



CAMPAIGN REPORT



Entertainment Beyond Imagination

CAMPAIGN OBJECTIVES

- The objective of this campaign was to build awareness, trust, and purchase consideration through covering the whole Fireball x WWE event through influencer reels and stories.
- To boost brand visibility and capture the attention of potential audience.



CAMPAIGN SUMMARY

- A total of 11 Micro/Macro influencers participated in this activity, effectively communicating the message of the brand and succeeding in achieving the objective of the campaign.
- The creators went to the Fireball x WWE Event and created content on their Instagram handle, driving significant views and engaging their followers through engaging reels and stories covering the whole vibe and the event highlights.



CAMPAIGN SUMMARY

Platform	Genre	Influencer Category	No. Of Influencers	Deliverable	No. Of Content Pieces	Achieved Views
Instagram	Lifestyle	Micro/Macro	11	1 Event Visit + 1` Collab Reel + 2-3 Video Stories	11	1,435,606

INFLUENCER

CONTENT



kabeerbhartiya • Follow
Original audio

kabeerbhartiya Win a trip to WrestleMania 42 in Vegas every entry gets Fireball X WWE merch. Just follow the steps mentioned below:

- Buy a bottle of Fireball.
- Scratch the neck tag.
- Scan the QR, enter the site to fill in your basic details, and submit, that's your entry into the lucky draw.

All entries get assured Fireball X WWE merch. Follow [@fireballwhiskyindia](#) for updates.

1 w

gunika_khurana 🍀🍀
1 w Reply

saumyaavermana 🍀🍀🍀
1 w 2 likes Reply

vanityguise 🍀🍀
1 w Reply

🍀🍀🍀 Liked by [piyamehtaataaaa](#) and 924 others
22 November

Add a comment...

INFLUENCER

CONTENT



The image shows an Instagram post from the user **rahhul_shahh**. The post features a video of a crowd at a night event with string lights and a sign that says "FIREBALL X WWE MERCH". The post text includes a promotional message for a contest, a list of steps to enter, and two replies from other users.

rahhul_shahh · Follow
Original audio

rahhul_shahh Your Vegas WrestleMania moment could be Fireball away. Follow the steps to join the draw:

Steps:
1. Buy Fireball.
2. Scratch the neck tag.
3. Scan the QR → open site → fill your details → submit.

Boom, you're part of the lucky draw! Plus, every entry gets Fireball X WWE merch. Follow [@fireballwhiskyindia](#) for updates

1 w

themanaligandhi 🍷🔥
6 d 1 like Reply
View replies (1)

rhhythm 🍷🔥
1 w 1 like Reply
View replies (1)

5,404 likes
7 days ago

Add a comment...

INFLUENCER CONTENT



yaaarkaran
Jay Sean • Ride It

yaaarkaran 🔥 Your gateway to WrestleMania 42 LIVE in starts right here, and yes, everyone gets merch. Just follow the steps below to enter.

Steps:

1. Buy a bottle of Fireball.
2. Scratch the neck tag.
3. Scan the QR → enter the site → add your details → submit

You're officially in the draw! Plus, every participant scores Fireball X WWE merch. Follow [@fireballwhiskyindia](#) for real-time updates.

#yaaarkaran #trending #wwe #john Cena #randy ortan #fireballwhiskey

1 w

aasthapuriii Crazy!! 🎉

1 w Reply

♥️ 💬 📌

Liked by mayaank_solanki17 and 8,030 others
27 November

😊 Add a comment...

INFLUENCER CONTENT



deiyasindhi13 • Follow
Original audio

deiyasindhi13 Edited • 17h
The road to WrestleMania 42 in Vegas starts with Fireball and everyone walks away with merch. Follow the steps to enter:

Steps:

1. Grab Fireball.
2. Scratch the neck tag.
3. Scan the QR → go to the site → enter your details → submit.

You're in! And every entry scores Fireball X @wwe merch. Stay tuned @fireballwhiskyindia for updates.

shloksoni_1 17h
👍👍👍

3,179 likes
17 hours ago

Log in to like or comment.

INFLUENCER CONTENT



 **shaangroverr**  · Follow
Original audio

 **shaangroverr**  1w
Win a trip to WrestleMania 42 in Vegas!
Plus, every entry gets Fireball X WWE merch. For more details, read below:

- Buy a bottle of Fireball.
- Scratch the neck tag.
- Scan the QR, enter the site to fill in your basic details, and submit — that's your entry into the lucky draw.

All entries get assured Fireball X WWE merch.
Follow [@fireballwhiskyindia](#) for updates.



 **vandithsampatt** 1w
 

Like Reply

   

1,182 likes
November 23

[Log in to like or comment.](#)

INFLUENCER

CONTENT



The image shows an Instagram post by user **pulkitbangia**. The main image is a photo of a promotional booth for 'Fireball X WWE' at WrestleMania 42 in Vegas. The booth has a sign that says 'FIREBALL X' and the WWE logo. Two men are standing in front of the booth. A white text overlay on the photo reads: "Do you want to watch WrestleMania 42 live in Vegas".

pulkitbangia • Follow
Original audio

pulkitbangia The road to WrestleMania 42 in Vegas started with Fireball and everyone walks away with merch. Follow the steps to enter:

Steps:
1. Grab Fireball.
2. Scratch the neck tag.
3. Scan the QR → go to the site → enter your details → sit down.

You're in! And every entry scores Fireball X WWE merch. Stay tuned @fireballwhiskyindia for updates.

1 w

aasthapuriii 🙌🙌
1 w Reply

rhhythm 😂😂
1 w Reply

beed__insights Vishvas from (Sab satrangi) 🤔!!.. Who is acting bhaiiii 🙌🙌

1,561 likes
7 days ago

Add a comment...

INFLUENCER CONTENT



zessica_harison Original audio

zessica_harison WrestleMania 42 LIVE in Vegas could calling your name, and every entry gets merch. Just follow steps:

Steps:

1. Pick up a Fireball bottle.
2. Scratch the neck tag.
3. Scan the QR → head to the site → fill in your info → hit

You've entered the lucky draw! And yes, every entry wins X WWE merch. Follow [@fireballwhiskyindia](#) for more updates

1 w

dundlesantosh 6 d 1 like Reply ...

View replies (1)

rahulborole 1 w 1 like Reply

View replies (1)

1,203 likes
27 November

Add a comment...

INFLUENCER CONTENT



prashant_khare_ · Follow
Original audio

prashant_khare_ Your shot at WrestleMania 42 LIVE is just a few steps away and every entry gets merch. Follow steps to participate:

Steps:

1. Grab a Fireball.
2. Scratch the neck tag.
3. Scan QR → visit site → drop your details → submit.

You're now in the lucky draw! Plus, guaranteed Fireball X merch for every entry. Follow @fireballwhiskyindia for updates.

1 w

shah_ji_93045 So cute 😊
1 w 1 like Reply

— View replies (1)

jaatjaat11799 🔥
1 w Reply

♥️ 🔍 🗨️

👤 Liked by the_muskan_ali and 5,157 others
7 days ago

🗨️ Add a comment...

INFLUENCER

CONTENT



divyanshitripathii • Follow
Original audio

divyanshitripathii Your chance to catch WrestleMania in Vegas starts now - and yep, everyone's leaving with merch. Just follow the steps to enter.

Steps:

1. Grab a bottle of Fireball.
2. Scratch the neck tag.
3. Scan the QR → enter the site → fill in your details → submit.

You're now in the lucky draw!
Plus, every entry gets Fireball X WWE merch.
Follow [@fireballwhiskyindia](#) for all updates.

#FireballWhiskey #FireballXWWE #explore #AD

1 w

anavikalia 🍷🍷🍷
1 w 1 like Reply

— View replies (1)

904 likes
25 November

Add a comment...

INFLUENCER CONTENT

Kunal Vachhani - Reel TBC

Shrishti Munka- Reel and Approval TBC

INFLUENCER TRACKER

S. No.	Name	Profile Links	Followers	Achieved Views	Achieved Likes	Achieved Reach	Achieved Comments	Achieved Shares	Achieved Saves	Achieved Repost
1	Rahul Shah	https://www.instagram.com/rahhul_shahh	308,000	172,428	5,404		33	138	1	2
2	Karan Arote	https://www.instagram.com/yaaarkaran	158,000	122,000	8,031		28	5		3
3	Pulkit Bangia	https://www.instagram.com/pulkitbangia	63,800	36,700	1,561		15	4		0
4	Zessica Harison	https://instagram.com/zessica_harison	101,000	22,093	1,528		92	0	9	2
5	Prashant khare	https://www.instagram.com/prashant_khare	150,000	902,047	5,158	787,000	100	1,601	114	44
6	Divyanshi Tripathi	https://www.instagram.com/divyanshitripathii	86,000	18,958	870		12	113	55	0
7	Kunal Vachhani	https://www.instagram.com/kunal_vachhani	82,000	N/A						
8	Shrishti Munka	https://www.instagram.com/shrishtimunka	5,500,000							
9	Kabeer Bhartiya	https://www.instagram.com/kabeerbhartiya	109,000	161,380	925	140,150	23	29	18	2
10	Shaan Grover	https://www.instagram.com/shaangroverr	103,000	23,812	1200		16	3	2	
11	Deiya	agram.com/reel/DR4dXkPCGJe/?igsh=MWtqdmV	100,000	TBC	TBC	TBC	TBC			

Total Achieved Views

1,459,418

Total Achieved Likes

24,677

Total Achieved Reach

THANK YOU!

