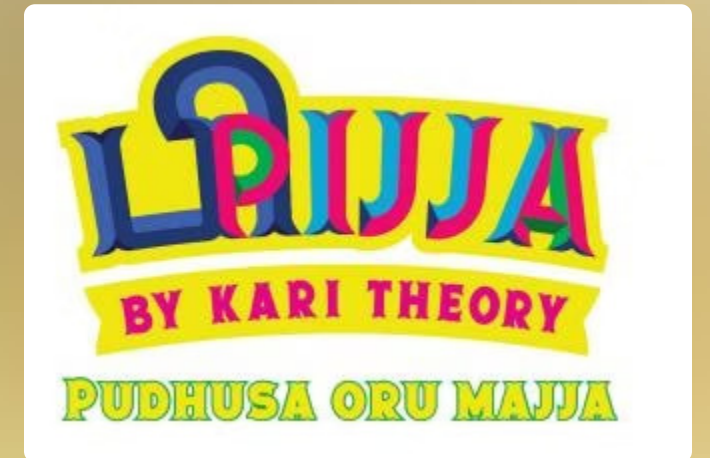


Pijja by Kari Theory - Brand Launch Success Story

This comprehensive analysis presents key metrics across our social media platforms, highlighting audience engagement, reach, and influencer impact for Pijja Majja. The following slides detail our performance across Instagram, Facebook, and YouTube, along with significant influencer mentions and contest participation.



Platform Audience Overview

87

Instagram Followers

Current follower count showing our growing Instagram community

502

Facebook Followers

Significantly larger audience base on Facebook platform

866

Instagram Profile Visits

High engagement rate relative to follower count

107

Facebook Profile Visits

Lower profile visit conversion compared to follower base

Our audience metrics reveal stronger numerical presence on Facebook, while Instagram shows higher engagement relative to its follower count. This suggests different audience behaviors across platforms that can inform our content strategy.

Reach & Impressions Analysis



Total Platform Reach

55,334 Instagram

59,826 Facebook

Views

Total Impressions

84,855 Instagram

147,766 Facebook

Our content reaches a substantial audience across both platforms, with Facebook delivering higher overall impressions. The ratio between reach and impressions indicates content is being shown multiple times to the same users, particularly on Facebook where the impression-to-reach ratio is higher.

Engagement Metrics



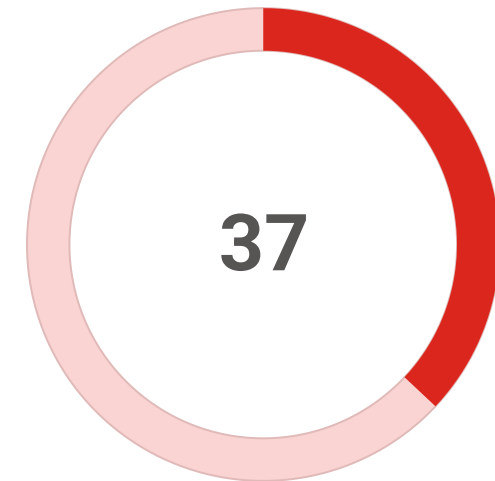
Instagram Interactions

Higher engagement per follower ratio



Facebook Interactions

Lower engagement despite larger audience



Influencer Story Mentions

Strong organic advocacy from food influencers

Instagram continues to drive stronger engagement relative to audience size, with more than double the interactions compared to Facebook despite having fewer followers. This suggests our Instagram content resonates more effectively with users, while our Facebook strategy may need refinement to improve engagement rates.

YouTube Campaign Performance

The Pijja Majja Anthem

55,432

Views in **24 hours**

Our YouTube anthem video achieved remarkable traction, generating over 55K views within the first 24 hours of release, demonstrating strong audience interest and effective distribution.



The rapid viewership growth indicates potential for viral spread and suggests video content should be a continued focus in our marketing strategy.

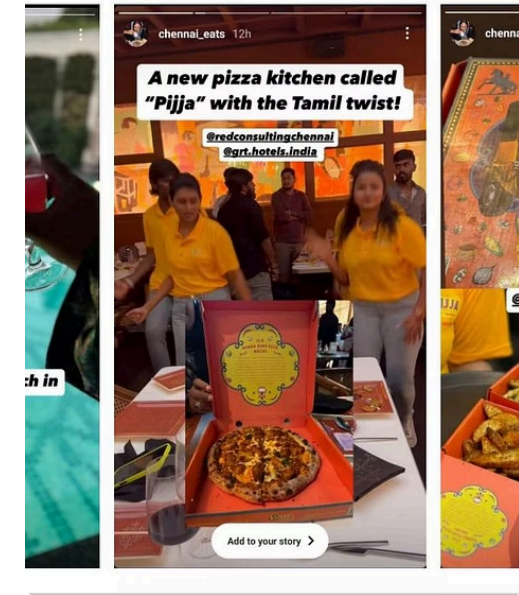
Key Influencer Mentions



foodlab121



spicekitchendiaries



manojprabakarantalks

Our brand received significant exposure through story mentions from influential food bloggers and content creators. These organic endorsements help establish credibility and reach targeted food enthusiasts in our market. Notable mentions came from accounts with established followings in the local food scene.

Additional Influencer Impact



searchingsamayal_vlogs



nishinvogue

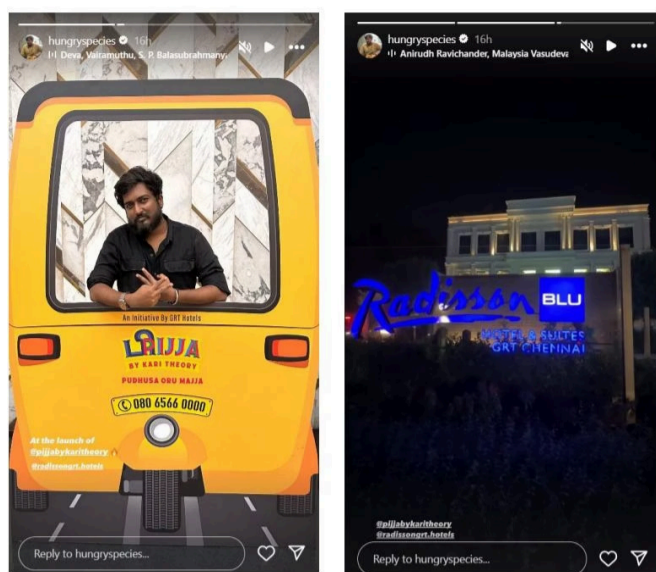
Also mentioned story on 20th Feb 2025



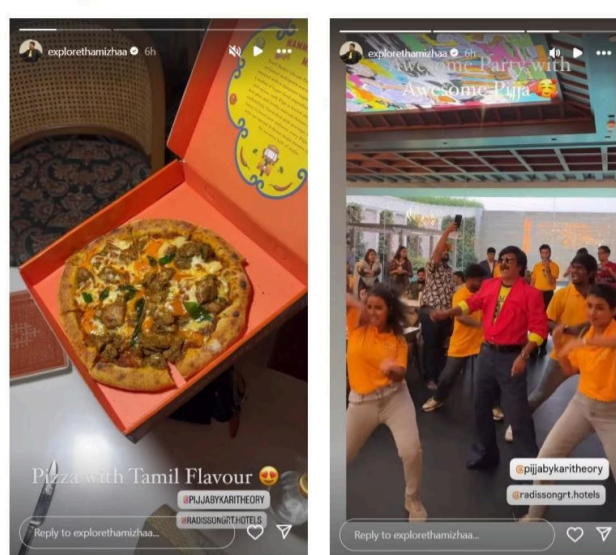
craving_destination

These influencers represent diverse content styles and audience demographics, helping us reach different segments of food enthusiasts. Multiple mentions from the same influencers (like nishinvogue's repeat story) indicate strong brand affinity and potential for ongoing partnerships.

More Influencer Highlights



hungryspecies



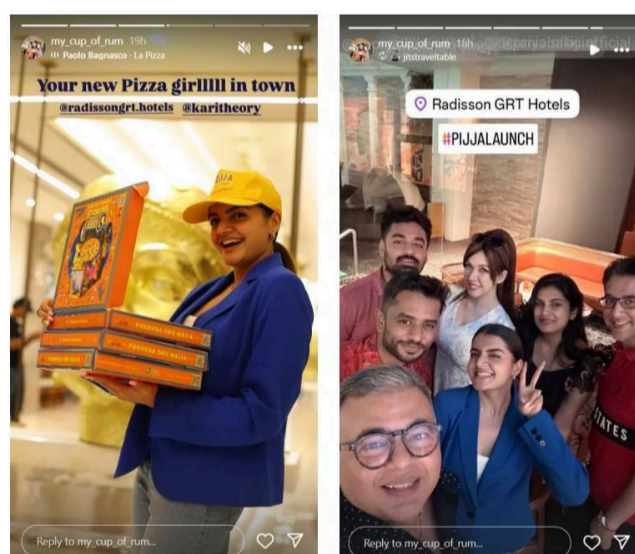
explorethamizhaa



the_hunger_doodie



bavithran.bavin



my_cup_of_rum



foodie_dude

The breadth of influencer mentions demonstrates widespread appeal across the local food influencer community. This organic advocacy provides authentic endorsement that resonates more effectively with audiences than traditional advertising, helping establish Piija Majja as a trending food destination.

Pijja Parade & Free Pijja Contest

Participant Engagement



mumtazaayla



danesh.sanjana



shadow_king_mk

Our Pijja Parade and Free Pijja Contest generated significant user-generated content, with participants actively sharing their experiences. This contest effectively turned customers into brand advocates while creating authentic content that showcases our products through the customer lens.

Key Takeaways & Recommendations

Platform Strategy

Instagram drives higher engagement despite smaller audience. Consider shifting resources to maximize Instagram growth while maintaining Facebook presence for broader reach.

Video Content

The Pijja Majja Anthem's 55K views in 24 hours demonstrates exceptional video performance. Develop more video content to capitalize on this engagement channel.

Influencer Relations

37 influencer mentions show strong community interest. Formalize relationships with top-performing influencers for sustained advocacy.

User Engagement

Contest participation generated authentic UGC. Continue developing interactive campaigns that encourage customer content creation and sharing.

