

Digifish3

HyWe Case Study





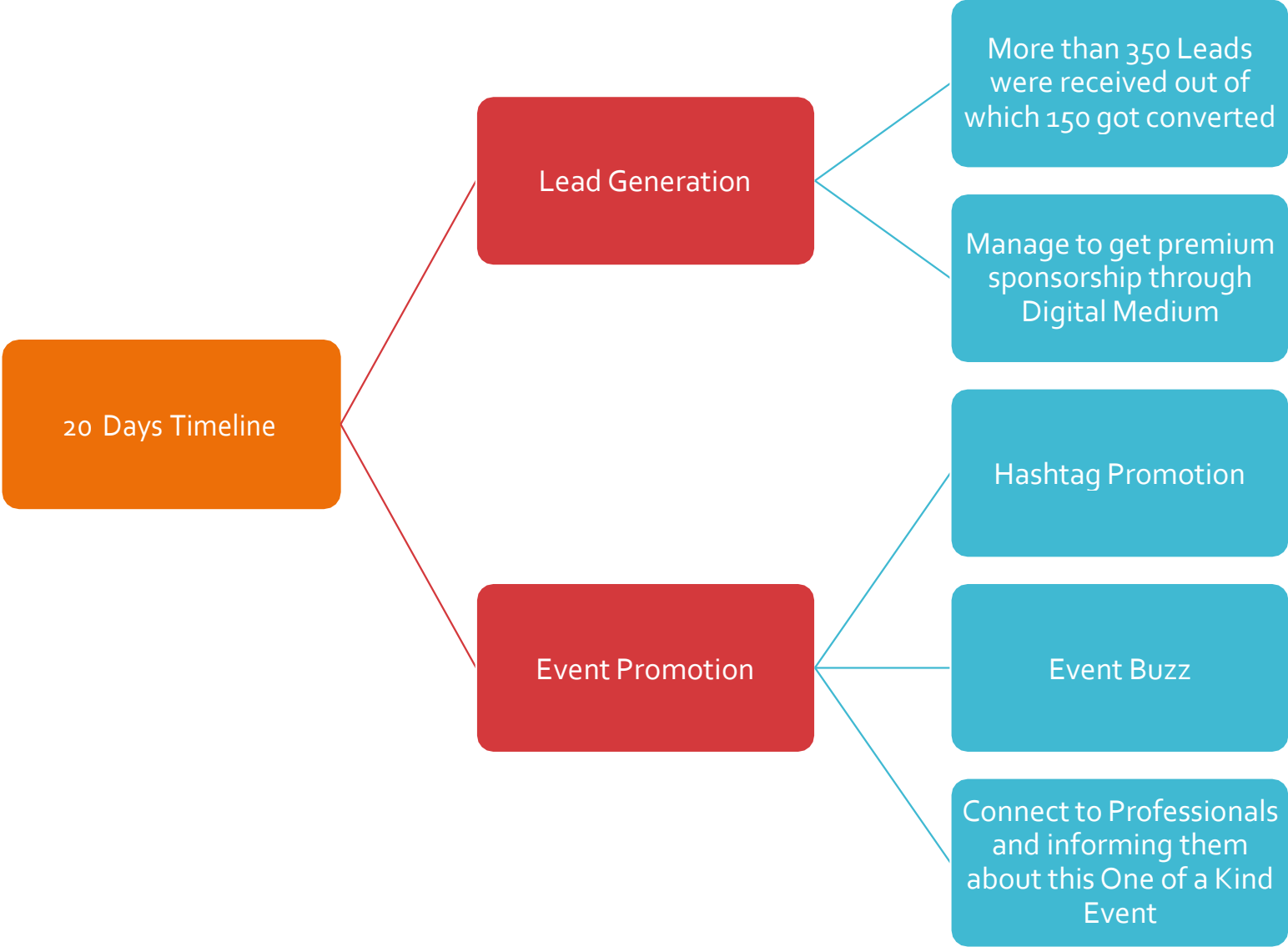
HyWe

Overview

- 'the HappY Workplace ConclavE' was a Networking Event to promote Happy Work Culture in an Organisation presented by Straight Drive

5 Key Expectations from Digifish3

- ▮ Buzz to be created for the Event (First Time on a New Concept)
- ▮ Brand association for Registration and Sponsorship
- ▮ Agency had to leverage 20 days timeline to best of the capability to get the maximum lead and create the buzz for the event.
- ▮ Getting 70 Registration from Digital Platform
- ▮ Getting people to talk about the event.



Digifish3 Deliverables

Constant
Engagement
on Social
Media
Platforms
during the
Event

150+ attendees
registered in a
span of 15 days
over Digital
Platform

20 Renowned and
Established
Professional
Connected as
Panelist

5 Sponsorships were
added as the result of
social media reach.