

Star Sports X Unsocials

TOHFA

Case Study



PC

Concept & Execution

Concept :

Partnered with Pakistani influencers to create a hype around that Pakistan is going to win the upcoming T20WC match rather than India.

Execution :

Indian social media pages and influencers reshared these reels as stories, sparking engagement from Indian audiences who watched, commented, and shared their reactions.

Objective :

Increase engagement and build hype around the India vs Pakistan T20 World Cup match.



The Insights

Views: 8.7 Million+

Likes: 172.5k+

Comments: 4200+

Shares: 110k+



HERO REEL

sumeetgahade.8602 1w
Kohli's MRF bat>>>>whole pakistan team
Reply
View 32 more replies



zeeloo_shadabiaan 1w
Life is too short Just Say 152-0 md move on 😎😎
Reply
View 22 more replies



Views: 4.7 Million+
Likes: 62.8k+
Comments: 2800+ (2000 Indians + 800 Pakistanis)
Shares: 46.8k+



THE MIDDLE SUCCESS

Views: 1.7 Million+
Likes: 46.5k+
Comments: 360+
(280 Indians + 80 Pakistanis)
Shares: 26.3k+



Views: 1.49 Million+
Likes: 42.2k+
Comments: 700+
(480 Indians + 220 Pakistanis)
Shares: 27.7k+



RANK PERFORMER



sigma_male.o 1w
Fir b jeetega to India hi 🇮🇳
Reply See Translation

areez.roshan 1w
No Irfan Pathan was harmed in this video
Reply

Views: 4.7 Million+

Likes: 21.1k+

Comments: 347+ (147 Indians + 200 Pakistanis)

Shares: 9.9k+



COMMENTS CORNER

 **__shubhmm.__** 1w
 Pak before match 🤖 Pak after match 😄
 Pak before war 🤖 Pak after war 😄
 Reply ❤️ 165

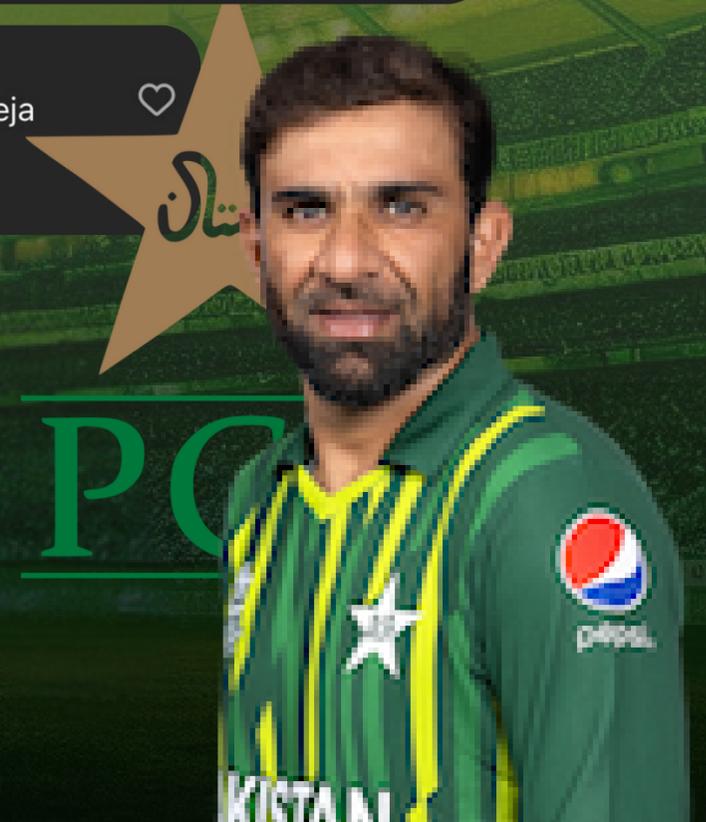
 **imadcasmi** 1w
 Kabootar bhej rahay hain hum is dafa inko toofhay me 😂
 Reply ❤️ 66

 **sameersinghrajput63** 1w
 Pakistani fan creating their own happiness 😂😂
 Reply ❤️ 30

 **rana_abdur_rehman_669** 1w
 Pakistanis and Indians in comments 😡
 Pakistanis and Indians in real life 🥰
 Reply ❤️ 3

 **anu.jaa83** 1w
 Iss baar hum ek accha coach bhej denge tumhe.....acche se seekh lena next match tak 😂🇮🇳🇮🇳
 Reply See Translation ❤️ 9

 **talhamalik.13** 1w
 2021 me hum ne bohat bara toofa Bheja tha 😂
 Reply ❤️



STORY RESHARES

Total Reshares: 127

Influencers: 6

Base Count: 15.96 Million+

Meme Pages: 121

Base Count: 78.3 Million+



THANK YOU <3

Jeetgi toh India hi