



Instax Mini Link

Printer Case Study 2022



Background

How, why, and
when we began

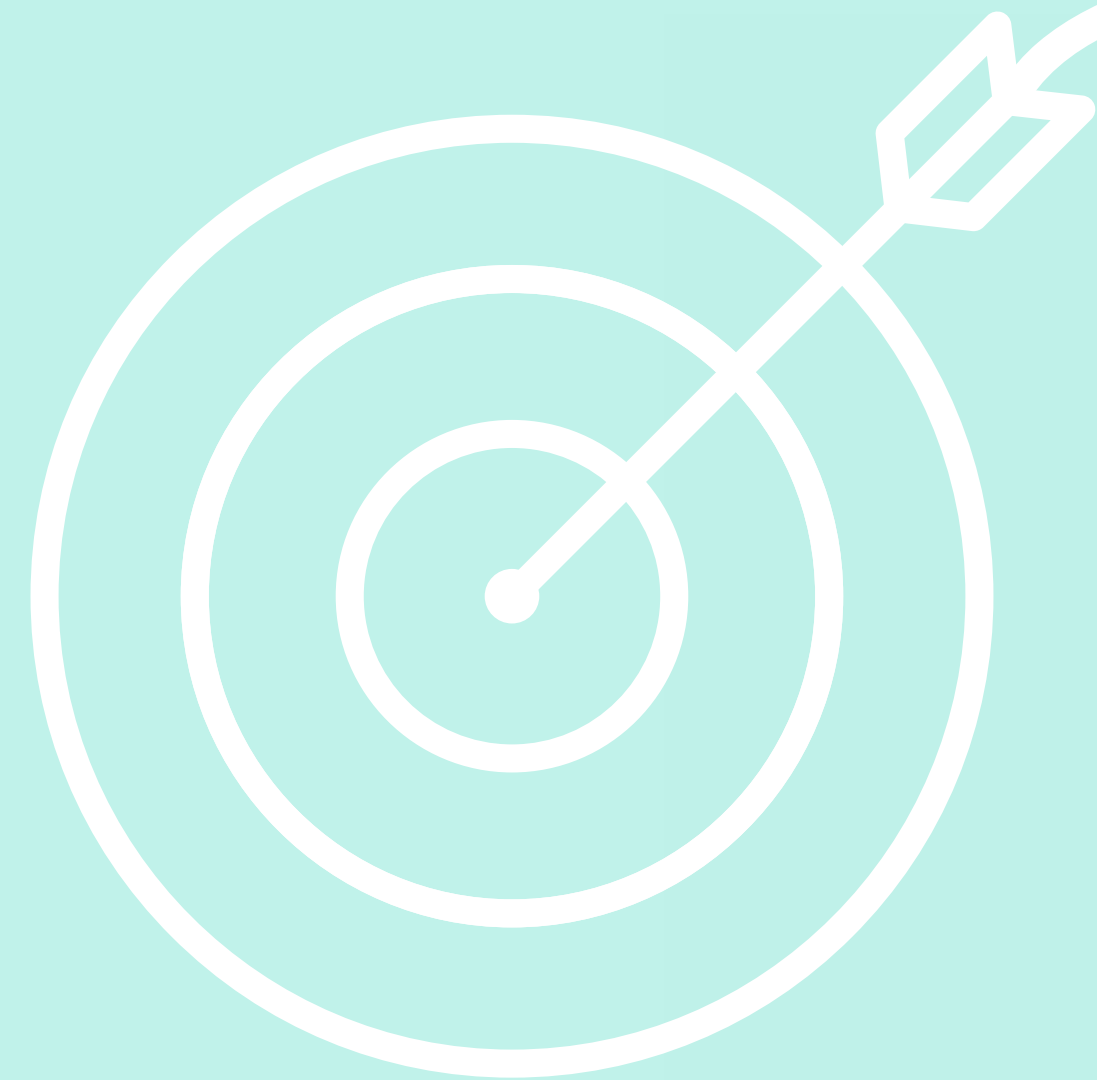


In our fast-paced lives, the special moments that should be celebrated are often neglected.

Instax has always believed that our best moments must be captured in an instant!

We directly showcase the importance of print over the digital enigma that has taken us by storm.

The campaign was launched on September 13th, 2022, ft. Instax's brand ambassador, **Milind Soman.**



Objective

What we wanted
to **achieve**



Through our campaign, we aimed to build awareness around the Instax mini link Printer, and to establish it as a desirable product to print your best times anytime, anywhere.

With the Instax **#WorthItPrintIt** campaign, our key communication focused on conveying the hidden essence behind every picture.



Insight

Understanding
the **concept**



Keeping the nostalgia of browsing through old photographs in mind, through our campaign, we urged our audience to print their special moments and make a collection of long-lasting memories with instant prints.



Our Approach

With the instax Mini Link Printer,

“If you can’t print it, it's not worth it.”

Key Communication Pointers:

- To showcase the Mini Link Printer as a desirable product.
- To focus on the product’s utility by talking about its features and film usage.
- Creating a sense of desirability amongst our target audience.

Campaign Proposed

instax **#WorthItPrintIt**

Instax bridges the gap between a distant memory and making it one that remains timeless, with a single click.

The Mini Link Printer 1 is a versatile printer that connects to your smartphone via Bluetooth, enabling you to **SELECT, CLICK, AND PRINT** each worthwhile moment. A photo that has a story within it and makes your heart sing, is worthy.

Staying true to our ethos of making memories last a lifetime, we put forth our new campaign tagline, **“If you can’t print it, it’s not worth it!”**.

instax
mini Link

If you can't
Print it,

It's not
Worth it.

#WorthItPrintIt





Execution

The **#WorthItPrintIt** campaign was a 360-degree campaign, spreading across various digital platforms such as YouTube, Instagram, Facebook, Twitter, and LinkedIn. The campaign was split into three phases: teaser, launch, and sustenance phase.


The hashtag was an extension of the larger **#WorthItPrintIt** campaign executed by the brand which had Milind Soman (Indian actor/Supermodel) as the brand ambassador.


We shot a DVC with him that demonstrates how Instax's instant smartphone printers fit into our lives effortlessly by letting you print photos from your smartphone in a single click.

Robust Strategy

 **1** Social Media Campaign

 **2** Celebrity Endorsement

 **3** DVC

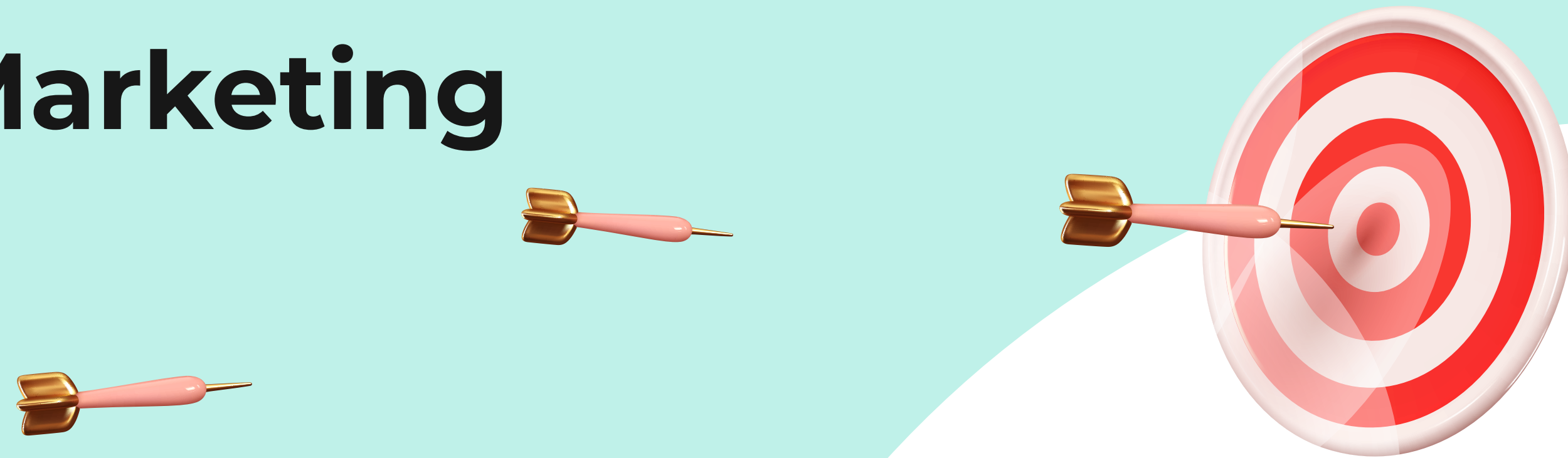
 **4** E-commerce Promotion

 **5** Public Relations

instax mini Link



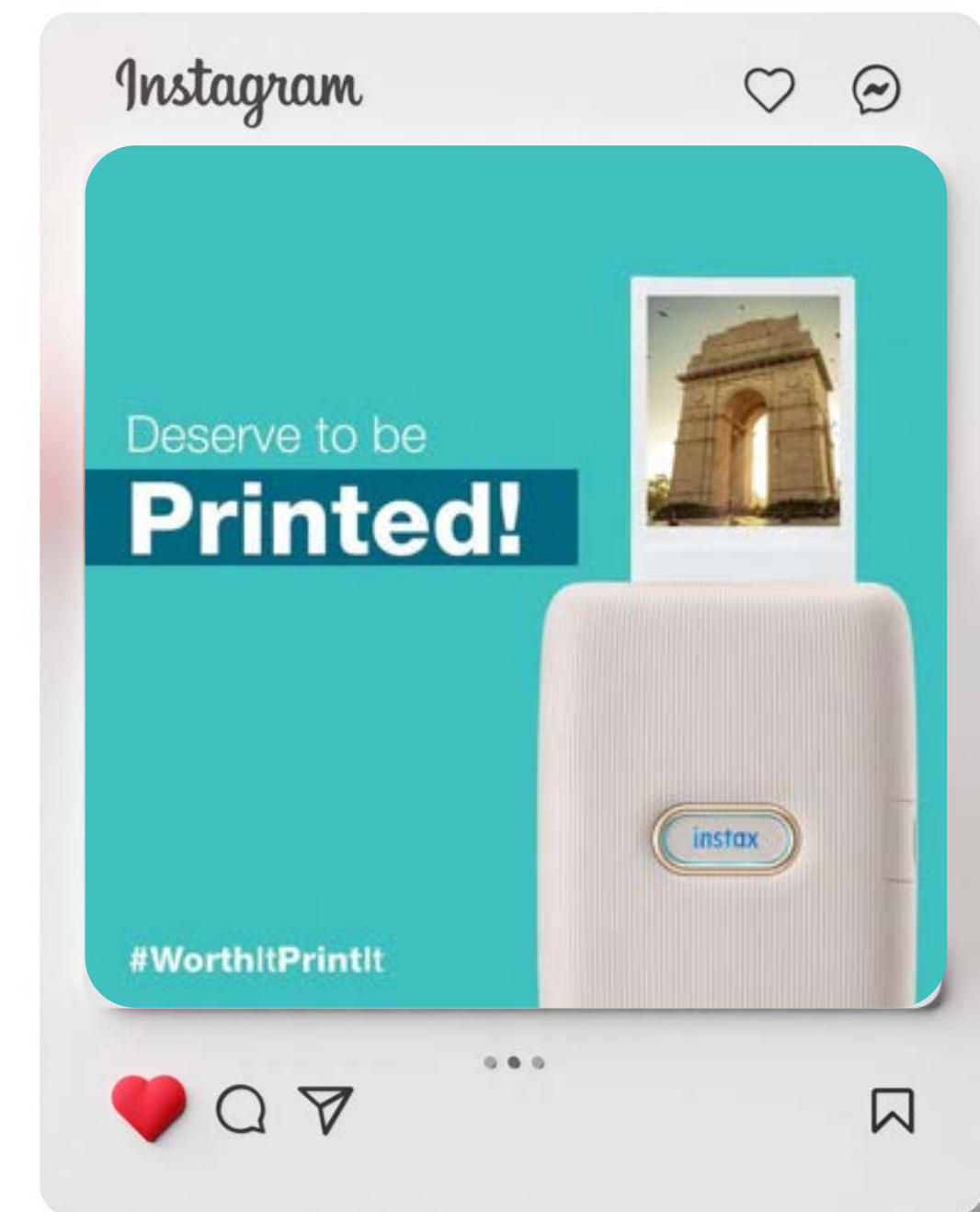
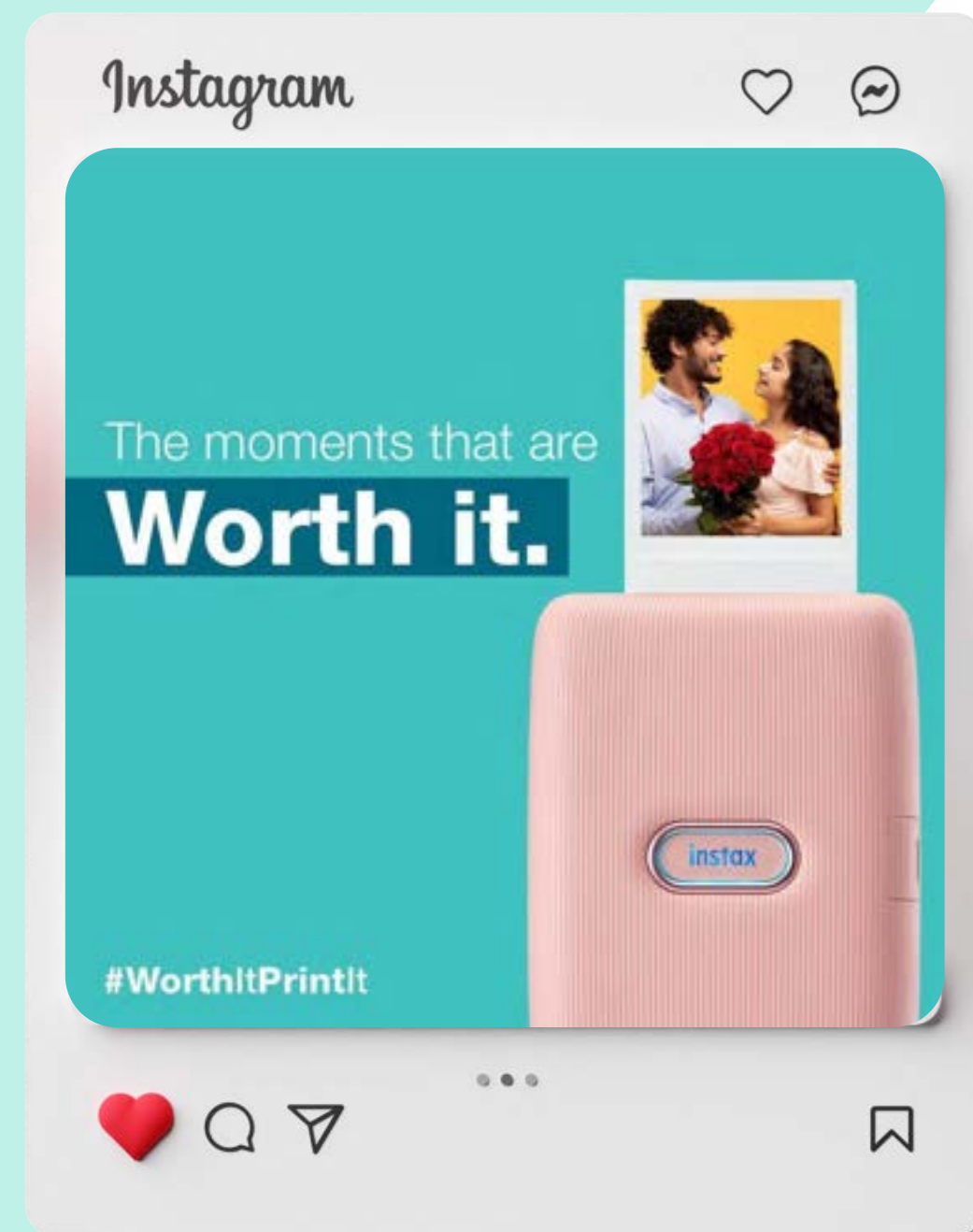
Social Media Marketing



PRE-LAUNCH

During our pre-launch phase, we used fun teaser posts to create a buzz for the launch of the campaign.

Alongside, we launched a contest that ran for a week, asking users to share with us a favourite memory of theirs that they would love to see in print.



Social Media Marketing

Contest Analytics

The contest observed maximum participation from parents and married couples; married couples who want to gift their better halves a Mini Link Printer.

Reach

26,085

Likes

6416

Shares

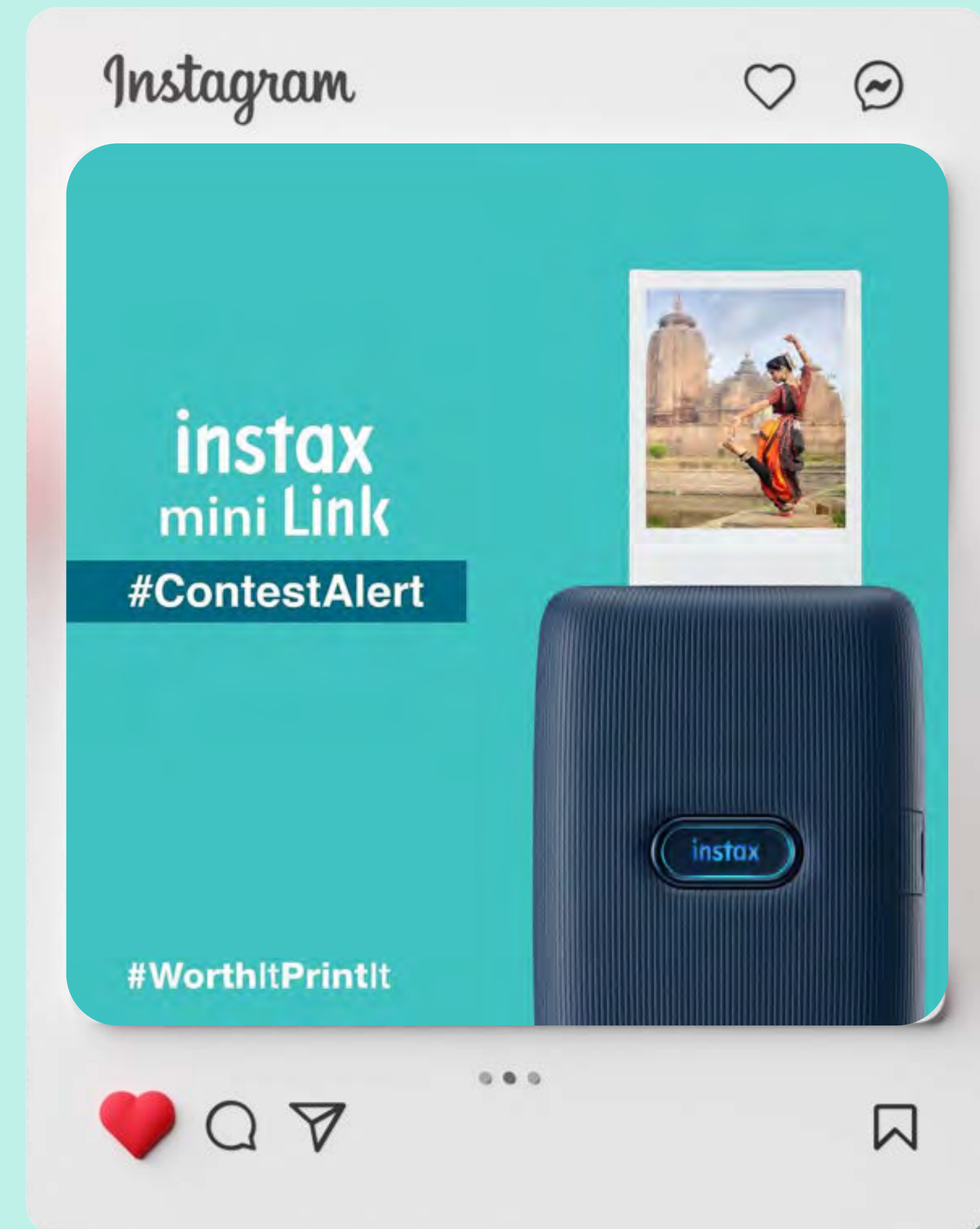
48

Saves

84

Comments

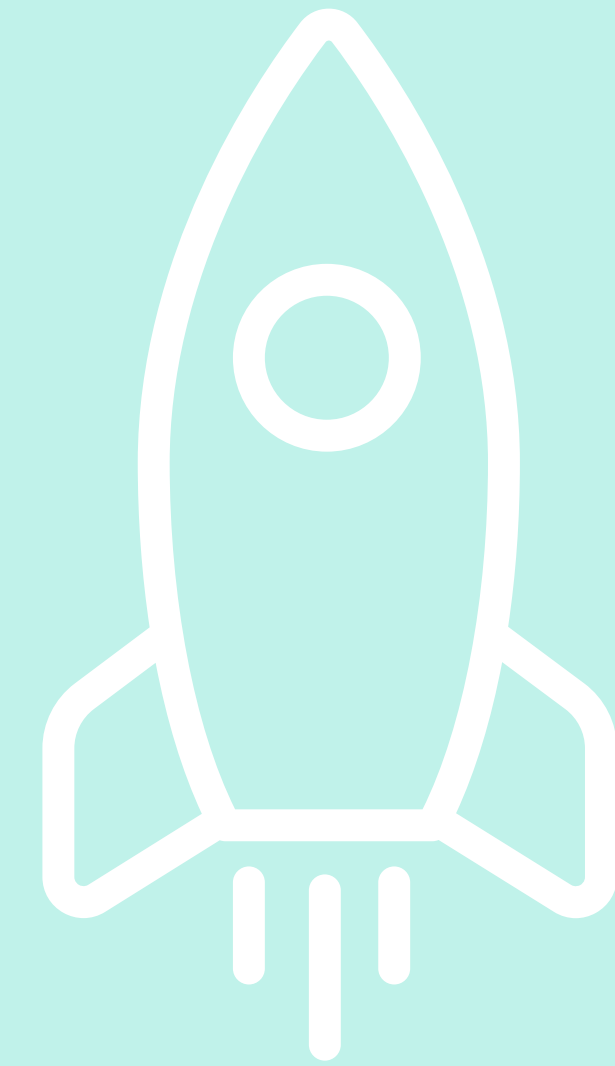
42





Launch

Social Media Marketing



In the launch phase, we introduced the campaign tagline, and launched the Master Video with Milind Soman.

We also showcased the three variants of the Mini Link Printer, along with GIFS of aesthetic lifestyle shots.



Launch

Social Media Marketing





A screenshot of a YouTube video player. The video title is "Instax India ft. Milind Soman | Fujifilm Instax Mini Link Smartphone Instant Printer | #WorthItPrintIt". The video has 1,213,791 views and was uploaded on Sep 15, 2022. The player interface includes a search bar, navigation icons, and a Windows taskbar at the bottom showing the time as 09:18 PM on 26-10-2022. To the right of the video player, there is a Samsung advertisement and a video recommendation titled "Ultimate Fujifilm Instax Square SQ10 Guide" with 110K views.

Views **1,213,791**



Stories

instax

WHICH MINI LINK PRINTER MATCHES THE DESTINATION?



instax

THE MINI LINK PRINTER IS AVAILABLE IN HOW MANY COLOURS?


GUESS 🧐

1

2

3

4



instax



WHICH MINI LINK PRINTER MATCHES THE DESTINATION?

Dark Denim 🇩🇪

Dusky Pink 🇩🇪

instax

LET'S PLAY **TRIVIA FRIDAY!**

MINI LINK PRINTER EDITION

instax

WHICH FILMS ARE COMPATIBLE WITH THE MINI LINK PRINTER?

GUESS 🧐

1

2

3

4




instax

THIS OR THAT?

LET'S **PLAY!**

instax




THIS OR THAT 🧐

Left 🇩🇪

Right 🇩🇪

instax



THIS OR THAT 🧐

Left 🇩🇪

Right 🇩🇪

instax




WHICH MINI LINK PRINTER MATCHES THE DESTINATION?

Dark Denim 🇩🇪

Ash White 🇩🇪

instax



THIS OR THAT 🧐

Left 🇩🇪

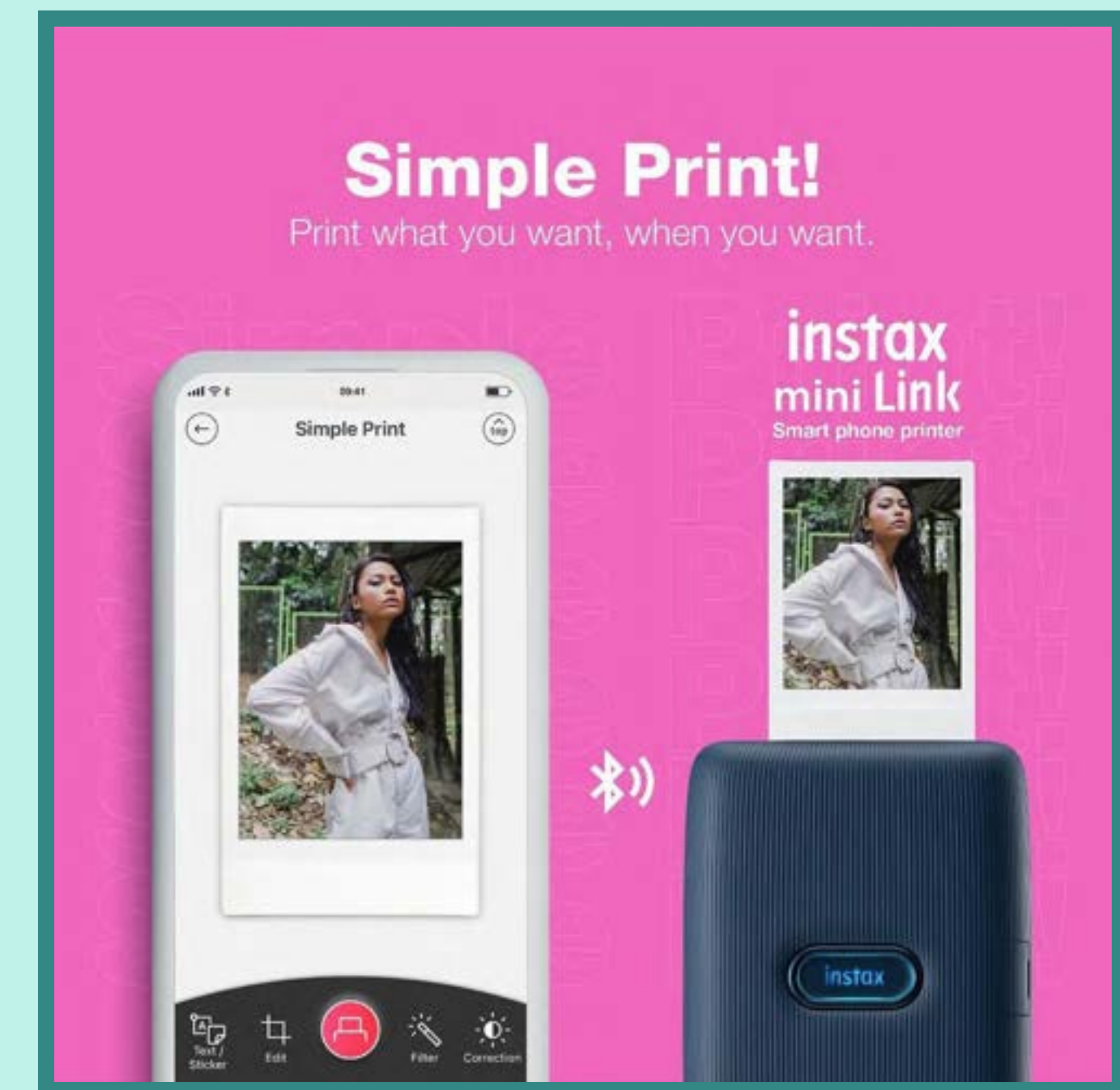
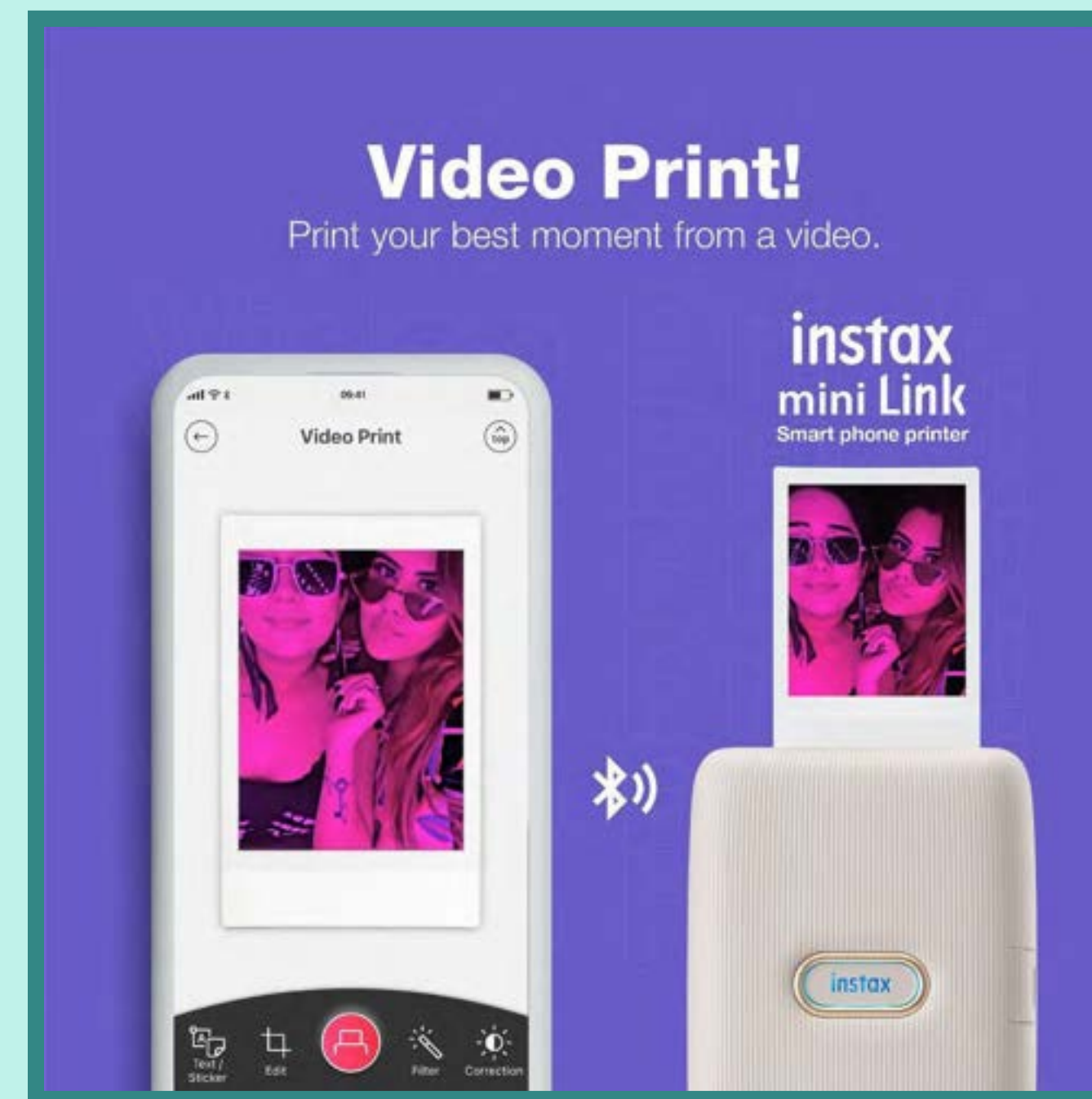
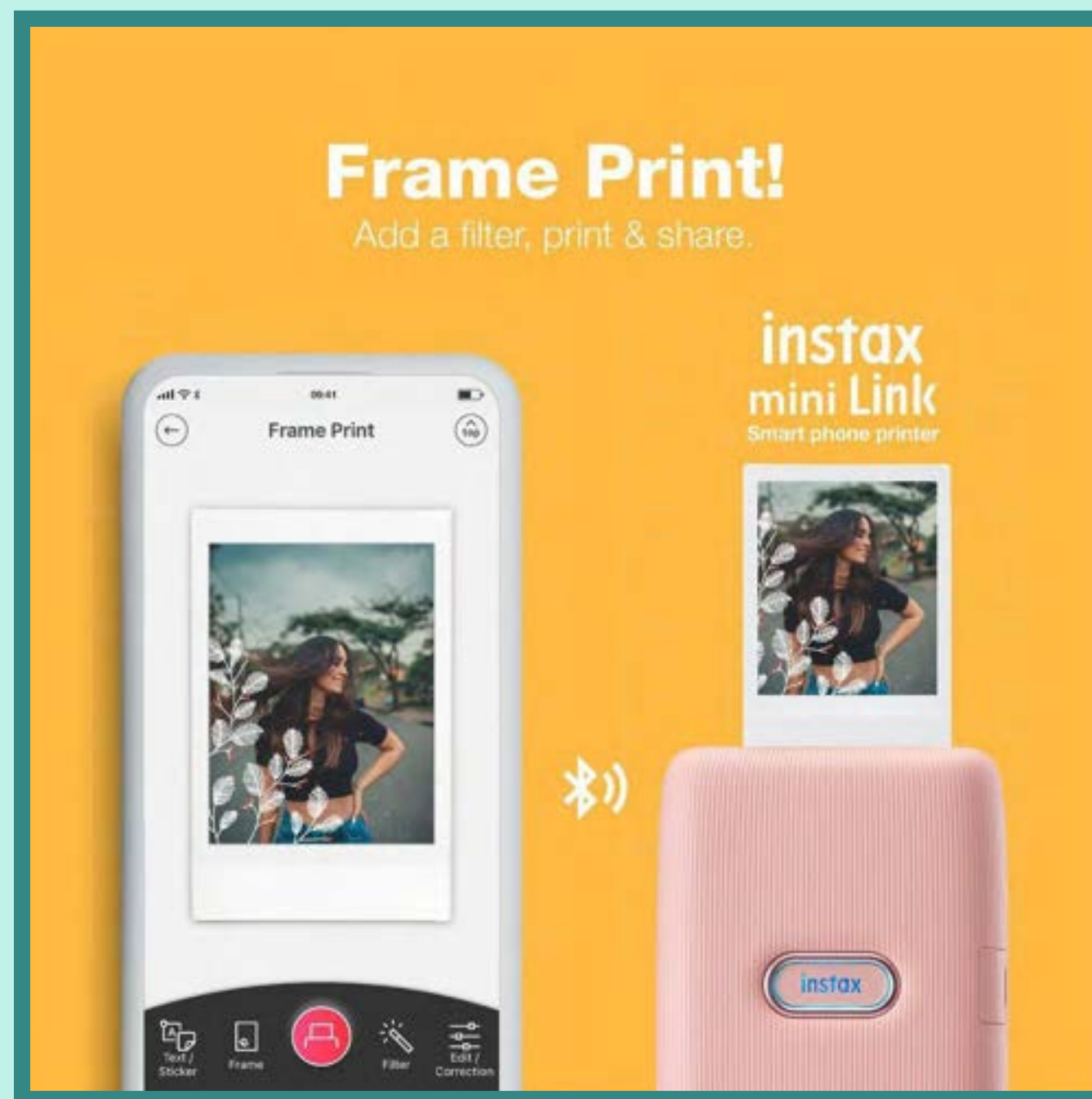
Right 🇩🇪

Sustenance

Social Media Marketing

The sustenance phase of our campaign highlighted the various fun features of the Mini Link Printer.

We also showcased the three variants of the Mini Link Printer, along with GIFS of aesthetic lifestyle shots.






Public Relation

MONDAY, NOVEMBER 21, 2022 About Advertisement Team Privacy Policy Contact

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NATIONAL NEWS

Fujifilm India Has Announced A New Campaign With Celebrity Milind Soman For Its Instax Range Of Instant Cameras

By India Education Diary | Sep 15, 2022

e4m HOME ADVERTISING MARKETING PR & CORP COMM MEDIA PEOPLE MOVEMENT

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Milind Soman makes a case for 'printing memories' in Fujifilm ad

The campaign 'If you can't print it, it's not worth it' talks about the merits of photographs printed with Instax Mini Link printer

by exchange4media Staff
Published: Sep 17, 2022 8:40 AM | 1 MIN READ



Fujifilm India has launched a new online campaign with celebrity Milind Soman. The campaign titled 'If you can't print it, it's not worth it' aims to highlight how printed memories have the ability to last a lifetime and always instil a feeling of sheer

mini Link E-Commerce

Promotions were done in the form of banners on the instax website.



If you can't
Print it,
It's not
Worth it.
#WorthItPrintIt

instax mini Link

Shop Now



instax
mini Link

If you can't
Print it,
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Worth it.
#WorthItPrintIt

Shop Now



Digital Amplification

Our Paid Strategy journey focused on Driving Sales

- Driving Sales
- Creating brand awareness
- Creating product awareness
- Optimising the user journey
- Campaign duration lasted for 7 days
- Creating user engagement & experience



Result

Mini Link Printer Campaign Analytics:

3.1 M
Reach

4.5 M
Click

24,498
Impressions

Reach
31,32,138

Impression
46,49,107

Clicks
24,498

Link Clicks
18,759

Purchases
22

Amount spent
1,20,510

CTR Link click
0.0040%



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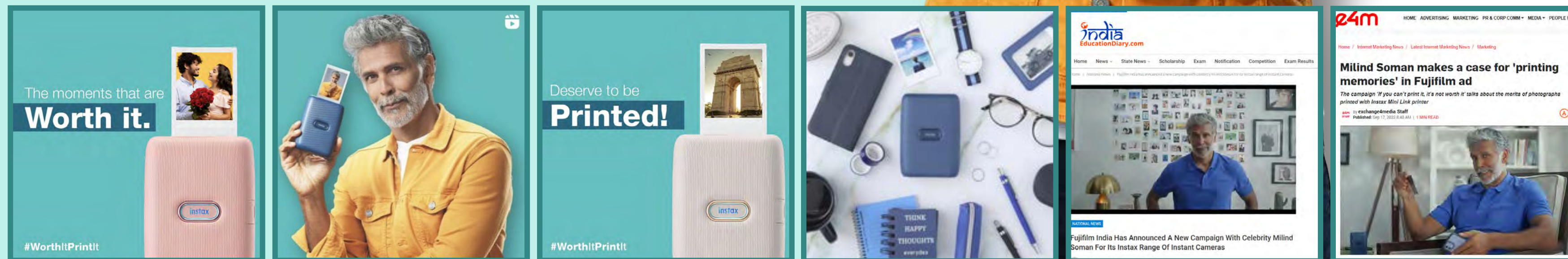
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instax

Thank You!