

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

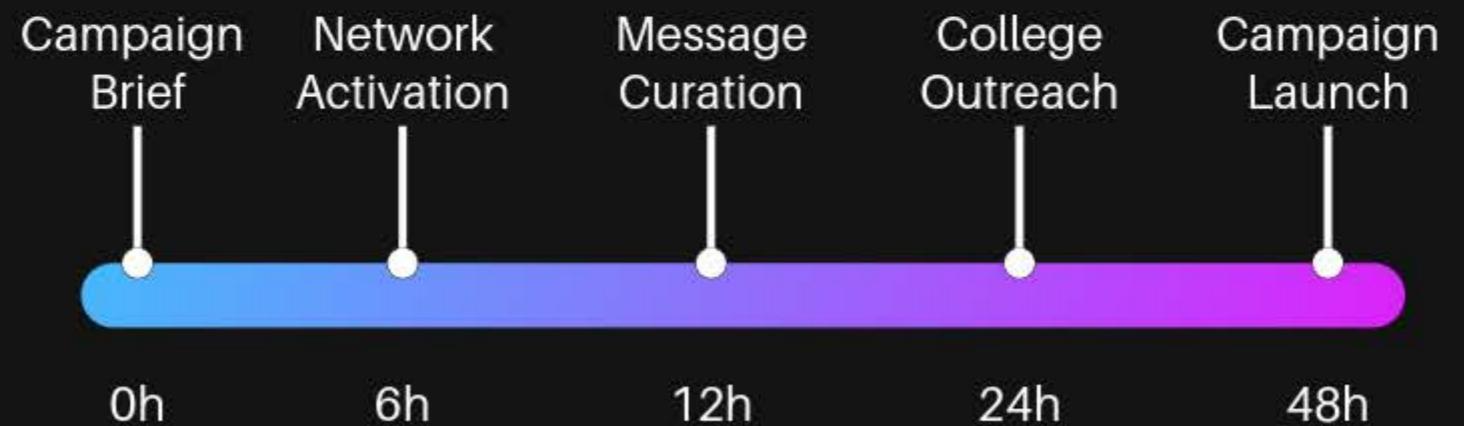
Peer Trust Beats Brand Push. Peer-to-Peer Advocacy over
Traditional Messaging



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

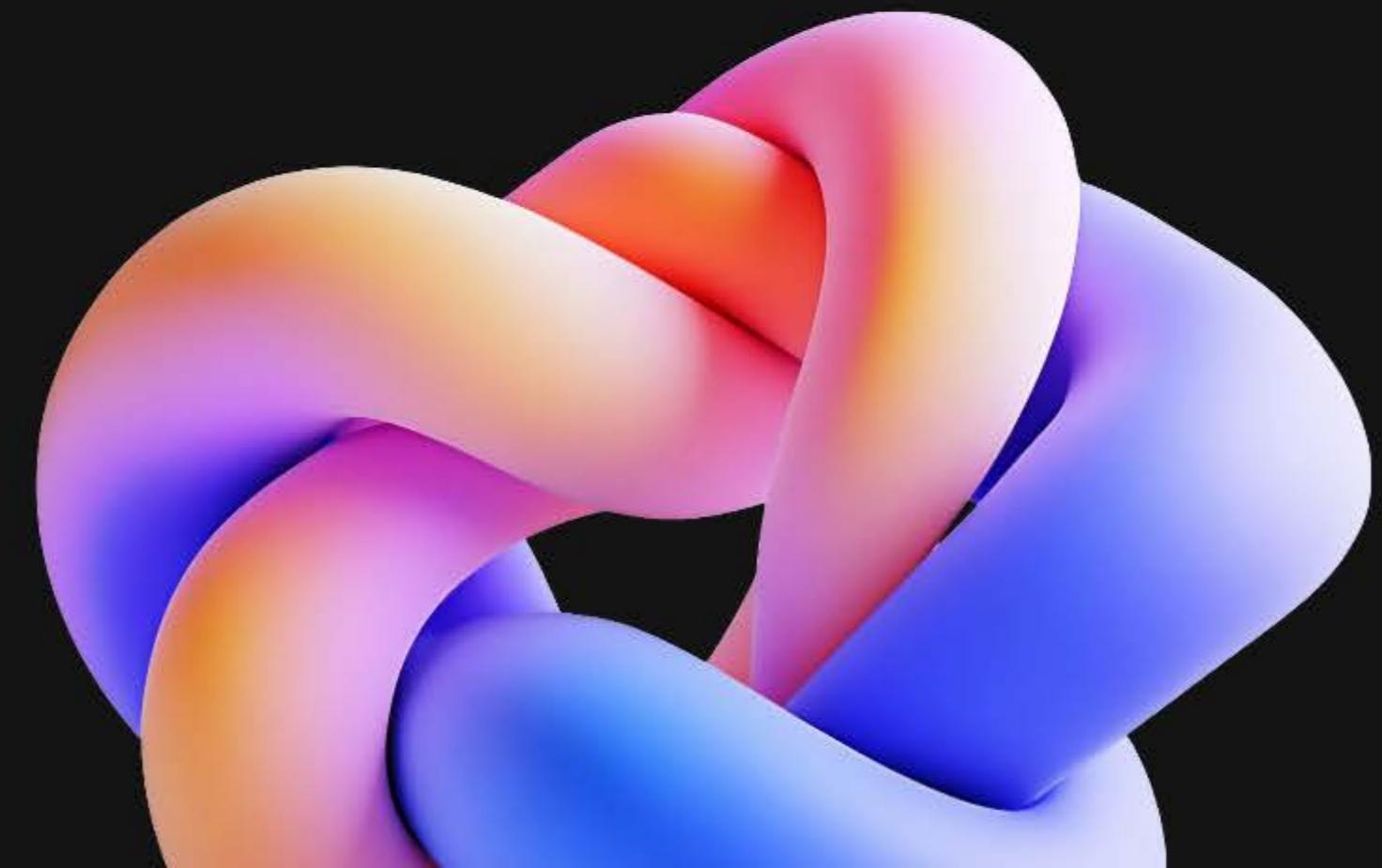


Organic Sharing

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



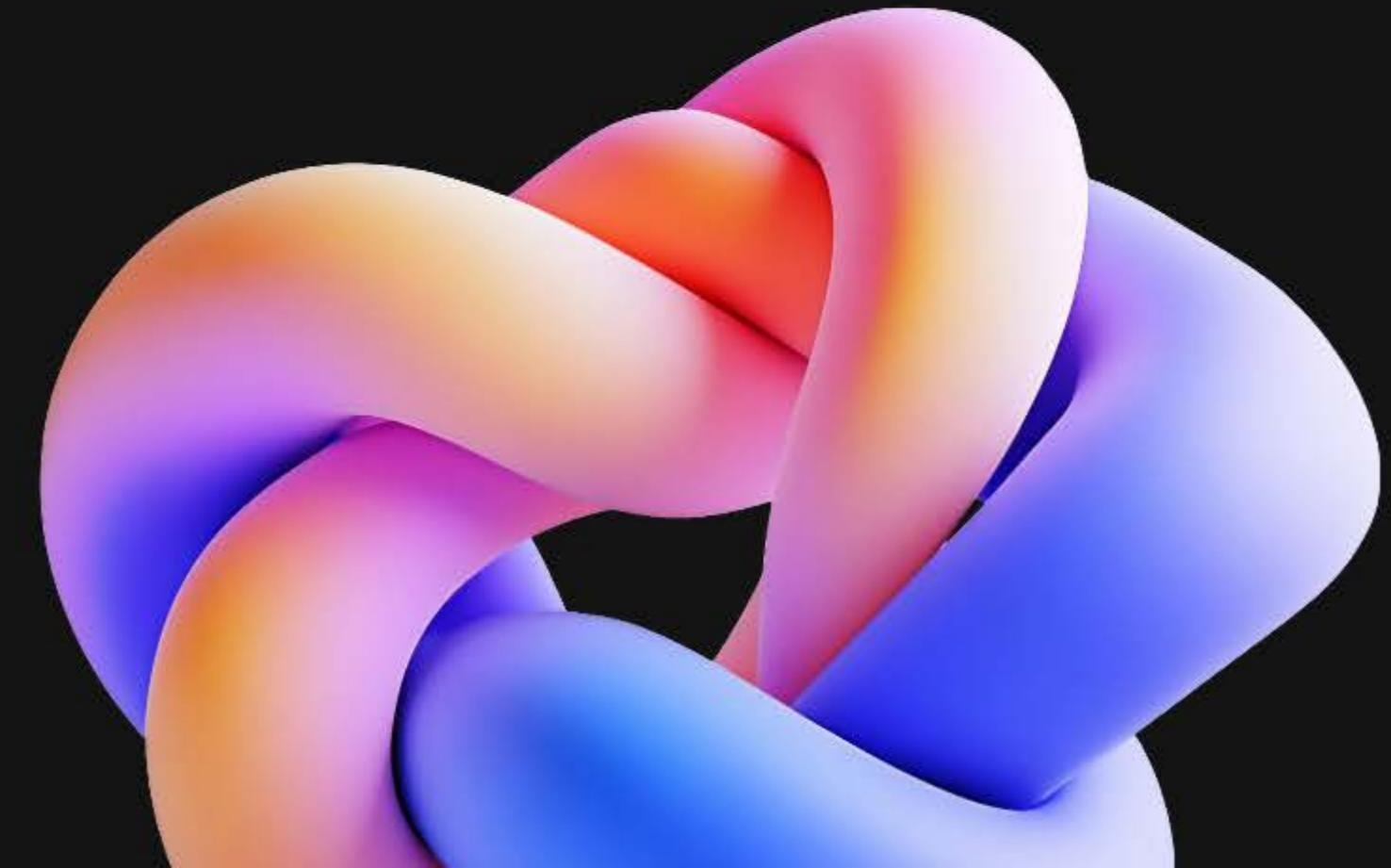
“Our network isn't just wide — it's credible, influential, and ready to activate at scale.”

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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