



Rage Room Mumbai × Onbeat Entertainment

How we turned smashing stuff into Mumbai's hottest stress-relief trend—and drove 890K+ views doing it.

The Challenge

Making Stress Relief Go Viral

The Brand

Rage Room Mumbai offers something totally different: a safe space where you can literally smash your stress away. Think breaking plates, bottles, and electronics in a controlled environment with safety gear.

The target? Young professionals and college students who need a fun outlet that's way more interesting than another coffee shop hangout.

What We Needed to Do

- Get Rage Room on every Mumbaikar's radar
- Position it as the go-to activity for dates, friend groups, and team outings
- Drive actual bookings through social engagement
- Create content so relatable it spreads organically

Our Game Plan: Make It Relatable AF



The Right Voices

We partnered with 12 youth creators aged 18-28 who nail humor and lifestyle content. People your audience actually follows and trusts.



Trend-Jacking Done Right

POV trends, funny challenges, slow-mo smashing clips. We adapted what's already working and made it uniquely Rage Room.



Group Energy

Showcased friends, couples, and squads having a blast together. Because smashing stuff alone is therapy, but with friends? That's content gold.



Instagram-Worthy Moments

Every video highlighted the visual drama—flying glass, neon lights, safety gear that looks cool. Made people think "I need to post this."



Content That Clicked

We created 25+ pieces of content that spoke directly to our audience's mood. Here's what made people stop scrolling:

"Clubbing chhodo, kuch todne chalo?"

Called out the usual weekend plans and positioned Rage Room as the cooler alternative. Spoke in their language, literally.

"Feminine rage, but make it cute!"

Tapped into the female empowerment trend with humor. Women smashing stereotypes (and glass) in style.

POV Memes That Hit Home

"If judging people in group chats was a crime..." Relatable scenarios that made people tag their friends immediately.

Action-Packed Visuals

Slow-motion glass shattering, dramatic lighting, genuine reactions. Every frame was designed to make you feel the release.

The Numbers Don't Lie

890K+

Organic Views

Content reached nearly a million eyeballs without paid ads

1.5M+

Total Reach

Across all platforms and touchpoints

75K+

Engagement

Likes, comments, shares—people didn't just watch, they participated

42%

Booking Increase

Walk-ins jumped in just 10 days post-campaign

But here's the real win: most content went viral organically. The concept was unique enough and the execution relatable enough that people shared it without being asked. That's when you know you've tapped into something real.

What Changed for Rage Room



Became THE Experience Spot

Rage Room is now synonymous with unique weekend plans in Mumbai. When friends ask "what should we do?", Rage Room comes up.



Created Serious FOMO

Seeing friends and creators they follow smashing stuff made people feel like they were missing out on something epic.



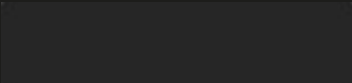
Corporate Bookings Started Rolling In

Companies noticed the team-building potential. Group bookings and corporate queries increased significantly.



Brand Reputation: Elevated

Positioned as trendy, safe, therapeutic, and Instagram-worthy—all the things that matter to the target audience.



Ready to Make Your Brand the Next Viral Story?

At **Onbeat Entertainment**, we don't just run campaigns—we create experiences that people actually want to share. We know the creators, we speak the language, and we understand what makes content spread like wildfire.

What We Bring to the Table:

- Proven expertise in viral influencer campaigns
- Strategic execution that balances creativity with ROI
- Strong network of youth & lifestyle creators
- Affordable solutions that don't compromise on impact

Let's build something unforgettable together.



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Brand Activations • Content Campaigns