

MJX CREATIVES

CASE STUDY

COMPANY OVERVIEW

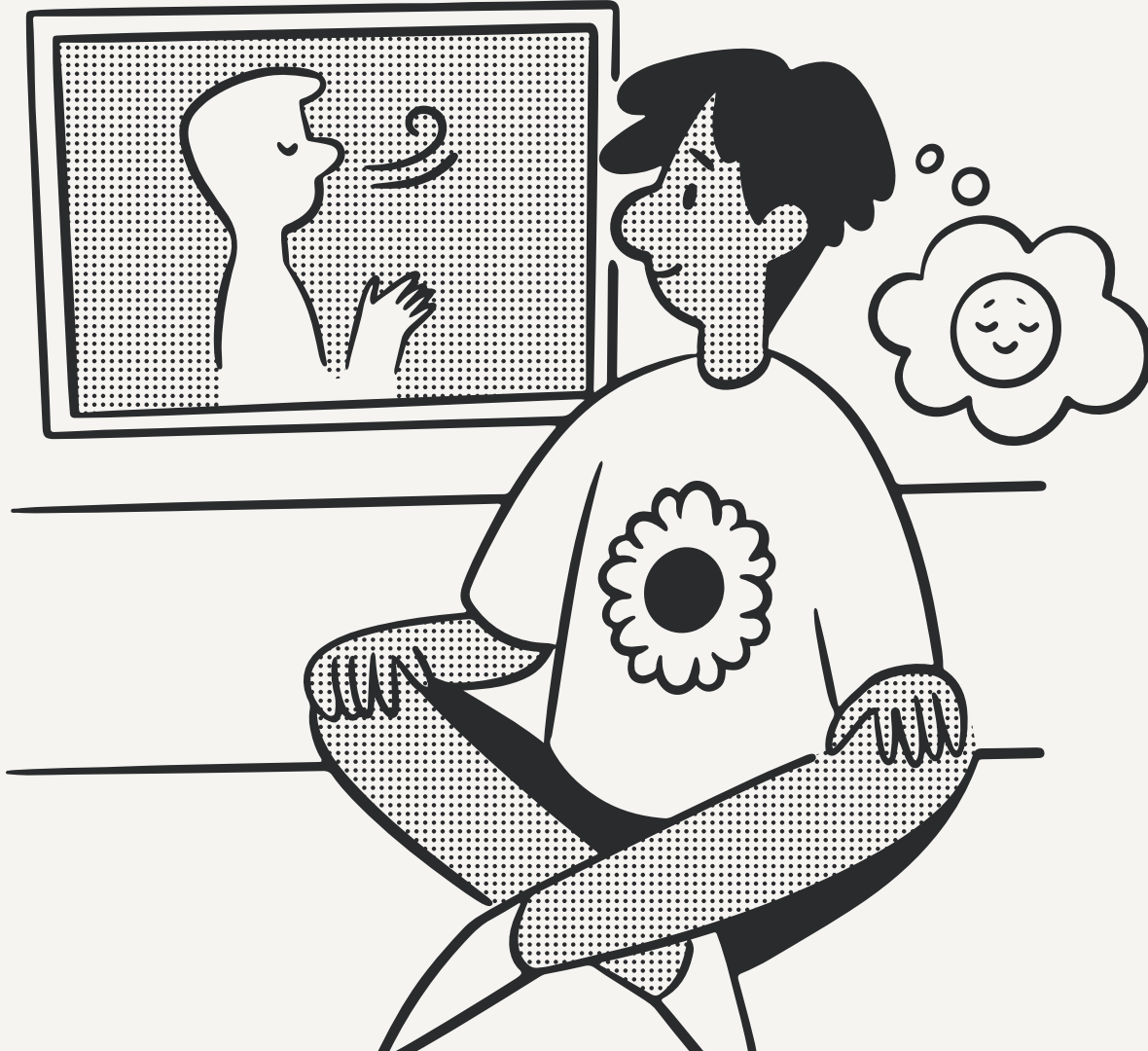


A New Standard for Focus and Productivity

- MJX Creatives is a dynamic influencer marketing and creative solutions agency dedicated to bridging the gap between brands and audiences through authentic, high-impact campaigns. We specialize in crafting tailored collaborations that align brand vision with creator influence, ensuring every campaign drives meaningful engagement and measurable results.
- Our services include influencer partnerships, content strategy, campaign management, brand promotion, and creative storytelling across platforms such as Instagram, YouTube. Over time, we have partnered with a diverse range of creators and brands, delivering successful campaigns that combine creativity, precision, and data-driven insights.
- At MJX Creatives, our mission is to empower creators and brands to connect in ways that feel natural, impactful, and lasting. We pride ourselves on offering a seamless, transparent process, from ideation and scripting to execution and analytics, ensuring every campaign maximizes ROI and audience impact.

PREVIOUS CAMPAIGNS

- MJX Creatives has collaborated with leading brands such as Razer, Ant Esports, and Amazon, delivering impactful and meaningful results for every campaign. Despite working within limited budgets and tight timelines, MJX consistently achieves success through meticulous content management, strategic campaign planning, and precise execution. From calendar design to creator management, including scripting and scheduling, MJX has demonstrated exceptional expertise. This proven track record is why brands continue to place their trust in MJX. Currently, we are engaged in several upcoming campaigns with these brands.



RAZER X MJX CREATIVES

Client:

Razer is a global leader in gaming hardware, software, and systems. Renowned for its high-performance gaming laptops, peripherals, and accessories, Razer has built a strong presence among gamers worldwide.

Challenges:

Razer approached MJX Creatives with a requirement for integrated content, including dedicated videos and live streams from top streamers, to promote their products during Amazon Prime Day sales. The challenge was significant:

- The campaign discussion started only 2–3 days before the sale.
- The budget provided by Razer was highly limited.
- Despite the constraints, Razer wanted to onboard high-quality creators who could deliver meaningful reach and impact.

Approach:

MJX Creatives quickly developed a campaign strategy that balanced Razer's budget with maximum visibility. Leveraging strong industry connections and negotiation skills, MJX secured multiple deliverables from leading creators within the restricted budget and timeframe.

Key executions included:

- Rakazone: Integrated live stream with unboxing during peak viewership, plus a complimentary Instagram story mention.
- FA2: Instagram Reel, YouTube Short, and an additional free Instagram story shoutout.
- Tbone: Instagram Story and YouTube Short.
- Sikhwarrior: Instagram Reel and complimentary Instagram Story mention.
- Shadow Gamerz: YouTube Short, Instagram Reel, and Story mention.
- Bandookbaaz: Integrated YouTube video.

The campaign was designed to run for 30 days, ensuring continued visibility and audience engagement beyond the initial Prime Day promotion.

RAZER X MJX CREATIVES

MJX CAMPAIGN SHEET:

Creators	Deliverables	Views	Likes	Comments	Date	LINKS
BandookBazz	YT Integrated Video	253K	14K	1,094	Jul 13, 2025	Click Here
RakaZone	YT Live Stream	96K	5.7K	3.5K Constant Live Watching	Jul 12, 2025	Click Here
Shadow GamerZ	YT Short	51K	4.6K	147	Jul 13, 2025	Click Here
Shadow Gamerz	IG Reel (Extra)	179K	1.9K	30	Jul 14, 2025	Click Here
Shadow Gamerz	Community post (Extra)	-	1.7K	60	Jul 18, 2025	N/A
Sikh warrior	IG Reel	29.2K	731	19	Jul 14, 2025	Click Here
Tbone	YT Short	18K	948	164	Jul 12, 2025	Click Here
Tbone	IG Story	9,288	-	156 (Link Clicks)	Jul 14, 2025	N/A
Tbone	YT Stream + (Pinned Comment Extra)	79K	4.5K	2.4K Live Watching	Jul 14, 2025	N/A
Fa2	IG Reel	22.4K	819	16	Jul 12, 2025	Click Here
Fa2	YT Short	7.3K	355	17	Jul 13, 2025	Click Here

RAZER X MJX CREATIVES

Results:

- Successfully executed a multi-creator campaign with 6 major creators under a limited budget.
- Completed campaign planning, creator onboarding, negotiations, product distribution, and content scheduling in just 2 days.
- Delivered impactful results with increased sales and strong ROI during Amazon Prime Day Sales.
- Razer was highly satisfied with the outcomes and extended the collaboration with MJX Creatives for the Amazon Great Indian Festival campaign.

Conclusion:

The MJX Creatives x Razer (Amazon) Prime Day Sale campaign surpassed expectations with nearly half a million views, solid engagement, and diversified content. Combining strong hero content with bonus deliverables ensured extended reach and repeat brand recall. This case study demonstrates MJX Creatives' ability to deliver high-quality influencer marketing campaigns under strict budget and time constraints. By leveraging relationships, efficient planning, and creative execution, MJX not only met but exceeded client expectations, reinforcing long-term trust with Razer.

RAZER X MJX CREATIVES

PERFORMANCE METRICS:

740K+

VIEWS

Delivered 740K+ organic views for Razer

8K+

Comments

Achieved 8K+ audience interactions across videos, reels, stories, shorts, and live streams

35.5K+

Likes

Secured 35.5K+ likes across all campaign content

11

Contents

Executed a total of 11 content pieces, including complimentary story mentions

7.93%

Engagement Rate

Achieved a 7.93% engagement rate, equivalent to an 8/10 performance rating

RAZER & ANT ESPORTS X MJX CREATIVES

Client:

Razer and Ant Esports, two leading brands in the gaming peripherals and accessories industry, collaborated with Amazon for the Great Indian Festival Sale to drive awareness and engagement around their discounted products. Both brands were part of the same campaign as per the requirements of Acro Engineering Company. The campaign was managed and executed by MJX Creatives through Acro Engineering Company. This case study focuses on both collaborations.

Challenges:

Both Razer and Ant Esports required a large-scale promotional campaign that included multiple prominent YouTubers and streamers to raise awareness about the upcoming discounts. However:

- The campaign had to be executed under a single budget and calendar.
- The budget was only 30% higher than the previous campaign, while the expectation for creators and deliverables was significantly higher.
- The timeline was limited to 30–35 days around the Great Indian Festival Sale, requiring swift coordination, negotiations, and execution.

Approach:

MJX Creatives leveraged its strong creator network, negotiation skills, and precise campaign planning to maximize output within the budget. Creators were carefully shortlisted based on viewership, relevance, and audience engagement. Multiple meetings and negotiations were conducted to onboard top creators at competitive rates.

Deliverables included integrated videos, YouTube Shorts, Instagram Reels, live streams, stories, and community posts across more than 14 prominent creators, ensuring continuous visibility and reminders throughout the campaign period.

RAZER & ANT ESPORTS X MJX CREATIVES

MJX CAMPAIGN SHEET (ANT ESPORT):

Creators	Deliverables	Views	Likes	Comments	Date	LINKS
Rakazone	IG Reel	71K	4.3K	91	Sep 25, 2025	Click Here
Shadow Gamerz	IG Reel	127K	2.5K	54	Oct 2, 2025	Click Here
BandookBaaz	YT Integrated Video	175K	11K	637	Sep 23, 2025	Click Here
Mr Spike	YT Integrated Video	255K	17K	719	Sep 22, 2025	Click Here
Mr Spike	YT Short	18K	2.7K	24	Sep 25, 2025	Click Here
Classified YT	YT Integrated Video	123K	2.2K	16	Oct 4, 2025	Click Here
Ashi is Live	IG Reel	53.3K	3.8K	89	Sep 27, 2025	Click Here
Mythicx Gaming	YT Live Stream	6.8K	590	350 Live Watching	Sep 26, 2025	Click Here
Mythicx Gaming	YT Live Stream	5K	340	178 Live Watching	Sep 28, 2025	Click Here
Mythicx Gaming	YT Live Stream	3.8K	217	205 Live Watching	Sep 29, 2025	Click Here
Mythicx Gaming	YT Short	7.3K	775	61	Oct 9, 2025	Click Here
Mythicx Gaming	IG Reel	1,500	98	16	Oct 3, 2025	Click Here
Natasha Gaming	IG Reel	72.2K	5.2K	14	Oct 4, 2025	Click Here
Sakshi Plays	IG Story	-	-	-	Sep 28, 2025	Click Here

RAZER & ANT ESPORTS X MJX CREATIVES

MJX CAMPAIGN SHEET (ANT ESPORT):

Creators	Deliverables	Views	Likes	Comments	Date	LINKS
Sakshi Plays	IG Reel	49.5K	2.7K	36	Sep 28, 2025	Click Here
Sakshi Plays	YT Live Stream	2.6K	278	50 Live Watching	Sep 22, 2025	Click Here
Sakshi Plays	YT Live Stream	3.3K	253	57 Live Watching	Sep 20, 2025	Click Here
Mysterious YT	IG Reel	3.9K	126	14	Sep 25, 2025	Click Here
Mysterious YT	Community Post	-	21	1	Sep 23, 2025	Click Here
ELIZA GAMING	YT Live Stream	10K	748	1.5K Live Watching	Oct 4, 2025	Click Here
ELIZA GAMING	IG Reel	38.2K	1.9K	116	Oct 5, 2025	Click Here
Palak Gaming	IG Reel	4K	276	46	Sep 30, 2025	Click Here
Palak Gaming	IG Story	-	-	-	Sep 30, 2025	Click Here
Palak Gaming	YT Live Stream	8K	331	225 Live Watching	Sep 29, 2025	Click Here
Palak Gaming	Community Post	-	527	13	Sep 29, 2025	Click Here
Khushu Plays	YT Live Stream	1.5K	122	35 Live Watching	Sep 30, 2025	Click Here
Khushu Plays	Community Post	-	100	2	Oct 14, 2025	Click Here
Khushu Plays	IG Reel	8.2K	400	25	Oct 3, 2025	Click Here

RAZER & ANT ESPORTS X MJX CREATIVES

MJX CAMPAIGN SHEET (ANT ESPORT):

Creators	Deliverables	Views	Likes	Comments	Date	LINKS
VIHAAN IS LIVE	YT Dedicated Video	9.8K	1.1K	154	Oct 4, 2025	Click Here
GamingWithRittika	YT Live Stream	107K	1K	3K Live Watching	Sep 25, 2025	Click Here
GamingWithRittika	YT Live Stream	144K	1.9K	3.5K Live Watching	Sep 27, 2025	Click Here
GamingWithRittika	YT Live Stream	160K	1.5K	4K Live Watching	Sep 29, 2025	Click Here
GamingWithRittika	Community Post	-	21	2	Sep 30, 2025	Click Here
GamingWithRittika	IG Reel	440	11	0	Oct 5, 2025	Click Here

RAZER & ANT ESPORTS X MJX CREATIVES

MJX CAMPAIGN SHEET (RAZER) :

The campaign sheet for Razer is quite extensive, so we've moved it to Google Sheets for better convenience. [Click here](#) to check it out!

RAZER & ANT ESPORTS X MJX CREATIVES

Execution Highlights:

- Streamers were provided with pre-designed scripts and brand messaging for Reels and videos to ensure consistency.
- Razer and Ant Esports logos were integrated into live streams, creating a continuous visual reminder for viewers.
- Content was staggered across the campaign period, ensuring consistent visibility throughout the Great Indian Festival Sale.

Results:

- Achieved an estimated 5M+ total views across all deliverables (final analytics still being compiled).
- Ensured strong ROI and direct sales impact during the Great Indian Festival.
- Delivered a high-volume campaign with major creators within a limited budget and tight timeline.
- Razer and Ant Esports expressed high satisfaction with the campaign performance and are continuing collaborations for upcoming projects.

Conclusion:

MJX Creatives successfully demonstrated its ability to manage multi-brand campaigns within strict budgets and timelines. By optimizing resources, leveraging industry relationships, and executing well-planned content strategies, MJX delivered measurable success for both Razer and Ant Esports during one of the most competitive sales seasons of the year. Additionally, MJX extended its support by executing a barter campaign at no cost to the clients. Although their budget had concluded, MJX voluntarily collaborated with multiple creators to ensure continued campaign visibility. This gesture, offered as a token of appreciation, reflects MJX's client-first approach and commitment to maintaining strong, brand-friendly relationships.

RAZER & ANT ESPORTS X MJX CREATIVES

PERFORMANCE METRICS:

5M+

VIEWS

46.5K+

Comments

162K+

Likes

103

Contents

7.42%

Engagement
Rate

MJX completed barter promotions in this campaign with Razer and Ant Esports at no additional cost. We provided these services free of charge since their allocated budget had been fully utilized, but we wanted to ensure client satisfaction. The barter promotions included over 30+ pieces of content and collaborations with 15+ creators. These details will be added soon, which may lead to an increase in the final performance metrics. However, since the barter promotions were executed as a goodwill gesture, they have not been included in the current report.

THANK YOU.

MOBILE NUMBER

+91 87995 87971

WEBSITE

WWW.MJXCREATIVES.COM

EMAIL ADDRESS

SUPPORT@MJXCREATIVES.COM

LET'S CREATE **IMPACTFUL CAMPAIGNS**
THAT CONNECT BRANDS AND CREATORS,
DRIVING ENGAGEMENT, GROWTH, AND
LASTING VALUE