



OVERVIEW OF FIND THE POWERMAN EVENT



KOL : Samira Khan Mahi

Social media exposure from KOL About

 **6 Millions (Meta and TikTok)**

Social Media Exposure from Ads

 **Reach 1 Million People**



OVERVIEW OF FIND THE POWERMAN EVENT



KOL : Samira Khan Mahi



Total event attendance
25,000 (Estimated)



Total Event
Location 14



Share Post on
Social Media 1434



Own Gifts : 10



OVERVIEW OF POWERFUL EID DEAL

P70 Eid POSM Retail Execution Shop
Quantity- 1706

Total P70 Secondary 18 to 31st
8451

Total T-shirt Given to Retailers
9511

P70 Activation Powercase winner
(Customer) - 59

P70 Activation Watch winner
(Customer) - 29

P70 Activation Revoo Bike
Winner - 1