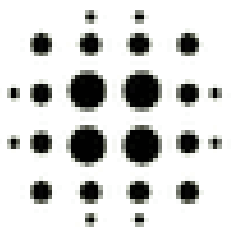


Great Eastern
We serve you best

X  **unikqo**

Republic Day Influencer Campaign 2026

No Inflated Prices. No Hidden Margins. Just Real Value.

8

Influencers

8

Locations

72 Hrs

End-to-End

26 Jan

Go-Live



About the Brand

Who They Are

Great Eastern Trading Company is one of India's most trusted multi-brand electronics & home appliances retail chains, with deep roots in Tier-2 and Tier-3 cities, especially across East and Central India.

Product Portfolio

Smart TVs, LED TVs, Refrigerators, Washing Machines, ACs, Kitchen Appliances, and Small Home Appliances — all under one roof with wide brand variety.

Retail Presence & Trust

Pan-India distribution with multiple store locations managed by dedicated regional teams. Known for transparent pricing and high-volume sales during national sale events.

OFFLINE STRENGTH

- PAN India Retail Stores
- Tier-2 & Tier-3 Penetration
- Strong Institutional Channels
- High Walk-in Traffic

ONLINE OPPORTUNITY

- Low Social Media Presence
- Youth Audience Unreached
- No Influencer Campaigns Prior
- Brand Story Untold Digitally

Campaign Objective & Content Brief

Promote Great Eastern's Republic Day Cost-to-Cost Sale across PAN India stores. Educate audiences on transparent pricing (no hidden margins, no inflated MRP) and position Great Eastern as the ultimate one-stop destination for electronics & home appliances.

01

Cost-to-Cost Pricing

Products at transparent prices, no hidden margins, no inflated MRP. Strongest value hook of the campaign. Creators must verbally state: 'Cost to Cost prices this Republic Day.'

02

Wide Product Range

Smart TVs, Refrigerators, Washing Machines, ACs, Kitchen & Small Appliances — all under one roof. Show multiple categories in one Reel walkthrough.

03

Starting Price Callouts

Clearly highlight starting prices for each category and only approved store pricing. Prices add credibility and drive in-store intent. No invented or competitor prices.

Content Format & Creator Guidelines

■ FORMAT SPECIFICATIONS

Platform:	Instagram Reel
Orientation:	Vertical — 1080 × 1920
Duration:	30 – 45 seconds
Tone:	Trust-building, Celebratory, Value-driven
Style:	In-store walkthrough + lifestyle integration

🎯 MUST-INCLUDE VISUALS

- Store entrance branding clearly visible
- Wide interior shots showing product range
- Close-ups: screens, panels, fridge doors, controls
- Hands-on interaction (opening fridge, switching on TV)
- Multiple product categories shown in single Reel

✓ DO'S

- Show real in-store walkthrough experience
- Highlight Cost-to-Cost pricing clearly & verbally
- Keep reactions natural and informative
- Reinforce limited-period Republic Day offer
- Make it feel like the best time to upgrade home

✗ DON'TS

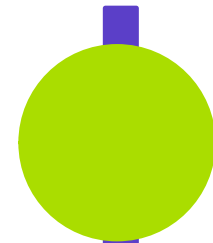
- Don't mention competitor brands
- Don't quote incorrect or unapproved pricing
- Avoid misleading or exaggerated claims
- Don't make it look like a hard-sell advertisement

72-Hour Execution Timeline

72 HRS

DAY 0

Jan 23

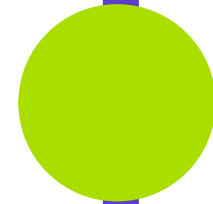


Campaign Brief Issued

GETCO briefs Unikqo on the Republic Day Cost-to-Cost Sale. Objectives, key message pillars (Cost-to-Cost pricing, product range, starting prices), content format (30–45 sec Reel), visual checklist, Do's & Don'ts, and CTA finalized.

DAY 1

Jan 24

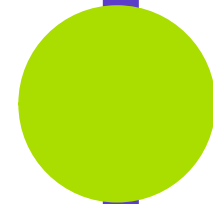


Influencer Onboarding & Store Visits

All 8 creators onboarded — briefs shared, store addresses + Google Maps links sent, visit slots confirmed with regional managers. 7 of 8 influencers visited their assigned GETCO stores on Jan 24 itself and shot their Reels.

DAY 1–2

Jan 24–25

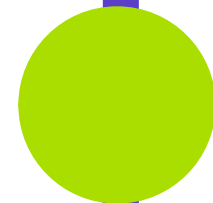


Content Shoot & Submission

Influencers shot in-store walkthroughs: store entrance, product close-ups (TVs, ACs, fridges), hands-on demos, and verbal mention of Cost-to-Cost pricing. Content submitted via Drive links for approval by Jan 24–25.

DAY 2

Jan 25

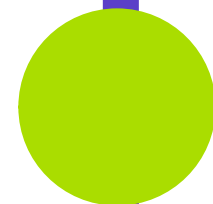


Review, Approval & Revision

Unikqo reviewed all 8 submissions for: correct brand name ('Great Eastern Trading Company'), Cost-to-Cost mention, location tag, no competitor branding, and logo visibility. Minor revisions requested on 3 creatives before sign-off.

DAY 2–3

Jan 25–26



Staggered Publishing Wave

7 Reels published on Jan 25 (1:30 PM – 4:30 PM) for Republic Day eve momentum. Nisha's Reel published on Jan 26 at 10:00 AM — Republic Day itself. All posts included store address, hashtags & location tag.


Published Content Overview

All 8 Reels: In-store walkthrough + verbal Cost-to-Cost mention + store address + #GreatEasternTradingCompany + #RepublicDaySaleLive + #CostToCostPrices + #LimitedStock + #BigSavings

Location 1

 **Jaipur**

25 Jan, 1:30 PM

Upgrade your home the smart way  — Cost to Cost prices at Great Eastern.

Location 2

 **Beckbagan**

25 Jan, 2:00 PM

Republic Day Sale is LIVE at Great Eastern — electronics at Cost to Cost prices!

Location 3

 **Jamshedpur**

25 Jan, 2:30 PM

Celebrating Republic Day with unbeatable savings at Great Eastern Trading Co.

Location 4

 **Dhanbad**


25 Jan, 3:00 PM

Republic Day just got more rewarding  — shop at Cost to Cost prices.

Location 5

 **Ranchi**

25 Jan, 3:30 PM

Republic Day Sale Alert  — Cost to Cost prices, one-stop destination!

Location 6

 **Indore**

25 Jan, 4:00 PM

Sale you can't miss  — appliances at Cost to Cost prices in Indore.

Location 7

 **Giridih**


25 Jan, 4:30 PM

Big savings, endless choices this Republic Day at Great Eastern.

Location 8

 **Nagerbazaar**

26 Jan, 10:00 AM

Celebrate with smart shopping  — Cost to Cost prices, Republic Day special.

Results & Impact

8 / 8

Reels Published

100%

On-Time Delivery

72 hrs

Full Campaign Cycle

5 States

Geographic Spread

CAMPAIGN IMPACT

- All 8 influencers physically visited their assigned GETCO stores — real, authentic in-store content
- Cost-to-Cost messaging reached audiences in 5 states simultaneously on Republic Day
- Staggered publishing (1:30 PM Jan 25 → 10 AM Jan 26) built overnight momentum into Republic Day
- Increased footfalls reported at stores — people came in celebrating the Republic Day sale, making GETCO part of their Republic Day
- UGC-style Reels felt organic, not promotional — building genuine consumer trust

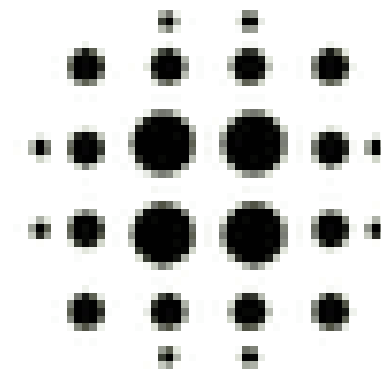
WHAT WORKED

- Cost-to-Cost pricing = a simple, shareable, undeniable value hook for Tier-2/3 audiences
- Republic Day patriotic occasion boosted content resonance and shareability
- Micro/nano local creators = hyper-relevant community trust, not just reach
- In-store walkthroughs outperformed static posts — Reels algorithm rewarded authentic movement
- Standardized captions + hashtags ensured brand SEO consistency across all 8 posts



Our Execution

THINKING GLOBAL, ACTING LOCAL



unikqo