

Humare Sheher Ki Kahani – Story-Driven Brand Campaign

Concept & Campaign Objective

Goal	Details
Brand	Local Bookstore Chain (Multi-location within city)
Core Objective	Increase store visits through emotional brand affinity
Target Group	College students, young professionals
Campaign Hook	Nostalgia + Stories + Local Identity
Format	UGC storytelling campaign using social media and offline posters

Campaign Timeline

Phase	Duration	Key Activities
Ideation & Planning	1 week	Story format, poster drafts, rules for submission
Launch	2 days	Open submissions online & offline
Execution	12 days	Reel production, blog editing, poster installation
Reporting	2 days post-campaign	Analyze engagement, traffic, and press mentions

Content & Format Plan

Channel	Content Type	Tools Used	Frequency
Instagram	Reels + Posts (Stories)	Canva, InShot, Lightroom	Daily uploads
Blog	Long-form Story Features	WordPress, Grammarly	3 stories
Offline	Printed Posters	Figma for Design + College Walls	6 featured quotes

Press	PR Note & Media Reachout	Mailchimp, Google Docs	1 email blast
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Key Metrics & Outcomes

Metric	Value
Total Story Submissions	310+
Organic Reach on Instagram	15,000+
Engagement Rate	~9.2%
Increase in Store Footfall	10% (based on store records)
Press Coverage	1 Youth Magazine Feature

Sample Content Strategy (Reel Format)

Reel Type: “How this bookstore became my breakup healer.”

Tone: Nostalgic + Humorous

CTA: “Got a bookstore story? DM us or tag us in your reel!”

Visuals: Slow pans of store aisles + Voiceover + Old message screenshots

Music: Lofi/Nostalgic Bollywood acoustic