

RUSH

Igniting Footfall: The RUSH Gaming Arena Success Story

Discover how Onbeat Entertainment transformed RUSH Gaming Arena into a buzzing hub, leveraging a dynamic influencer campaign to drive both online engagement and real-world bookings in Mumbai.

The Challenge: Elevating RUSH Gaming Arena



Boost Walk-ins & Bookings

Increase physical attendance and pre-booked sessions at the Fort outlet.



Cultivate Youth Hype

Generate excitement among Gen Z and young professionals for arcade gaming and unique zones.



Promote Exclusive Offer

Drive rapid conversions by highlighting a limited-time 50% discount.



Authentic Content Creation

Develop genuine, experience-driven video content through real-time engagement.

Onbeat's Strategic Playbook for RUSH



Influencer Selection

- Engaged micro-creators (20K–200K) from Mumbai.
- Focus on high engagement and "experience lifestyle" content.
- Prioritised creators known for outing vlogs.

Dynamic Content Direction

- Entertaining Point-of-View (POV) style videos.
- Showcasing bowling shots, arcade reactions, claw machine fun, and neon ball pit experiences.
- Creative themes like "Birthday celebration" content.
- Prominent 50% OFFER Call-to-Action banners.

Maximising Impact: Call-to-Action Integration

→ Geo-Tagging for Local Reach

Every video prominently featured a location tag: "**Rush – Fort**", driving local interest.

→ Unmissable Offer Flash

A striking "**50% OFF**" offer flashed across content for immediate attention.

→ Direct Booking Engagement

Captions included a clear Call-to-Action: "**DM RUSH to Book Your Game Slot**", streamlining conversions.



Tangible Triumphs: Results & Impact

15

Total Creators

12 Micro + 3 Lifestyle Influencers

2.1M+

Combined Views

Achieved significant reach across platforms.

85K+

Engagement

Likes, Comments & Shares indicating strong audience interaction.

3.9K+

Saved Posts

Direct indicator of offer interest and potential conversions.

230+

Walk-in Conversions

New paid entries within just 10 days of the campaign.

₹2.4 Lakhs+

Revenue Influence

Directly tracked revenue generated from the campaign.

The campaign also spawned **4 viral reels**, each exceeding 150K views, showcasing exceptional organic reach.

Birthday?
More like Game day



The Winning Formula: Why It Worked

Authentic & Relatable

User-generated content featuring genuine fun and humour.

Visually Striking

The neon aesthetic significantly boosted content retention.

Localised Influence

Influencers with strong Mumbai followings ensured targeted engagement.

Conversion-Focused Offers

Strategic promotion of discounts directly boosted bookings.

Collaborate with Onbeat Entertainment

Onbeat Entertainment is your 360° Advertising & Influencer Marketing Agency, dedicated to creating viral experiences and driving footfall.



Our Expertise

- Influencer Campaigns
- Venue & Experience Promotions
- Social Media Strategy
- Event Branding & Sponsorships

