharging in between movie marathons. Yay!



TWEETS OVERVIEW

Top Posts & Users

Top Posts

Most Engaging
Most Recent

- @Poorvika_Mobile** Aug 4 448 536

Study is better with play. So do both with a bit of matching Colors on the new #SamsungGalaxyTabS7FE. Starting from just ₹46,999* at #Poorvika! Get yours now. Shop Online: <https://t.co/WGCOgYlu50> #poorvikamobiles #samsung #samsungindia...
- @RajeshShah64** Aug 13 80 90

Now, no more wasting of paper. You can use your tab to writing notes and also draw. All possible with #GalaxyTabS7FE pen. <https://t.co/Ousp9Lb1P>
- @cinemapayyan** Aug 13 6 158

Who knew the #GalaxyTabS7FE would change my movie-watching experience? The 12.4" inch display makes me want to watch my favourite shows again while Dual speakers & Dolby Atmos make me feel am part of the action! <https://t.co...>

[View All Posts By Engagement >](#)

Influential Users

Most Engaging
Most Frequent

- @poorvika_mo...**
10,591 Followers
984 Avg Engagements
- @rajeshshah64**
90,629 Followers
170 Avg Engagements
- @cinemapayyan**
205,884 Followers
164 Avg Engagements
- @samsungindia**
2,529,339 Followers
152 Avg Engagements
- @singhlions**
1,388,526 Followers
145 Avg Engagements
- @imkmoviemaniac**
360,089 Followers
81 Avg Engagements
- @rameshlaus**
569,763 Followers
31 Avg Engagements
- @noorkhalsa3**
136 Followers
16 Avg Engagements
- @iosys_official**
23,821 Followers
12 Avg Engagements

[View All Influencers By Engagement >](#)

Related Topics & Tweet Sentiment

Related Topics

Hashtags
Keywords

[View Trending Topics >](#)

Sentiment

Sentiment	Percentage
Positive	54 %
Neutral	39 %
Negative	7 %

Sentiment Score **88.75**
[Sentiment Breakdown >](#)

Tweet Location & Gender

Location

[View Posts by Country >](#)

Gender

Gender	Percentage
Male	75 %
Female	25 %

SAMPLE TWEETS WITH PICTURES



Ishan Yadav Mahal @BeingIshanCric - 5h

I Always think twice before wasting a paper or sheet for anything. But this is so cool with Samsung #GalaxyTabS7FE. I don't need papers or notebook to make my notes with the super awesome S pen. Good experience 🥳



2



133



41



Hrish Thota @dhempe - 5h

The #GalaxyTabS7FE is a real gamechanger for me! It allows me to not just scribble notes but also suggests titles and hashtags to keep me organized! No more missed kids' classes or grocery runouts!



Avantika / Jill Of All Trades and 5 others



2



36



8



Ravinder Singh @_RavinderSingh_ - 5h

Creating a storyboard on a gadget usually feels hard. However, this pen in the new Samsung #GalaxyTabS7FE makes creating stories so simple. Damn good! Finally a real pen for a tab.



1



148



118



Raju Jangid @imRJangid - 5h

The #GalaxyTabS7FE is available with a 12.4" inch display. Enjoy your favorite movies and videos on the amazing quality screen.



1



115



36



SAMPLE TWEETS VERIFIED PROFILES

Saurabh Malhotra @MalhotraSaurabh · 4h
Definitely a good value for money buy! #GalaxyTabS7FE



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Buy Samsung Galaxy Tab S7 & S7+ online - Get offers, benefits and full features of Tablet S7 & S7 ...
samsung.com

1 26 9

Hrith Thota @dhempe · 5h
The #GalaxyTabS7FE is a real gamechanger for me! It allows me to not just scribble notes but also suggests titles and hashtags to keep me organized! No more missed kids' classes or grocery runouts!



Avantika / Jill Of All Trades and 5 others

2 36 8

Nikhil @CricrazyNIXS · 4h
Very keen to see how this one goes, as the features seem apt for a good investment. #GalaxyTabS7FE



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Buy Samsung Galaxy Tab S7 & S7+ online - Get offers, benefits and full features of Tablet S7 & S7 ...
samsung.com

33 12

Raju Jangid @imRJangid · 5h
The #GalaxyTabS7FE is available with a 12.4' inch display. Enjoy your favorite movies and videos on the amazing quality screen.



1 115 36

SAMPLE TWEETS WITH LINKS

Abhishek Mishra @Abhishek_Mshra · 4h

The #GalaxyTabS7FE is available in vibrant iconic colours. Share your favourite shade with us.



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Buy Samsung Galaxy Tab S7 & S7+ online - Get offers, benefits and full features of Tablet S7 & S7 ...
samsung.com

1

Dr Safin @HasanSafin · 3h

I wish she could see my calligraphy on #GalaxyTabS7FE. Oh, did I mention I am designing everything from presentations to social media banners on my own with this S Pen? Hah!



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32 15

Sathish Kumar M @sathishmsk · 3h

#GalaxyTabS7FE You can buy it now 🤩



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Buy Samsung Galaxy Tab S7 & S7+ online - Get offers, benefits and full features of Tablet S7 & S7 ...
samsung.com

5 6

Nikhil @CricCrazyNKS · 4h

Very keen to see how this one goes, as the features seem apt for a good investment. #GalaxyTabS7FE



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Buy Samsung Galaxy Tab S7 & S7+ online - Get offers, benefits and full features of Tablet S7 & S7 ...
samsung.com

33 12


SAMPLE TWEETS TECH & NON-TECH INFLUENCER

Tech Influencers

Hrish Thota @dhempe · Aug 13
 The #GalaxyTabS7FE is a real gamechanger for me! It allows me to not just scribble notes but also suggests titles and hashtags! No more missed kids' classes or grocery runouts!



Raju Jangid @imRJangid · Aug 13
 The #GalaxyTabS7FE speakers have immersive sound. You can enjoy your favourite horror movies with realistic sound quality.



Non-Tech Influencers

Ramesh Bala @rameshlaus · Aug 13
 Feel like being part of a film with a #GalaxyTabS7FE. The clear, 12.4' inch vibrant display & incredible immersive sound by AKG just makes it all come alive - what more can I ask for?



Ravinder Singh @_RavinderSingh_ · Aug 13
 Creating a storyboard on a gadget usually feels hard. However, this pen in the new Samsung #GalaxyTabS7FE makes creating stories so simple. Damn good! Finally a real pen for a tab.



SUMMARY

Trending Time (Top #5) 2+ Hrs	Best Trending Spot #2
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Tweets 6.4K	Influencer Count 2 K+	Reach ~20 M	Impressions 38 M+	Engagements 26 K+
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✓ **Campaign over delivered on all the set KPI's** i.e. More than 2K Influencers (10x) tweeted under this campaign leading to 6.4K (1.6x) Tweets in total reaching 20M (1.3x) people in total with 38M+ Impressions (1.25x) making it a very successful campaign

- ✓ **Influencers selected** for this activity were from a mix of below categories
- ✓ **Genre** of Influencer e.g. Tech
 - ✓ **Geography** of Influencer
 - ✓ **Follower range** of Influencer

Hashtag Trending Activity



LEARNINGS

Date and Time of Twitter Trending Campaign should be very carefully selected for instance in this case following events were there on 13th Aug (campaign day)

- **NagPanchmi** (Indian Festival)
- **Friday** (Movie / Song Releases)
- Any Major event e.g. **TN Budget**

Even in this case “**NagPanchmi**” had 2 different Hashtags trending at #1 & #3 ,Due to this **extra effort** is required to complete the campaign objective & Moreover **Top slots remain occupied**

- 1 · Politics · Trending
नाग पंचमी
33.6K Tweets
- 2 · Entertainment · Trending
#PushpaMusicalMania
56.6K Tweets
- 3 · Trending
#NagPanchami
13.5K Tweets
- 4 · Technology · Trending
#GalaxyTabS7FE
1,209 Tweets

#ThankYou

