



# Case Study

## Social Media Services

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**Bril India**

[www.scion-social.com](http://www.scion-social.com)

## A social media services case study

# Bril India

(From just an 'ink' company to much more!)



### The Client:

Bril is a three-generation old company based out of Bangalore, India. It originally started out with stationary products like ink, geometry and pencil boxes etc. Since then it has branched out to other child learning and development products.

### The Objective:

For generations, the name 'Bril' has been synonymous with 'ink' for fountain pens. Their primary objective was to change this perception. They wanted to position themselves as a fun youth and kids centric company that makes learning fun and exciting.

Their secondary objective was to broaden their reseller network. They wanted more individuals who desired to create passive income to join in and promote Bril products.

### The Plan:

This is what we proposed:

- Hold contests to increase traction on their page
- To increase the fan base with focused and dedicated social media activity
- Increase the number of people joining their reseller network with Bril campaign
- Set up a Blog page and publish articles on parenting tips, education of kids, bringing up babies, toddlers and teenagers etc.
- Give them visibility on all social media networks – Facebook, Twitter, Pinterest and Youtube
- Manage their blogs, e-mail marketing systems and social media networks

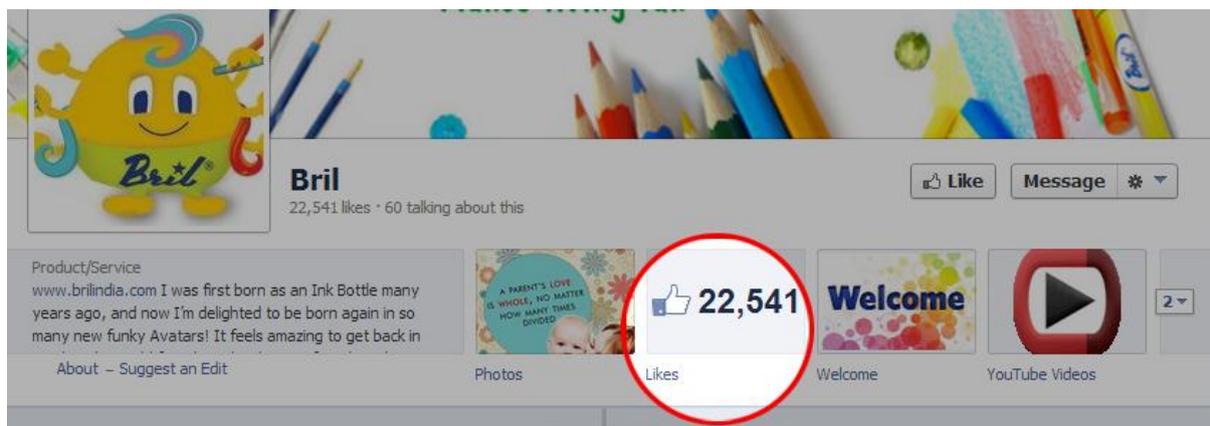
## The Result:

The plan proposed was carried out with huge success! Three contests were held, each one resulting in more and more people joining in the fan base.

The first contest involved the Brill slate, an Android 4.4 tablet that had piqued many people's interest and had them answering questions on the Brill page – the result being heavy traffic on the page! The fan base increased from a mere 100 to more than 5000!

The second contest was for a trip to Disneyland, Hong Kong which resulted in an increase from 5000 to 15000 fans.

The third was a photo tagging contest which involved people uploading pictures from their school days and tagging people. Not only were we able to connect old friends via this contest, we were also able to increase the fan base to over 20,000 fans!



## All this in just a matter of 8-9 months!

Through our social media activities and Facebook engagement we have helped them build a strong community (of parents and children) by increasing traffic on their website. Their brand has evolved from being just an ink company. There has also been an increase in the number of people joining their reseller network.

With a strong social media presence, we believe that any company can get the kind of visibility and traction that they aspire to, as Brill did!

We hope you enjoyed reading this case study! Log on to <http://www.scion-social.com> to know more about us.

Find out how effective your brand is on Social Media

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