

# 42,000 Students. 15 Minutes to Sold Out

From Campus Groups to Flipkart  
Success: A Gen Z Marketing Case Study



1.

# The Impossible Brief

48 Hours to the Brand Launch of a Made In India  
Smartphone Brand with India's First Indigenous Mobile OS



# 48 Hours to A Big Debut. Tight Timeline

## The Problem Statement

- 1 Create nationwide buzz about the brand launch of a new smartphone brand AI+ with India's First Mobile OS
- 2 Create buzz around the First Sale of AI+'s two smartphones on Flipkart to drive visibility
- 3 Achieve top-of-mind recall for AI+ Smartphone's Value Proposition of "Made in India, Data in India"
- 4 Reach 25,000+ students across Colleges in Tier 1, 2 and 3 Cities in India





2.

# We Cracked The Code

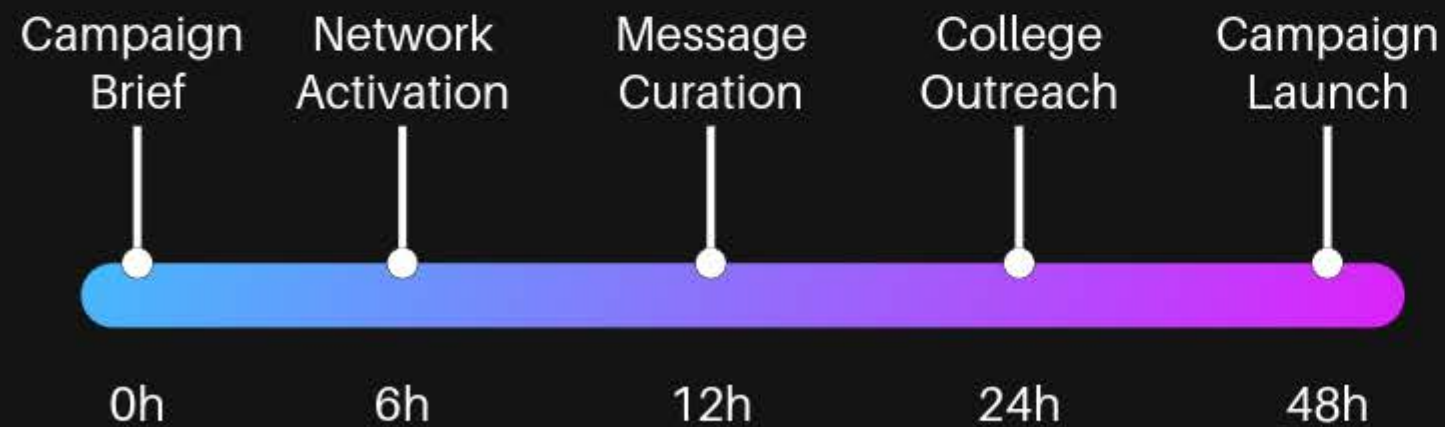
Peer Trust Beats Brand Push. Peer-to-Peer Advocacy over  
Traditional Messaging



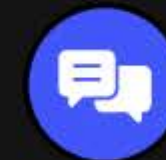
# Our Approach: Peer-to-Peer Advocacy

We decided to focus on peer-to-peer advocacy within hyperlocal college communities. We believed that when a fellow batchmate shares about AI+ in a **College WhatsApp Group**, it carries far more credibility than a branded post.

This grassroots approach ensures that the message feels organic, not promotional — building trust, sparking genuine curiosity, and driving conversations that traditional marketing simply can't replicate.



Network  
Activation



Trusted  
Conversation



Organic  
Sharing



3.

# Execution At Scale

From Tier-1 metros to Tier-3 towns, we ignited conversations  
that cut across cities, campuses, and cultures



# A 3-Phase Co-ordinated Campaign

## Brand & OS Introduction Whatsapp Blast 1

- 1 July 8, 2025: AI+ Brand Launch and keynote address in Delhi
- 2 Emphasized on data privacy; User Data stored in India
- 3 Built the narrative around India's First Mobile Operating OS: NxtQuantum OS
- 4 Included Raj Shamani x Madhav Sheth's (Founder - AI+, Realme, Honor) Youtube Podcast link for credibility

## First Sale of Pulse Model Whatsapp Blast 2

- 1 July 12, 2025: The First Sale of AI+ Pulse Smartphone
- 2 Focused on affordability with above-segment features
- 3 Continued narrative around data security & privacy
- 4 Included Flipkart link to drive conversions

## First Sale of Nova Model Whatsapp Blast 3

- 1 July 13, 2025: The First Sale of AI+ Nova Smartphone
- 2 Focused on 120Hz display, NxtQuantum OS, and more
- 3 Positioned as a premium yet affordable device
- 4 Included Flipkart link to drive conversions

**Retargeting Approach:** Each message reached the same student networks, reinforcing recall and driving deeper engagement through timed peer-to-peer touchpoints.



# Nationwide Reach. Distribution at Scale

**52 Premier Colleges. 10 IITs, 9 NITs, 3 IIMs.**

(IIT Delhi, IIM Bangalore, IIT Kharagpur, IIT Madras, IIM Lucknow, NIT Nagpur etc.)

**7 Tier-1 Cities. 26 Tier-2 Cities. 4 Tier-3 Cities.**

(Mumbai, Delhi, Jodhpur, Patna, Lucknow, Amritsar, Dehradun, Imphal, Gwalior etc.)

**18 States. North, South, West, East, Central India.**

(Punjab, Tamil Nadu, Gujarat, West Bengal, Assam, Uttar Pradesh, Bihar, Telangana etc.)

52

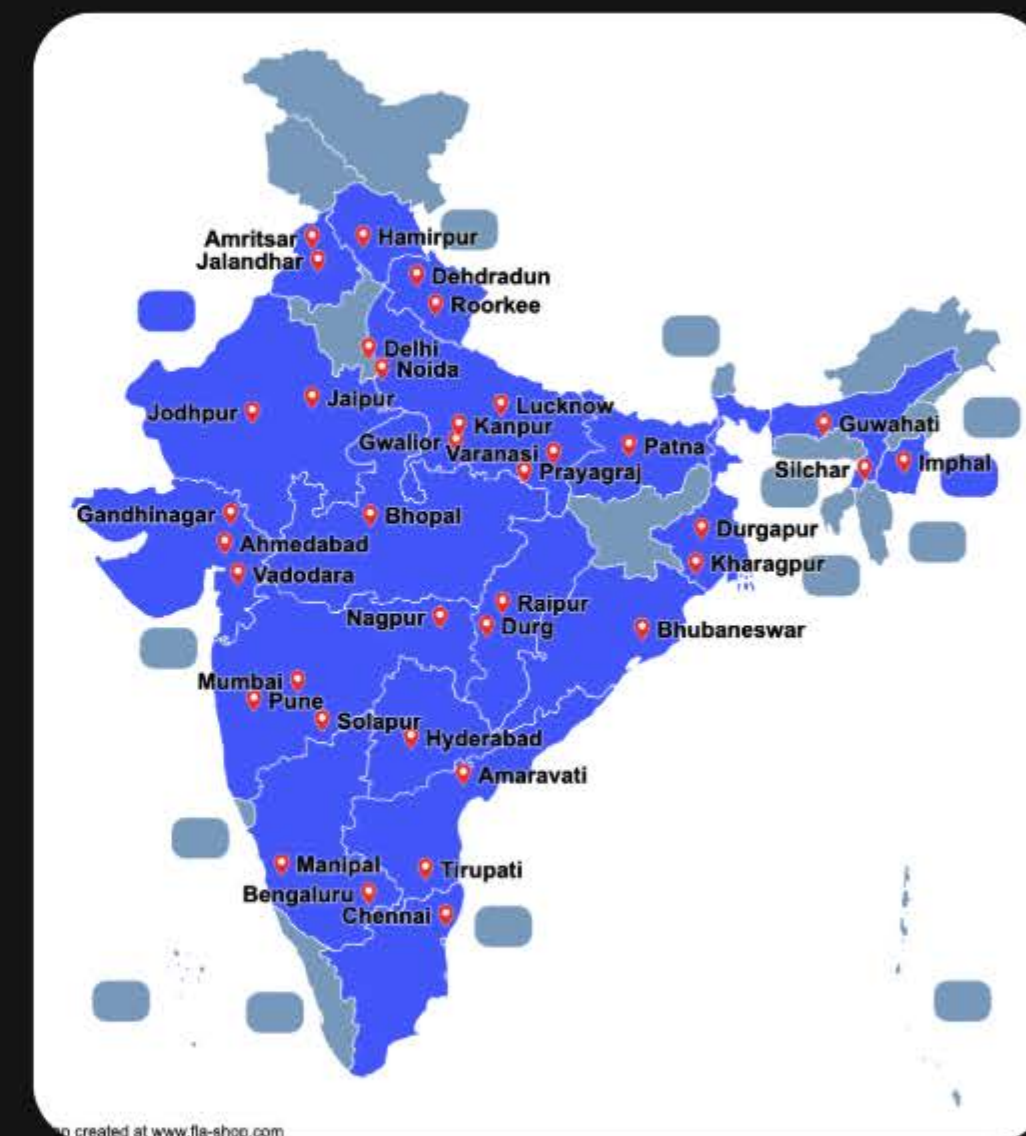
Colleges

37

Cities

18

States



**"Our network isn't just wide — it's credible, influential, and ready to activate at scale."**

Proprietary & Confidential



4.

# Results That Speak

Planned for 25,000. Reached 42,000+. Exceeded every benchmark through our Campus Network



# Exceptional Results in Record Time

## 1 Campaign Reach: 42,000+ Students

162% target achievement of the initial target of reaching 25,000 students

## 2 Sale Impact: SOLD OUT within 15 mins of First Sale

Both Nova and Pulse were sold out within 15 minutes after going live on the first sale on Flipkart

## 3 Market Impact: Genuine Buzz around AI+ Smartphones

Privacy, Security and Affordability became talking points among Gen Z driven by peer-led advocacy

**SOLD OUT**







5.

# Let's Talk!

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