

# Wharf 2.0 – Digital Launch Success Story

Surf-Inspired Shack | Full Moon Party | Instagram-Led Campaign



# Campaign Overview & Objectives

## Build Anticipation

Create hype around the relaunch and build awareness for the Wharf Diaries Campaign

## Engage Customers

Drive participation through contests and storytelling

## Leverage Influencers

Amplify reach through influencer and creator marketing

## Capture Database

Collect customer information through landing page design and development



# Content Strategy Execution

## Teaser Campaign

Minimal-reveal creatives to trigger curiosity

## Wharf Diaries

Behind-the-scenes, build-up, and lifestyle narratives

## DJ Announcements

Short reels to announce music headliners

## Influencer Activations

Curated influencers invited for barter and paid collaborations



## Campaign Performance Metrics

**4.07M+**

**Video Views**

Across influencer + brand reels

**3.1M+**

**Instagram Reach**

Organic + promoted reach

**1.12M**

**Top Reel Views**

Highest performing single reel

**2,000+**

**New Followers**

Organically added across IG + FB

This campaign didn't just bring visibility—it built a follower base, kickstarted a recurring digital property (Wharf Diaries + Full Moon Flow Party), and opened doors for future event marketing cycles.

# What Worked Exceptionally Well

## 1 Phased Teaser Approach

Built sustained anticipation over 3 weeks pre-event

## 2 Influencer Strategy

Consistent barter & paid collaborations led to strong story traction and tagged mentions (~150+ stories)

## 3 Full Moon Flow Buzz

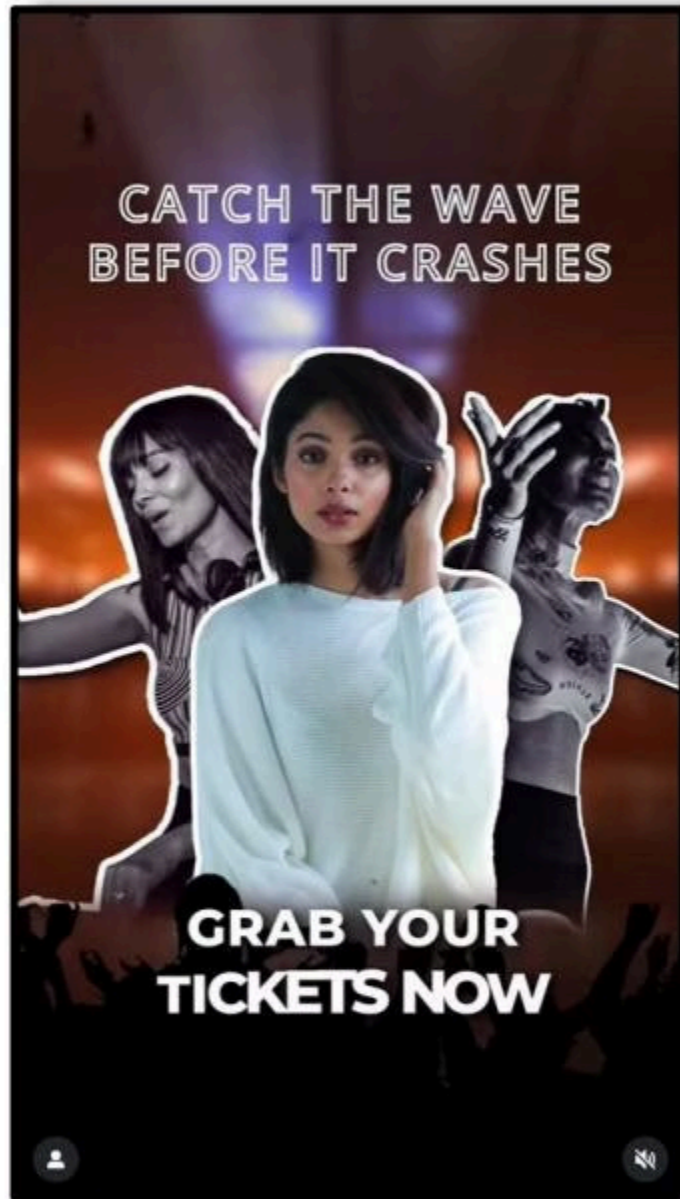
Day-of event saw ~80 live story mentions, showcasing real-time FOMO-driven reach

## 4 Landing Page Integration

Enabled seamless ticketing flow with call-to-action via Linktree & Instagram



# DJ Announcement & Contest Creatives



DJ Announcement



Contest Campaign

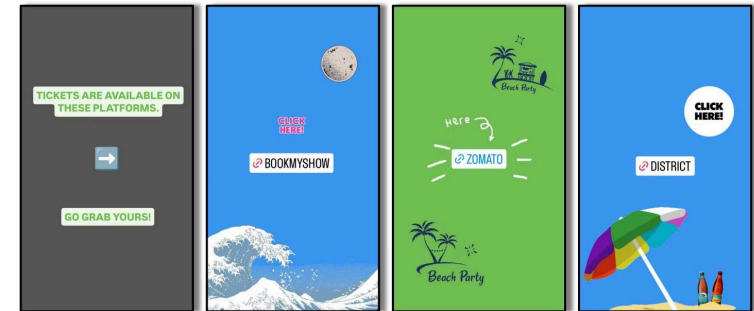
The DJ announcements generated excitement about the music lineup, while contest campaigns drove engagement and participation, creating a sense of exclusivity and opportunity for fans.

# Ticketing Promotion Strategy

## Integrated Approach

The ticketing strategy combined landing page design, Linktree integration, and targeted Instagram ads to create a seamless purchase journey.

Impressions	1,846,742
CPM	₹8.70
Reach	690,019
Frequency	2.68
Clicks	25,625
CTR	1.39%
CPC	₹0.63

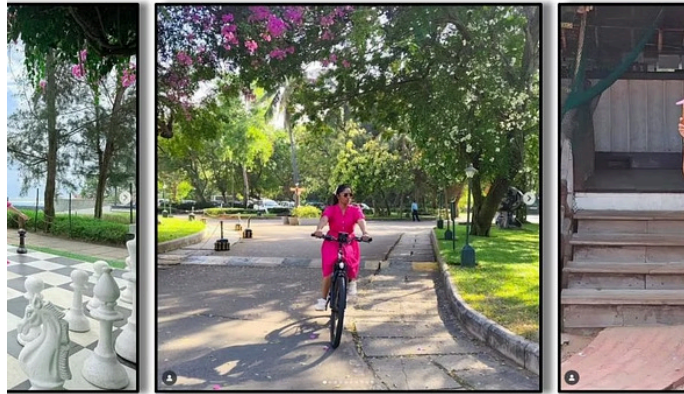


# Influencer Activation Showcase



## Reel Content

Influencers created authentic content showcasing the Wharf experience



## Carousel Posts

Multiple images telling a visual story of the venue and atmosphere



## Story Mentions

Real-time stories creating FOMO and driving engagement

The influencer strategy generated 17 collaborations and 107 stories posted, significantly extending organic reach.

# Influencer Performance Metrics

## Top Performing Influencer Content



**599,606 Views**

## Key Metrics Summary

**6.76M**

Total Impressions

**2.91M**

Total Reach

**5,992**

Profile Visits

**423**

Followers Gained



# Learnings & Next Steps

## Key Learnings

- Early teaser campaigns created noticeable anticipation
- Influencer collaborations yielded strong Story interactions
- Instagram remains the most effective platform for target audience engagement
- Recommend stronger CTA integration (e.g., WhatsApp clicks) for next campaign

## Next Steps

- Continue content momentum post-launch with customer reactions and behind-the-scenes videos
- Integrate feedback and optimize for performance marketing phase
- Plan post-party engagement campaign