17.06.2023 (SATURDAY)

CONFIAR MEDIAX MORPH. CODE WITH DKMS-BMST

INTRODUCTION

Join us as we dive into the exhilarating world of the DKMS-BMST Bike Rally, a testament to our unwavering dedication and collaborative spirit between Confiar Media & MORPH._Code. This is the story of how we transformed a vision into reality, crafting an unforgettable event that left a lasting impact.

PLANNING AND EXECUTION

The synergy of Confiar Media & MORPH._Code believes in the power of collaboration. Teaming up with renowned influencers who shared our passion for the cause, we harnessed the potential of influencer marketing to generate social media traction that surpassed our expectations.



registrations, we designed a centralized Google document which were distributed via Influencer Selected our network, attracting over 400 participants gaining and valuable insights into their demographics, helping create an immersive experience tailored to their preferences.

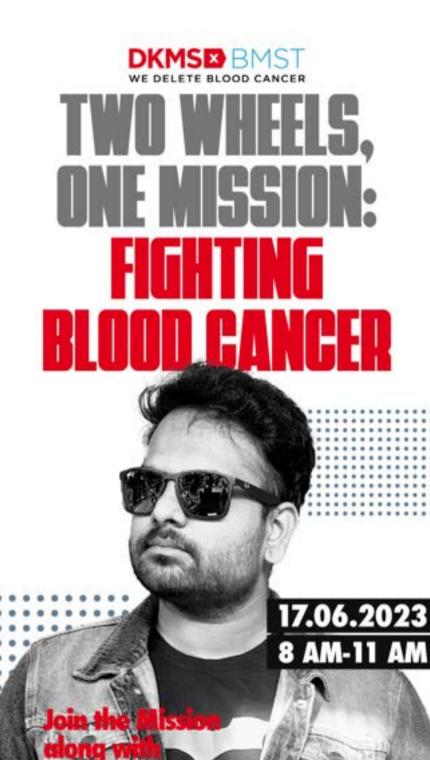
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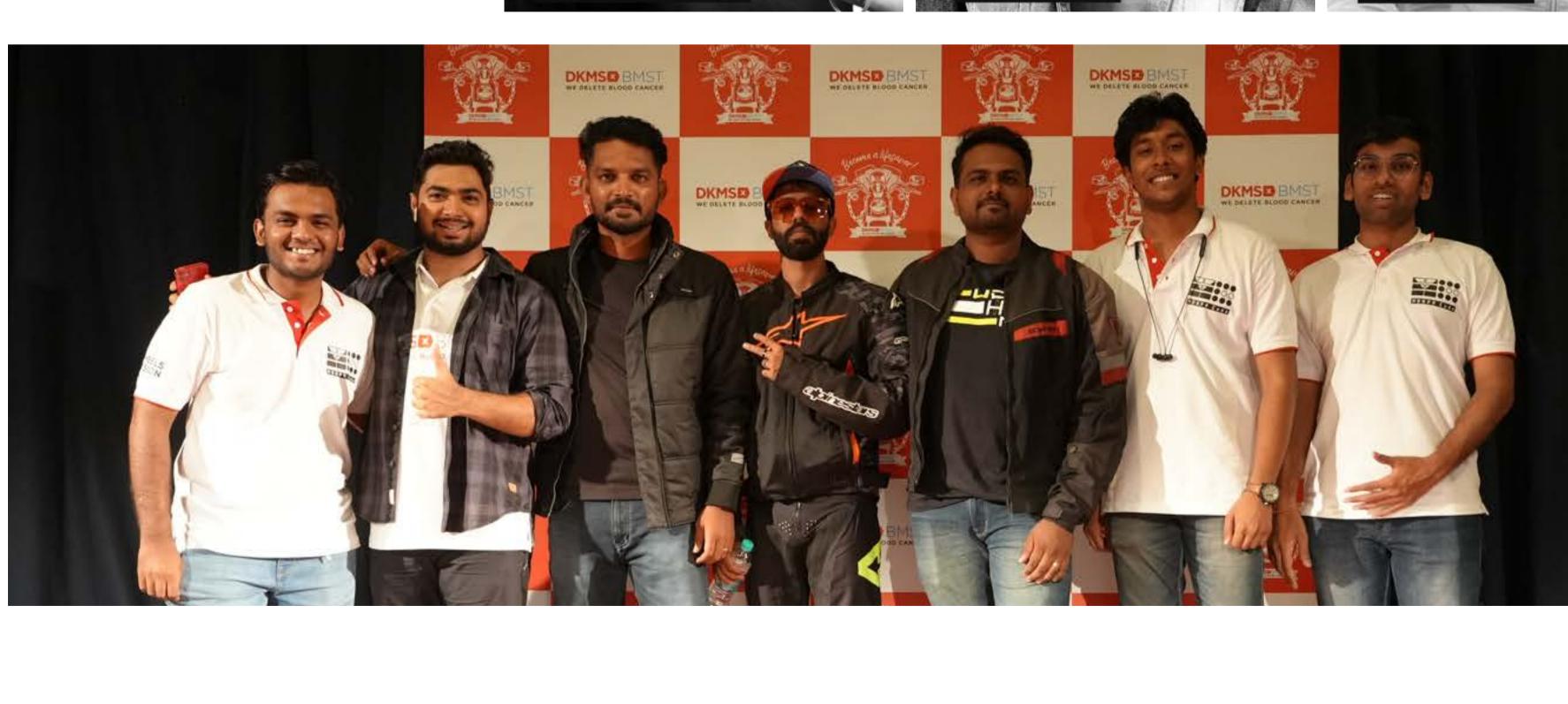
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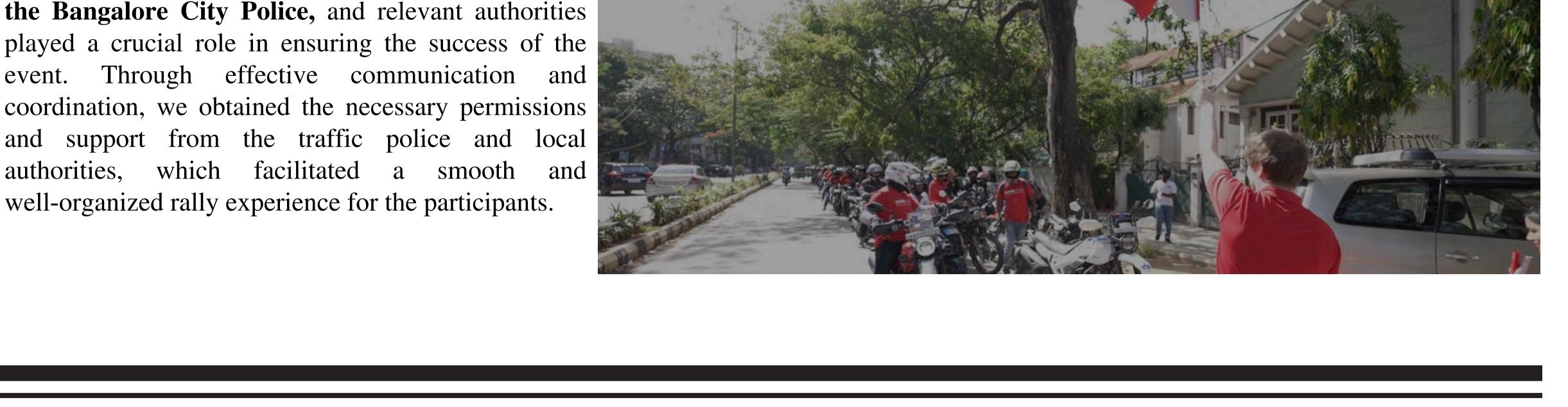
DKMS BMS



and real-time updates were made possible through a dedicated WhatsApp group, fostering a strong sense of community and excitement among the riders.

COLLABORATION WITH TRAFFIC POLICE AND LOCAL AUTHORITIES ur strong network and collaborative efforts with

coordination, we obtained the necessary permissions and support from the traffic police and local authorities, which facilitated a smooth and well-organized rally experience for the participants.





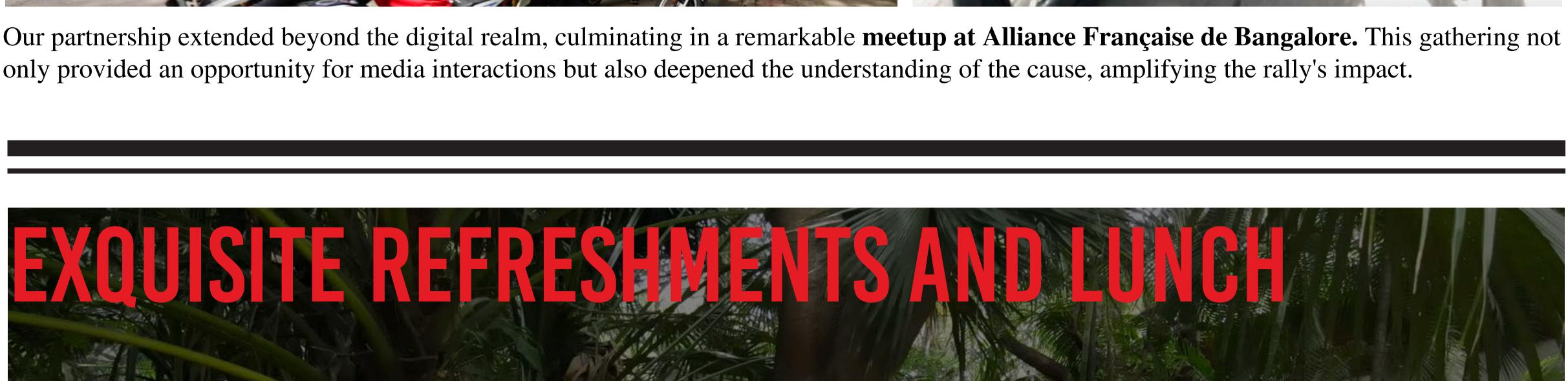
Embark on a thrilling journey as we take you through the captivating routes of the DKMS-BMST Bike Rally. From the iconic Vidhana Soudha to the lush landscapes of Cubbon Park and the vibrant atmosphere of Kanteerava Stadium, we left no stone unturned in delivering a truly immersive experience.

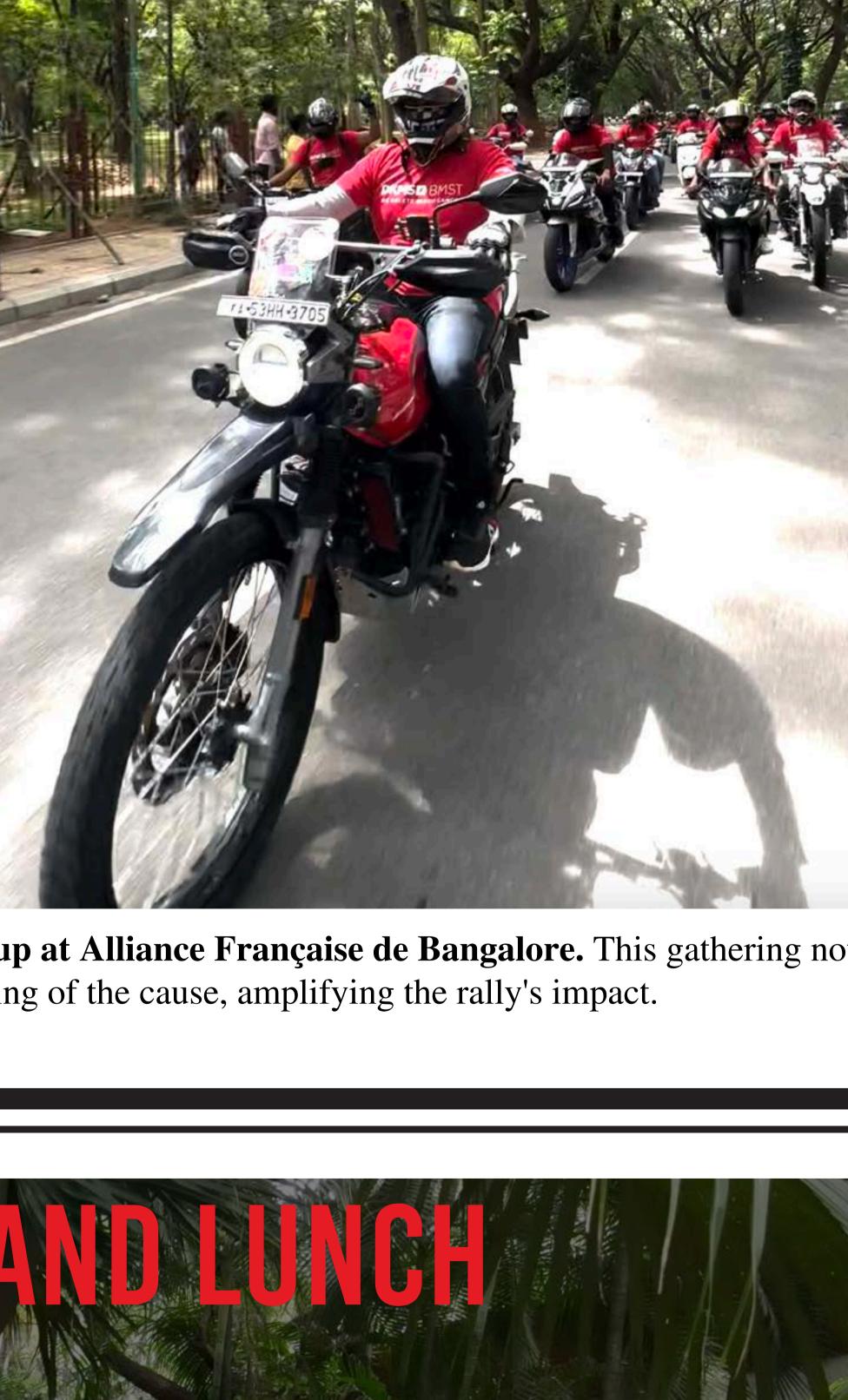


Through the collective efforts of our influencers and the DKMS-BMST team,

we ignited a movement on social media, capturing the hearts and minds of a wide

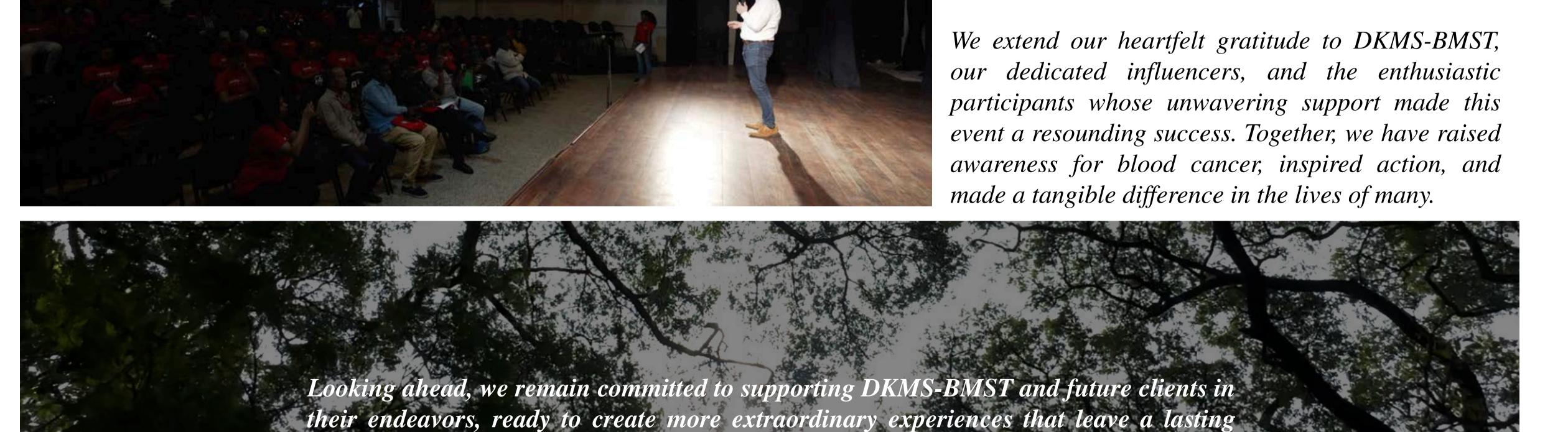
audience, all united in raising awareness for blood cancer.





We meticulously curated a delightful culinary experience for the participants, ensuring their energy levels were sustained throughout the event. From refreshing beverages to delectable snacks, we provided a variety of options to cater to different preferences. Additionally, a sumptuous lunch spread awaited the participants, allowing them to rejuvenate and socialize while relishing delicious meals.





impact. Join us as we continue to make a difference, one event at a time.

Special thanks to Bangalore City Police