

THRILLVILLE

ENTERTAINMENT ZONE

Thrillville x Onbeat: Making Waves with Influencers

Discover how a strategic influencer campaign helped Thrillville Entertainment Zone, Mumbai's first inflatable water adventure park, achieve remarkable success during a limited-time offer.

Igniting Excitement: Campaign Goals



Increase Footfall

Drive ticket sales and group bookings during the campaign period.



Boost Awareness

Generate significant buzz on Instagram and Reels for Thrillville Entertainment Zone.



Build Social Proof

Leverage authentic content from creators experiencing the park firsthand.



Engage Youth & Families

Attract Gen Z and family audiences to the new water adventure park.

Onbeat Entertainment Agency partnered with Thrillville for their limited-time offer (20th–31st October), aiming to create an unforgettable splash in the Mumbai entertainment scene.

The Onbeat Strategy: Authentic Engagement

1

Experience-Based Reels

Collaborated with travel, vlog, and entertainment creators to showcase the activity on camera.

2

UGC Storytelling

Creators focused on real reactions, slips, and fun, rather than traditional ad-style content.

3

Localised Creators

Shortlisted Mumbai-based influencers with a strong youth audience connection.

4

Offer Amplification

Highlighted the Limited Time Offer (20th–31st Oct) to create urgency and drive conversions.

5

Cross-Posting Strategy

Influencers posted Reels and Stories, tagging Thrillville to maximise reach and visibility.



Onbeat's strategy centered on creating genuine, relatable content that resonated with the target audience. By focusing on authentic experiences, the campaign aimed to turn influencers into advocates and viewers into visitors.

Creative Collaborations & Visual Storytelling

Creator Collaborations:

Lifestyle & Vlog Creators	30–45 sec engaging Reels
Travel Micro Influencers	POV adventure videos
Family & Kids Creators	Safe-fun experience content
Meme & Trend Creators	Humorous viral Reels

Onbeat enlisted 18 diverse influencers, generating an impressive 42 pieces of content including Reels, Stories, and photos, ensuring a wide array of perspectives and styles.

Visual Highlights & Content Themes:

- "Inflatable Waterpark Now in Mumbai!"
- "My Definition of Fun 🏊"
- "Can You Cross These Obstacles?" Challenge
- "Kya Vlogger Banega Re Tu?"



The content celebrated real slips, jumps, challenges, and group excitement, along with clips showcasing safety measures like life jackets and onboarding instructions.

Unprecedented Results: Campaign Impact



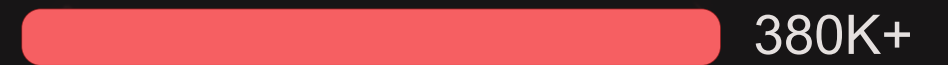
Ticket Sales Increase

Significant boost in ticket sales during the campaign week.



Total Reach

Achieved over 6.2 million impressions across all platforms.



Engagement

Garnered over 380,000 likes, shares, and comments.



Booking Queries

Received a high volume of direct messages and website enquiries.



Group Bookings

Secured numerous college and corporate group bookings.

Impact Created:

- Thrillville became a trending fun destination in Mumbai.
- Youth and families perceived the park as an affordable adventure alternative.
- Authentic content built trust and excitement, leading to organic UGC.

Why Onbeat Excels: Turning Views into Sales

Local Youth Insights

Targeted the right audience with culturally relevant content.

Viral UGC Style

Created authentic content that resonated, avoiding traditional advertisements.

Fast Execution

Completed the entire campaign efficiently within just 20 days.

ROI-Driven

Boosted direct sales and achieved measurable results for Thrillville.

Best Performing Content Types:

Funny/Challenge Reels were most shared (110K+ shares), POV Jump & Slide Shots had higher watch time, Group Reaction Videos led to more bookings, and Trending Meme Audio ensured viral reach.



About Onbeat Entertainment Agency:

Onbeat specialises in ROI-focused influencer campaigns that convert views into sales across adventure & travel, food & lifestyle, and events & brand launches, offering both online and offline branding expertise.