

SUCCESS STORY

PRODUCT LAUNCH

LAVA international partners with MultiTV for the product launch of its new smartphone





About the client

The client is a leading Mobile Handset Company in India and has expanded its operations to multiple countries across the world. Right from its inception Lava has been at the forefront of building a strong ecosystem of design and manufacturing of mobile handsets.

The Challenge

Lava Mobiles wanted to launch a range of Made in India smartphones virtually. The virtual product launch was a landmark event as it marked the return of Lava Mobiles to the smartphone business

- Live broadcast of speaker on the screen combined with parallel high-end graphics in the background
- Scale audience reach on YouTube and significantly increase the subscriber base for LAVA's YouTube channel
- Engaging, expansive live showcase of the phone features, specifications and the design elements

The Solution

- Seamless delivery on web and mobile
- Virtual sets with high-quality graphics
- Live broadcast of business heads and other speakers
- Live Broadcast on all social media channels



The Results



94,433
Playbacks
on YouTube

1400+
New Subscribers
on YouTube

21,956
Peak concurrents
on YouTube

5800+
Hours of total watch time
on YouTube