

How **Bee High Media** Helped **Chennai's**
Biggest Food Street Sizzle on Social Media with
250% Follower Growth in Just **12 Months**

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Summary

Chennai's most-loved food street already had footfall.

What it lacked was digital flavor. In just 12 months, **Bee High Media** spiced up their social media game, turning street-side cravings into screen-stopping content. **The results?**

+250%

follower growth

+140%

rise in organic impressions

+120%

engagement boost

All powered by mouthwatering visuals, viral-worthy Reels, and a storytelling strategy as vibrant as the street itself.

«Objective»



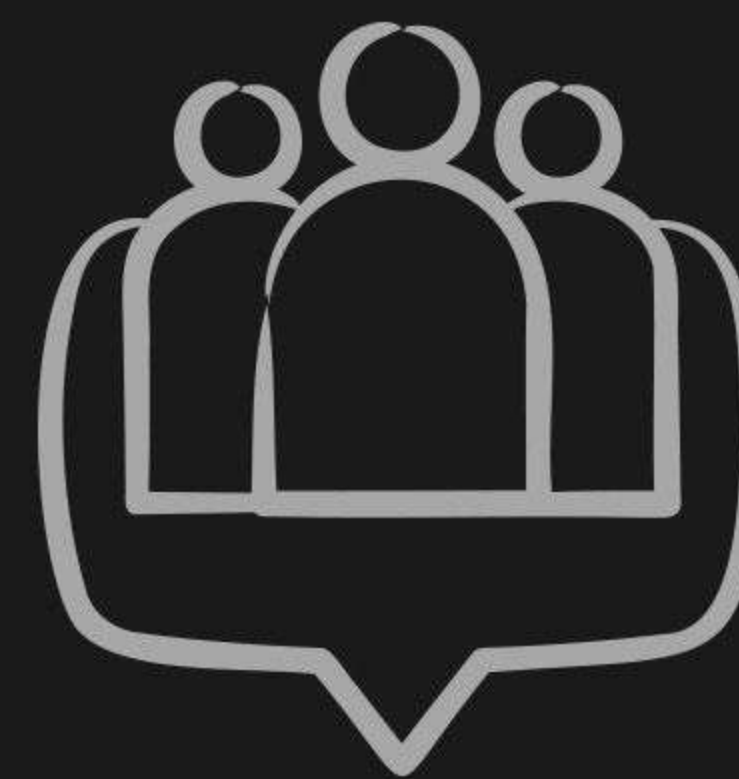
Make the street a digital destination:

not just a place to eat but an experience to discover online first.



Amplify Organic Reach & Engagement:

Get people to not just scroll—but crave.



Turn Locals into Loyal Followers:

Build a hyper-engaged, city-first community of foodies, students, and tourists.

Strategy

Snackable Reels, Served Daily:

Highlighted sizzling grills, cheesy pulls, and never-seen-before local delicacies in under 30 seconds.



Geo-Hyperlocal Hashtag Game:

Created discoverability with tags like #ChennaiEats, #TastyT-Nagar, and #FoodStreetChronicles.



Weekly Campaign Series:

Ran themes like “Dish of the Week,” “Vendor Diaries,” and “Midnight Cravings” to build consistency and connect with regular visitors.



Behind-the-Counter Content:

Humanized the street by showcasing stories of vendors, their heritage recipes, and quirky personalities.



Crowd-Powered Engagement:

Encouraged UGC (user-generated content) with on-the-spot QR codes and giveaways for food reviews and Insta-tags.



Results



+250%

Follower Count:

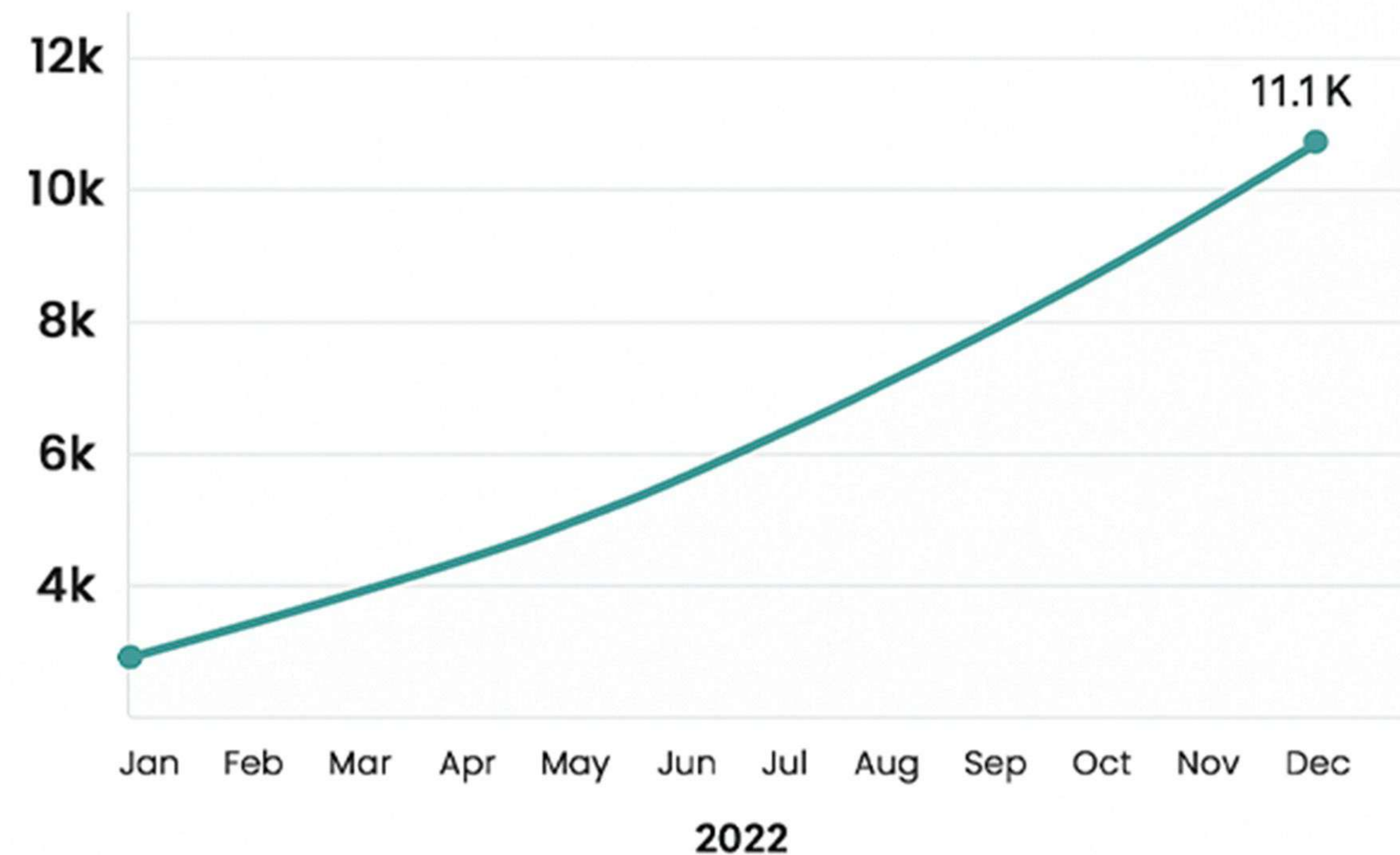
From passersby to die-hard fans—followers tripled, many becoming regulars offline too.

At the start
Jan 2022
3,171 followers

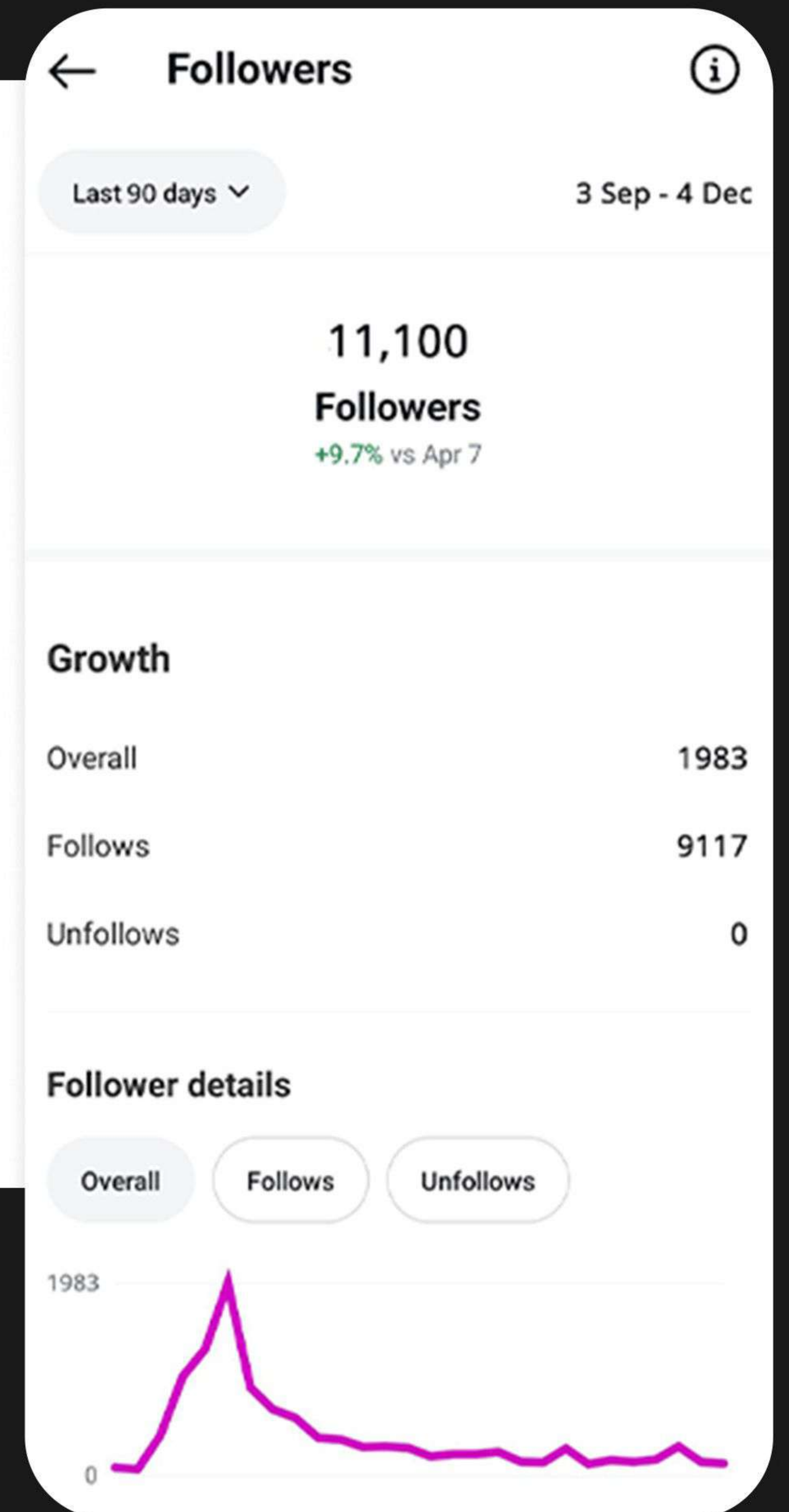
End of 1 yr campaign
Dec 2022
11.1K followers

Audience Growth

See how your audience grew during the reporting period.



7927 followers increase



At the start

Jan 2022

1388 impressions/post

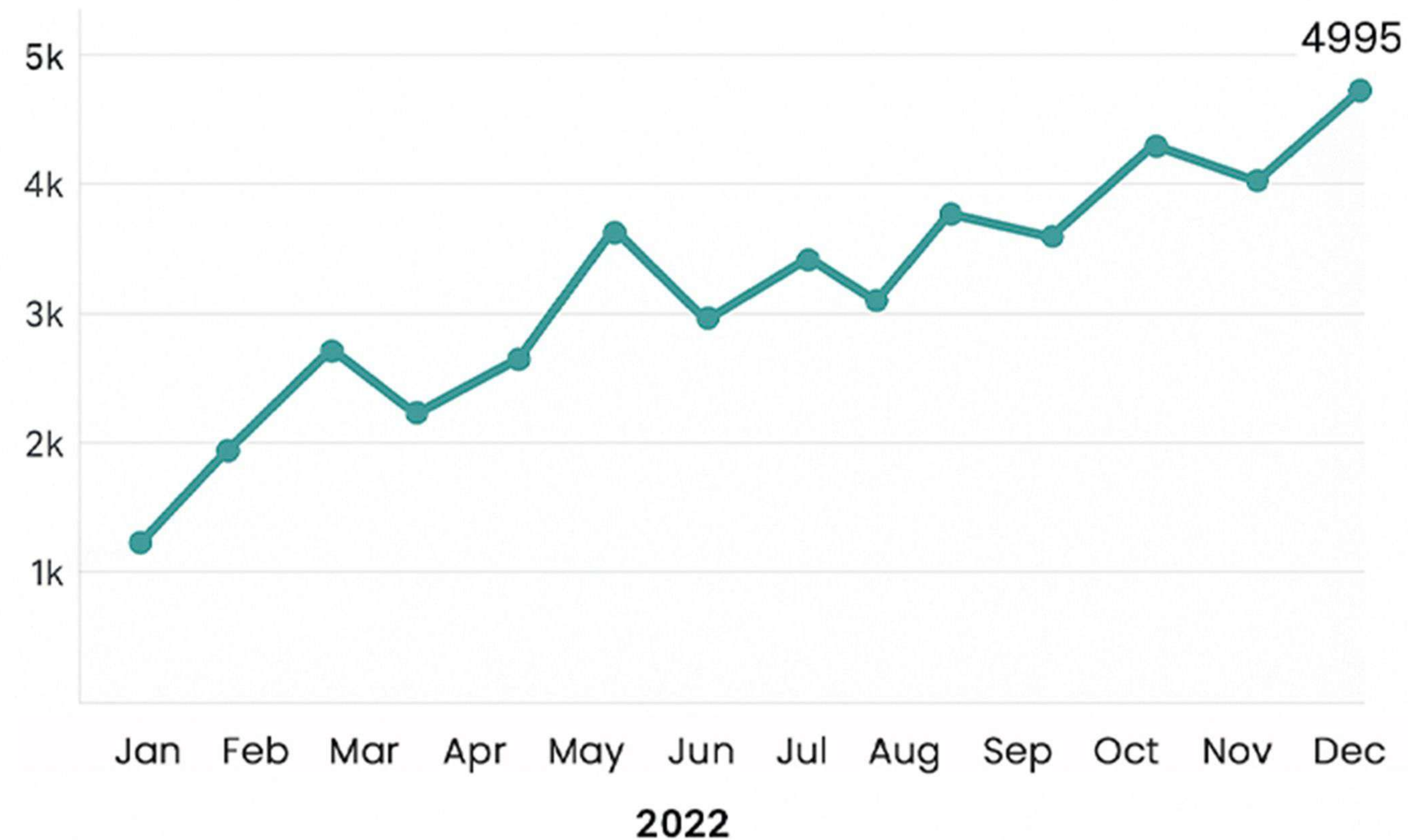
End of 1 yr campaign

Dec 2022

4995 impressions/post

Impressions

Review how many times your content was seen by the targeted audience during the reporting period.



3 times the reach/post



+140%

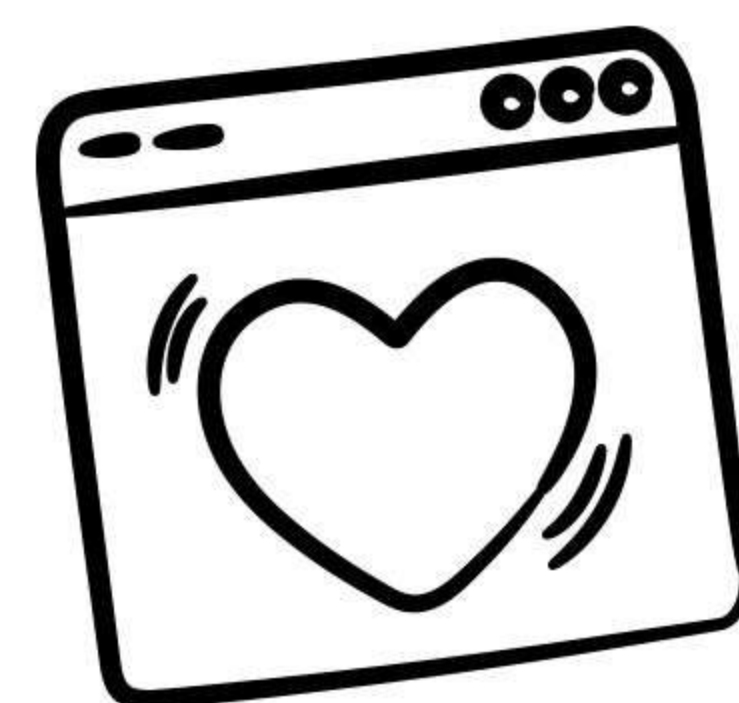
Rise in Organic Impressions:

Without spending a single rupee on ads, foodies across Chennai (and beyond) found their new go-to hangout.

+120%

Growth in Engagement

Comments flooded in, shares skyrocketed, and DMs filled up with “Where is this place?”—every post sparked a craving.



At the start

Jan 2022

101 interactions/post

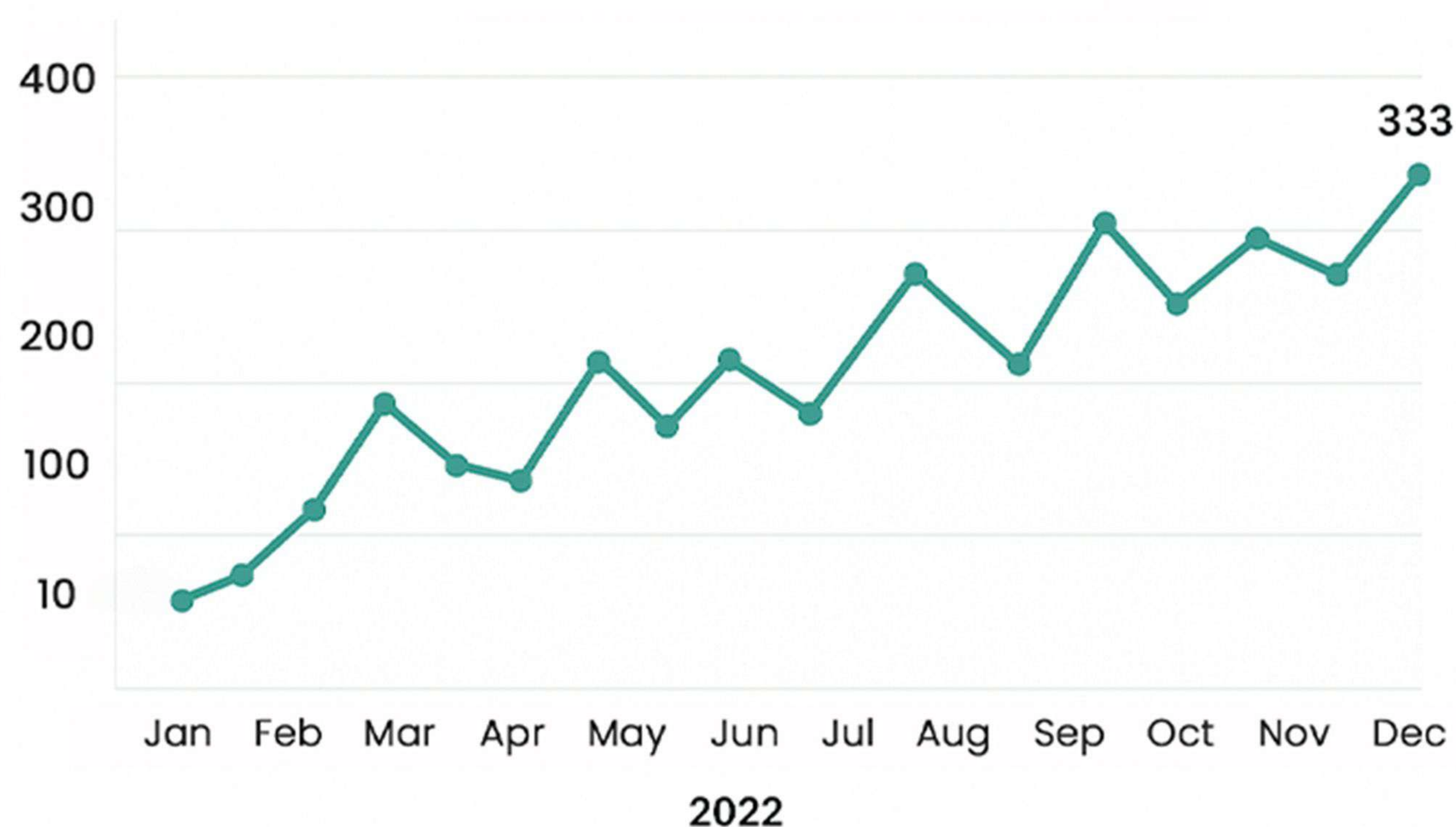
End of 1 yr campaign

Dec 2022

333 interactions/post

Engagement

See how people are engaging with your posts during the reporting period.



Interactions

2 Mar - 2 June

4335
Interactions

93% Followers
7.0% Non-followers

Engaged 1022

Post type

Followers Non-followers

93.5%

6.3%

0.3%

Followers Non-followers

3 times the engagement/ post

Top Campaigns

Our 4 top campaign ideas that helped the biggest food street to build consistency with the audience and connect with regular customers of theirs.



“Vendor Diaries”

Featured iconic stall owners with 10+ years of street food mastery. Result: 3x engagement spike & press coverage.



“Dish of the Week” **Reels**

Bite-sized videos that showed the making of trending dishes, from smoky tandoori momos to viral chocolate dosas. Result: +10K views per reel on average.



“Tag & Taste” **Giveaway**

Followers who tagged 3 friends got a chance to win street food hampers. Result: 1,200+ new followers in 7 days.



“Behind the Tawa” **Stories**

Raw, unfiltered IG Stories of chefs prepping at 4 AM and cleaning up at midnight. Result: 70%+ story completion rate.



Testimonial

"Before Bee High Media, we didn't know where to start. Now, customers visit us because they saw us on Instagram. Our stalls became celebrities, our food became shareable, and people even traveled from other cities after watching our Reels. This campaign turned our street into a brand."

– **Venugopal, MD,**
Chennai's Biggest Food Street

FAQ



Was the growth purely organic?

Yes. No paid ads—only content strategy, creator tie-ups, and community building.



Who was the target audience?

College students, working professionals, food bloggers, and tourists.



What's next?

Phase 2: Creator-led food trails + live stall streams + exclusive street food map on Google My Business.



Which platforms worked best?

Instagram and YouTube Shorts led the campaign. We also maintained a presence on Facebook for local visibility.



What tools did you use?

Photoshop, DaVinci, Meta Insights, and manual vendor coordination for authenticity.

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