


Boosting Footfall & Fun: Up In The Air Trampoline Park Case Study

This case study details how Onbeat Entertainment Agency revitalised "Up In The Air Trampoline Park" in Vasai through an innovative influencer campaign, significantly increasing footfall and brand engagement.





"Therapy was too expensive,
so we went trampoline park instead." 🤸 😄

Brand Objectives: Soaring to New Heights

Up In The Air Trampoline Park sought to achieve several key goals:

Increase Offline Footfall

Drive more visitors to the park through impactful social media buzz.

Position as a Fun Destination

Establish the park as a go-to spot for teens, young adults, and families seeking fun and stress relief.

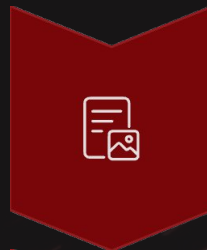
Generate Authentic UGC

Inspire user-generated content that felt relatable and highly shareable, capturing genuine moments of joy.



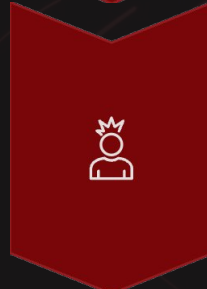
Our Strategy: Authentic, Experience-Led Activation

Our approach focused on genuine, content-first engagement rather than scripted promotions.



Content-First Activation

Micro content creators highlighted authentic fun, not staged advertisements.



Showcasing Real Moments

Influencers captured genuine reactions and spontaneous joy at the trampoline park.



Unscripted Lifestyle

Promoted lifestyle storytelling through POV-style reels and relatable captions.

This ensured that every piece of content resonated with the audience by showcasing true enjoyment and stress relief.

Execution Highlights: Creative Content in Action

We collaborated with micro and nano influencers to craft compelling content that deeply engaged their audiences.

Influencer Engagement

- Selected 14 micro + nano influencers (5K–100K followers).
- Focused on creating fun, meme-style reels.
- Developed challenge and adventure videos.
- Showcased family bonding and team activities.

Content Themes

- "Therapy is expensive, so we chose Trampoline Park."
- Sibling and family challenge reels.
- POV: Your second born kid is always the funniest.
- "Trampoline in Vasai? Count me in!"



Tangible Results: Measuring Campaign Success

The campaign delivered impressive metrics, demonstrating significant impact on brand visibility and footfall.

250K+

Combined Organic Views

Across all influencer content, generating widespread awareness.

26K+

Engagement

Total likes, comments, and shares, indicating high audience interaction.

180K+

Reach

Users in the Mumbai & Vasai region exposed to the campaign.

22%

Rise in Weekend Inquiries

Within just 10 days, showing direct impact on interest and visits.

60+

UGC Content Pieces

Republished by the public and creators, extending organic reach.

Brand Impact & Onbeat Entertainment Agency

The campaign successfully repositioned Up In The Air and showcased Onbeat's expertise.

Brand Impact:

- Repositioned as the most fun, family-friendly spot in Vasai.
- Created a viral emotional and humorous brand identity.
- Enhanced brand visibility without reliance on paid advertising.
- Increased repeat visits and peer recommendations.

Onbeat Entertainment Agency specialises in 360° Influencer & Brand Activation, offering bespoke strategies in experiential marketing, influencer campaigns (Nano to Celebrity), and UGC-based performance content across various sectors.



📄 Let's Grow Your Brand!

Contact Onbeat Entertainment Agency

📍 Mumbai

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