SRV MEDIA

CASE STUDY

EUROPA®

ANTI-THEFT ENGINEERING

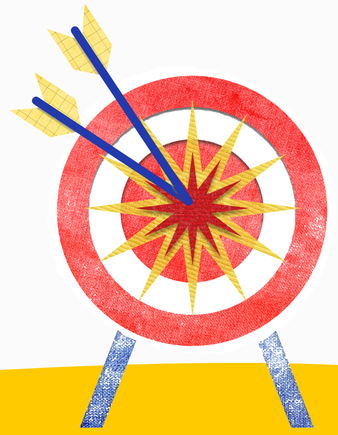
EUROPA®
ANTI-THEFT ENGINEERING

CAMPAIGN OBJECTIVE

Organically increase social media engagement

To create a long lasting impact & a strong brand recall among the audience

Positioning the brand digitally in a similar way to what people perceive it offline



OUR STRATEGY

- Leveraged the most crucial USP, strength of the Locks, to create a unique positioning of Europa Locks on social platforms.
- Highlighted the unique features of Europa's locks, with the aim of showing how Europa stands outwhen it comes to making revolutionary locks.
- Created series of posts on security tips, primarily focused on avoiding actions/objects or installing equipment that help in preventing burglary.
- Created Multiple attention catching posts, with concepts that aligned with the ongoing trend and included Europa's qualities as well.
- Conceptualized & designed a mascot that resonated with Europa's technicians to promote Europa's initiative, Europa Cares, of serving the customers at their doorstep with COVID 19 proof fitment service.
- Launched Europa's new product, Protekto, in 3 different locations (Pune, Karnataka, Ahmedabad) digitally

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EUROPA®
ANTI-THEFT ENGINEERING
Mazboot hai,
Hulka nahi!

EUROPA®
ANTI-THEFT ENGINEERING
Timelessly Tough!

EUROPA®
ANTI-THEFT ENGINEERING
HARD
EUROPA
SOLIDO
3
"HaThoda bhi Farak Nahi Pada !"

EUROPA®
ANTI-THEFT ENGINEERING
EUROPA
STAINLESS STEEL
5 Ton
DISC
LOCK
P390
RUTHLESSLY TOUGH!

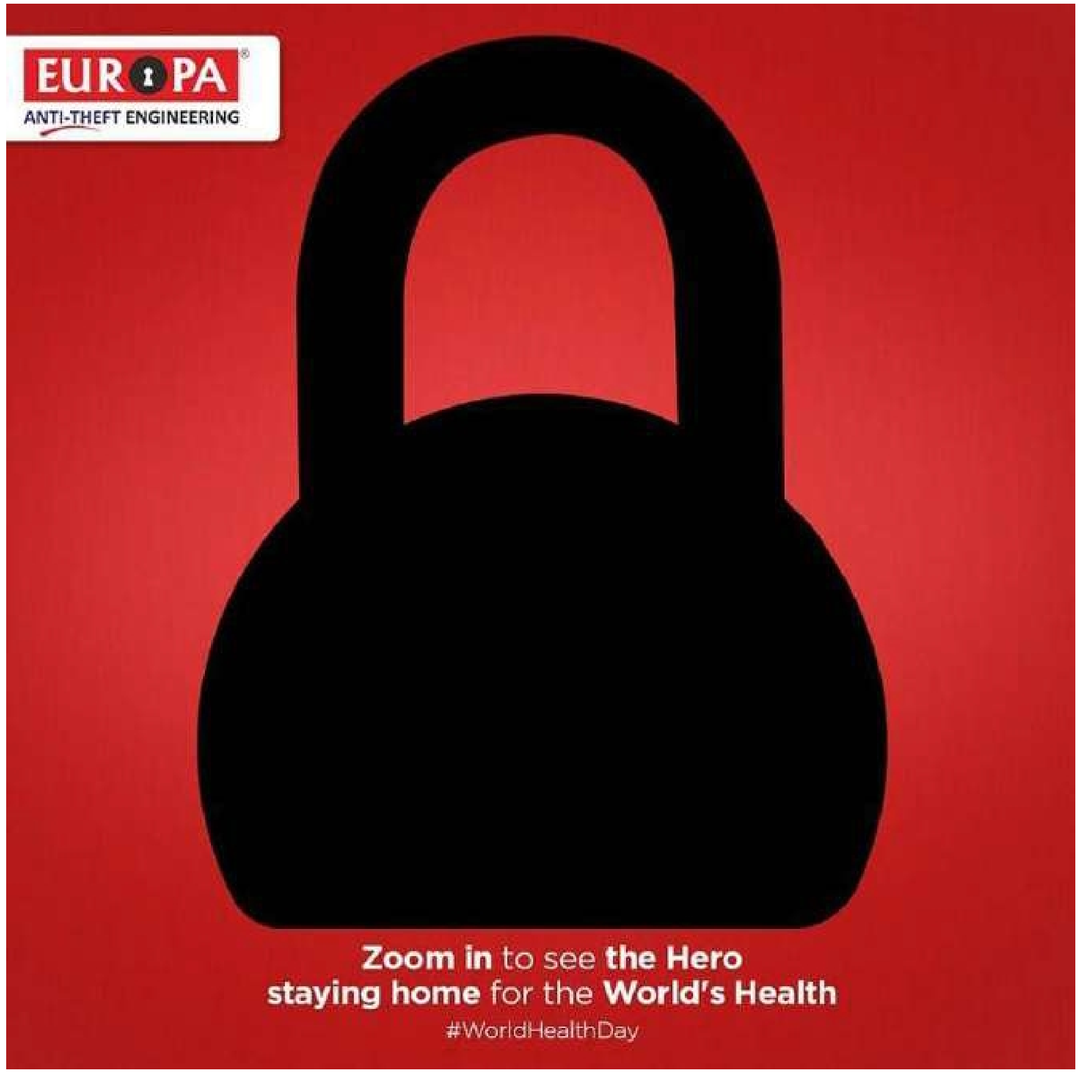
CLICK HERE TO WATCH

EUROPA
ANTI-THEFT ENGINEERING
EUROPA Feather Touch
Easy to open smart door lock
Convenience at your fingertips !
Thicker Virgin Material
for Better Strength & Life
EUROPA
Unique Feather Touch
Press Button Operation
Superior
Electrophoretic
Lacquering
15 YEARS WARRANTY
On DKL/Smart Locks
48 Hours Spare Key Service
ANTI THEFT ENGINEERING
CK / MK / ACS AVAILABLE
FFS
5 YEARS WARRANTY 3 PIN LOCKS
*Conditions Apply

EUROPA
ANTI-THEFT ENGINEERING
EUROPA CENTRE SHUTTER LOCK
ARMOURED-2 WAY LOCKING
"Jack se bhee na khule"
Hardened
Anti-drill Bush
EUROPA
Heavy Duty
Armoured
Dead Bolts
Heavy M8 Bolts
for Fastening
Strength
15 YEARS WARRANTY
On DKL/Smart Locks
48 Hours Spare Key Service
ANTI THEFT ENGINEERING
CK / MK / ACS AVAILABLE
WITHSTANDS
5 TONS
BREAKING LOAD
ANTI-BURGLARY INSURANCE
*Conditions Apply

EUROPA®
ANTI-THEFT ENGINEERING
SALUTING HER
UNBREAKABLE
SPIRIT
HAPPY WOMEN'S DAY

EUROPA
ANTI-THEFT ENGINEERING
Celebrating the
Unbreakable Bond of Love
#HappyMothersDay


EUROPA
ANTI-THEFT ENGINEERING
Zoom in to see the Hero
staying home for the World's Health
#WorldHealthDay

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ANTI-THEFT ENGINEERING

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TO WATCH

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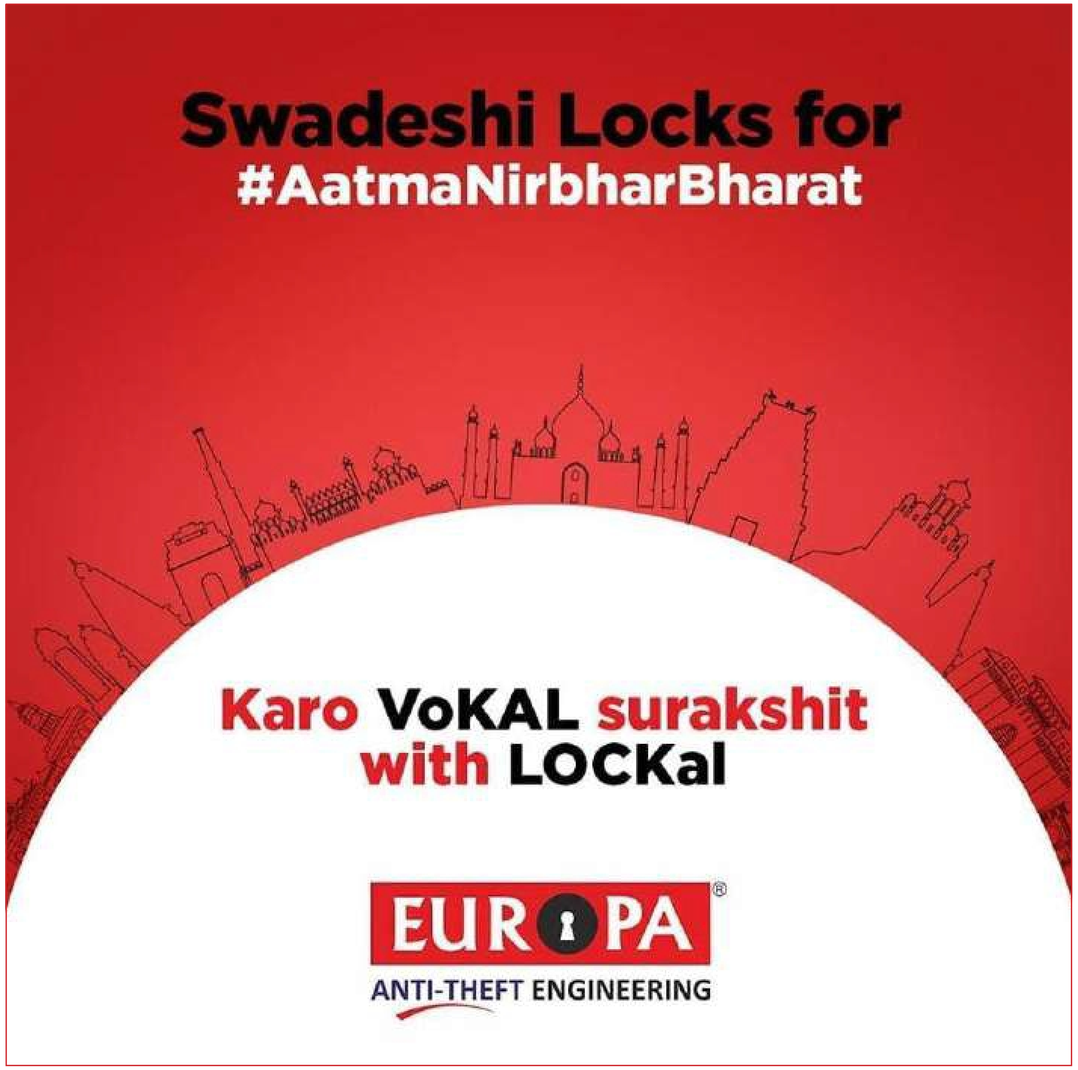
EUROPA®
ANTI-THEFT ENGINEERING
HOME SECURITY TIP #1
DO NOT PLACE YOUR KEY UNDER THE MAT
IT MIGHT BE CONVENIENT FOR YOU, BUT IT CAN LEAD TO BURGLARY TOO.

EUROPA®
ANTI-THEFT ENGINEERING
HOME SECURITY TIP #3
LADDERS SHOULD ALWAYS BE LOCKED AWAY
IT PREVENTS THIEF FROM USING THEM TO REACH INACCESSIBLE WINDOWS

EUROPA
ANTI-THEFT ENGINEERING
CONTROL THE OUTBREAK
OF CORONA
KHUDKO GHARPE
LOCK KARONA

EUROPA
ANTI-THEFT ENGINEERING
DESH HOGA
LOCKDOWN
TOH
CORONA HOGA
KNOCKDOWN

EUROPA
ANTI-THEFT ENGINEERING
EXTENDED
MAY
#StayHomeStaySafe


Swadeshi Locks for
#AatmaNirbharBharat
Karo VoKAL surakshit
with LOCKal
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EUROPA®
ANTI-THEFT ENGINEERING

Conceptualized & Designed

BRAND MASCOT

Europa Cares

COVID 19 proof fitment service by the technicians

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EUROPA
ANTI-THEFT ENGINEERING
Ensuring a COVID19 Proof Service
at your doorstep
EUROPA
CARES
FREE FITTING SERVICE BY COVID-19 TRAINED TECHNICIAN*
*Terms & Conditions Apply

EUROPA
ANTI-THEFT ENGINEERING
EUROPA
CARES
Our Technicians are given a
COVID19 Precaution Kit
to ensure a Safe Visit
Hand Gloves
Paper Soap
Mask
Handkerchief
Goggles
Disposable Bag
Hand Sanitizer
Cleaning Brush
Sanitizer
(for doors, tools, bag, etc.)
#EuropaCares

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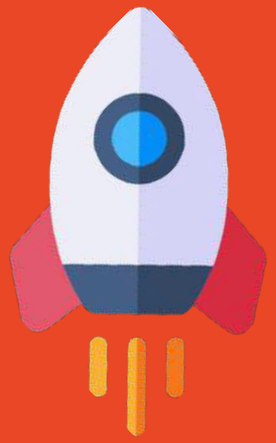
PRODUCT LAUNCH

Protekto
Anti-theft Solution



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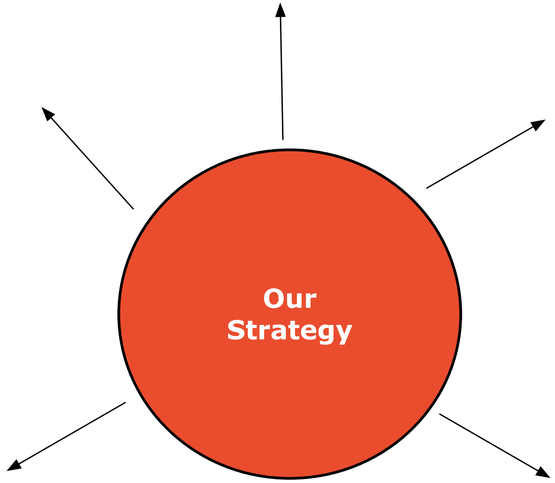
SRV media
BrandsPowered Up

Interactive Landing Page

All the traffic coming from paid ads were directed to the landing page we created. This LP hosted a 'coming soon' banner during the pre buzz phase with very minimal details about Protekto. Post launch, we updated the LP with all the necessary details along with video & brochure explaining Protekto in an engaging manner



Building excitement

Started with a pre launch phase where we created a buzz around Protekto upcoming launch. The communication covered a glance of what kind of product Protekto is and no further details were provided till the introduction of Protekto

Positioning Protekto as solution

Created genuine connections with people by selling a solution and not just the product. This helped us in making the audience understand the benefits Protekto provides

Phase wise communication

We ran ads in three phases where we covered different communication messages to highlight the features, benefits & other details of Protekto in different phases

Paid Campaigns

We ran paid campaigns centered around the awareness of Protekto for fast results

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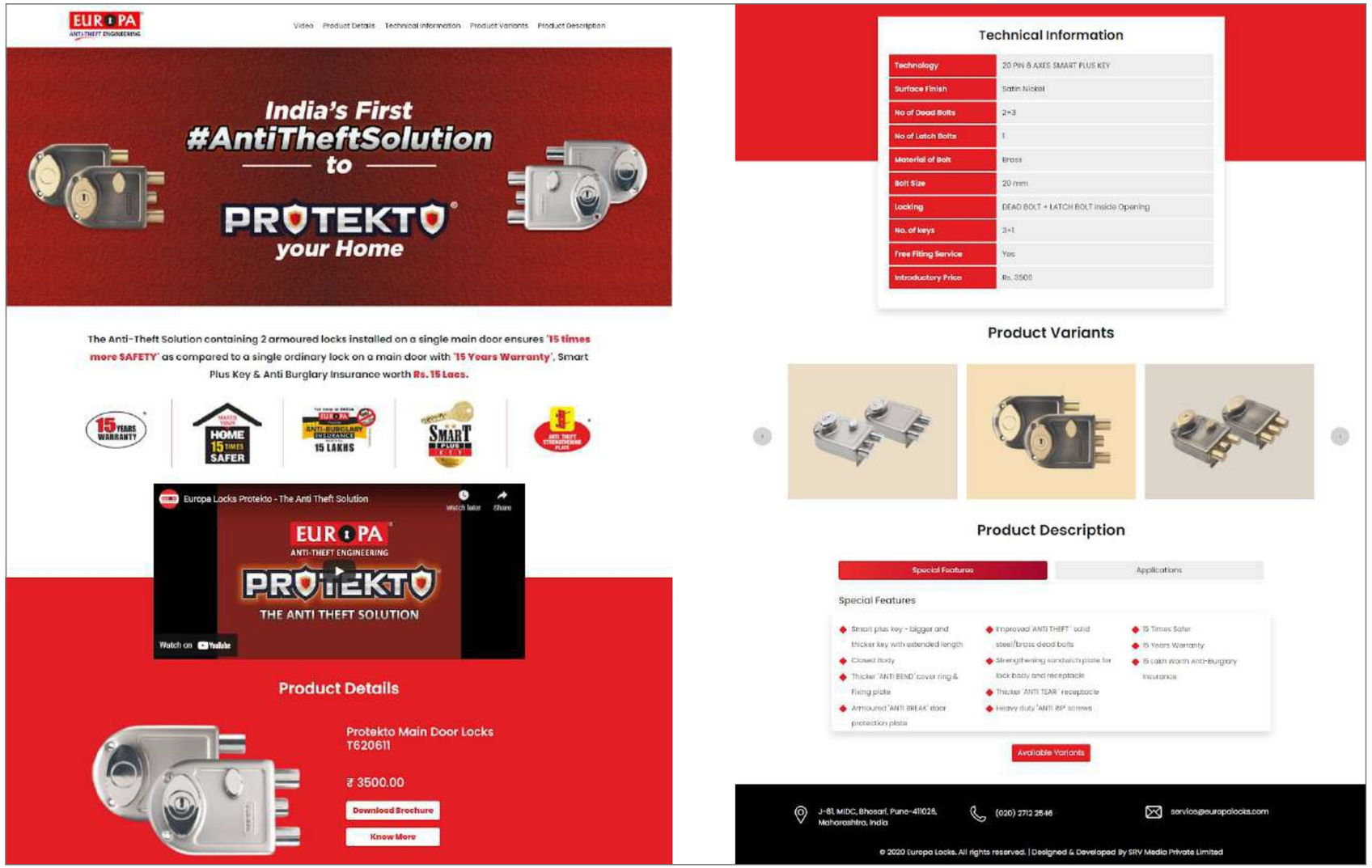
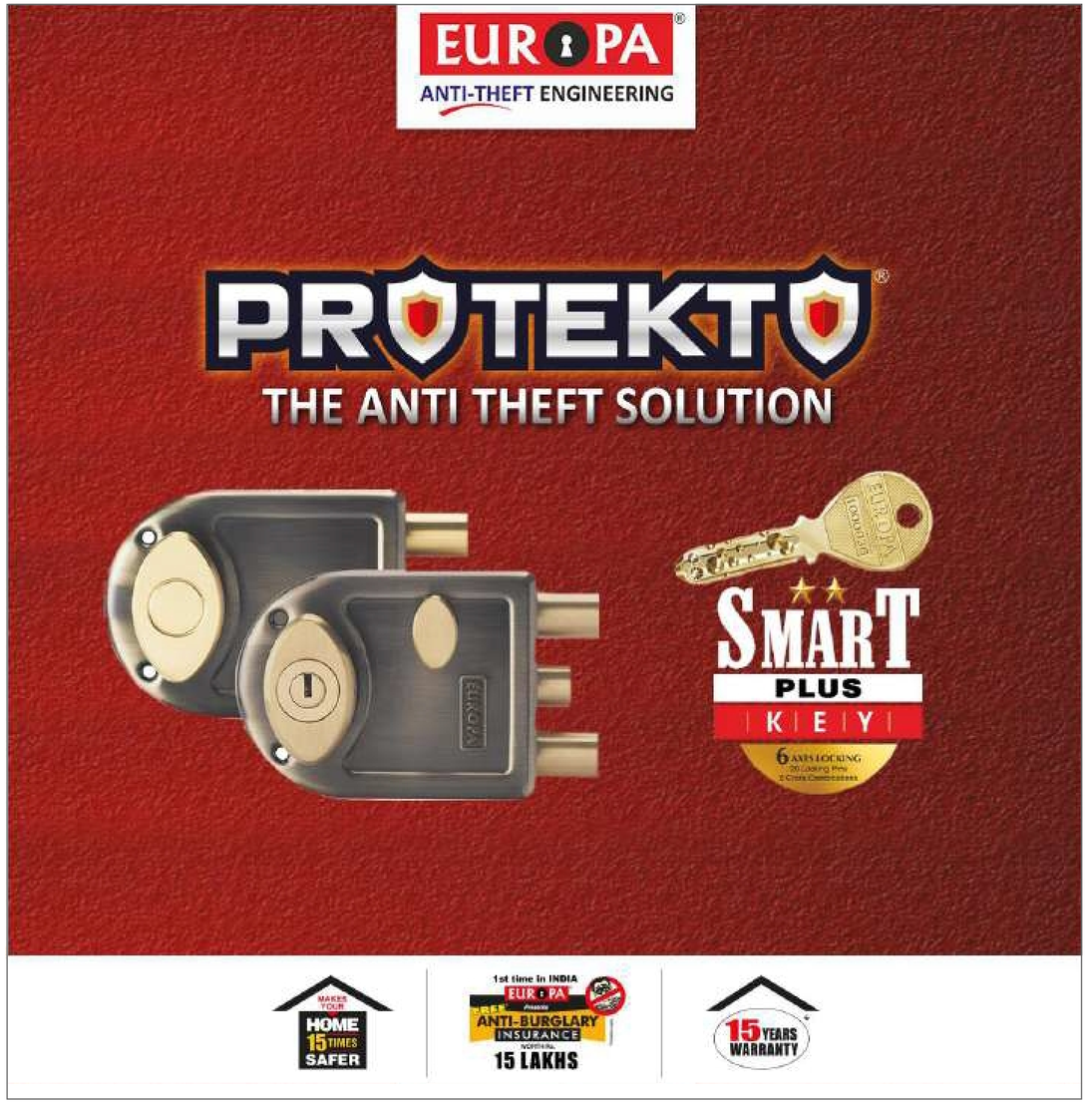
LANDING PAGE



EUROPA
ANTI-THEFT ENGINEERING
INDIA'S FIRST
ANTI-THEFT
SOLUTION
COMING SOON

EUROPA
ANTI-THEFT ENGINEERING
Concerns of Home Security & Burglary won't keep you awake at nights!
India's First
#AntiTheftSolution
Is on its way! Stay Tuned!

EUROPA®
ANTI-THEFT ENGINEERING
PROTEKTO®
your Home
with
India's First
#AntiTheftSolution
MAKES YOUR HOME 15 TIMES SAFER
1st time in INDIA
EUROPA
FREE ANTI-BURGLARY INSURANCE
WORTH Rs. 15 LAKHS
15 YEARS WARRANTY*


EUROPA®
ANTI-THEFT ENGINEERING
PROTEKTO®
THE ANTI THEFT SOLUTION
SMART
PLUS
KEY
6 AXIS LOCKING
MAKES YOUR HOME 15 TIMES SAFER
1st time in INDIA
EUROPA
FREE ANTI-BURGLARY INSURANCE
WORTH Rs. 15 LAKHS
15 YEARS WARRANTY*

EUROPA®
ANTI-THEFT ENGINEERING
India's First
#AntiTheftSolution
to
PROTEKTO®
your Home
with added anti-theft components & accessories
Know more
MAKES YOUR HOME 15 TIMES SAFER
1st time in INDIA
EUROPA Presents
FREE ANTI-BURGLARY INSURANCE
WORTH Rs 15 LAKHS
15 YEARS WARRANTY*

EUROPA®
ANTI-THEFT ENGINEERING
PROTEKTO®
THE ANTI THEFT SOLUTION
500+
actual theft sites analysed before designing
50+
thefts conducted in a controlled setup
15 Times
more breaking force than ordinary main door lock
MAKES YOUR HOME 15 TIMES SAFER
EUROPA Presents
FREE ANTI-BURGLARY INSURANCE
WORTH Rs 15 LAKHS
15 YEARS WARRANTY*

CLICK HERE
TO WATCH

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CLICK HERE TO WATCH

CLICK HERE TO WATCH

SRV MEDIA

KEY RESULTS

Protekto
Anti-theft Solution

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FAR REACHING IMPACT

56,49745
Impressions

80,27340
Impressions

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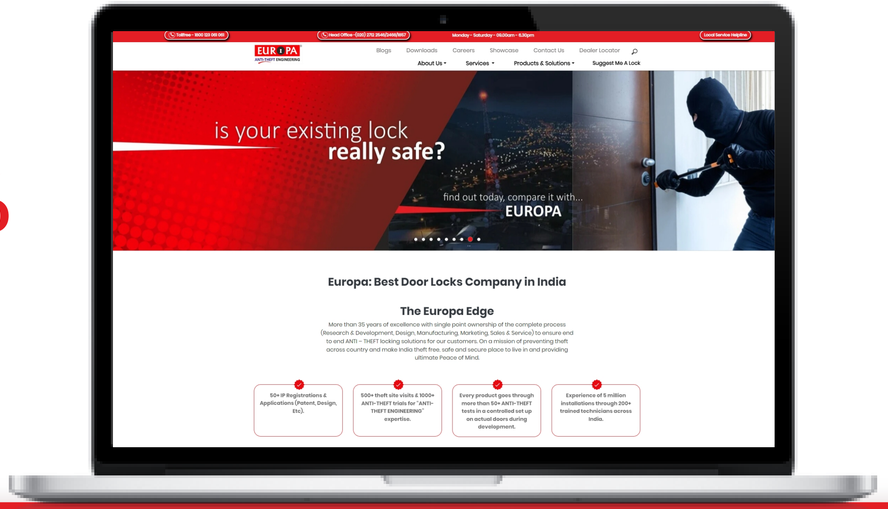
INCREASE IN WEBSITE VISITORS

347.50%

Increase in total visitors



347.15%

Increase in new visitors

Acquisition

User	New Users	Sessions
348.33% ↑	**348.00%** ↑	**333.12%** ↑
112,211 **vs** 27,259	120,597 **vs** 26,919	163,591 **vs** 37,770

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FAR REACHING IMPACT

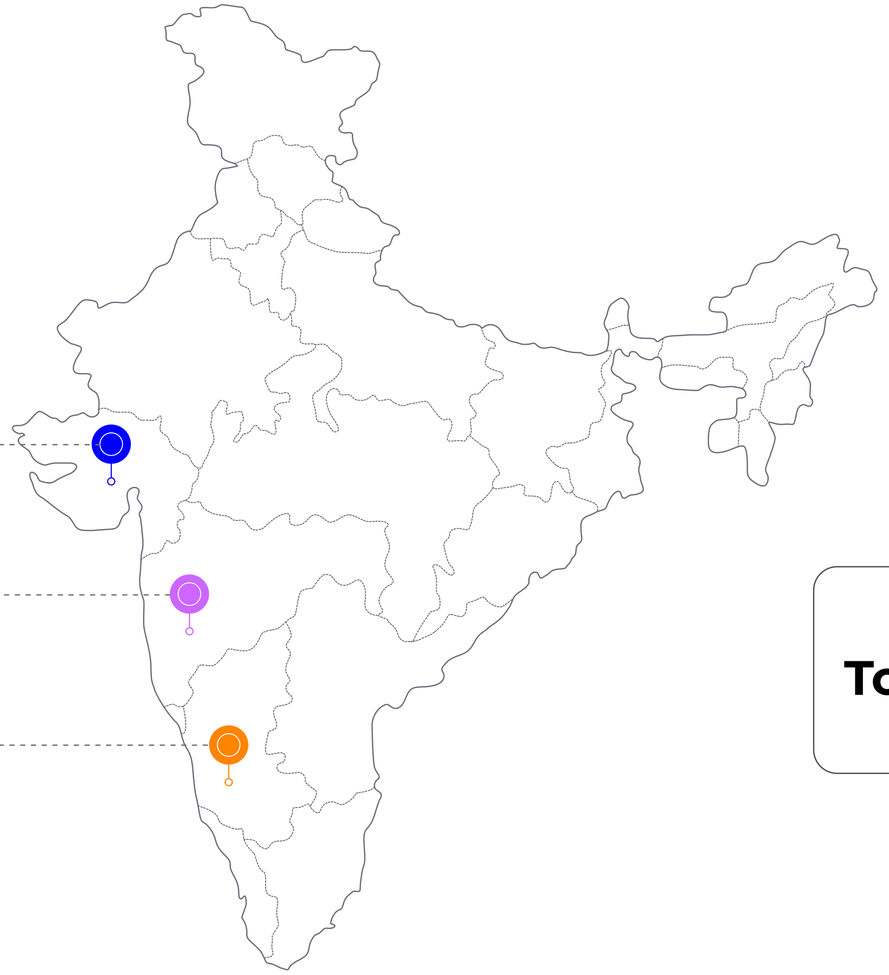
Population

Ahmedabad
(80 lacs)

Pune+ PCMC
(66 lacs)

Karnataka
(6.9 Cr)

Total Population
8.36 Cr



Total Impressions
1.37 Cr

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AND IT

CLICKED WITH THE AUDIENCE...

1,12,994

Link clicks

74,230

Link clicks

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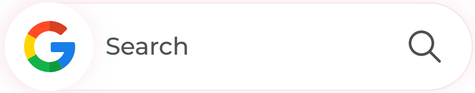
THAT ISN'T IT! THERE WAS ALSO AN

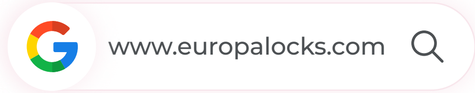
INCREASE IN BRAND RECALL...



60.49% ↗

Increase in organic search traffic

	User	New Users	Sessions
	348.33% ↑ 112,211 **vs** 27,259	**348.00%** ↑ 120,597 **vs** 26,919	**333.12%** ↑ 163,591 **vs** 37,770
Google / Organic			
Sept 1, 2020 - Feb 16, 2021	**37,049** (30.22%)	**36,168** (22.99%)	**50,661** (30.97%)
Mar 16, 2020 - Aug 31, 2020	**23,085** (83.96%)	**22,665** (84.20%)	**32,147** (85.11%)
% Change	**60.49%**	**59.58%**	**57.59%**



63.87% ↗

Increase in direct traffic (people who visited by typing the website URL)

Direct / (None)	
Sept 1, 2020 - Feb 16, 2021	**5,158** (04.23%)
Mar 16, 2020 - Aug 31, 2020	**3,164** (11.51%)
% Change	**63.87%**

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KEY RESULTS

Overall Project

EUROPA®
ANTI-THEFT ENGINEERING

IMPACTFUL RESULTS...

50.12%

Rise
in Brand
Recall

1.37 Cr

Total impressions on ads
(Pune+Ahmedabad
+Karnataka)

305.01%

Rise in
engagement on
social media

68.96%

Organic
increase in page
likes/followers

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THANK YOU

SRV MEDIA

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