

URBANCLAP - CASE STUDY

UrbanClap, India's largest services marketplace, was seeking an innovative marketing engagement to drive downloads of their app in a fun way that combined comedy with a subtle alignment of their brand proposition.

In partnership with UrbanClap, BoredRoom Comedy, India's only Corporate Comedy Consultancy, conceptualized "Comedy on Demand" to organize a friendly competition between HCL and Snapdeal.

Speaking on the initiative, Varun Khaitan, Co-founder, UrbanClap, said, "We are all about leveraging technology to deliver exceptional services that make our customers' lives more fulfilling. With this initiative, we want to give the employees of these two companies the chance to participate in a friendly, good spirited contest that will culminate a fun, light hearted stand-up session at their workplace."

The contest, which began on the 26th of February, saw employees of these two companies, competing for the chance to win an exclusive comedy-on-demand session with investment-banker turned corporate comedian, Vikram Poddar, founder of #BoredRoom Comedy.

To participate, employees just needed to download the UrbanClap App, select the "Comedy on Demand" category with the name of the company, and place a request. To enable employees to see the status of the competition, UrbanClap had also placed a live tracker on its website

Snapdeal, with the maximum aggregated votes won and received stand-up session with Vikram Poddar, on the 18th of March which was a stupendous success.

