

#WATERFRONTGOA LAUNCHED



The Situation

Acron, Waterfront Resort (AWR), an exquisite boutique resort property was being launched by Acron- the leading-edge property developer, in Goa.

The Idea

Key influencers and media were identified and personally invited to stay at Acron Waterfront Resort, Goa over its launch weekend. We created a special hashtag for AWR- #WaterfrontGoa

The Result

Every single journalist wrote about their excitement to visit AWR and live posted pictures of the invite hamper and their experience at AWR on different social media platforms which created a lot of buzz

