



**SHALIMAR  
PAINTS**

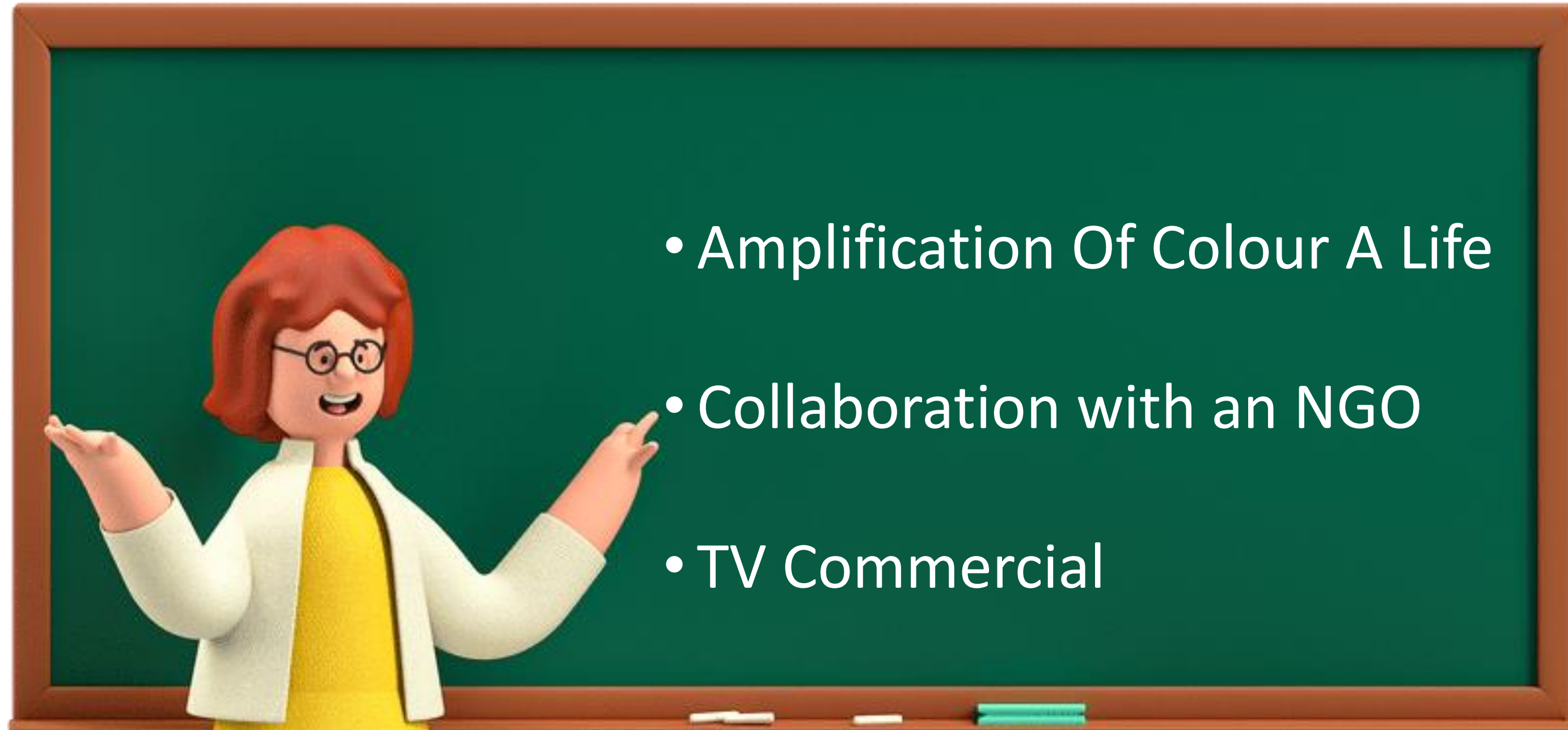
# CAMPAIGN CASE STUDY





- Shalimar Paint Color & Varnish Company was **established in 1902** in Howrah, West Bengal by two Britishers - A N Turner and A N Wright.
- Rapidly expanding its presence and reach, Shalimar is now **country's leading paint brand**.
- India's iconic structures like **Rashtrapati Bhavan, Howrah Bridge, Vidyasagar Setu, Salt Lake Stadium, continue to use Shalimar Paints.**
- With access to high-end technology in the industrial coatings segment, Shalimar Paints **pioneered aviation coatings, marine paints and the painting of thermal power plants.**

# CAMPAIGN *ROADMAP*





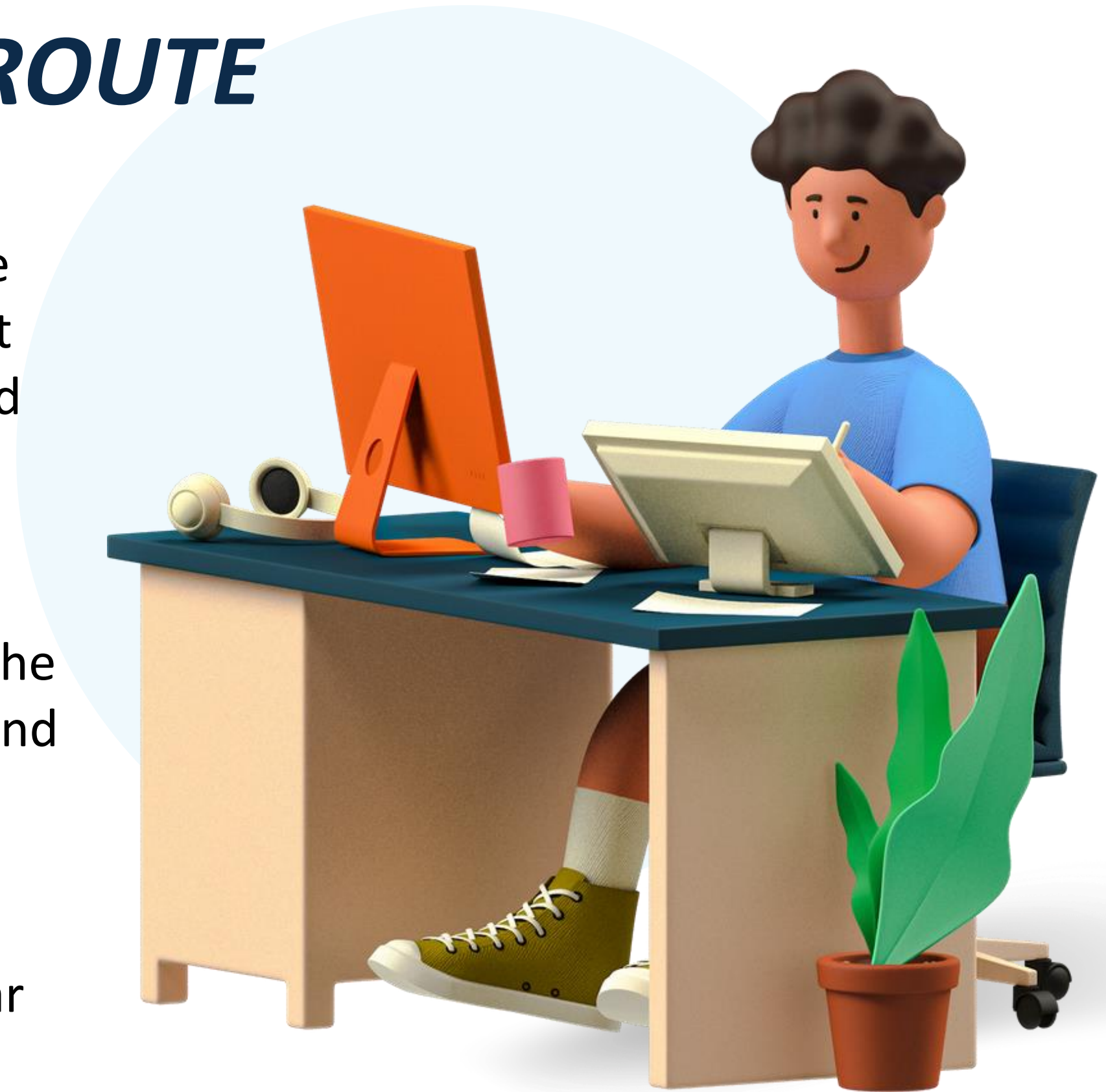
***CENTRAL COMMUNICATION***

# COLOUR A LIFE



# CAMPAIGN *OBJECTIVE* & ROUTE

- **Collaborated with an NGO** to bring colors to the lives of **blind kids**. The objective was to highlight the issue of child blindness and help the affected children by plugging the gap between darkness and colors.
- The concept **#ColourALife**, was to reach out to the young student community that can encourage and drive a mindset change among other people to take the **pledge of donating their eyes**.
- **Painted the walls of recovery rooms** by Shalimar Paints





## TV COMMERCIAL



<https://www.youtube.com/watch?v=LjqmkcVCZXI&t=175s>

*Shot a video with the blind kids and have highlighted their reactions once they see colors for the first time.*

# Social Media Creatives





# Google Ads

Campaign ID ▾	↓ Impr. ▾	Views ▾	Clicks ▾	CTR ▾
19187843931	1,423,565	0	41,737	2.93%
19192506666	1,007,118	0	28,704	2.85%
19199221411	905,440	0	25,630	2.83%
19199226208	893,814	0	24,283	2.72%
19196169029	566,592	0	16,987	3.00%
19196168060	461,670	0	13,947	3.02%
19143739122	388,877	0	9,981	2.57%
19162402780	294,588	0	8,753	2.97%
19155876936	253,566	0	4,797	1.89%
19170303505	177,792	15,196	2,134	1.20%
19141695066	154,802	0	5,043	3.26%
19032021006	115,956	15,726	1,499	1.29%
19146022791	82,292	0	2,297	2.79%
19131589626	61,610	24,829	924	1.50%
19131617178	55,459	23,889	769	1.39%
19120236213	54,397	23,483	709	1.30%
Total	6,983,739	106,512	190,953	2.73%

Ad set ID ▾	📘 Results ▾	Reach ▾	Impressions ▾	3-second video plays ↓ ▾	Post engagement ▾
6297787770945	15,643 Link Clicks	762,364	1,224,527	129,348	148,232
6297784391545	61,916 Link Clicks	253,117	718,122	53,463	115,751
6298992921745	2,802 Link Clicks	212,327	250,744	31,853	35,298
6288949981545	1,039 Link Clicks	60,465	70,670	12,930	14,110
6288405197545	12,956 Link Clicks	78,066	102,724	10,984	23,951
6297641727345	45,734 Link Clicks	252,859	796,621	10,921	56,946
6288838465345	1,203 Link Clicks	79,728	89,016	9,118	10,498
6286427064545	650 Link Clicks	71,393	83,791	7,358	8,104
6284828649945	11,720 Link Clicks	61,808	101,175	5,780	17,541
6288947893745	7,876 Link Clicks	35,392	51,726	2,772	10,663
6296295956345	3,433 Post engagements	40,312	40,312	2,687	3,433
6298655577145	8,475 Link Clicks	191,674	339,440	—	8,790
6297965945145	227 Link Clicks	171,969	186,403	—	286
6298659704145	4,319 Link Clicks	234,622	317,011	—	4,766
6297971490345	2,550 Link Clicks	212,968	243,625	—	2,889
	000				
Total results 32/32 rows displayed	—	5,314,481 People	8,722,749 Total	277,214 Total	512,616 Total



# Facebook Ads

Ad set ID	Results	Reach	Impressions	3-second video plays	Post engagement
6297787770945	15,643 Link Clicks	762,364	1,224,527	129,348	148,232
6297784391545	61,916 Link Clicks	253,117	718,122	53,463	115,751
6298992921745	2,802 Link Clicks	212,327	250,744	31,853	35,298
6288949981545	1,039 Link Clicks	60,465	70,670	12,930	14,110
6288405197545	12,956 Link Clicks	78,066	102,724	10,984	23,951
6297641727345	45,734 Link Clicks	252,859	796,621	10,921	56,946
6288838465345	1,203 Link Clicks	79,728	89,016	9,118	10,498
6286427064545	650 Link Clicks	71,393	83,791	7,358	8,104
6284828649945	11,720 Link Clicks	61,808	101,175	5,780	17,541
6288947893745	7,876 Link Clicks	35,392	51,726	2,772	10,663
6296295956345	3,433 Post engagements	40,312	40,312	2,687	3,433
6298655577145	8,475 Link Clicks	191,674	339,440	—	8,790
6297965945145	227 Link Clicks	171,969	186,403	—	286
6298659704145	4,319 Link Clicks	234,622	317,011	—	4,766
6297971490345	2,550 Link Clicks	212,968	243,625	—	2,889
	000				
Total results 32/32 rows displayed	—	5,314,481 People	8,722,749 Total	277,214 Total	512,616 Total



**SHALIMAR**  
**PAINTS**

**THANK YOU**