



PCJ
Jeweller for generations
PC Jeweller

FATHER'S DAY CAMPAIGN

OVERVIEW

- **Campaign Name Name:** A Jewel For My Jewel
- **Concept:** The campaign was aimed at promoting the Darsh Collection, an exclusive designer men wear Jewelries
- **Campaign Duration:** June 9- June 18
- **Social Media Channel:** Facebook

OBJECTIVES

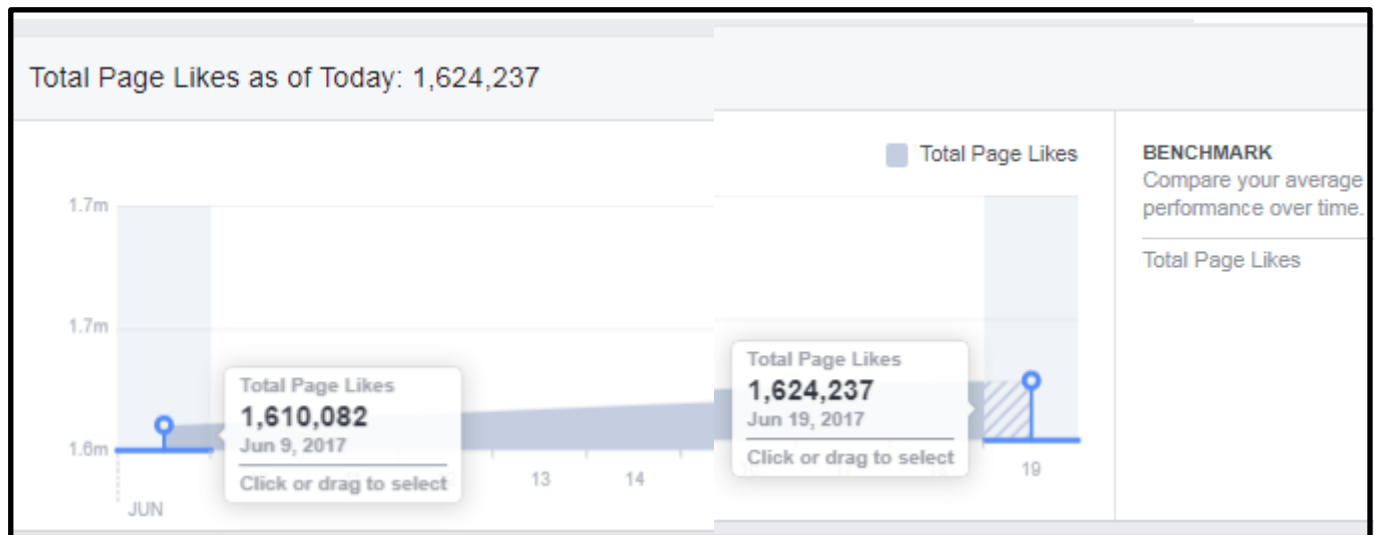
- Promotion of their men wear collection on the occasion of Father's Day
- Re-activate the audience conversations on the Facebook brand page
- Engage our target groups via this 10 days Contest

A JEWEL FOR MY JEWEL CAMPAIGN

On the occasion of we have conducted a campaign #AJewelForMyJewel. The campaign was aimed to promote their men wear collection. On daily basis, we have launched their products from Darsh Collection. The idea behind this campaign was to gift a jewel to the most precious jewel for your life 'father'. Jewellery is basically meant for women. Via, this campaign we have broken the stereotype that one can gift jewelry to men also

Additionally, we have conducted a week long contest #HeartOfGold in which the participants have to share those qualities in their dads that they admire, and makes them such a lovely person with the heart of gold.

COMPARATIVE STUDIES




We have gained 14155 likes and all the likes are organic in nature

TOP PERFORMING POSTS

Post Details Reported stats may be delayed from what appears on posts

PC Jeweller with Paromita Das.
Published by Sahil Jain (?) · June 17 at 10:38am ·

Gift this elegant pendant to your Dad. Let it be a daily reminder of how special he is.
Shop now: <https://goo.gl/kXxiNs>
Store Location: <https://goo.gl/cCJDF6>



114,903 People Reached

14,834 Reactions, Comments & Shares

14,574 Like	14,374 On Post	200 On Shares
75 Love	74 On Post	1 On Shares
2 Haha	1 On Post	1 On Shares
74 Wow	71 On Post	3 On Shares
2 Sad	1 On Post	1 On Shares
1 Angry	0 On Post	1 On Shares
27 Comments	26 On Post	1 On Shares
81 Shares	81 On Post	0 On Shares

1,780 Post Clicks

1,110 Photo Views	58 Link Clicks	612 Other Clicks
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NEGATIVE FEEDBACK

3 Hide Post	5 Hide All Posts
1 Report as Spam	0 Unlike Page

Get More Likes, Comments and Shares
Boost this post for ₹500 to reach up to 24,000 people.

114,903 people reached

This post consists:-

Reach: 114,9303

Reaction: 12,834

Shares: 51


Clicks: 1780

TOP PERFORMING POSTS

Post Details Reported stats may be delayed from what appears on posts

PC Jeweller with Paromita Das and 2 others.
Published by Sahil Jain [?] · June 16 at 8:01pm · 🌐

Embrace him with love. Present him a precious pendant from the house of PC Jeweller. #AJewelForMyJewel
Shop now: <https://goo.gl/zwcPBN>
Store Location: <https://goo.gl/cCJDF6>



52,069 People Reached

5,000 Reactions, Comments & Shares

4,947 Like	4,897 On Post	50 On Shares
11 Love	11 On Post	0 On Shares
3 Haha	2 On Post	1 On Shares
13 Wow	13 On Post	0 On Shares
1 Sad	0 On Post	1 On Shares
8 Comments	8 On Post	0 On Shares
19 Shares	19 On Post	0 On Shares

553 Post Clicks

338 Photo Views	19 Link Clicks	196 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Get More Likes, Comments and Shares
Boost this post for ₹800 to reach up to 24,000 people.

52,069 people reached

This post consists:-

Reach: 52,069

Reaction: 5000

Shares: 19

Clicks: 583

GLIMPSE OF #HEARTOFGOLD CONTEST ENTRIES

Rameesh Shah #HeartofGold #Contest #PCJeweller #Father'sDay

I would like to thank my dad for silently doing things for me without even me knowing. He expresses his love as much as mom does but never shows. Thank you dad for all those savings even before I was born so that I could fulfil all my dreams. Thank you dad for waiting patiently for hours at the doctors office when I was sick even after a long day at work. Thank you dad for advising me when I got into trouble in school and collage. There are countless other sacrifices that even a book won't be able to justice it.

Thanx Papa

Joinfriends
Manjula Shah Chauhan Sneha Vipul Shah Saloni Shah Pooja Ambavat



Like · Reply · 5 · June 14 at 6:22pm

Saloni Shah Like father like son is a common saying, but for me it's more of like father like daughter. We both go matching. Everyone knows betiya papa ki part hoti hai so is for me. But my father is not only my superhero he's more than that. I couldn't thank him for everything he did for me but I've got a chance today and I won't miss it. Thankyou for not teaching me to do right only but also how to change wrong to right. Thankyou for not only teaching me to do what my heart wants but to do what my heart says and also what others want me to do. For not only telling me to respect elders but also show respect to everyone. Thankyou for telling me that it's okay to be scared, it brings the better in you. Thankyou for teaching me to not only be happy with things but also how to live happily in life. Thankyou for making me strong to fight my own problems. There's thankyou for every small thing that you've taught me but more than that thankyou for being my father. There can never be anyone like you. I don't even want anyone else because you're irreplaceable. Thankyou papa for everything and I love you more than anyone can know. I hope you live happily forever and a very Happy Father's Day ❤️#HeartofGold #contest



GLIMPSE OF #HEARTOFGOLD CONTEST ENTRIES

 Hetal Rawat PC Jeweller #HeartofGold #Contest
My dad Pralhad Patil says, "Worries, responsibilities and tensions are part of life, don't forget to enjoy any moment, sing your heart out and let happiness flow in eyes"



Like · Reply · 4 · June 13 at 12:30pm

 Ananya Moha Sanyal #HeartofGold #Contest Father is one person on earth who takes care of his children in best possible way. I still remember one particular day. My father worked as government official in Indian railways. My father never believed in too much expensive lifestyle, his motto was to maintain a balanced life. So we all got habituated in simple living. One day I remember, I was willing to join a course for my career aspiration but the course was costly. I was thinking whether to pursue that career path or not. My father came up to me and he told me to go ahead with my interest. He said that he has already saved a fund for my future and that fund is sufficient enough for my course. I was so happy, I looked at his face. He is my father - perhaps the best dad in the world.



Like · Reply · 3 · June 13 at 6:23pm

CONTEST ACHIEVEMENTS



Number of entries
405



Number of shares
191



Total Reach
52,183

PAID AD DATA

<input type="checkbox"/>	Ad Set Name	Delivery ? ▲	Res... ?	Reach ?	Cost ... ?	Budget ?	Amount ... ?	Schedule ?
<input type="checkbox"/>	<input checked="" type="checkbox"/> Contest Post	● Recently Completed	12,226 Post Eng...	31,735	₹0.12 Per Post ...	₹1,500.00 Lifetime	₹1,500.00	Jun 13, 2017 – Jun 17, 2017 4 days
<input type="checkbox"/>	<input checked="" type="checkbox"/> PCJ 14TH June Post	● Recently Completed	3,645 Post Eng...	11,164	₹0.15 Per Post ...	₹550.00 Lifetime	₹550.00	Jun 14, 2017 – Jun 17, 2017 3 days
<input type="checkbox"/>	<input checked="" type="checkbox"/> PCJ Post boosting	● Recently Completed	9,521 Post Eng...	44,619	₹0.05 Per Post ...	₹500.00 Lifetime	₹500.00	Jun 17, 2017 – Jun 18, 2017 23 hours
<input type="checkbox"/>	<input checked="" type="checkbox"/> Contest Post 2- 16th June	● Recently Completed	4,478 Post Eng...	17,632	₹0.11 Per Post ...	₹500.00 Lifetime	₹500.00	Jun 16, 2017 – Jun 18, 2017 2 days
<input type="checkbox"/>	<input checked="" type="checkbox"/> PCJ Post Booting	● Recently Completed	4,312 Post Eng...	15,582	₹0.12 Per Post ...	₹500.00 Lifetime	₹500.00	Jun 16, 2017 – Jun 18, 2017 2 days
	▶ Results from 20 Ad Sets		63,942 Post Eng...	153,508 People	₹0.13 Per Post ...		₹8,301.08 Total Spent	

PR REPORT

- Print Coverage Hindu Business Line

Keyword: Jewellery Industry

Date	Headline	Publication	Language	Edition	Page No.
16/06/2017	<p>PCJ unveils new jewellery collection for men OUR BUREAU s? awn !;???? Pg. a Jewellery brand has launched their new collection Darsh that focusses on Jewellery for men. A press statement from the company said that Darsh has been designed to pr....</p>	Hindu Business Line	English	Delhi	3
16/06/2017	<p>PCJ unveils new jewellery collection for men PCJ unveils new jewellery collection for men OUR BUREAU Bengaluru. June 15 PC), a jewellery brand, has launched their new collection Darsh that focusses on jew-ellery for men. A press statement from</p>	Hindu Business Line	English	Chennai	3
16/06/2017	<p>PCJ unveils new jewellery collection for men PCJ unveils new jewellery collection for men OUR BUREAU Bengaluru, dune 15 PCJ, a jewellery brand, has launched their new collection Darsh that focusses on jew-ellery for men. A press statement from....</p>	Hindu Business Line	English	Chandigarh	3
16/06/2017	<p>PCJ unveils new jewellery collection for men PCJ unveils new jewellery collection for men OUR BUREAU Bengaluru, June 15 PCJ, a jewellery brand, has launched their new collection Darsh that focusses on jew-ellery for men. A press statement from....</p>	Hindu Business Line	English	Bangalore	3

	<u>PCJ unveils new jewellery collection for men</u>				
16/06/2017	PCJ unveils new jewellery collection for men OUR BUREAU Bengaluru. June 15 PCJ, a jewellery brand, has launched their new collection Darsh that focusses on jew-ellery for men. A press statement from	Hindu Business Line	English	Ahmedabad	3
	<u>PCJ unveils new jewellery collection for men</u>				
16/06/2017	PCJ unveils new jewellery collection for men OUR BUREAU Bengaluru, June 15 PCJ, a jewellery brand, has launched their new collection Darsh that focusses on jew-ellery for men. A press statement from....	Hindu Business Line	English	Kolkata	3
	<u>PCJ unveils new jewellery collection for men</u>				
16/06/2017	PCJ unveils new jewellery collection for men OUR BUREAU Rengaluru, /One 15 PCJ. a Jewellery brand, has launched their new collection Darsh that focusses on jew-ellery for men. A press statement from	Hindu Business Line	English	Hyderabad	3
	<u>PCJ unveils new jewellery collection for men</u>				
16/06/2017	PCJ unveils new jewellery collection for men OUR BUREAU Bengaluru, June 15 PCJ, a jewellery brand, has launched their new collection Darsh that focusses on jew-ellery for men. A press statement from	Hindu Business Line	English	Pune	3

- Amar Ujjala

1. Kanpur
2. Agra
3. Ghaziabad
4. Gorakhpur
5. Lucknow
6. Varanasi

- Others

1. Daily Excelsior
2. Rashtriya Sanskriti
3. Virat Vaihav
4. Dainik Jagran

- Electronic Channel

1. Delhi Aaj Tak

https://youtu.be/XX_MF5m4WW8

2. India News

Will Appear on Tuesday

3. GGN News

Already Appeared

4. APN News

DIGITAL PR REPORT

56 ONLINE COVERAGE

http://news.youngbiztimes.com/?page_id=163&rkey=20170617enIN201706175533_indiapublic&filter=1851

http://news.webindia123.com/news/press_showdetailsPR.asp?id=1063074&cat=PR

http://www.vccircle.com/releases?rkey=20170617enIN201706175533_indiapublic&filter=5485

http://www.varindia.com/news/1529595?rkey=20170617enIN201706175533_indiapublic&filter=537

http://udaipurkiran.com/prnewswire/?rkey=20170617enIN201706175533_indiapublic&filter=7532

http://www.thesmetimes.com/index.php/daily-updates/national.html?rkey=20170617enIN201706175533_indiapublic&filter=2068

http://theretailtimes.co.in/national/?rkey=20170617enIN201706175533_indiapublic&filter=2070

http://thehawk.in/prnewswire/?rkey=20170617enIN201706175533_indiapublic&filter=4853

http://www.thehansindia.com/home/prnewswire?rkey=20170617enIN201706175533_indiapublic&filter=2080

<https://www.telegraphindia.com/pressrelease/prnw/60513/this-fathers-day-let-your-heroes-know-they-are-unique-gift-t.html>

http://tacticsmagazine.com/landingpages/cnw-global-retail-news/?rkey=20170617enIN201706175533_indiapublic&filter=5491

http://specttrumnews.com/news/pr-newswire.aspx?rkey=20170617enIN201706175533_indiapublic&filter=7051

http://www.smarttechtoday.com/prnews/?rkey=20170617enIN201706175533_indiapublic&filter=2496

http://www.scoopbig.com/prnewswire/?rkey=20170617enIN201706175533_indiapublic&filter=4435

<http://www.samacharlive.com/Business/this-father-s-day-let-your-heroes-know-they-are-unique-gift-them-unique-pendants-from-darsh-by-pc-jewellers>

http://www.rnews1.com/p/pr-newswire.html?rkey=20170617enIN201706175533_indiapublic&filter=7546

http://pretty.fm/fashion-news/?rkey=20170617enIN201706175533_indiapublic&filter=1347

http://www.ptinews.com/pressrelease/24439_press-subThis-Father-s-Day-Let-Your--Heroes--Know-They-are-Unique--Gift-Them--Unique-Pendants--from--DARSH--by-PC-Jewellers

http://prativad.com/newseng.htm?rkey=20170617enIN201706175533_indiapublic&filter=4617

<http://www.prnewswire.co.in/news-releases/this-fathers-day-let-your-heroes-know-they-are-unique-gift-them-unique-pendants-from-darsh-by-pc-jewellers-629087853.html>

http://www.odisha360.com/prn/?rkey=20170617enIN201706175533_indiapublic&filter=4962

http://eodishasamachar.com/en/pr-newswire-2/?rkey=20170617enIN201706175533_indiapublic&filter=4272

http://nrinews24x7.com/prnews.htm?rkey=20170617enIN201706175533_indiapublic&filter=4972

http://www.news.in/prnewswire.php?rkey=20170617enIN201706175533_indiapublic&filter=5070

http://www.newsrelease.com/pr-newswire/?rkey=20170617enIN201706175533_indiapublic&filter=10089

http://media.newswire.ca/newssuperfastblog.html?rkey=20170617enIN201706175533_indiapublic&filter=10033

http://www.news Bharati.com/prnewswire/default.aspx?rkey=20170617enIN201706175533_indiapublic&filter=5165

http://www.newdelhitimes.com/news-release/?rkey=20170617enIN201706175533_indiapublic&filter=5147

http://mediainfoline.com/releases/?rkey=20170617enIN201706175533_indiapublic&filter=3952

http://www.marketnewsrelease.com/pr-newswire?rkey=20170617enIN201706175533_indiapublic&filter=10091

http://legendnews.in/pr-newswire-english/?rkey=20170617enIN201706175533_indiapublic&filter=4405

http://keralabiznews.com/newswires/prnewswire?rkey=20170617enIN201706175533_indiapublic&filter=139

http://indias.news/prnewswire/?rkey=20170617enIN201706175533_indiapublic&filter=9747

http://indiannerve.com/in-press/?rkey=20170617enIN201706175533_indiapublic&filter=6492

http://indiatoday.intoday.in/prnewswire/index.jsp?rkey=20170617enIN201706175533_indiapublic&filter=4315

http://news.indiaonline.in/prnewswire?rkey=20170617enIN201706175533_indiapublic&filter=4991

http://ifp.co.in/page/newswire?rkey=20170617enIN201706175533_indiapublic&filter=5057

<http://ians.in/index.php?param=prnewswiredetail/PRN-555298>

<http://www.htsyndication.com/htsportal/pr-newswire/article/this-father-s-day-let-your--heroes--know-they-are-unique--gift-them--unique-pendants--from--darsh--by-pc-jewellers/21317775>

http://firstreport.in/pr-newswire/?rkey=20170617enIN201706175533_indiapublic&filter=6490

<http://www.finalaya.com/News/This-Fathers-Day-Let-Your-Heroes-Know-They-are-Unique-Gift-Them-Unique-Pendants-from-DARSH-by-PC-Jewellers-N542521.aspx>

http://thefastmail.com/index.php/page/detailnews/7069?rkey=20170617enIN201706175533_indiapublic&filter=3911

http://dataguru.in/prnewswire.do?rkey=20170617enIN201706175533_indiapublic&filter=2488

http://corecommunique.com/prnewswire/?rkey=20170617enIN201706175533_indiapublic&filter=4754

http://businessviews.in/business-views-press-release-news/?rkey=20170617enIN201706175533_indiapublic&filter=908

http://www.businesstoday.in/prnewswire/index.jsp?rkey=20170617enIN201706175533_indiapublic&filter=2418

http://www.businesssandesh.in/breaking-news/?rkey=20170617enIN201706175533_indiapublic&filter=7621

http://businessfortnight.com/pr-newswire/?rkey=20170617enIN201706175533_indiapublic&filter=5117

http://www.bizwireexpress.com/showstoryPRN.php?rkey=20170617enIN201706175533_indiapublic&filter=2276

http://news.biharprabha.com/prnewswire/?rkey=20170617enIN201706175533_indiapublic&filter=2270

http://www.bangalorewaves.com/news/bangalorewaves-business-news.php?rkey=20170617enIN201706175533_indiapublic&filter=2267

http://assignmenteditor.com/pr-newswire-3/?rkey=20170617enIN201706175533_indiapublic&filter=1673

http://www.asianbuck.com/asianbuck-prnews/?rkey=20170617enIN201706175533_indiapublic&filter=8421

http://www.asiafja.com/en-us/editorial/News-Releases?rkey=20170617enIN201706175533_indiapublic&filter=8133

http://www.abhitaknews.com/english/news/press-releases.aspx?rkey=20170617enIN201706175533_indiapublic&filter=1889

http://www.5dariyanews.com/Full-Story-Latest-from-PR-Newswire.aspx?rkey=20170617enIN201706175533_indiapublic&filter=3325

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Vodafone IN 11:28 AM 62%

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Thevogueaholicblog added 2 new photos
— at **PC Jewellers**
Just now · New Delhi ·

At the launch of DARSH , the new jewellery collection for our special Fathers' 🙌
It's unique , classy and yes , affordable - go check it out !!!

PC Jeweller X Thevogueaholicblog

#delhiblogger #fashionblogger #jewellery
#AJewelForMyJewel #PCJFathersDay
#PCJDarshCollection #PCJeweller #delhi #event
#instagram #instadaily #instagood #photooftheday
#tedbaker #london #uk #fathersday #gift #worthit
#vasudhadembla #thevogueaholic

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Vodafone IN 3G 9:55 AM

Photo

theglamorous_chic
South Ex Part 1 Delhi >

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🔖

Liked by the fab fashion closet and 916



Liked by [_devendrasinh_chauhan_](#) and 520 others

[oimfashionn](#) Make this fathers day special by gifting your Dad these quirky and



1,001 likes

[fashionbyruda](#) Father's day is coming and



400 likes

[arshdeepkaur31](#) Had a great time

ADWORD REPORT

Ad state	Headline 1	Headline 2	Impressions	Interactions	Cost
Total	--	--	140342	1049	5,751.91
Total - Search	--	--	30059	271	3,168.15
Total - Display	--	--	110283	778	2,583.76

Ad report (Jun 1, 2017-Jun 18, 2017)					
Ad state	Headline 1	Headline 2	Impressions	Interactions	Cost
enabled	Unique Gifts For Father's Day	Buy Gold Pendants For Your Dad	9040	70	733.11
enabled	Father's Day Gift Collection	A one of a kind collection	14333	69	765.34
enabled			94008	535	1,942.05
enabled	Father's Day Gift Collection	A one of a kind collection	557	9	134.28
enabled	Unique Gifts For Father's Day	Buy Gold Pendants For Your Dad	1445	23	265.36
Total - filtered	--	--	119383	706	3,840.14
Total - all removed	--	--	20959	343	1,911.77
Total	--	--	140342	1049	5,751.91
Total - Search	--	--	30059	271	3,168.15
Total - Display	--	--	110283	778	2,583.76

Note:- Analytics was not configured properly and we were not having full access so we cannot provide the behaviour of the users through Adword.



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Jeweller for generations
PC Jeweller

THANK YOU