

JANA NAYAGAN – FLYING LED
MOVIE PROMOTION

CAMPAIGN PERFORMANCE REPORT

MARINA BEACH, CHENNAI | WITHIN 24–48 HOURS

CAMPAIGN OVERVIEW

Vertex Drone Advertisement successfully executed India's first Flying LED Screen movie promotion for Jana Nayagan, transforming Marina Beach into a high-impact outdoor media experience.

The campaign combined cutting-edge drone LED technology, strategic location selection, public engagement, and widespread digital media coverage to create one of the most talked-about movie promotions before the film's release.



CAMPAIGN PERFORMANCE

 TOTAL ORGANIC REACH 4,000,000+ VIEWS	 VERTEX INSTAGRAM REACH 1,300,000+ VIEWS
 HIGHEST PERFORMING VERTEX REEL 1,100,000+ VIEWS	 HIGHEST SINGLE MEDIA REACH 2,300,000+ VIEWS
 MEDIA PAGES COVERED 10+ MAJOR DIGITAL MEDIA PLATFORMS	 PUBLIC ENGAGEMENT THOUSANDS OF LIVE SPECTATORS
 LOCATION MARINA BEACH, CHENNAI	 CAMPAIGN DURATION 24–48 HOURS

DIGITAL MEDIA COVERAGE

The campaign received organic coverage from leading Tamil entertainment and digital news platforms including:



10+ Digital Publishers covered the campaign organically.

CAMPAIGN IMPACT

- 4 Million+ Organic Views
 - Thousands of Videos Shared by Visitors
- 1.3 Million+ Views on Vertex Platform
 - Widespread User Generated Content
- 2.3 Million+ Views on Highest Media Coverage
 - Strong Social Media Conversations
- High Public Engagement at Marina Beach
 - Historic First-of-its-kind Flying LED Promotion

MEDIA HIGHLIGHTS

HIGHEST VERTEX REEL 1.1M+ VIEWS
HIGHEST MEDIA REEL 2.3M+ VIEWS
TOTAL COMBINED ORGANIC REACH 4M+ VIEWS

BUSINESS IMPACT

- Large-scale public attention
- Viral social media amplification
- Extensive digital news exposure
- High recall value
- Premium brand positioning
- Strong ROI through organic media coverage

CAMPAIGN OUTCOME

**4M+**
ORGANIC VIEWS

**10+**
DIGITAL MEDIA FEATURES

**1.1M+**
HIGHEST VERTEX REEL

**2.3M+**
HIGHEST MEDIA REEL

**24–48**
HOURS CAMPAIGN IMPACT

**HISTORIC**
FLYING LED PROMOTION AT MARINA BEACH

SOCIAL PROOFS

JANA NAYAGAN – FLYING LED MOVIE PROMOTION

