



X

ADL↑FT

Acquire. Amplify. Advance.

We trended at #1 on X
with our
#MyKindaNaukri campaign for job seekers.
Find out how!

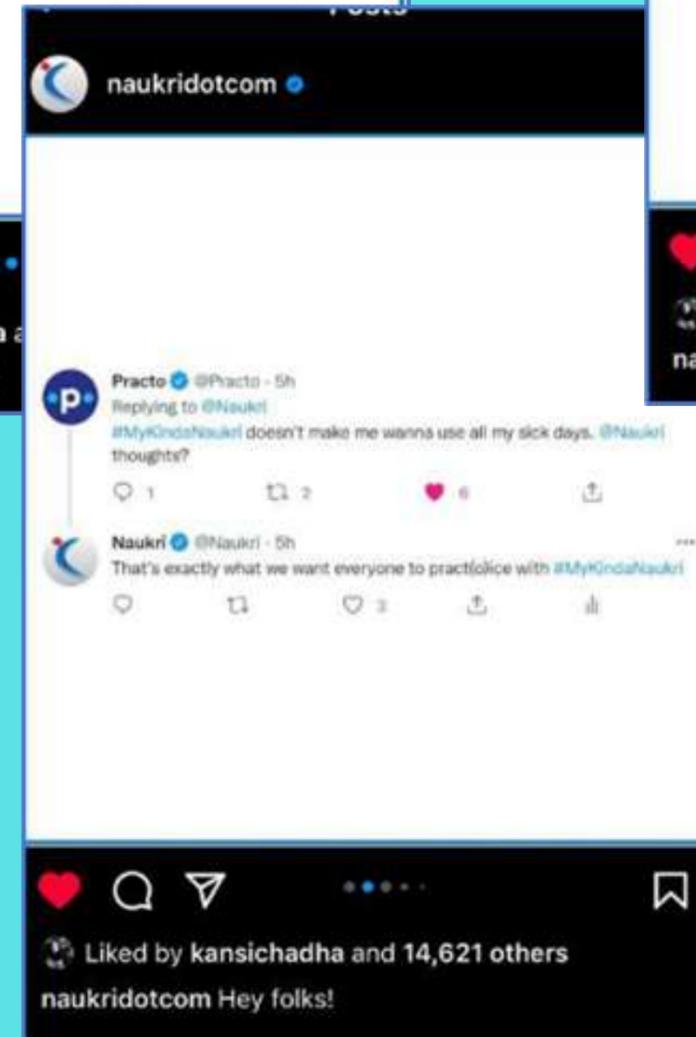
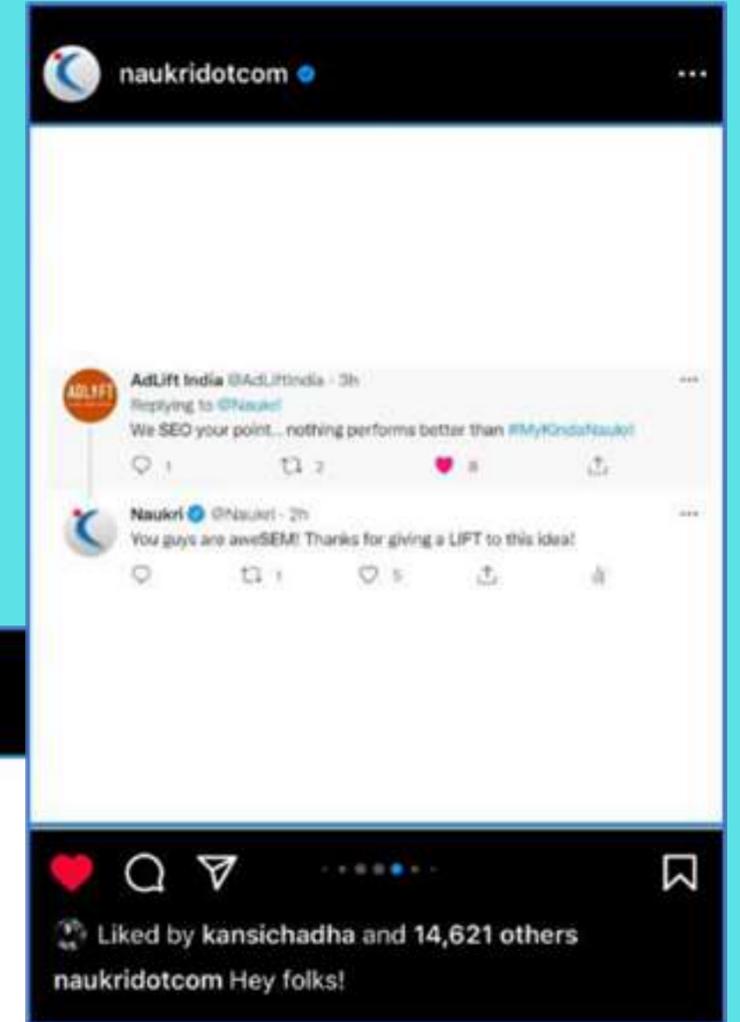
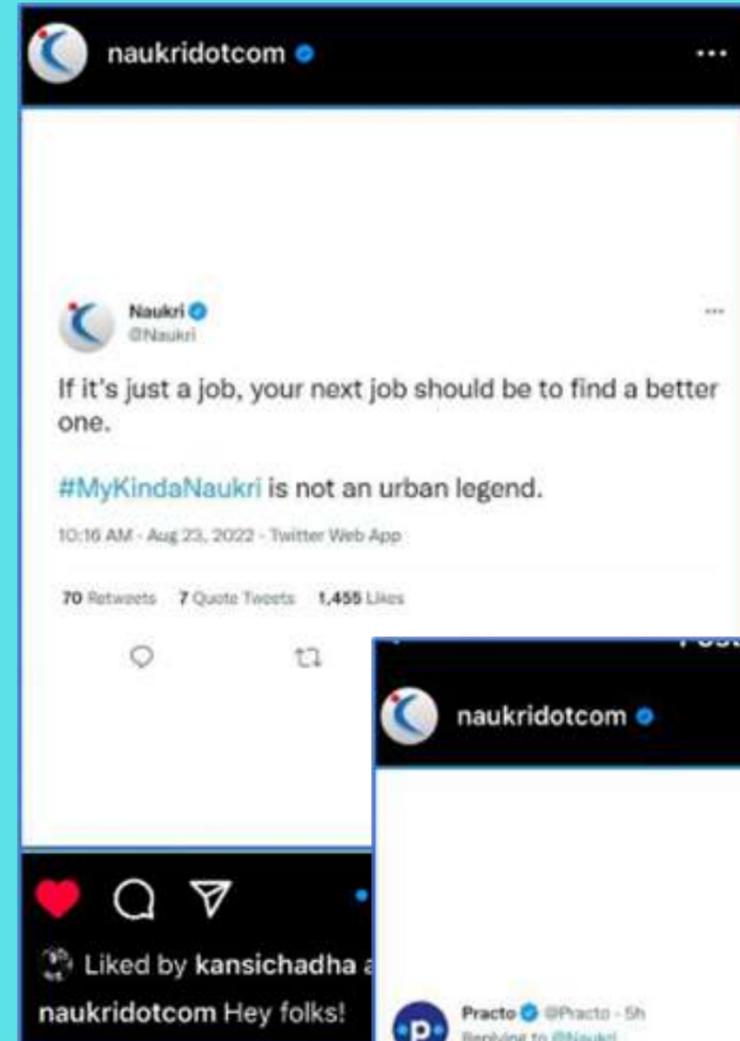
Campaign Overview



The pandemic reshaped the job market with remote and hybrid work becoming the norm. To address these changes, Naukri.com, India's largest job site, launched the **#MyKindaNaukri** campaign. AdLift, handling their social media communication, created engaging GIFs, videos, and static content while cleverly engaging with companies through witty online banter.

X Banter

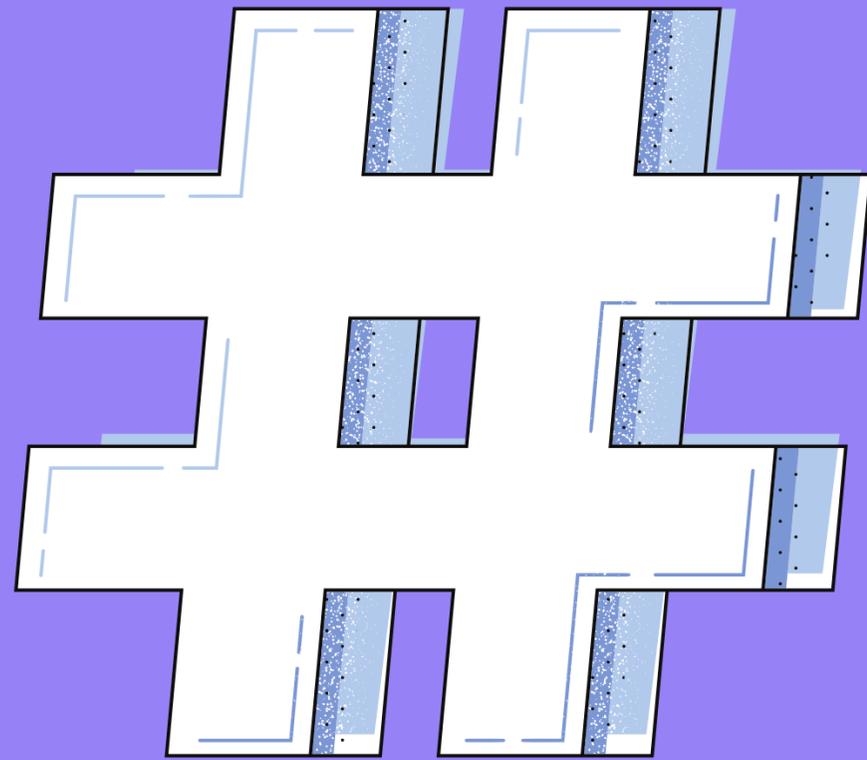
To amplify #MyKindaNaukri, AdLift sparked a playful online banter with top brands like Practo, Luminous, Shiksha, Jeevansathi, 99acres, GoMechanic amongst others. This witty exchange generated buzz, showcased brand personalities, and provided a platform for job seekers to connect with potential employers in a fun way.



We Brewed a X Storm!



Hashtags



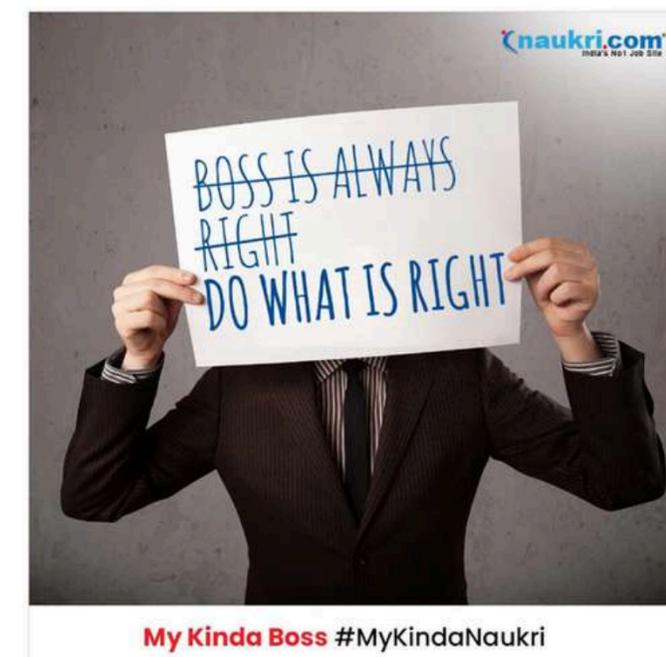
Naukri.com tapped AdLift to create social media content across platforms like videos, memes, and reels. This engaging content, tagged #MyKindaPayCheck, #MyKindaBoss, etc., resonated with job seekers and supported Naukri.com's overall marketing strategy.

Statics



Total Likes

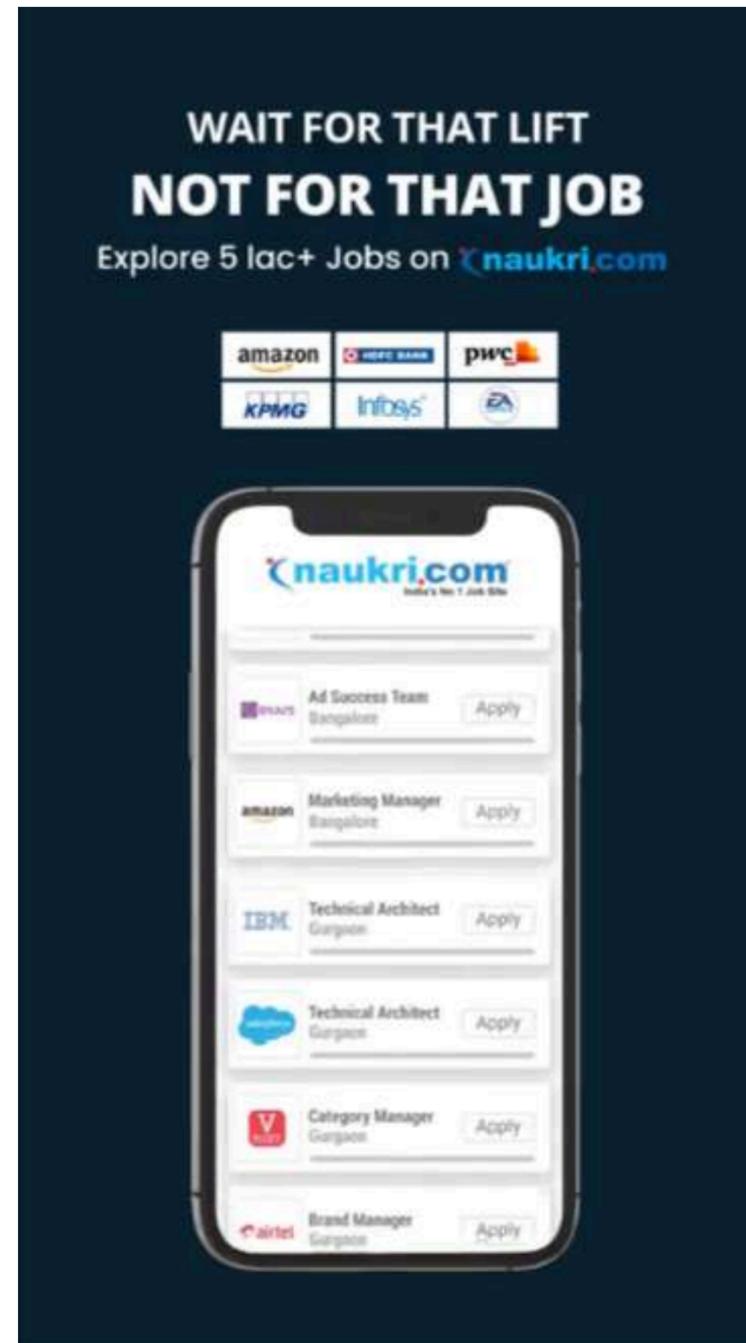
354K



OOH Cab & Lift Branding



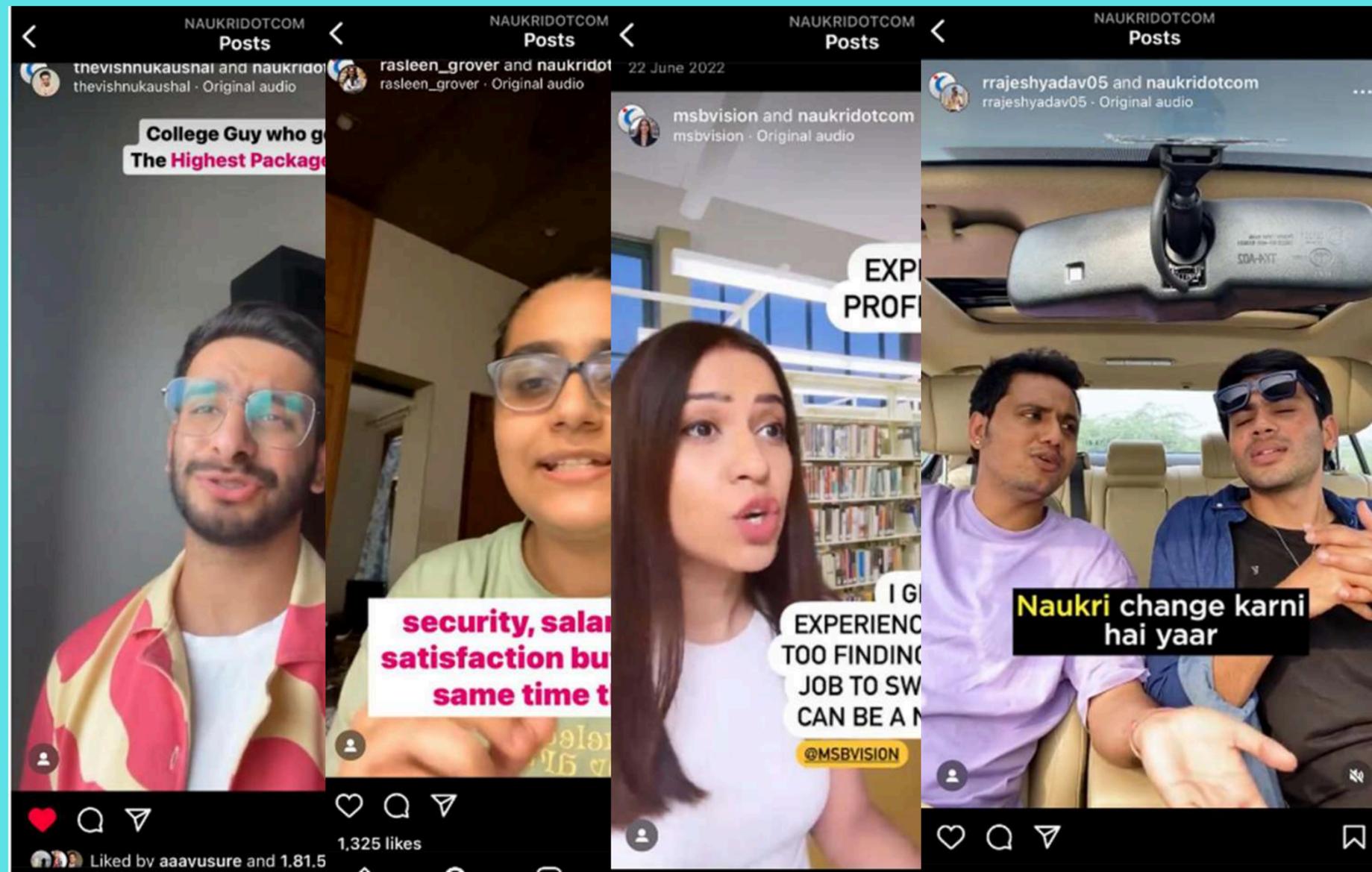
The OOH Lift Branding was strategically placed in high-traffic areas such as commercial buildings. It showcased the #MyKindaNaukri campaign message and encouraged individuals to find their perfect fit on Naukri.com



We created eye-catching banners for Naukri.com's out-of-home (OOH) cab and lift branding campaigns.



As part of the #MyKindaNaukri campaign, Naukri.com collaborated with influencers to better engage with their audience. Their campaign endorsement added credibility to the #MyKindaNaukri message and helped spread the word about Naukri.com's services.



Total likes



304K

Total views



403K



**Connect. Engage. Convert
with
AdLift's Social Media Campaigns.**



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