



BoxZone × Onbeat Entertainment

Building Mumbai's Most Viral Entertainment Experience

The Challenge

About BoxZone

BoxZone Mumbai is one of the city's largest outdoor entertainment zones, offering **120+ games, rides, and adventure activities** for all age groups. This dynamic destination combines family entertainment, carnival vibes, outdoor activities, food stalls, and adventure zones all in one place.

Campaign Goals

- Increase footfall and on-site bookings
- Build organic awareness across Mumbai
- Showcase BoxZone as the ultimate weekend destination
- Position as the largest value-for-money entertainment zone



Strategic Approach

We planned a mixed creator and experience-driven campaign focused on authentic storytelling across three key audience segments:



Family Creators

Parents + Kids content showcasing safe, fun activities and value for families looking for weekend entertainment options



Couples Content

Date vlog ideas featuring romantic attractions like the Lock Bridge and evening ambiance to drive couple bookings

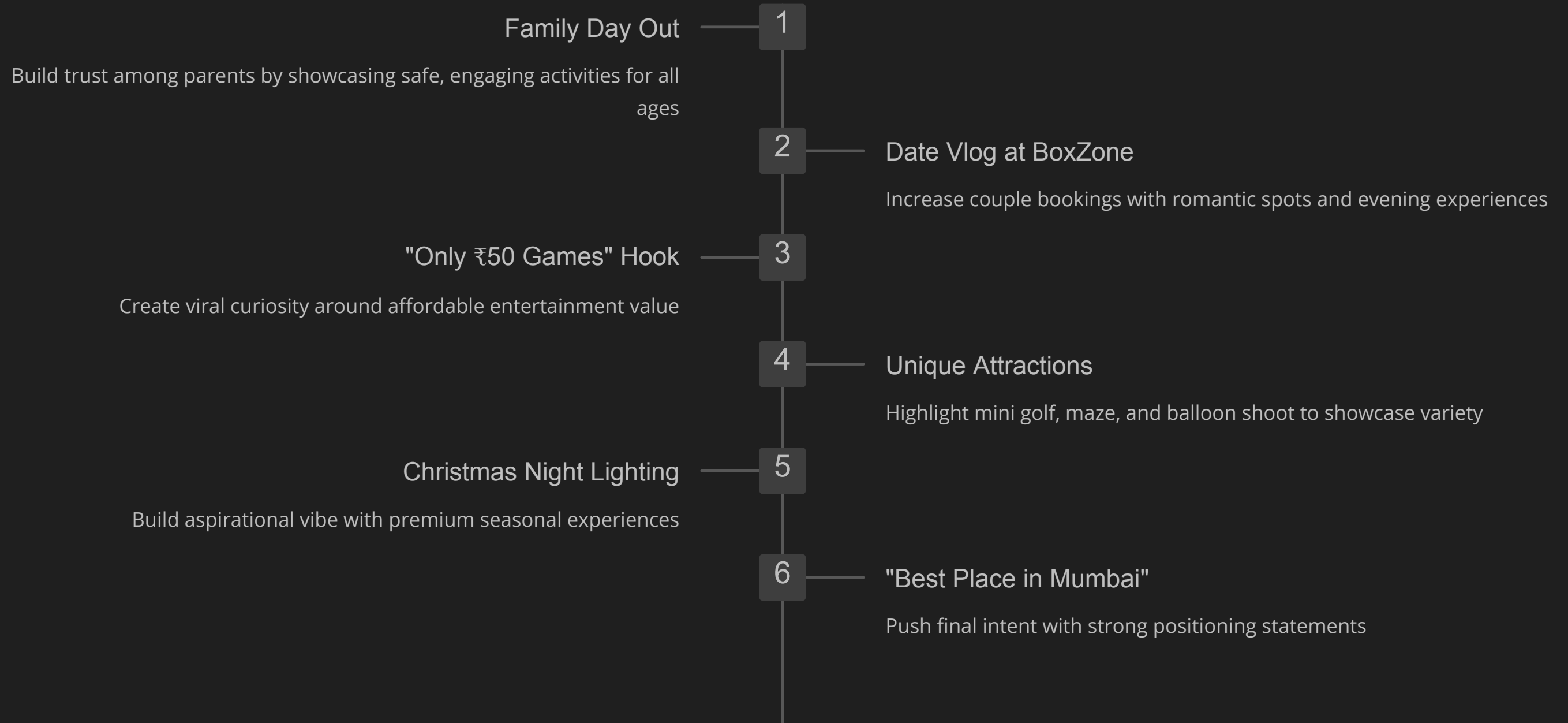


Youth/Reel Creators

Fun activities, comedy hooks, and trendy content formats to capture the attention of young audiences

Content Strategy That Connects

Each content theme was carefully designed to appeal to specific audiences and drive different booking behaviors:



Content Execution Breakdown

Content Type	Volume	Format
Influencer Experience Reels	12+	Fun + POV + Voiceover
Family Reels	5+	Kids + Rides Focus
Youth/Reel Trends	8+	Comedy + Hooks
Seasonal Christmas	3	Premium Night Lights
Drone Shots	1	Full Park Overview

Target Areas

Strategic geographic focus on key Mumbai suburbs with high family density:

- Borivali
- Kandivali
- Malad
- Andheri
- Thane
- Mira Road

Key Attractions Showcased



Mirror Maze

Mind-bending fun for all ages



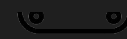
Mini Golf

Competitive family entertainment



Balloon Shooting

Classic carnival excitement



Bumper Cars

Thrilling rides for everyone



Inflatable Rides

Safe adventure for kids



Carnival Food

Delicious treats and snacks



Lock Bridge

Romantic couple attraction



Night Lights Festival

Magical evening atmosphere

Campaign Results

The influencer-led strategy delivered measurable impact across awareness, engagement, and on-ground sales:

6.2M+

Organic Views

Massive reach across all campaign content

65%

Family Footfall Increase

Within just 3 weeks of campaign launch

3,000+

Saved Posts

Families bookmarking BoxZone for future visits

2,100+

Booking Inquiries

Direct Instagram messages asking for directions and tickets

📌 **Weekend Impact:** Significant spike in on-spot ticket sales during weekends, demonstrating the direct correlation between digital content and offline conversions.



Why This Campaign Worked



Emotion-Driven

Real experiences, not advertisements — showcasing genuine fun, laughter, and joy



High Shareability

Clear hooks like "₹50 attraction" created instant shareability and curiosity



Multi-Segment Appeal

Family, couple, and youth content ensured broad audience coverage



Premium Production

Night lighting and drone shots created powerful FOMO moments

"Mumbai's Biggest Entertainment Zone"

"120+ Games Starting ₹50"

"Best Place to Spend Weekend with Family"

— Viral hooks that resonated with audiences

The Onbeat Entertainment Difference



Influencer Strategy

Targeted multiple audience types for maximum impact



Video Direction

High engagement hooks designed for viral potential



Brand Positioning

"Affordable + Biggest + Family Friendly" messaging



Viral Reel Planning

Trend + POV + Comedy approach for organic reach



Footfall Impact

Direct increase in on-ground sales and bookings

The Bottom Line

This campaign successfully transformed BoxZone from a local amusement zone to a **viral and trusted family destination** in Mumbai, driving mass awareness and measurable ticket sales through influencer-led storytelling.

Onbeat Entertainment created visibility that turned into bookings.

Want Similar Results?

Let's build an experience that goes viral online and onsite.

Onbeat Entertainment Creators. Campaigns. Offline + Digital Brand Experiences.