







The **new watch?**

# INSTINCT



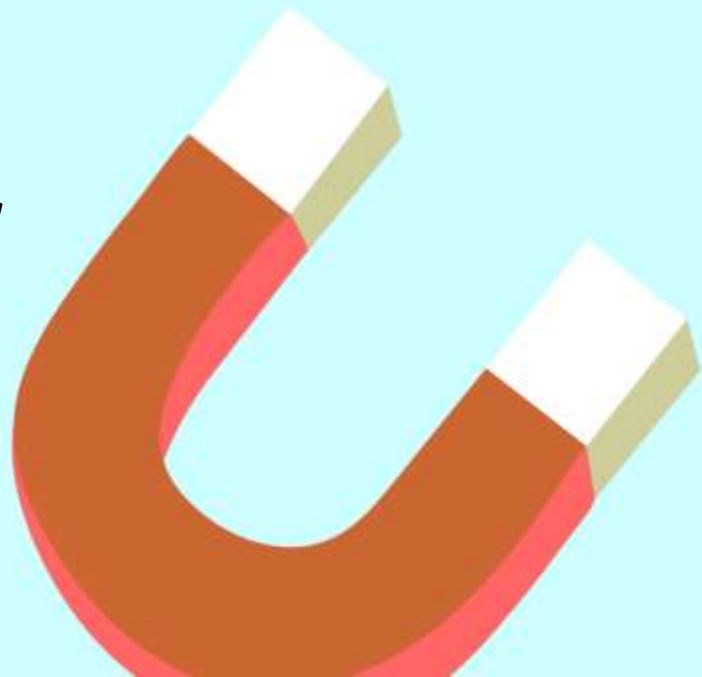


Challenge?



**Time**

**Relatability**





**Thus, began our brainstorming**



We had our **Eureka** moment with...

# THEORY OF RELATABILITY



***"You react to what you relate to!"***

This got us thinking...

What makes **Instinct - relatable**?


The answer was in the word itself.

**INSTINCT**

What makes us strong and defiant in the face of challenges is  
our **INSTINCT**



It is something which everyone has,  
***but only few live by it***



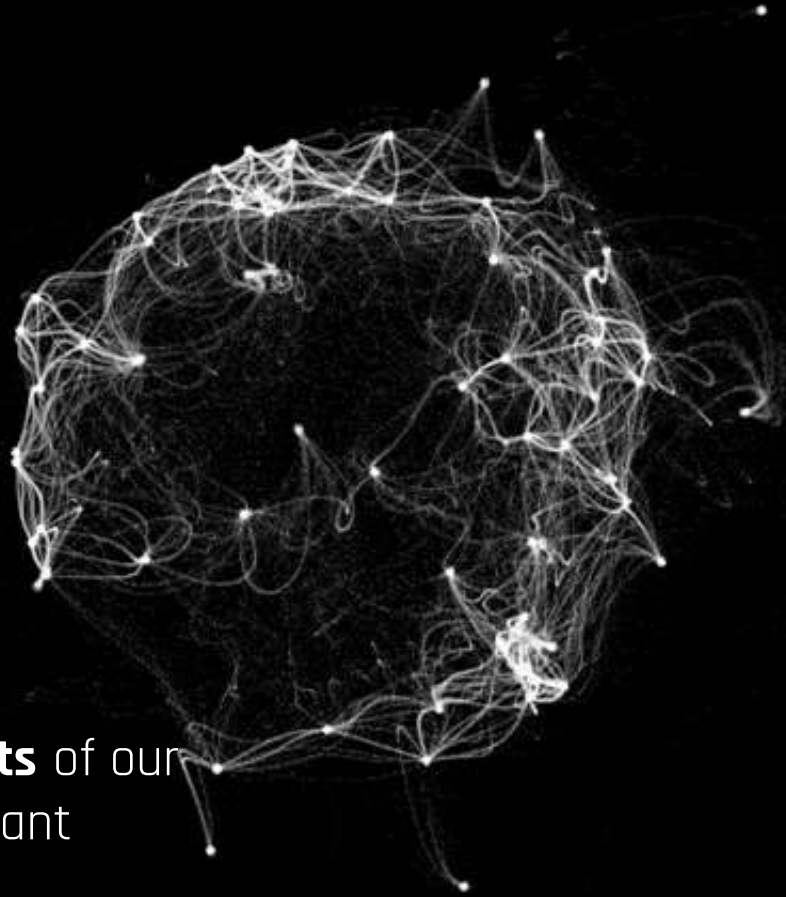
We called it the **6th lost element** -  
that binds together all the 5  
elements



So, we were ready with our launch strategy - **an idea**  
that would make **INSTINCT** a *part of our being* and at the  
same time *motivates us to live by it*



**I Live By Instinct**



We leveraged the **5 elements** of our nature to highlight 5 important features of the watch





EARTH



WIND



SPACE



WATER



FIRE

The image features the Facebook logo, which consists of a dark blue square with rounded corners and a white outline. The word "FACEBOOK" is written in white, bold, uppercase letters across the center of the square. The background of the entire image is a solid dark blue color.

**FACEBOOK**

**EARTH**



**WIND**



**SPACE**



**WATER**



**FIRE**



What all **features** of the watch have we highlighted here?

<b>ELEMENT</b>	<b>FEATURE</b>
Earth	Shock Resistance
Wind	Barometric Altimeter
Space	Galileo Satellite Network
Water	Water Resistance
Fire	Thermal Resistance

Now, how do we make **INSTINCT** relatable?





By sharing

*hard-hitting,*

*inspiring* stories...

GARMIN.

#ILIVEBYINSTINCT

OF HAVING A GOAL TO  
TO EMPOWER  
AS MANY WOMEN



beat  
yesterday.

**Personality**

Anam Hashim

**Reach**

17,666

**Views**

3,919

GARMIN.

#ILIVEBYINSTINCT



beat  
yesterday.

**Personality**

Rannvijay S.

**Reach**

4,616

**Views**

3,717

We then launched a ***contest***, asking people to share the moment which triggered the **INSTINCT** within.

**Result?**

GARMIN.

#ILiveByInstinct

**PARTICIPATE  
AND WIN**

EXCLUSIVE GARMIN  
MERCHANDISE

**CONTEST COMING  
TOMORROW**

beat  
yesterday.

 @GarminIN |  @Garmin\_India |  @garminindia

**POST TYPE**

Pre- Buzz

**REACH**

10,862

**LIKES**

3,114

GARMIN.

#ILiveByInstinct

## RULES OF THE CONTEST

- FOLLOW **@GARMININ**
- ONLY SHARE / COMMENT WITH **#ILIVEBYINSTINCT** WILL QUALIFY FOR JUDGMENT.
- THERE IS NO LIMIT ON NUMBER OF SHARE / COMMENT.
- LUCKY WINNERS WITH MOST AMAZING ANSWERS WILL WIN BIG.
- **@GARMININ** RESERVES THE RIGHT TO ALTER/CHANGE THE T&C WITHOUT ANY NOTICE.



beat  
yesterday.

<b>POST TYPE</b>	Rules
<b>REACH</b>	1,725
<b>LIKES</b>	14

**GARMIN.**

#ILIVEBYINSTINCT

Share the moment  
when you,  
**UNLEASHED YOUR  
INSTINCT**

**CONTESTALERT**

beat  
yesterday.

**POST TYPE**

Contest

**REACH**

5,594

**LIKES**

1,673

**COMMENTS**

21





**GARMIN.**

#ILiveByInstinct

Share The Moment  
when you  
**UNLEASHED YOUR  
INSTINCT**

**CONTEST ALERT**

beat  
yesterday.

<b>POST TYPE</b>	Contest
<b>REACH</b>	4,664
<b>LIKES</b>	1,939
<b>COMMENTS</b>	8



To add more fun,  
we added the **countdown to the launch**

GARMIN.



12 DAYS  
TO GO  
FOR THE  
LAUNCH  
OF GARMIN  
INSTINCT

beat  
yesterday.

<b>POST TYPE</b>	Countdown
<b>REACH</b>	8,912
<b>LIKES</b>	1,898

GARMIN.



**1 DAY TO GO FOR  
THE EXCLUSIVE  
LAUNCH OF GARMIN INSTINCT**

**beat  
yesterday.**

<b>POST TYPE</b>	Countdown
<b>REACH</b>	1,337
<b>LIKES</b>	11

**TWITTER**

We incorporated the same  
approach on **Twitter**

**Result?**

**EARTH**



**WIND**





**SPACE**



**WATER**



**FIRE**



GARMIN.

#ILIVEBYINSTINCT

OF HAVING A GOAL TO  
TO EMPOWER  
AS MANY WOMEN



beat  
yesterday.

<b>Personality</b>	Anam Hashim
<b>Views</b>	45
<b>Retweets</b>	2
<b>Likes</b>	8

GARMIN.

#ILIVEBYINSTINCT



beat  
yesterday.

<b>Personality</b>	Rannvijay S.
<b>Views</b>	28
<b>Retweets</b>	1
<b>Likes</b>	6



GARMIN.




#ILiveByInstinct


**PARTICIPATE  
AND WIN**

EXCLUSIVE GARMIN  
MERCHANDISE

**CONTEST COMING  
TOMORROW**

**beat  
yesterday.**

 @GarminIN |  @Garmin\_India |  @garminindia

 The picture can't be displayed.



<b>POST TYPE</b>	Contest
<b>COMMENTS</b>	35
<b>LIKES</b>	51
<b>RETWEETS</b>	36



**GARMIN**

**FALL  
SEVEN  
TIMES,  
STAND UP  
EIGHT**

**beat  
yesterday.**

<b>POST TYPE</b>	Contest
<b>COMMENTS</b>	29
<b>LIKES</b>	36
<b>RETWEETS</b>	28



GARMIN.



12 DAYS  
TO GO  
FOR THE  
LAUNCH  
OF GARMIN  
INSTINCT

beat  
yesterday.

<b>POST TYPE</b>	Countdown
<b>LIKES</b>	11
<b>RETWEETS</b>	5

GARMIN.



**1 DAY TO GO FOR  
THE EXCLUSIVE  
LAUNCH OF GARMIN INSTINCT**

**beat  
yesterday.**

<b>POST TYPE</b>	Countdown
<b>LIKES</b>	16
<b>RETWEETS</b>	12



**INSTAGRAM**

We incorporated the same  
approach on **Instagram**

**Result?**

**EARTH**



**WIND**



**SPACE**



**WATER**



**FIRE**





GARMIN.

#ILIVEBYINSTINCT

OF HAVING A GOAL TO  
TO EMPOWER  
AS MANY WOMEN



beat  
yesterday.

**Personality**

Anam Hashim

**Reach**

9,630

**Views**

6,295

GARMIN.

#ILIVEBYINSTINCT



beat  
yesterday.

**Personality**

Rannvijay S.

**Reach**

1,200

**Views**

5,541

GARMIN #iLiveByInstinct 2w



GARMIN.

@ANAMHASHIM21

#iLIVEBYINSTINCT

OF DEPENDING ON MY  
INSTINCT TO BE THE  
BOSS OF MY LIFE



beat  
yesterday.

@garminindia

#iLIVEBYINSTINCT

430

GARMIN #iLiveByInstinct 2w



REVEALING THE MOST AWAITED,  
GARMIN'S FIRST EVER LIFESTYLE  
WATCH IN INDIA: INSTINCT!

NOW AVAILABLE FOR PRE-ORDER!

@PAYTMALL

GARMIN.



**NOW**  
PRE-ORDER  
GARMIN INSTINCT FROM  
paytm  
mall

beat  
yesterday.

#SWIPEUPTOBUY

395

See More >

GARMIN #iLiveByInstinct 2w



GARMIN.

@RANVIJAYSINGHA

#iLIVEBYINSTINCT

Because the  
INSTINCT in me,  
is more ginormous  
than the 'I' in me!



beat  
yesterday.

@garminindia

#iLIVEBYINSTINCT

394

**GARMIN.**




#ILiveByInstinct

**PARTICIPATE  
AND WIN**

EXCLUSIVE GARMIN  
MERCHANDISE

**CONTEST COMING  
TOMORROW**

**beat  
yesterday.**

 @GarminIN |  @Garmin\_India |  @garminindia

<b>POST TYPE</b>	Pre- Buzz
<b>REACH</b>	1,580
<b>LIKES</b>	5,698
<b>IMPRESSIONS</b>	2,220

GARMIN.

#ILiveByInstinct

## RULES OF THE CONTEST

- FOLLOW **@GARMININ**
- ONLY SHARE / COMMENT WITH **#ILIVEBYINSTINCT** WILL QUALIFY FOR JUDGMENT.
- THERE IS NO LIMIT ON NUMBER OF SHARE / COMMENT.
- LUCKY WINNERS WITH MOST AMAZING ANSWERS WILL WIN BIG.
- **@GARMININ** RESERVES THE RIGHT TO ALTER/CHANGE THE T&C WITHOUT ANY NOTICE.



beat  
yesterday.

POST TYPE	Rules
REACH	3,880
LIKES	194
IMPRESSIONS	5,150

**GARMIN.**

#ILIVEBYINSTINCT

Share the moment  
when you,  
**UNLEASHED YOUR  
INSTINCT**

**CONTESTALERT**

beat  
yesterday.

<b>POST TYPE</b>	Contest
<b>REACH</b>	2,340
<b>LIKES</b>	4,617
<b>IMPRESSIONS</b>	3,100
<b>COMMENTS</b>	17



<b>POST TYPE</b>	Contest
<b>REACH</b>	2,360
<b>LIKES</b>	4,961
<b>IMPRESSIONS</b>	3,400
<b>COMMENTS</b>	35

GARMIN.



beat  
yesterday.

<b>POST TYPE</b>	Countdown
<b>LIKES</b>	3,768
<b>REACH</b>	4,040
<b>IMPRESSIONS</b>	5,300



GARMIN.



**1 DAY TO GO FOR  
THE EXCLUSIVE  
LAUNCH OF GARMIN INSTINCT**

**beat  
yesterday.**

<b>POST TYPE</b>	Countdown
<b>LIKES</b>	112
<b>REACH</b>	2,540
<b>IMPRESSIONS</b>	3,400

GARMIN

#ILiveByInstinct 2w

...

## #ContestAlert

GARMIN

#ILiveByInstinct

PARTICIPATE  
AND WIN

EXCLUSIVE GARMIN  
MERCHANDISE

CONTEST COMING  
TOMORROW

Facebook: @GarminIN | Twitter: @Garmin\_india | Instagram: @garminindia

beat  
yesterday.

@garminindia

👁 525

GARMIN

#ILiveByInstinct 2w

...

## #ContestAlert

GARMIN.

#LIVEBYINSTINCT

Share the moment  
when you,  
**UNLEASHED YOUR  
INSTINCT**

CONTEST ALERT

beat  
yesterday.

@garminindia

👁 376

GARMIN

#ILiveByInstinct 2w

...

## #ILiveByInstinct

GARMIN.

#ILiveByInstinct

### RULES OF THE CONTEST

- FOLLOW @GARMININDIA
- ONLY SHARE / COMMENT WITH #LIVEBYINSTINCT WILL QUALIFY FOR JUDGMENT.
- THERE IS NO LIMIT ON NUMBER OF SHARE / COMMENT.
- LUCKY WINNERS WITH MOST AMAZING ANSWERS WILL WIN BIG.
- @GARMININDIA RESERVES THE RIGHT TO ALTER/CHANGE THE T&C WITHOUT ANY NOTICE.



beat  
yesterday.

@garminindia

Participate now, contest ends at midnight.

👁 606

GARMIN #ILiveByInstinct 2w

**#ILiveByInstinct**

GARMIN #ILiveByInstinct



Share The Moment  
when you  
**UNLEASHED YOUR  
INSTINCT**  
CONTEST ALERT

beat  
yesterday.

@garminindia

**#ParticipateNow**

👁 528

GARMIN #ILiveByInstinct 2w

PARTICIPATE NOW  
IF YOU HAVEN'T.

#LIVEBYINSTINCT #CONTEST  
RUNS TILL MIDNIGHT.

**#HURRYUP**

👁 510

GARMIN #ILiveByInstinct 2w

ALREADY LOVING YOUR  
RESPONSE IN THE CONTEST.

PARTICIPATE NOW!

CONTEST ENDS AT MIDNIGHT.

#LIVEBYINSTINCT

**#CONTESTALERT**

👁 504



#ILiveByInstinct 2w



CONTEST ENDS IN 3 HOURS.  
 PARTICIPATE NOW.  
 ANSWER IN THE COMMENTS OF  
 OUR CONTEST POST.  
 EXCITING GARMIN MERCHANDISE  
 UP FOR THE GRAB.

479



#ILiveByInstinct 2w



#swipeup to Pre order  
 from @paytm mall

GARMIN

1 DAY TO GO FOR  
 THE EXCLUSIVE  
 LAUNCH OF GARMIN INSTINCT

beat  
 yesterday.

642

See More >



#ILiveByInstinct 2w



rannvijaysingha

GARMIN.  
 FIRST EVER  
 LIFESTYLE WATCH  
 LAUNCHES  
 IN INDIA

DATE:  
 19 DECEMBER

VENUE:  
 FORTCOAST CAFE,  
 POSTAL COLONY, MADRAS  
 DISTRICT (CHENNAI, INDIA)

TIME:  
 12 PM ONWARDS

beat  
 yesterday.

@garminindia

743

Now, comes the big moment...

---

**LIVE COVERAGE**



The image features the Facebook logo, which consists of a dark blue square with rounded corners and a white outline. The word "FACEBOOK" is written in white, bold, uppercase letters across the center of the square. The background of the entire image is a solid dark blue color.

**FACEBOOK**

We uploaded an  
**album**, *chronicling*  
*the whole event*





















**TWITTER**





Garmin India @Garmin\_India - 19 Dec 2018

#RannvijaySingha is in the house for an exclusive launch of Instinct.  
#ILiveByInstinct



Garmin India @Garmin\_India - 19 Dec 2018

When instinct drives you, nothing can stop you! #ILiveByInstinct





Garmin India @Garmin\_India - 19 Dec 2018

The stage is set for the Great Indian Garmin Instinct Launch! #LiveByInstinct



1 6



Garmin India @Garmin\_India - 19 Dec 2018

So what's Garmin all about?

Ali Rizwi, National Sales Head, Garmin India making sure everyone present is up to date with Garmin! #LiveByInstinct



1 2

The Live coverage  
triggered a spike  
in the UGC



You Retweeted

**Vivek Banka** @bankavivek · 19 Dec 2018

'Garmin Instinct is not based on guess work! It is all about accuracy and that's the best part!'. - @ranvijaysingha #LiveByInstinct @Garmin\_India .



#LIVEBYINSTINCT

1 1

You Retweeted

**Digit** @digitindia · 19 Dec 2018

The @Garmin\_India #Instinct is said to offer 14 day battery life between charges.

4 4

You Retweeted

**Vivek Banka** @bankavivek · 19 Dec 2018

#Rannvijay is in awe of Instinct's super charge feature i.e 14 Days battery life. #LiveByInstinct @Garmin\_India .

1

You Retweeted

**Xite** @xite\_tech · 19 Dec 2018

.@Garmin\_India latest Instinct #smartwatch features rugged, durable design and comes preloaded with activity profiles for all your sports and adventures. #LiveByInstinct #fitness #FitnessGoals #GPS



1 1 1

You Retweeted


 **Pushkin Shukla** @pushkinshukla · 19 Dec 2018

Garmin Instinct Watch Launch by @ranvjaysingha #LiveByInstinct  
@Garmin\_India, - at The Junkyard Cafe




  2  7 





You Retweeted


 **The Mobile Indian** @themobileindian · 20 Dec 2018

@Garmin\_India has today announced the launch of new #GarminInstinct rugged smartwatch in India.







**Garmin instinot rugged smartwatch with 14-day battery launched in I...**  
The Instinct features a 0.9-inch circular monochrome two-window display with screen resolution of 128 x 128 pixels. The screen is transfective and...  
[themobileindian.com](http://themobileindian.com)


  1  3 

 **Garmin India** @Garmin\_India · 20 Dec 2018

#LiveByInstinct





**The Mobile Indian** @themobileindian  
@Garmin\_India has today announced the launch of new #GarminInstinct rugged smartwatch in India.  
[themobileindian.com/news/garmin in...](http://themobileindian.com/news/garmin-in...)

  1  3 

 **Garmin India** @Garmin\_India · 19 Dec 2018

#LiveByInstinct

**My Mobile** @MyMobileMag  
#Garmin India launches Instinct Lifestyle Watch with GPS at Rs 26,990  
@garmin\_india #Smartwatch  
[mymobileindia.com/accessories/ga...](http://mymobileindia.com/accessories/ga...)

  3  7 

You Retweeted



**Charandeep Singh** @chinu000 · 19 Dec 2018

Thank you @Garmin\_India for great event invite for launch of latest collection of smart watches INSTINCT

AND for a #FanMoment with most humble celebrity and very down to earth man @rannvijaysingha

It was pleasure meeting him again

Special thanks to @mainimanish #ILiveByInstinct



2 7 70

You Retweeted



**Charandeep Singh** @chinu000 · 19 Dec 2018

The man

The watch

The brand\_

@rannvijaysingha It's all about INSTINCT

@Garmin\_India

#LiveByInstinct #GarminIn #BeatYesterday



2 6



**INSTAGRAM**

The Live coverage  
was very well  
received on  
Instagram









garminindia   
Junkyard Cafe, Saket

garminindia @rannvijaysingha is here with his contagious smile at the exclusive Garmin Instinct launch!  
Stoked! .

#ILiveByInstinct #Beatyesterday #garminfamily #GarminSquad #GarminIndia #GarminIN #instinct #instafit #instagood #instacool #delhi\_gram #delhigram #india #indiagram #fitinspiration

isha\_wordsworth 

isha\_wordsworth Super cool stuff team! 

merasafarnaama that's brilliantly captured! Great shot. 



Liked by pushkin\_shukla and 159 others

DECEMBER 19, 2018

Add a comment...





garminindia  • Follow

Junkyard Cafe, Saket

garminindia When instinct drives you,  
nothing can stop you! .

#ILiveByInstinct #beatyesterday  
#garminfamily #GarminIndia #GarminIN  
#instafit #instagood #delhigram #delhi\_gra  
#india #indiagram #fitinspiration #instagoo  
#Instinct



78 likes

DECEMBER 19, 2018



garminindia  • Follow

Junkyard Cafe, Saket

garminindia When instinct drives you,  
nothing can stop you! .

.

.

#ILiveByInstinct #beatyesterday

#garminfamily #GarminIndia #GarminIN

#instafit #instagood #delhigram #delhi\_gr

#india #indiagram #fitinspiration #instago

#Instinct



78 likes

DECEMBER 19, 2018

GARMIN

#ILiveByInstinct 2w



STAY TUNED.

WE WILL BE SHOWING LIVE  
UPDATES FROM INSTINCT

LAUNCH.

#ILIVEBYINSTINCT

👁️ 757

GARMIN

#ILiveByInstinct 2w



@rannvijaysingha in the house.

#ilivebyinstinct #GarminIn

#InstinctLaunch



👁️ 709

GARMIN

#ILiveByInstinct 2w



👁️ 686

GARMIN

#ILiveByInstinct 2w

...



beat  
esterday.

When instinct drives you,  
nothing can stop you!

#ILiveByInstinct

#ilivebyinstinct

@Garmin\_India @garminindia

650

GARMIN

#ILiveByInstinct 2w

...

Aces high!

#ilivebyinstinct



623

GARMIN

#ILiveByInstinct 2w

...

Rannvijay with his contagious smile at the  
exclusive Garmin Instinct Launch.

#ilivebyinstinct



605

So, *how did we  
fare overall?*



# Total Launch Stats

<b>REACH</b>	65,210
<b>VIEWS</b>	36,065
<b>LIKES</b>	19,350
<b>IMPRESSIONS</b>	22,570
<b>COMMENTS</b>	52





---

**THANKS**

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