



# Rohini Silver Screens

REBRANDING AND DIGITAL MARKETING CASE STUDY

# Stage 1 : Rebranding

- ▶ The brand underwent a complete revamp, with a new royal logo and luxurious brand identity with the tagline luxury redefined.



- ▶ The complete brand kit was created with respect to the brand colour and the tag line

# Stage 2: Letting the World Know

- ▶ Reveal Campaign
  - ▶ The first campaign was planned to introduce the upcoming revamped screens in the theatre. A series of creatives were made targeted at general public and news agencies (without reaching them directly).



## Stage 2: Letting the World Know - contd

- ▶ This was followed by series of actual interiors images and a video of the renovated screen which again resulted in an amazing audience interaction
- ▶ Public Interaction Source:  
<https://www.facebook.com/plugins/post.php?href=https%3A%2F%2Fwww.facebook.com%2Fsmilin.luvn%2Fposts%2F10208400808392249>

# Stage 2 : Results

- The News about the revamp was quickly picked up few of the very popular social media news agencies with the exact keywords we used in the campaign

Facebook article:

<https://www.facebook.com/plugins/post.php?href=https%3A%2F%2Fwww.facebook.com%2Fchennai memes.in%2Fposts%2F1047239848685883>

Article Source:

<http://www.chennai memes.in/2016/07/rohini-theatre-gets-major-makeover-with.html>



# Stage 2 : Results - contd

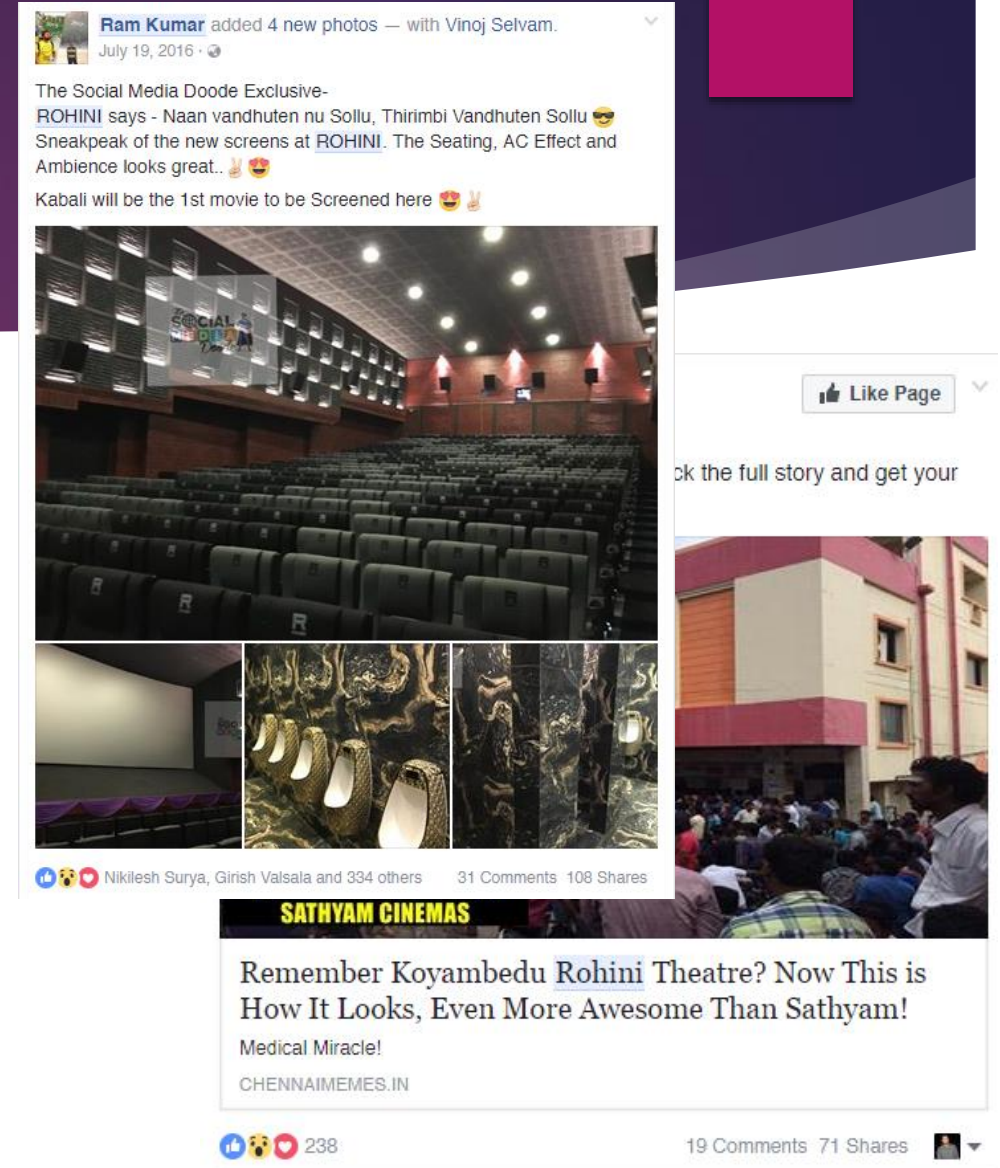
- The News about the revamp was quickly picked up few of the very popular social media news agencies with the exact keywords we used in the campaign

Facebook article:

<https://www.facebook.com/plugins/post.php?href=https%3A%2F%2Fwww.facebook.com%2Fchennai memes.in%2Fposts%2F1047239848685883>

Article Source:

<http://www.chennai memes.in/2016/07/remember-koyambedu-rohini-theatre-now.html>



The image shows a screenshot of a Facebook post. At the top, it says 'Ram Kumar added 4 new photos — with Vinoj Selvam.' followed by the date 'July 19, 2016'. The text of the post reads: 'The Social Media Doode Exclusive- ROHINI says - Naan vandhuten nu Sollu, Thirimbi Vandhuten Sollu 🤔 Sneakpeak of the new screens at ROHINI. The Seating, AC Effect and Ambience looks great.. 🍷🍷 Kabali will be the 1st movie to be Screened here 🍷🍷'. Below the text are four photos: a large hall with rows of seats, a close-up of the seats, a close-up of the walls, and a close-up of the ceiling. To the right of the photos is a 'Like Page' button and a link to 'ck the full story and get your'. Below the photos is a section titled 'SATHYAM CINEMAS' with the text 'Remember Koyambedu Rohini Theatre? Now This is How It Looks, Even More Awesome Than Sathyam! Medical Miracle! CHENNAIMEMES.IN'. At the bottom, there are icons for likes, comments, and shares, with the numbers '238', '19 Comments', and '71 Shares' respectively.

Ram Kumar added 4 new photos — with Vinoj Selvam.  
July 19, 2016 · 🌐

The Social Media Doode Exclusive-  
ROHINI says - Naan vandhuten nu Sollu, Thirimbi Vandhuten Sollu 🤔  
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SATHYAM CINEMAS

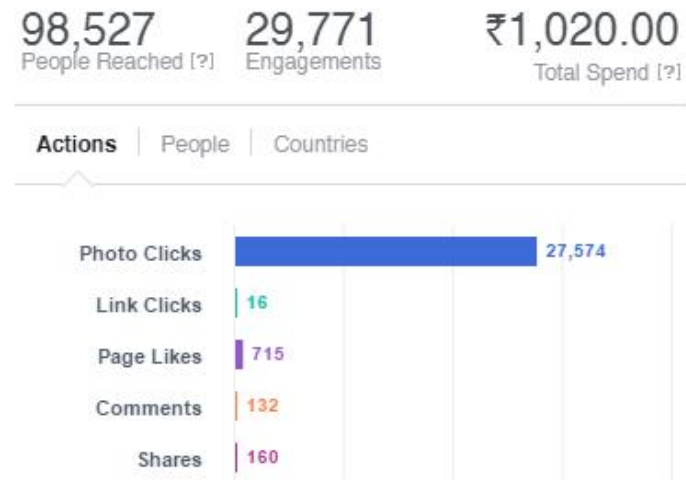
Remember Koyambedu Rohini Theatre? Now This is  
How It Looks, Even More Awesome Than Sathyam!  
Medical Miracle!  
CHENNAIMEMES.IN

238 19 Comments 71 Shares



# Campaign 1: The Numbers

- ▶ Money Spent : Rs.1020
- ▶ Total Reach
  - ▶ Shares: 200+
  - ▶ Impressions(number of people reached) – 100,000+



1.7K Reactions 118 Comments 192 Shares

# Campaign 2 - Kabali

- ▶ The campaign 2 was planned for the new screen launch. Considering the low marketing budget we decided to piggy back on the Kabali Movie and decided to craft all the campaigns based on the movie.
- ▶ The creatives we made to make use of the popularity of the movie while imparting the **main motive of the campaign that we have renovated the screen and its luxurious**
- ▶ We also decided to team up with RBSI – rajini biggest superstar of india facebook group (380,023 members) by selling them the entire renovated screen tickets





# Campaign 2 – Kabali Results

- ▶ The results were more explosive than our first campaign
- ▶ The news was picked up by tons of reputable news agencies and websites including some of the big players including
  - ▶ [Huffingtonpost](#)
  - ▶ [Ibtimes](#)
  - ▶ [The Hindu](#)

Celebration video

[https://www.youtube.com/watch?v=d\\_pfrxcivKI](https://www.youtube.com/watch?v=d_pfrxcivKI)



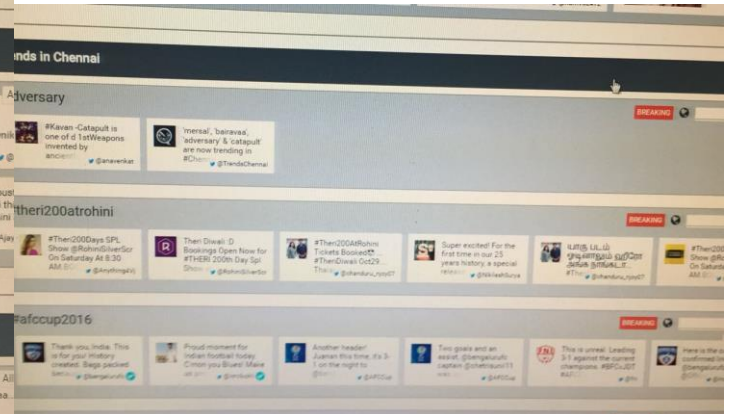
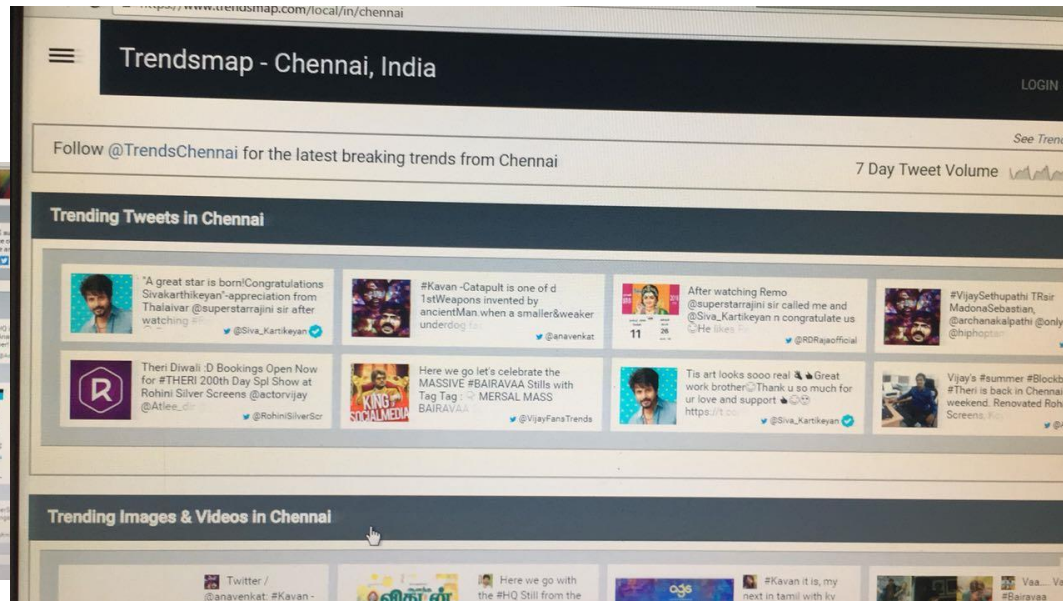
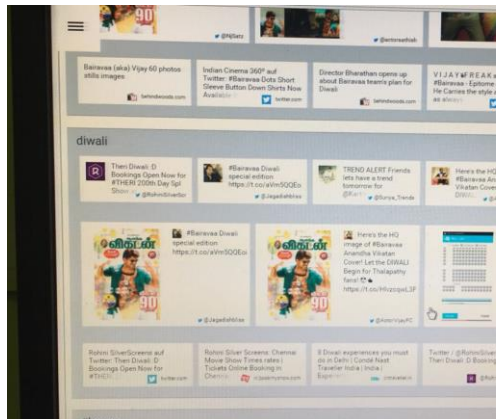
# Campaign 3 - #DiwaliAtRohini

- ▶ The Campaign 3 was kickstarted with a main target of Social media audience and Revenue.
- ▶ The challenge : No huge movies were released during Diwali hence we came up with a plan of showing 100<sup>th</sup> day of kabali and 200<sup>th</sup> day of Theri
- ▶ We came up with 3 hashtags and a series engaging posts to make it trending
  - ▶ #DiwaliAtRohini, #Kabali100atRohini and #Theri200atRohini



# Campaign 3 - #DiwaliatRohini Results

- ▶ The campaign was a massive hit once again with the following results
  - ▶ Trended in Chennai
  - ▶ Massive Ticket Revenue
  - ▶ Massive audience engagement and Organic Growth





# Campaign 3 - #DiwaliAtRohini Results

Oct 2016 • 31 days

## TWEET HIGHLIGHTS

**Top Tweet** earned 35.8K impressions

THERI 200 SOLD OUT! :D Thank you all for overwhelming response :)

#DiwaliAtRohini #Theri200AtRohini  
[pic.twitter.com/or1rL0jhfb](http://pic.twitter.com/or1rL0jhfb)



19 624 941

**Top mention** earned 1,650 engagements



**Kaushik LM**

@LMKMovieManiac · Oct 23

#Ilayathalapathy #Vijay fans on a rampage.. #Theri200AtRohini sold out  
#Theri200 @RohiniSilverScr  
[pic.twitter.com/riOhbJHZwb](http://pic.twitter.com/riOhbJHZwb)



## OCT 2016 SUMMARY

Tweets

51

Tweet impressions

216K

Profile visits

10.7K

Mentions

511

New followers

668

22,688

People Reached [?]

3,080

Engagements

₹300.00

Total Spend [?]

Actions

People

Countries

Photo Clicks	704
Link Clicks	142
Page Likes	69
Comments	30
Shares	76

## DESKTOP NEWS FEED

## MOBILE NEWS FEED



**Rohini Silver Screens**

Sponsored ·

Like Page

Theri Diwali 😊 Bookings Open Now for #THERI 200th Day Spl Show at Rohini Silver Screens 😊

Enjoy THERI at Rohini Silver Screens with 4K projection and Dolby ATMOS 😊

<https://in.bookmyshow.com/.../cinema-chen-RSSC-MT/20161029.....>  
See More



# Campaign 3 - #DiwaliAtRohini

## The Numbers



### Money Spent for Campaign

- Fb – Rs.300
- Twitter – Rs.0

### Results

- **Tweet Impression – 200k+**
- Organic Followers increase - 668

Revenue made from Rereleasing old movies with a catchy campaign in a single day

**Rs. 2,03,400(excluding food revenue)**

# Other Campaigns and Results

▶ #Vedalam365atRohini (<https://www.youtube.com/watch?v=LnoZDPEYmdU>)

▶ Trended in Chennai(440,000+ Reach)

▶ Massive ticket sale

▶ Revenue of Rs.2,42,000

(Excluding food) from Rs.500

Paid Campaign in a single day

▶ #TrendsetterTn – Trended during Jallikattu and pepsi ban

Nov 2016 • 30 days

TWEET HIGHLIGHTS

**Top Tweet** earned 33.2K impressions

Watch the 15 Mins of PURE AWESOMENESS of #Vedalam365AtRohini  
Thank you for the OVERWHELMING RESPONSE :D #Thala  
[youtu.be/LnoZDPEYmdU](https://youtu.be/LnoZDPEYmdU)

6 308 371

View Tweet activity

View all Tweet activity

**Top mention** earned 2,715 engagements

Screen : Rohini (Fully Renovated)  
4k Projection, Dolby Atmos, Luxurious interiors :)  
Enjoy the ultimate movie experience  
[@RohiniSilverScr](https://twitter.com/RohiniSilverScr)  
[pic.twitter.com/Pcme6S47Mx](https://pic.twitter.com/Pcme6S47Mx)



13 105 333

NOV 2016 SUMMARY

Tweets	Tweet impressions
49	446K
Profile visits	Mentions
22.2K	1,050
New followers	
991	



# Complete Campaigns and Numbers

Campaign	Paid Boost	Reach	Returns
Logo and Theatre Reveal	Rs.1020	100,000+	
Kabali Campaign	Rs.500	150,000+	
#DiwaliatRohini #Theri200atRohini #Kabali100atRohini	Rs.300	200,000+	Rs.2,00,000 (Ticket sale alone without food and others)
#Vedalam365atRohini	Rs.500	4,40,000+	Rs.2,42,000(Ticket sale alone without food and others)

# End Results and Goal Accomplishments

- ▶ Massive brand awareness of the renovation
- ▶ Huge increase in Family audience
- ▶ #1 First day opening for Top 3 Actors in TN market
- ▶ Trendsetter in Theatre Industry
  - ▶ Other theatres released the same movies after seeing the success at Rohini
  - ▶ Bigger players started using similar hashtags we created
- ▶ After an amazing initial run more investors are currently participating in the renovation and the remaining screens are to be opened in the upcoming days.