



Year # BOOK OF SOCIAL MEDIA CAMPAIGNS

A SOCIAL SAMOSA PUBLICATION

AN ILLUSTRIOUS JOURNEY OF INDIAN
SOCIAL MEDIA CAMPAIGNS



60+
CAMPAIGNS

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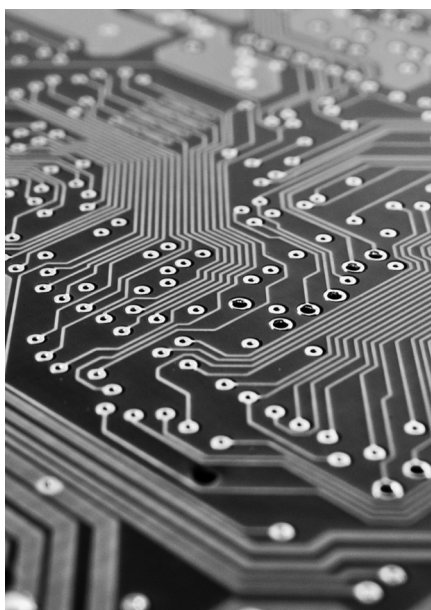
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Foreword

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Chief Executive Officer
Ogilvy India

If there's anything that's evident from the work this year, it's that digital has gone from being that box that needs to be ticked off on a brand campaign, to a new storytelling force.

It's great to see more advertisers embracing the platform, being more immersive, and working harder to use available digital media to get consumers excited about how they can interact with brands.

Clients today understand that digital can be used as an effective targeted reach medium, as an engagement medium, and as a sales channel. Increasingly, the work looks like it is being thought through for the medium and created for the medium. It's great to see, and I can only ask for more!

Compilations such as this yearbook, serve not only as recognition for great work but also as inspiration for young digital thinkers in the industry. They awaken new possibilities and like anything inspiring, act as a catalyst for more great work.

This year, I see so many brands also using the medium to begin bold, meaningful conversations. I also see some that make me laugh and endear me to brands. #IShapeMyWorld, Da Da Ding, and #NotForSale are great pieces of work and I'm sure you'll smile as you remember the different emotions each made you feel.

If I have to leave you with one thought, it is this. Any piece of work that fails to move a consumer, to make her feel something, is a waste of money. Our social streams are filled with content that is nothing more than drivel, that is made fast and cheap but has zero emotional connect. It is of no value to the creator or the consumer. Make stuff that moves people. Everything else is a waste of time.



AUTOMOBILE

Road Safety Awareness

BRAND

**Automotive Component
Manufacturers
Association of India
(ACMA)**

AGENCY

WeBeeSocial

INDUSTRY

Automobile



Objective

To inform the public, auto component manufacturers, distributors and sellers about road safety and to motivate them to take an action for it.

Creating public awareness on usage of genuine auto parts to prevent road accidents using social media as the primary medium of communication.

To tackle apathy towards accident victims and indifference towards traffic rules.

To support the cause – National Road Safety Week organized by The Ministry of Road Transport & Highways, government of India.

Big Idea

In a bid to make Indian Roads safer and sensitize the public towards their responsibilities on road, The Automotive Component Manufacturers Association of India (ACMA), started an initiative called 'Safer Drives'.

Through a microsite, social media channels, on-ground activation, YouTube videos by ACMA members, and with the support of the Ministry of Road Transport and Highway, Safer Drives curated

Creative Strategy

A campaign called ACMA safer drives was created. This campaign urged public and auto component makers/sellers to take a pledge to ensure road safety. It was designed to educate the audience about good road safety practices and to come together to take an action.

The creative strategy used for this was very hard-hitting and unconventional. ACMA designed creatives that showed some of the most relatable things that people do or believe in. For example a black cat crossing the road makes a person stop but the orange traffic light doesn't or a statue of god in the car is kept to keep the car safe but people tend to forget it when they over speed.

Insight

India leads the world in road crash deaths and injuries. In 2015, nearly 1.5 lakh people lost their lives to reckless driving. The reason behind these numbers is apathy towards road accident victims and indifference towards the road safety rules. Adding to this is the preference of buying counterfeit products over genuine car parts.

Social Media Execution

ACMA started by creating a series of hard hitting posts to spread awareness for the cause. Images of fake car parts as weapons of mass destruction, emotional images of drunk driving and underage driving were used to create hype for the campaign.

Social media was used extensively to invite users to take a pledge for road safety on the microsite. The microsite had infographics, Live Tweets feed from on ground events, a pledge counter and videos from car component makers that educated users about the difference between real and fake car parts.

People were also encouraged to participate in the #ACMASaferDrives contest where they could write a safety slogan and win prizes.

The activity was further amplified through ground activation. A walkathon, along with the Ministry of road and Transport was conducted to engage more and more people, and inform them about road safety.

Outcome

Following are the highlights of ACMA Safer Drives V1.0

3000+ Pledges on the website

500+ participation in Safer Drives Walkathon

1 Million+ people reached on Social Media

5000+ Video views of the ACMA member videos

Awards:

The campaign got picked up by Autocarpro and ET Auto

Bajaj V

BRAND

Bajaj Auto

—

AGENCY

Ketchum Sampark

—

INDUSTRY

Automobile



Objective

After India's first aircraft carrier – a hero of the 1971 Indo-Pak war – INS Vikrant was decommissioned. Bajaj Auto purchased its metal to incorporate it as part of a new commuter brand therefore preserving a significant piece of Indian Military history. The PR brief to Ketchum Sampark was clear: The agency had to pull off a compelling end to end campaign that entailed setting the stage for the launch, executing a 'larger than life launch and sustaining brand communication through a string of activities

On February 1, Bajaj Auto launched its highly anticipated bike brand – Bajaj V - The Invincible. The motorcycle was synonymous to being 'invincible' as it contained the metal of INS Vikrant, India's erstwhile aircraft carrier and the rest is history.

Insight

Bajaj Auto was to launch a bike crafted from scrapped metal of decommissioned Indian aircraft carrier INS Vikrant. The mandate was to provide PR support for the campaign by creating curiosity prior to the launch.

Big Idea

The idea was to position the Bajaj V as an iconic commuter two-wheeler with an unpanelled combination of legacy, performance, power and stylish design.

Creative Strategy

A teaser video was released of the new bike (to be launched) across multiple digital and broadcast media to create buzz about the new product.

Social Media Execution

Pre Launch

The brand released the teaser video revealing that a new bike is being launched by Bajaj forged out of the metal of the INS Vikrant. A Press Note on the teaser was disseminated to automotive websites for garnering a good mix of earned and shared media.

Immediately after the video release a Press Note was rolled out on the soon to be launched Bajaj V, thereby creating anticipation and curiosity for the upcoming bike.

Launch

After a lot of anticipation, Bajaj Auto unveiled the V on 1st of February highlighting the strong lineage with the INS Vikrant and characteristics that make the bike truly 'Invincible'. This was Bajaj Auto's biggest two wheeler launches in a decade and would be a game changer in the 150cc motorcycle segment.

A Micro-site dedicated to the V for accessing pictures and live streaming of the launch was created. Grand launch event with a robust mix of traditional and digital media to make it the most iconic two wheeler. Live webcast was done to make the launch more engaging for the media as well as automotive influencers across the country.

Sustenance

Bajaj in association with the Indian Navy organised a road show to observe Martyr's Day. 10 Naval officers set out on their Bajaj V bikes to empower college students to choose a career in the Indian navy.

The objective was to leverage the partnership across key media platforms, highlighting Bajaj V's invincible character in line with the Indian Navy's strength.

Automotive and Defence journalists were invited to cover the flag off event in Mumbai and select interviews and photo-shoots with Bajaj and riders were organized at the venue. Press Release highlighting Bajaj V's participation in encouraging youth to consider Navy as a career option was disseminated.

Bollywood Superstar Aamir Khan was planning to buy the new Bajaj V and own a piece of history. The brand used this as an opportunity to further amplify brand visibility.

Rajiv Bajaj, MD, Bajaj Auto personally handed over the keys to Aamir Khan with an 'A' embossed on the tank of his Bajaj V. A personalised video of Aamir Khan was filmed with Mr. Bajaj to share it with the electronic channels for extending reach.

The brand later tapped the finest automotive influencers and reached out a niche set of

readers/viewers through positive reviews by national and regional media influencers and targeted non-automotive media avenues for Review features besides the mainstream media.

In the backdrop of a successful launch in metros the idea was to take the bike to relevant tier II and III markets which forms the backbone for Bajaj Auto's commuter bike division.

Regional Press events unveiling the Bajaj V and media interactions focused on highlighting the company's strategy and plans for the new bike in the respective regions were organized.

Additionally, interviews and features in Ad and Marketing sections / shows were explored. Interviews of the top management personnel to communicate the brand strategy and plans going forward were also done.

Outcome

51 MN impressions garnered in Online Auto media and **90 MN** impressions in Broadcast Media.

Strategically timed teaser and Press Note garnered enormous earned and shared visibility with **50,000+** conversations across prominent traditional, social and digital media channels during the launch phase of the campaign.

The Bajaj V saw **11,000** bookings on the first day of launch. Second phase of the campaign witnessed **70 MN** impressions in the online space.

The brand managed to leverage a combination of online and offline media to create maximum reach for the campaign.



Objective

The objective of the campaign was to promote the re-launch of the #NewGrandi10 in India & garner positive sentiments around the launch in a unique way. Communication Route: Not everything that comes back is awesome. But the #New2017Grandi10 is #Wowsome!

- Over last few years memes have witnessed maximum usage across age groups, politics, entertainment etc.
- Easy creation of value-added content
- Stay relevant and up-to-date on Social Networks

Creative Strategy

A microsite was created for meme-creation and promoted across Hyundai India official Social Networking Sites.

What is a Meme?

A meme is an image, video, phrase or some combination of a visual and bolded, capitalized text that is virally shared across social media networks and blogs. Memes are one of the biggest and most popular ways to drive in a point.

Why the brand chose Memes

- Netizens love to make fun of each-other
- A popular sub-culture where netizens share their thoughts, ideas, opinions, to emote, to communicate.

Big Idea

Social Media users were encouraged to create funny memes based on a comeback theme on the microsite. They could create Memes by:

- Selecting a picture from comedian library
- Choosing trends or styles that have come back
- Sharing their opinion
- Sharing on their social profiles
- Gratification: 50 Google Chromecasts to be won

Social Media Execution



Various renowned humour artists were used to create static/GIF images for Memes, to be developed by the participants. Comedians also created short 10-15 second videos to invite entries and they were also encouraged to share their entries for Grand i10 on one topic they like.

There were total 8 videos uploaded on YouTube, which were also uploaded on Twitter & Facebook and cross-shared on other platforms. Total 29 Tweets over the period of 8th February to 25th March, 2017 and 26 Posts on Facebook were posted.

Cross-promotion of the campaign on other Channels like Google Plus, LinkedIn and Instagram were done.

In the next phase, 'Comebackpedia' turned into 'Comebackpedia Combat' Zone as two teams of humour artists competed with each other. 2 Combat videos were uploaded on Hyundai India social platforms.

In the concluding phase, video bytes of 3 different Artist Videos and a comic video on 'The Drive with Besties' were posted to maintain the momentum.

Outcome

The activity's success was marked with great engagement & coverage on Social Media. Remarkable response with over **10450** Memes created by the participants.

The activity-related tweets garnered around **1443667** Impressions and **36010** Engagements. On Facebook, the Comebackpedia posts gained **25693867** Impressions and **25447719** Post Reach.

The 8 videos gained total **6331923** Views on YouTube. It gained engagement by campaign artists and celebrities like Vir Das, Kaneez Surka, Cyrus Broacha, Vipul Goel, Mallika Dua, Amit Tandon & Rahul Dua.

The campaign was also covered in Economic Times' Brand Equity and other prominent media handles on Social Media like Afaqs, Social Samosa, Drive Spark and more.

**THANKING THE
HANDS THAT
FEED MILLIONS**

BRAND
Indofarm Tractors

AGENCY
FruitBowl Digital

INDUSTRY
Automobile



Objective

#ThankYouKisaan campaign aimed at giving the farmers of the country the credit they duly deserve.

Insight

Despite bringing in a massive 13% of the country's wealth to the treasury, farmers are faceless, voiceless entities. Farming needs to get its due. It needs to be a profession we look up to. It needs to become a viable career option. Farmers need to have a voice in the government, in our culture, in our system.

Big Idea

Bring more respect to the **'Unsung Heroes of our Country'- Farmers** worldwide by making consuming food synonyms with #ThankYouKisaan.

Creative Strategy

With a slice of life approach the powerful hard-hitting video that managed to touch every Indian's innermost sentiments.

Social Media Execution

Indofarm Tractors made sure to be visible on every platform that connected with the youth making it the most viewed, liked & shared campaign.

Outcome

With over 150,000+ shares, 10 million views on Facebook, the video was trending **3rd** on YouTube and all over India on Twitter. IndoFarm Tractor's #ThankYouKisaan advertisement topped the internet charts and helped us spread our message.

BEAUTY & HEALTHCARE





Objective

Abbott's objective was to sync the online and offline communication for the brand. The omni-channel approach would help increase brand recall and thus, improve the overall performance of the campaign.

Insight

OOH is a tried and tested form of marketing that has been used for years. The reach of these ads are extremely high as thousands of people move past them every single day. But how do you measure the impact of these ads? This brings us to the limitation of OOH advertising, although the reach is extremely high, it is nearly impossible to measure the reach and success of these ads.

Big Idea

On the other hand, digital marketing is extremely highly efficient in targeting a specific audience and measuring the reach of the same. So much so that users that visit a specific page can be re-targeted in order to get a conversion.

So, Abbott thought what if they could combine the best of offline and online

advertising to create an effective marketing strategy, they could measure the reach of their offline campaign by serving consumers similar ads online. Users who click the ads could then be targeted with re-marketing ads urging them to convert.

Creative strategy

The idea was to have uniform communication across all mediums be it online or offline. If a user were to see an offline ad that sparks their interest, they are very likely to search for the same online in order to get more information. Keeping this behaviour in mind, Abbott could skip a step and serve the users the ads with the same look and communication online. When users who are interested in the product see the ad, they are very likely to click and will then be redirected to a landing page where they will get more information. But how to target relevant users while keeping the spends in check.

Social Media Execution

An effective campaign should ideally combine digital and outdoor advertising and that's exactly what Abbott did with iPump. This is their propriety tool that

delivers online ads synchronised with television, OOH, radio advertising, weather, sporting events and other 3rd party data in real time. It allowed the brand to sync OOH buys to their digital buys and targeted the same set of people that were exposed to the hoardings.

The brand selected 8 of the top locations that would have the most reach from an OOH point of view and used in-house proprietary tool iPump to sync online ads with offline communication. The brand then re-targeted consumers based on their proximity to the hoardings using Facebook.

Outcome

The brand aimed to achieve media efficiencies and obtain Return on Advertising Spend by syncing the OOH ads with digital ads. To serve the purpose, it came up with an innovative strategy of retargeting users who saw the outdoor hoardings in particular location. With the help of iPump tool, the brand targeted people on Facebook hyper locally.

This led to astounding results wherein they able to decrease Cost per click by **76%**.

The sync was beneficial in lowering the Cost Per Engagement CPE by **72%**, thereby increasing the overall Click through rate by **10%**.

Awards and Accolades for the Campaign

IAMAI IDA : Gold- Omni-channel Marketing

DigiXXX: Gold-Pharma

Campaign India Digital Crest Awards: Bronze - Experiential

iProspect Global Awards :
Bronze - PRODUCT & SOLUTION
SPOTLIGHT - MOBILE

iProspect Global Awards - Gold - CREATIVE
EFFECTIVENESS, DATA STORYTELLING

#EnsureLiveNonStop

BRAND
Ensure

AGENCY
BC Web Wise

INDUSTRY
Healthcare



Objective

To create awareness about Ensure as an adult nutritional supplement that gives seniors the strength and mobility to fulfil their dreams in their golden years.

Insight

Having spent the best part of their lives fulfilling their responsibilities, most Indians only have an opportunity to fulfil their dreams by the time they hit their 50s. Unfortunately, this is when they begin to experience the effects of aging, thereby making them hesitant to follow through on their dreams.

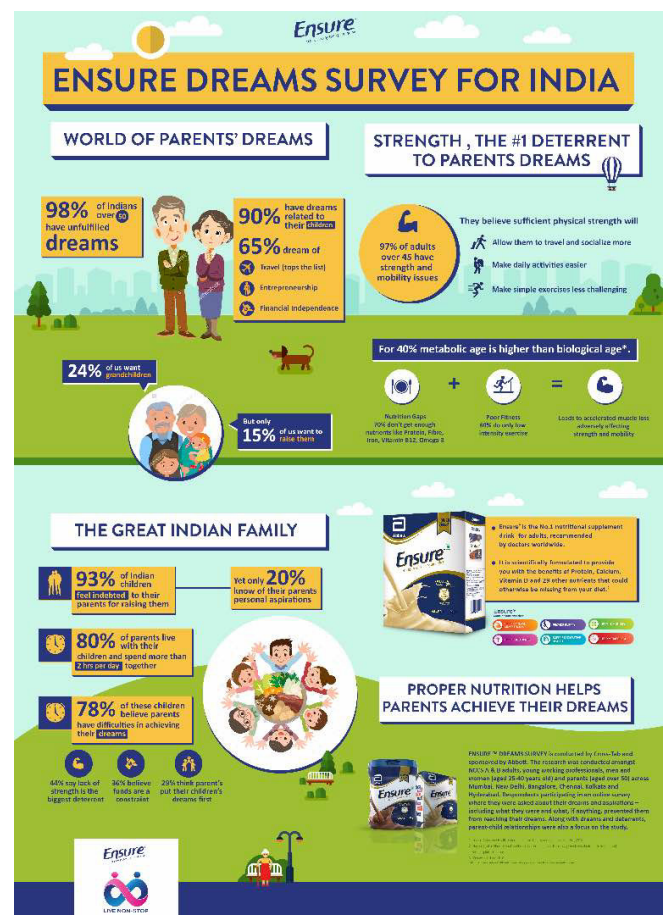
Big Idea

#Livenonstop was initiated to celebrate and enable seniors to fulfil their dreams and make the most of their golden years. Help seniors #livenonstop in 4 steps....

Ensure Dreams Survey

To understand the dreams of seniors, Ensure conducted a survey among 1200 respondents, across 6 major Indian cities. The findings of the survey were announced

announced through an engaging infographic, at a Press Event which was attended by celebrities and lifestyle bloggers / influencers. Here are some of the findings of the survey...



Social Media Execution

The brand amplified the Press Event and survey findings on Twitter via social influencers. Here are the highlights:

300+ influencers live-tweeted the event

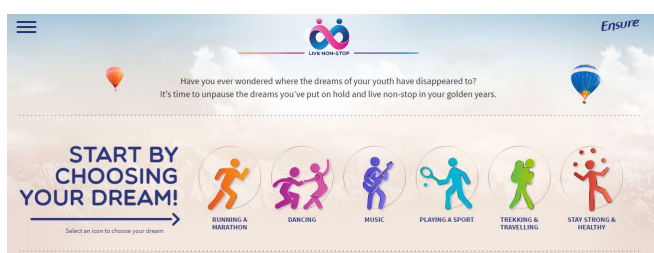
#livenonstop trended across India for 11 hours

Further, Ensure invited evergreen celebrities - Anil Kapoor and Neena Gupta, who spoke about making the most of their golden years and living to the fullest.



The event was promoted on Twitter and the hashtag #livenonstop was trending for 11 hours

Ensure enabled seniors to revisit the dreams they put on hold and take a step towards fulfilling them in their golden years, through an experiential portal.



Through the portal, Ensure offered them a one-of-its-kind 'Dream Coaching' program, which comprised of nutrition and exercise tips to help the seniors fulfil their dreams.

The coaching was offered through fortnightly e-mails and sms which contained customised tips, based on the dream chosen by the senior.

Ensure partnered with lifestyle influencers who wrote about living nonstop in their blogs.

Prodigal Children: Millennials are persuading their parents to revive their

Dream Projects

Role Reversal: Help your parents unpause their dreams

Dreams: Are they the prerogative of just the young? #Livenonstop

Dreaming Big: Indians over 50 no longer see age as a barrier to #Livenonstop

The brand also launched a video entitled 'Dreams without barriers', a social experiment featuring children and their parents, while highlighting that while parents know everything about their children's dreams, children are clueless about their parents dreams.

Through this campaign, the brand generated a lot of interest from the Target Audience for Ensure, leading to increased awareness and consideration

Outcome

The website managed to engage with **36,521** users and garnered **81,664** page views. The Blog Reach was recorded at **6.9** lakhs.

The Twitter activity recorded a reach of **3.9** million and **14** million impressions.

Hamdard Nature Wonder Jigreen: A natural liver health tonic from Hamdard

BRAND
Hamdard

AGENCY
Chimp&z Inc

INDUSTRY
Healthcare



Objective

The objective of the campaign was creating **awareness** about importance of Liver & Liver Health among the audience and detaching the **meaning of 'jigar'** as heart from people's mind and establish true meaning of 'jigar' as liver.

Insight

People are unaware of utmost importance of the functions that our liver performs and the essential necessity to keep it healthy.

For instance, there is a misconception with the word 'jigar' which is commonly known as the heart because of its usage in Bollywood, but actually means the liver.

Big Idea

#JigarMatlabLiver - The brand went to the root cause of the misconception of people considering Jigar as heart: Bollywood in the first phase of the campaign by taking a quirky approach.

Liver, our **#LifeKaJigreeDost** - In the next leg of **the** campaign **the brand** wanted to educate the consumer about the importance of a healthy liver and the 500+ functions the **liver performs for us**

while leveraging the brand's name and talking to them as a friend.

Creative Strategy

The strategy was to launch in phases, the first phase being a two week long campaign on telling people about the real meaning of Jigar with **#JigarMatlabLiver**. This was followed by the second phase of the campaign for main proposition of **#LifeKaJigreeDost** encompassing social media content and promotion. The campaign culminated with a big activity, a Facebook Live Session with Hamdard's expert doctor to discuss things related to the liver.

Social Media Execution

The campaign was rolled out in two phases focusing on clearing the misconception regarding the meaning of 'Jigar' and then portraying liver as an important friend of our lives who should be taken care of. Courtesy Bollywood, 'Jigar' is widely believed to be a synonym of heart in every sense. Hence, the first phase, '**#JigarMatlabLiver**' took a quirky turn by targeting the very source of this misconception.

Jigreen developed a series of posts that brought out a twist to some popular Bollywood songs and dialogues with the word 'Jigar' in them. The audience was also invited to add to the campaign by sharing more songs and dialogues from Bollywood.



The response was impressive. Netizens were surprised over this revelation and the twist it brought to the meaning of their favourite songs.

The campaign trended on top on Twitter - India Trends for more than 4 hours.

The keen interest generated thus paved the way for Jigreen to further communicate the importance of liver in our lives.

The next phase of the campaign, '#LifeKaJigreeDost' was rolled out to leverage this curiosity efficiently.

This phase focused on educating the audience about 500+ functions that the liver performs and its importance in our lives.

The highlight of the campaign was a Facebook Live session with one of Hamdard's liver specialist. The response to this FB Live session was overwhelming. People utilised this free platform to resolve their liver related doubts LIVE on Facebook.

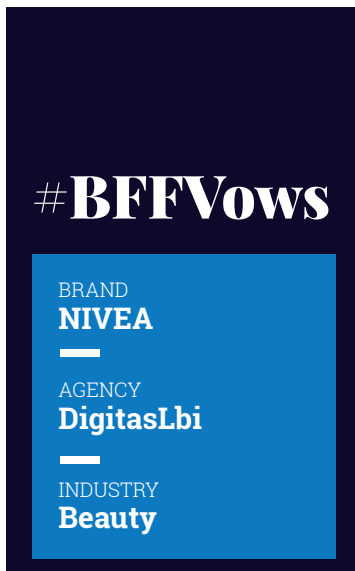
Outcome

#JigarMatlabLiver and #LifeKaJigreeDost were top on Twitter Trends owing to the conversations around them.

Overall, this campaign garnered a total reach of **29,50,835**, and accumulated **31,59,124** impressions. The brand also had a total engagement of **1,47,419**.

The campaign helped brand increase its follower base by **4** times on both Facebook and Twitter in a period **40-45** days.

The campaign made the brand the first in its category to utilise the digital space and interestingly introduce the audience to the true meaning and importance of our Jigar



Objective

To strengthen the brand proposition of NIVEA Lip Care as 'Your Lips' BFF' and to leverage a tactical opportunity like Valentine's Day to establish this bond of true love between best friends.

Insight

Teen girls are beginning to acknowledge that their soul mates are actually their best friends – that one friend who always stands by them and never leaves no matter what. That one friend that accepts them for who they are and promises to always be there.

Big Idea

BFF Vows - Traditionally couples are known to define their love and take it to the next level by taking special vows. NIVEA realised that this holds true even for best friends. All friendships are bound by certain said or unsaid set of rules of commitment. Thus, this Valentine's Day the brand celebrated these vows of friendship.

Creative Strategy

On Valentine's Day, while the whole world celebrated couples in love, NIVEA encouraged teens to reach out to their true soul mates – their BFFs by sharing their friendship vows with us i.e. their #BFFVows.



Social Media Execution

In Phase I, the brand created a video with the NIVEA Lip Category brand ambassador, Parineeti Chopra, where she demonstrated a vow that she and her BFF shared, and invited viewers to send in their BFF Vows via social media.

The entries kept pouring in the next phase and for the next 8 days, NIVEA used all its social media platforms to collect entries.

As hoped, the brand began to receive some endearing and some very quirky entries. As Phase III, NIVEA then decided to surprise all

consumers by converting their digital vows from the comments section into beautifully illustrated posters. NIVEA roped in some popular design influencers who, along with their in-house designers, illustrated the most interesting and creative BFF Vows. These illustrations were then showcased on a Wall of Vows.



To close the loop, in the final phase of this activity, NIVEA gratified the best vows with customized hampers that included their framed vow and space for a photograph for them and their BFFs.

Outcome

The campaign film garnered **8** Million+ video views and we received OVER **7K+** #BFFVows with an **88%** Share of Voice in comparison to key competitors. The campaign was featured by renowned media houses like Social Samosa, Ad Age, etc, thus successfully achieving the objective of strengthening the brand proposition by leveraging a tactical occasion with clutter breaking content.



Umang Bedi

Managing Director, India and South Asia
Facebook

Mobile to revolutionize marketing in India

India is at the cusp of a major transformation, driven by digitalization. The potential value that India's digital infrastructure can add to its economy is often compared to the significant role Interstate and Information Technology highways played to establish America's economy

While India still lacks a proper physical and digital infrastructure, the growth of digital in India is unique and often credited with the rise of mobile adoption in the country. In fact, "Mobile" is at the center-stage of India's digitalization and it is mobile internet connectivity that has leapfrogged digital in India. India accounts for a billion mobile connections in the world and will contribute 35% to the next billion mobile connections. In all, it will grow to 350 million mobile connections.

From being a 2G market, India is now the no. 1 country in terms of mobile data usage on the back of a major 4G adoption drive. Besides using the smartphone for browsing, emails and making phone calls, people are using it for social networking, reading news, gaming, listening to music, among other activities with video streaming, e-commerce and banking coming to the fore on mobile. Today, mobile is stealing time from other media. Decline in print has been accompanied by the sharp rise of mobile data and content consumption.

Mobile traffic dominates India's internet usage, as per the latest Mary Meeker Internet trends 2017 report, Indians spend 45 per cent of their time on mobile phones, and weekly time spent on a mobile is 7X spent of the time spent on a television set.

8 %
CONSUMPTION
TIME ON PRINT

30 %
CONSUMPTION
TIME ON MOBILE

40 %
ADVERTISING
BUDGET FOR PRINT

7 %
ADVERTISING
BUDGET FOR MOBILE

Right now, print accounts for 8% of consumption time spent and 40% of advertising budget, whereas time spent on mobile is over 30% and constitutes only 7% of the budget. But that is set to change. As digital fast becomes a way of life in India, it will set the context for all marketing and with the promise of a greater potential, advertising budgets will follow greater shift towards mobile.

India has
200 Million
Smartphones

800 Million
feature phone
users in India

Indians spend
45 percent of
their time on
mobile phones

EVEN DIGITAL ADVERTISING WILL OCCUPY 35-40% OF THE TOTAL MEDIA MIX (FROM 14% TODAY).

All this means an exciting time for marketers in India and an opportunity to set a precedent in adopting innovative marketing and creative strategies. India's mobile revolution is categorically different than other parts of the world and the complexities of mobile marketing here are multidimensional.

With 200 million smartphones and around 800 million feature phones, marketers will need to find ways to cater to services that work on both and across many other dimensions including device and OS, state of the network – 2G, 3G or 4G; content consumption and emergence of video as the new form of content.

SOURCE

* IMAI (Internet & Mobile Association of India) ** GSMA Intelligence reports

BFSI



The Movekars 6 min active workout

BRAND
**Aditya Birla
Health Insurance**

AGENCY
BC Web Wise

INDUSTRY
BFSI



Objective

Aditya Birla Health, a new entrant in the Health Insurance market needed to topically connect with their audience during the winter holidays season.

The brand's purpose was to encourage and motivate families to get healthier.

Insight

Holiday season means the time to binge. The brand wished to turn this around and make it the perfect opportunity for fans to get rid of the one thing that they do not like about the holidays – weight gain!

Big Idea

On New Year Aditya Birla Health Insurance changed the notion of fitness being treated like a discipline!

Together with a renowned Fitness Expert, the brand introduced a 6-Minute Active Workout set, from the POV of The Movekars – the family that loves to move and stay fit!

Creative strategy

Aditya Birla Health Insurance created a mobile-first interactive platform that showcased the 6-min workout from the POV of the fun & fitness loving Movekars family, to highlight the lifestyle aspect. Moreover, the workout set was created in such a way that it suited different lifestyles, needed no equipment and targeted the core muscles!

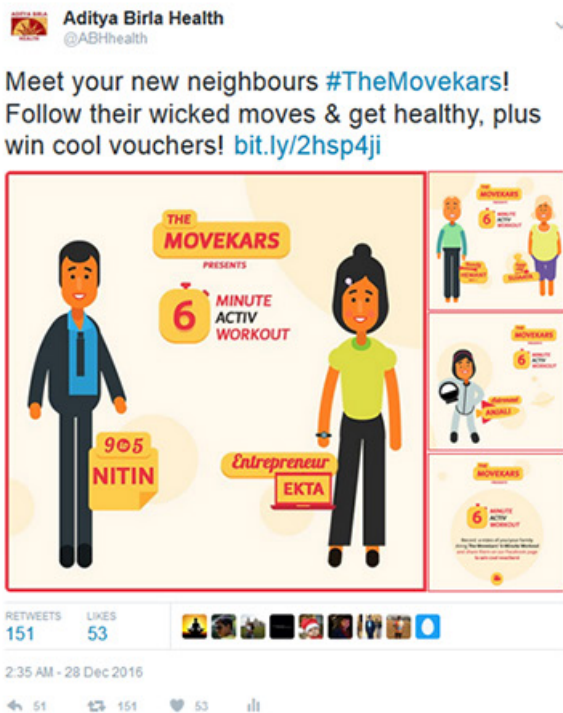


Social Media Execution

The Movekars 6-min active workout was promoted through Facebook using innovative carousel ads, GIF ads and targeted media. A contest was created for

fans to send in a video of them doing the workout to win amazing gifts too.

To increase participation, fans and followers were asked to share the workout videos on Twitter to win gift vouchers.



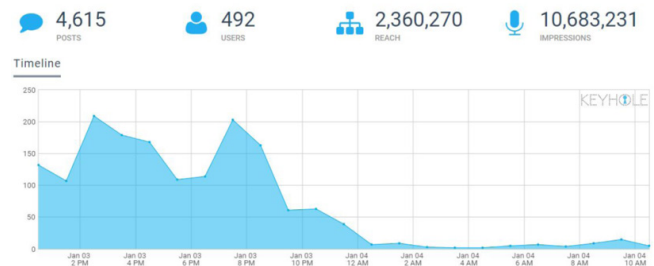
A blog post redirected all the subscribers of the blog to the microsite and encouraged them to participate in the contest.

Outcome

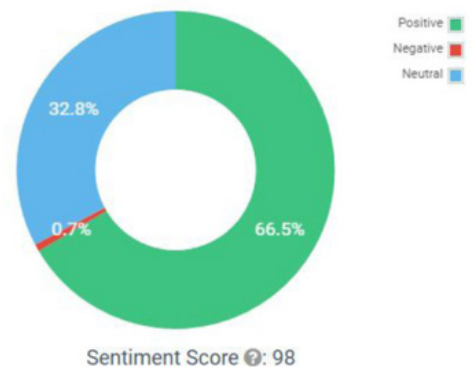
As soon as the contest began on Twitter, the hashtag started trending at **#1** in no time.

More than **4.5k** video entries, reaching more than **2** million users, garnering more than **10** million impressions in just a day!

The sentiment score reached a never before of **98**.

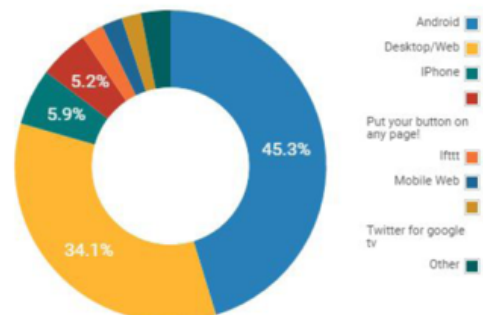


Sentiment



The mobile experience got consumers moving, gaining the brand more than **45%** participation from mobile.

Top Sources



On Facebook, the brand received more than **200,000** likes and **800+** shares were garnered. Fans praised the campaign, and expressed their love through more than **600** comments with videos and **10,000** fans were gained.



Objective

Make employees feel they are valuable and special while engaging them in fun activities in order to help them express the comfort and bond they feel at the workplace.

Insight

Employees usually find it difficult to have a work life balance which leads to inefficiency and lower productivity. 80% of a professional's time in the day is spent in the office. The desk and everything around them is personalized, making them feel comfortable in the way that suits them best. Hence, the campaign was to get professionals, both within the organization and those outside, to talk about their workplace and why they think of it as their second home.

Big Idea

Given that, 80% of a professional's time in the day is spent in the office, the workplace becomes a second home, and hence, the campaign - #OfficeMyHome, whereby the brand wanted to get colleagues to express their thoughts on LinkedIn

about their workplace using the hashtag #OfficeMyHome, which itself is a phrase that communicates – the office is like a second home.

The brand wanted to connect with professionals on LinkedIn and help showcase the culture and the warm environment of HDFC ERGO.

Creative strategy

The idea was to engage with the employees and make them feel special by organizing an activity which would require the interaction of employees with each other. HDFC ERGO extended this concept to digital platforms and became one of the first few companies to run such a campaign on LinkedIn.

This was done by featuring videos of the seniors in the company, where they expressed their views about their workplace. Creatives on tips to make the workspace feel like home and helpful infographics to help employees during their work hours were published. HDFC ERGO also asked users on LinkedIn to tag their buddies at work in the posts, for which creatives were made, using hashtag #MyOfficePal. The creatives portrayed the typical characteristics of various people at work.

Social Media Execution

HDFC ERGO engaged with the employees on ground and got them to click pictures with their office buddies and share them on LinkedIn. The brand shared the work culture at HDFC ERGO via bytes from Senior Management of how office is their second home. It shared some amazing testimonials of employees from various departments in the organization.

[Link](#)

[Link](#)

[Link](#)

[Link](#)

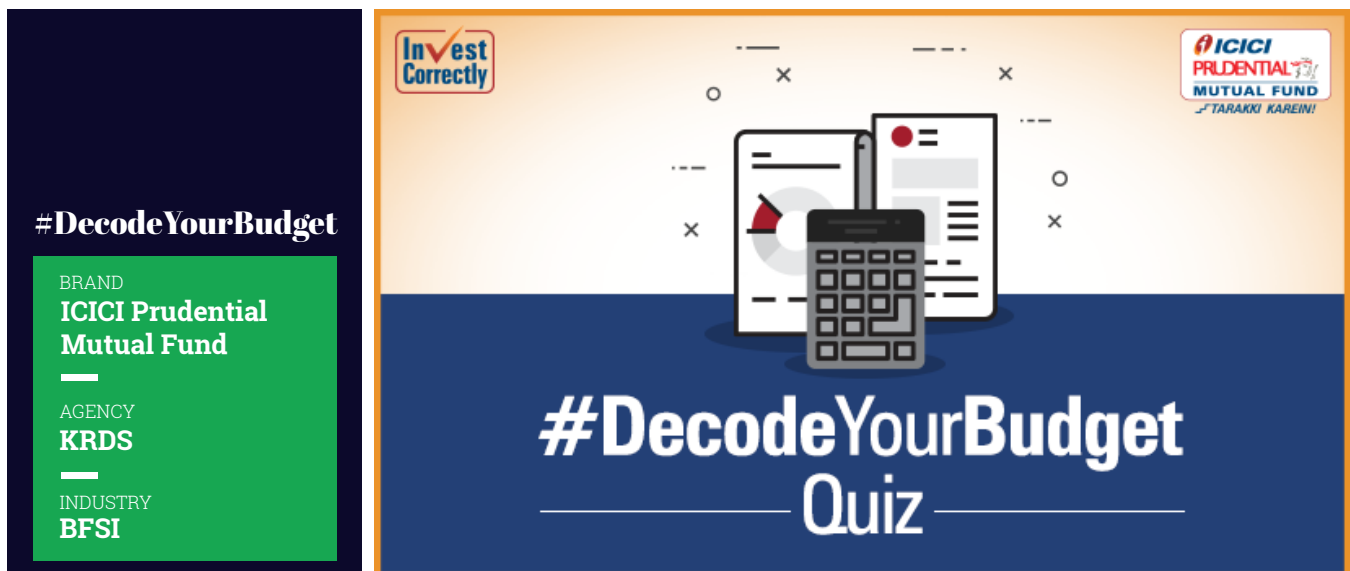
HDFC ERGO asked users to tag their office buddy who has typical traits like – Tech Genius, Trouble Shooter, Foodie, Party Planner etc.



The brand also gave users tips on how to make office surroundings feel homely and comfortable.

Outcome

HDFC ERGO saw a **1.50%** hike in our LinkedIn followers (**250** organic followers) and the engagement rate was **2.5%**, while the average impressions were **5000** during this campaign.



Objective

The Union Budget impacts everyone, and it's important to understand what it means for you. #DecodeYourBudget focused on doing just this; breaking down the budget for the consumer and providing an in-depth analysis to educate them on its impact on their investments.

The main objectives of the brand were to

1. Create an educational campaign that is simple and relevant for the lay person.
2. Communicate the impact of an important annual event on your investment portfolio.
3. Maximize Reach & Engagement with a relevant audience.

Insight

While many consumers aspire to manage their own investments, they can find it difficult to understand the impact of major events like the budget on their investment portfolio, and what they should do.

Big Idea

In the past, there have been many landmark budgets, which have paved the path for India's growth. The #DecodeYourBudget

Quiz was centered on these historic moments in India's history, testing the consumers' knowledge and encouraging them to participate to know more about the events that have a major impact on their lives.

Creative strategy

Two pronged approach of Engagement through gamification and education through a Live Video.

Social Media Execution

A quiz was created featuring 5 questions on past Union Budgets, with 1 question being asked every day, leading to the Live session on Facebook & YouTube. This one-week activity led to higher reach and engagement rates which helped in larger viewership of the Facebook & YouTube Live session with Mr. Chintan Haria, Fund Manager & Head - Product Development & Strategy, ICICI Prudential AMC. The live session was held a few hours after the budget was announced.

#DecodeYourBudget
f LIVE | You Tube Live

TARAKKI KARENI

CHINTAN HARIA
Fund Manager & Head
Product Development & Strategy,
ICICI Prudential AMC

PEOPLE REACHED ON FACEBOOK

3,30,000+

VIDEO VIEWS

1,12,000

POST ENGAGEMENT

350+

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

#DecodeYourBudget Quiz

TARAKKI KARENI

2 Fill in the blank: On February 29 in 1964 and 1968, _____ became the only finance minister to present the Union budget on his birthday.

A Morarji Desai

B Jawaharlal Nehru

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

#DecodeYourBudget Quiz

TARAKKI KARENI

COMMENTS ACROSS FACEBOOK AND TWITTER

2700+

01

REACH

1,00,000+

02

ENGAGEMENT RATE

15%+

03

ORGANIC IMPRESSIONS ON TWITTER

35,700+

04

501 RETWEETS
424 LIKES

05

#DecodeYourBudget Quiz

TARAKKI KARENI

1 The first Union budget of independent India was presented on November 26, 1947. By whom was it presented?

A Morarji Desai

B R. K. Shanmukham Chetty

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

Outcome

2,700+ comments across Facebook and Twitter. Reach of **1,00,000+**
15%+ engagement rate
35,700+ organic impressions on Twitter, with **501** RTs & **424** likes

Objective

The idea was to make end-to-end online home loans synonymous with Indiabulls Home Loans, thus coining the term e-Home Loans.

Insight

The young earner today typically leads a rapid lifestyle defined by career-oriented choices. He/she may often dismiss certain decisions in life due to a lack of time or convenience to do so. Taking a home loan for example, ranks high among decisions that they know are important but inadvertently choose to delay. The quick fix of renting an apartment often takes precedence for them in such cases.

The challenge was not just to prove the benefits of buying a house over renting one, but also highlighting how convenient a process the former could be.

Big Idea

The USP of the Indiabulls e-Home Loan is in it being the country's only completely online home loan, ranging from application to disbursement. The entire campaign was built

on the precedent that the Indiabulls e-Home Loan was the country's most convenient home loan experience available.

Creative strategy

The creative strategy was kept simple and direct. Starting with the name 'e-Home Loans' to a clear and crisp logo which was both easy to the eye and representative of a new age look, all communication relied heavily on promoting convenience and ease as championing factors of a revolutionary home loan experience.

Social Media Execution

The primary goal for the campaign was to create excitement around the concept of 'e-Home Loans'. The brand chose to create a Digital Video Commercial to establish the need of the product in the minds of the consumer. The film touched upon one's procrastination for a seemingly tedious process of applying a home loan and introduced the concept of conveniently expediting it with the Indiabulls e-Home Loans.

DVC Link

With a two pronged approach to spread awareness for the DVC and generate leads at the same time, the function of media spends was brought into play. A landing page was developed to convert the 'click throughs' into genuine leads.

Indiabulls Home Loans identified prospective home buyers who were also digitally savvy. Mapping behavioural patterns, the brand targeted specific platforms including the likes of Moneycontrol and The Economic Times with site-takeovers and impact banners. On Facebook, Indiabulls Home Loans created informative Canvas Ads which gave information on the basics of the application.

Canvas Ad

In an industry inundated with misinformation and confusion, Indiabulls Home Loans worked towards establishing a clear understanding of the product with explainer videos for the entire process and aspects within. The brand complemented the explainer video for with smaller snippets of the various stages. This strategy enabled the brand to cover the entire launch – right from generating the initial buzz to actually hand-holding interested customers, up until the point of purchase.

Outcome

Over **500K** Unique Views on the brand film across Social Media channels was recorded. The campaign generated **7,000+** leads in a span of **2** months and garnered more than **9.3** crore impressions across platforms.

1,12,747 number of people visited the landing page. The number of leads generated on digital increased by **68%** from August 2016 to March 2017, while the digital spends increased by **47%**

#BecauseLifeHappens

BRAND
IndiaFirst Life

AGENCY
Edelman Digital

INDUSTRY
BFSI



Objective

The insurance industry of India consists of 53 insurance brands of which 24 are in the life insurance business. It is a crowded and competitive category, with predictable messaging focusing either on consumer education or fear of what happens next.

IndiaFirst Life was a new, late entrant into the category, seeking to create immediate impact with messaging and ideas that would disrupt the category template, and create awareness and engage people.

The target audience for the campaign were social media savvy millennials, residing in India's metro cities. Our key objective was to create a campaign platform that was ownable, scalable, and relevant to the audience, to create brand awareness on social platforms.

Big Idea

Our creative idea was based on a simple yet universal insight - life has a way of taking all of us by surprise. The brand decided to capture these moments of surprise that can lay waste to the best laid plans.

However, instead of asking people to prepare for a tragedy, IndiaFirst Life decided to use dark humor in pop culture and real-life

decided to use dark humor in pop culture and real-life instances, to tell the story. This is how the #BecauseLifeHappens campaign was born, crafted around moments of surprise.

Creative strategy

In 2016, Facebook introduced a unique photo sharing platform – the 360 degrees photo. The brand's strategy was to use this innovative, native technology, to pack a #BecauseLifeHappens moment of surprise in their creatives, at 180 degrees right behind the viewer. The surprise – the 360 photos that people were panning, was the last one the photographer ever took.

In addition to the above, IndiaFirst Life created three short spoofs of known Bollywood and Hollywood films of 30 seconds each. To back this up the brand content on a timely basis with funny situations that the audience could relate to.

Social Media Execution

IndiaFirst Life came up with 3 serene 360 degree Facebook photos of a forest, a beach, and a camping site. In the forest, the brand put a leopard behind the

photographer. On the beach, a huge Tsunami wave, and at the camping site, a large asteroid.

For the videos, they spoofed iconic scenes and adverts with #becauselifehappens moments interjected in the climax. IndiaFirst Life did this using one common character across the three videos who causes commotion through his activates.

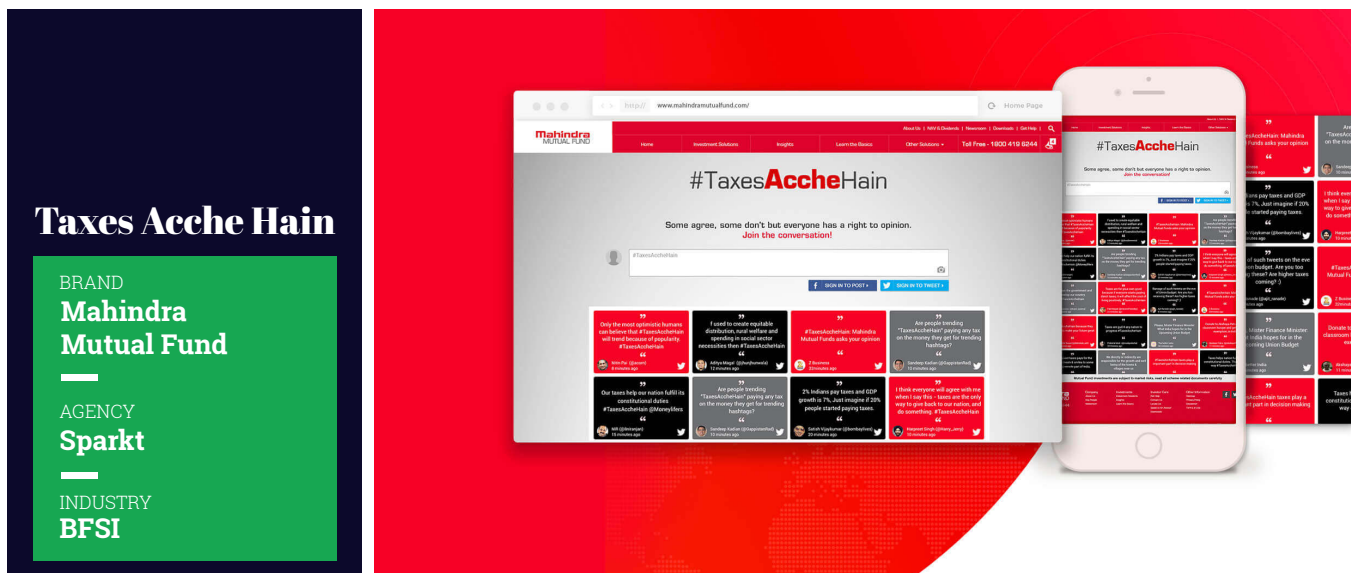
In order to continue the conversation around the topic, the brand also created always-on content around #becauselifehappens. These were also focused on key topical moments.

Outcome

Via the **360** photos, IndiaFirst Life received over 800 unique conversations and a tremendous engagement of **13,000** shares and **72,000** reactions. All of which accounted to a total of **1,000,000+** post engagements and a **5.2** million reach.

The short films were viewed over **3.7M** times cumulatively and received a good response.

The overall #BecauseLifeHappens campaign saw fan acquisitions of around **40.5K**, **28M+** impressions, over 1M clicks, with an overall reach of **16.9M** and **4.5M** engagements on social.



Objective

To launch Mahindra Mutual Fund's ELSS (Equity-Linked Savings Scheme) fund, Kar Bachat Yojana, in the last financial quarter, when all tax-saving instruments are widely propagated, the brand needed a clutter-breaking idea that would not just get the attention of our audience, but also get them to engage with Mahindra Mutual Fund.

Insight

Tax is a topic that is usually rife with negative sentiment during the last financial quarter.

Big Idea

A counter-intuitive statement that challenged popular opinion - Taxes are a good thing, "Taxes Acche Hain".

Creative strategy

Two days prior to the Union Budget announcement we delivered a bold statement on social platforms. Being a time when the nation's attention is focusing on potential implications of the budget on the

individual and families, a counter-intuitive statement such as Taxes Acche Hain was bound to create conflicting opinions at a large scale.

Social Media Execution

Mahindra Mutual Fund took to Twitter, a platform intrinsically driven by opinion to deliver a polarising statement - Taxes Acche Hain, especially on a day when the nation was rife with speculations. This allowed for a flurry of organic conversations in response to the stand and the brand took centre-stage. As the conversations erupted and came to a boil, the brand showcased unconventional thinking and switched the lens of 'Taxes being a painpoint to an opportunity' - for cumulative growth and for personal wealth creation.

The brand completed the picture revealing Kar Bachat Yojana as the reason behind the statement. As an ELSS product Kar Bachat Yojana not just allowed people to grow their wealth while saving on taxes but gave an opportunity to enjoy tax-free returns. Then why not say - Taxes Acche Hain

Outcome

Triggering the conversation on Twitter made opinions fly fast and thick as the Twitterati jumped in either to attack or defend the statement. This was further fuelled by the topical nature of the activity organically attracting financial influencers like Ajit Ranade, economist Nitin Pai, who got wondering if this was a government sponsored activity as a defensive mechanism to prop up the upcoming tax structure.

The frenzy was further dialled up when some Twitter folks tagged the finance minister asking for an explanation. The Twitter drama headlined Zee Business, The Better India on the same day with exclusive articles featuring the speculation. The effort garnered a significant SOV and thereby significant upswing in terms of awareness, but did not stop at that.

The **3** day campaign generated over **900** hundred leads against a daily average lead count of about **10-12** per day thus improving acquisition efficacy by a staggering **3000%** thereby establishing a case of business efficiency

Link



Objective

Royal Sundaram General Insurance was looking to increase engagement on its social media pages. With this objective in mind the brand set out to make insurance fun!

Insight

In order to create engagement Royal Sundaram had to ensure that the posts were relatable to the audience. A majority of the target audience was from south India so through data it was narrowed down on two themes based on their likes and interests. It was concluded that the most popular themes which the audience enjoyed was Cricket and Films.

Big Idea

Using this information Royal Sundaram decided to piggy bank film releases and the ongoing IPL in order to increase engagement for the brand. The combination of a lateral approach and relevant creatives made it easier for people to view content and relate to the need for services.

Creative strategy

Engagement was crucial if we wanted to generate leads and create conversions. The brand had to pivot around the insight that people weren't finding insurance related content relatable. The creatives didn't ignite anything in them, which made them want to skim over posts. Royal Sundaram had to find a way to make posts fun, relatable and engaging while keeping the focus on the products.

The brand researched upcoming movies as well as a few popular films which would always be cherished by the Indian audiences. If the brand created a series of posts revolving around these themes, it would defiantly get people's attention and increase the engagement on page. The question was how to talk about these themes without straying away from the product?

Social Media Execution

With the IPL finals just around the corner, the brand decided piggy-back the trend. This could work exceptionally well, considering that the Royal Challengers Bangalore (a South Indian team) reached the IPL finals. Seeing the form that Chris Gayle was in Royal Sundaram shared a

creative that showed him smashing the ball, to relate this to the product users were asked to protect their homes from the Gayle storm. But what would happen if Gayle did not score in the final? Not a problem, a back-up creative with a cricket element without the mention of a particular player was also ready. Fortunately, the Gayle storm hit and the creative went viral.

The next strategy was to create a series of creatives around Bollywood. The brand started by selecting popular scenes from various Bollywood movies. The products were then integrated into the scenes to create funny and sharable posts. Given the success of the first post, Royal Sundaram created a whole series covering different movies and products. The brand took this a step further with the launch of Kabali, piggy-backing the big man himself, with a post on Rajinikanth.



Outcome

121% increase in engagement
95% increase in reach

Royal Sundaram increased loyalty gained through engagement by piggy-backing current themes that sparked the interest of their target audience. Not only were they able to increase the engagement on the page, but also made insurance fun and relatable.

Post the launch of the creative strategy the brand saw a **121%** increase in engagement and a whopping **95%** increase in reach, exceeding the target. The campaign not only increased engagement and reach but also did this on an extremely minimalistic budget. The posts ensured Royal Sundaram as a brand pulled away from the mundane category, which all insurance brands are placed under.



Objective

To increase the conversion to YES Bank users and affinity users was the objective of the campaign.

Big Idea

The brand created city wise campaign with custom messaging to reach custom audience and powering carousel ads with advanced targeting helped achieve its aims of both quality and quantity.

Creative strategy

Carousel ads with different hotel offering and Banner Image with Fine Dine Offering were created. Contest Images showed food selfies.

Social Media Execution

3 types of ads were done - Geo Targeting, Website Traffic and Website Conversion. A Twitter contest around food selfie was hosted along with the hashtag #FineDiningFortnights. Moments on Twitter were created where the best answers were featured.

Outcome

12 days campaign achieved an impressive result that helped the brand increase brand visibility. By retargeting website traffic and showing them easy to sign up ads YES BANK achieved **1000+** conversion for fine dine restaurant offers.

1000+ leads in using website conversion in just **12** days, **50%** lower cost retargeting website traffic, **400000+** - Affinity Audience Reach was recorded.



FASHION & APPAREL



#FreeYourMind marks the launch of the new Free Spirit collection by All About You from Deepika Padukone. Challenge was to promote this new collection to the Indian audience that is relatively new to the Bohemian concept and a strong streamlined communication was required.

Objective

The objective of the campaign was to create awareness about the new Free Spirit collection. Use innovation to launch the digital campaign and reach maximum women in the age group of 18 to 40 years on the online universe. The brand wanted to utilize social media to drive sales.

Insight

Now-a-days, people are busy in their everyday schedule that they hardly take out time celebrate themselves and to enjoy little things in life. Through this campaign All About You touched upon the thought of taking time to unwind and soak in all that life has to offer while perfectly tying in with the theme of the collection of being a 'Free Spirit'.

Big Idea

To promote the Free Spirit collection by All About You, the brand encouraged users to take time to unwind from their busy schedule while also showcasing the collection in an impactful way. The users could easily connect with the idea of '**Free Your Mind and Unwind**' through the campaign and also went ahead and joined the conversation.

Creative strategy

The idea was to break free from mundane way of communicating new collection. All About You also wanted to move away from the brand face DEEPIKA PADUKONE and experiment with unknown faces. To keep the essence more authentic, an original score was created, which embraces the true spirit of the campaign, "**Free your mind and unwind**".

To add another dimension to the campaign we create the first Interactive brand video, which allowed the user to interact while

the video was being played.i.e. through this interactive video users were offered a real time online shopping experience, such that, on clicking on a model wearing a particular outfit in the video, users were directed to the link to buy that outfit from the website, thereby bridging the gap between the experience (product display) and fulfillment (Sale).

Social Media Execution

The campaign was launched across AAY social properties with the video themed #FreeYourMind. Deepika Padukone shared the video on her Facebook page thus amplifying the reach. The video was also covered by leading digital portals

The campaign was amplified with a contest asking people how they unwind, using the hashtag #FreeYourMind. On the day of the contest launch, the hashtag trended in India and all major cities for over 2 hours.

More than 1000 people across all social media platforms participated in the contest and it generated a total of 11.2k stories across social channels. Thus creating significant engagement with the audience.

Outcome

The results achieved from this campaign are as follows:

- #FreeYourMind video views: Over **4** Million
- Video views received on brand social properties: Over **1.5** Million
- No. of portals that featured the campaign video: **16** portals
- No of hours trended in India on Twitter: Over **2** hours
- Campaign hashtag reach on the launch day: Over **6.2** million users on Twitter
- Tweets received on the campaign launch day using #FreeYourMind: **4400** Tweets
- Contest entries received across social media: Over **1000**
- New people added to the brand's social media platforms: Over **30,000**
- Outfits shown in the video became the best sellers for the brand
- Sell through rate achieved through the campaign: **45%**



Objective

fbf wanted to democratise shorts as a category in a way that resonated with the millennials and they took to shorts as the new fashion must-have.

Insight

With the heat becoming worse and worse every year, people around the country are constantly reinventing their summer wardrobe to ensure they stay the most comfortable through the day.

Big Idea

This led to the inception of #WorldShortsDay on April 23 – a day which calls to every man in India to embrace ‘the casual’ and get cooler this summer. To launch the day, fbb took a bold and whacky route with its #DropThePants campaign.

Creative strategy

To drive and connect with the audience, fbb roped in the very funny Vir Das to help create the desired euphoria. He announced the day through a hilarious and engaging video that urged men to #DropThePants on

#WorldShortsDay.

Link

Social Media Execution



Starting with #DropThePants challenge, fbb geared up for a big bang announcement with several fashion bloggers from around the country. The challenge involved getting people to showcase their love for shorts through videos and images – and a few lucky winners got vouchers.

The end game of the campaign was to drive people to fbb stores and be a part of the #WorldShortsDay celebration by registering on the website.

Once they registered and walk in the stores,

they need to buy a pair of shorts on 23 April – and lucky winners stood a chance to win a ticket to Goa



The celebrations continued as people around the country began sending videos and pictures of themselves facing the #DropThePants challenge head on.

Outcome

With people all over the country seeing and hearing about World Shorts Day, the brand saw more than **3.5** lakh registrations and over **3,000** entries to the #DropThePants contest. The campaign reached over **6.6** million consumers and garnered over **3.1** lakh reactions in its **1** week long duration.

Through its ads and posts, the brand sold **1.5** lac shorts in just one week. This showed a growth of over **80%** in the sale of shorts.

Additionally, CEO & Founder of Future Group, Mr. Kishore Biyani joined in the celebrations and embraced the casual look on the 21st of April, urging all his employees to do so as well.



Objective

Jealous 21 aimed to rebuild the brand and connect with the youth at every digital touchpoint they respond to.

Insight

#FreeJeansDay was born in the intention to create a unique experience for the brand's target audience.

Big Idea

To drive the consumers in store by building an integrated digital multi-channel communication that would resonate with them.

Creative strategy

Jealous 21, as a brand, has always stood for more than great clothes. Connecting with the youth lies at the core of their brand belief.

While Jealous21 was still seeing strong digital engagement, not much of it was translating into offline store visits. The need of the hour was to activate the target audience, driving them in store to interact with new collections.

Therefore, a strong incentive-led communication was cracked to grab consumers' attention. However, to activate them successfully, Jealous 21 still had to ensure the communication was amplified across digital touchpoints.

A combination of Lead Generation Ads and a data capture Landing Page helped the brand convert impressions to registrations.

Post registration, every effort was made to stay top-of-mind with consumers. Jealous 21 closed this gap through automated e-mailers, add-to-Calendar functions, SMS reminders, push messages from influencers and innovative social content.

Social Media Execution

The activity buzz started a week earlier across digital. Social content was seeded out alerting consumers to an upcoming offer using announcement posts and countdown gifs.

The next step was opening up registrations. This was done through directing viewers to the data capture Landing page and a Lead Generation Ad. Both were functioned with automated e-mailers, SMS & add-to-calendar functions. Regular reminders were sent across these channels.

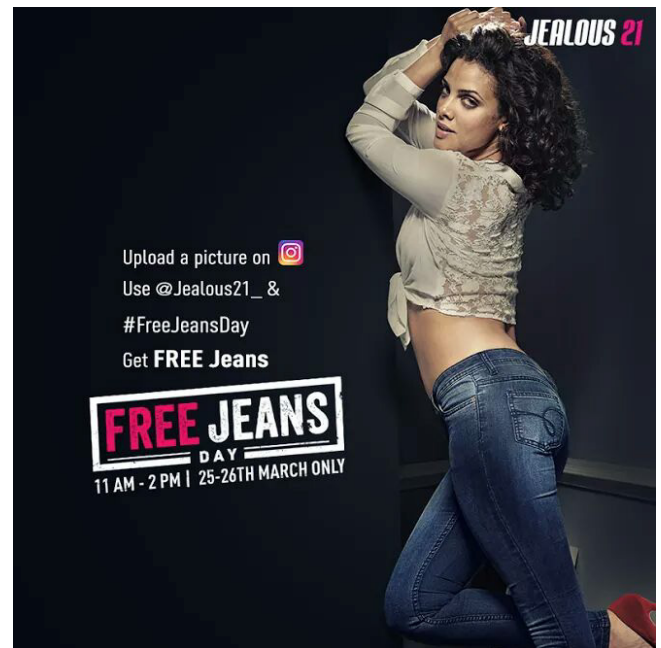


The day of the activity saw endless lines of eager consumers lined up before the store's opening time. A full crew was designated to individual stores to ensure the crowd was taken care of. The activity which was supposed to be conducted for 3 hours was stretched till 6PM by popular demand!

On the day of the launch i.e March 25th and 26th, the brand did Instagram takeovers using quirky captions and geo-filters with hyperlapse videos every hour. Customers had to click a picture of the latest collection at the 4 exclusive stores around India and tag the brand on Instagram using the hashtag #FreeJeansDay. The best entries we shared on the official pages at regular intervals.

An Instagram Live and Facebook Live were also conducted on March 25th to build hype and to show people who weren't a part of the event what they were missing out on. This was extended on March 26th with Facebook Live from the stores. Facebook slideshow showcased some of the best moments and Facebook albums which captured the intensity of the in-store momentum.

On March 26th, Jealous 21 expedited 3 consumer testimonial videos to build faith and convince consumers to make the trip while the offer was on. Real-time management of issues was also conducted, ensuring no one was left out so that a steady flow of social mentions could be maintained.



Outcome

The concept of #FreeJeansDay caused the website to crash with over **50,000** girls logging on to register in just the first few hours. The Saturday launch saw a tremendous response with girls lining up outside the stores, even before they opened.

With over **5000** girls visiting various stores across the country, **1500+** mentions were generated across social channels in the first **3** hours. The brand managed to use social media as a tool to enhance the reach and impact of their on-ground activation.

The campaign also saw phenomenally low numbers for CPL and CPC given that it used very segmented audience slice along with geo targeted ads in only **3** cities.

98,00,000+ People reached across social channels and **30,000+** Registrations on landing page and Ad **5,000+** Customer recruitment were recorded. **2,150+** FREE JEANS were distributed.



Objective

Metro Shoes is a multi-brand footwear retail chain in India. What began as a single outlet in Mumbai has today grown into a nationwide chain of exclusive fashion footwear and accessories stores for the entire family with a dominant digital presence as an e-tailor.

With a growing segment of our country making purchases online, Metro Shoes wanted to create an attractive property to bridge the gap between their online and offline shoppers and simultaneously create more engagement across digital platforms.

Insight

While devising the campaign strategy, Togglehead carried out a thorough analysis of the Metro Shoes website and found two primary insights. First that people shopped the most between Wednesdays to Fridays, and second, that the maximum online sales took place at the night time i.e. after 9pm.

The idea was to keep in mind the consumer behaviour and devise a plan that would capitalize on it. Also, the aim was to launch the sale before the other big fashion e-commerce players to gain more website traction and further monetizing that traffic.

Big Idea

On 22nd July 2015, Togglehead introduced Online Night Market by Metro Shoes. It was a nightlong sale exclusively hosted on the e-commerce website wherein the prices of the shoes slashed massively from 10 pm - 10 am. After the grand success of Online Night Market, Togglehead decided to come back with a bigger and better plan wherein the sale campaign was made into a 2 day event, giving the shoppers a whole extra night to shop.

Creative strategy

Following the success of the first Online Night Market, Togglehead conceptualized the second campaign as "Shoes Over Snooze". It was the perfect branding as everybody knows that if - 'you snooze you lose'.

The message was echoed with the help of a video and an interesting contest. Along with Facebook, Instagram, Twitter and Pinterest, Togglehead strategised to add Snapchat as an extra platform to attract a younger audience and offer an additional platform to the shoppers for updates and deals.

Social Media Execution

Online Night Market 2.0 was held on the 29th - 30th June 2016. Togglehead had a variety of new ideas and mainly wanted to target the youth (the night-owls), which is why they decided to launch the brand on Snapchat as an additional platform, along with the others.

The marketing campaign was split into three parts: Teaser, Pre-Buzz and Sale day. The teaser was a 10 second video that was meant to give the audiences a sneak peek and build a curiosity about the campaign. Following this was the pre buzz phase, which was all about getting them to guess more about ONM 2.0 via contests and engaging posts.

Several influencers were sent a 'stay awake kit' - a hamper that consisted of things that would help them survive/stay up for the night. For the final part, Aanam Chashmawala of What When Where took over the official Metro Shoes Snapchat handle and promoted the sale across hers and Metro Shoes handles.

Outcome

The outcome of the campaign was overwhelming with an increase in traffic on the Metro Shoes website and a humongous increase in engagement and followers on their social media platforms. There was an increase in sales by **54%** compared to the last Online Night Market as well as an increase of organic daily traffic by **14%**. The campaign resulted in elevated sales for the brand with almost **4** times of return than the spends.

Da Da Ding

BRAND

Nike

AGENCY

**Wieden + Kennedy,
Delhi**

INDUSTRY

Fashion & Apparel



Objective

To get girls to start playing sport.

Insight

From an early age girls are told that sport isn't for them. As they grow older they lose interest and are also discouraged from playing any sport. They are instead told to focus on academics. They're told to not go out and risk getting a tan. Not to get dirty. In short, they're told not to do anything that risks their marital eligibility.

Big Idea

Sport makes you unstoppable.

Creative strategy

To get girls interested in sport Nike knew they couldn't just make another ad. They had to make something that went further, something that lived on girls' phones. Nike had to give it a complete makeover.

For inspiration, Nike looked at the way artists like Beyoncé and MIA were talking to and talking about girls. The brand wanted to capture their universal, defiant spirit and bring it to the world of sport. So, Nike

made a music video that featured our very own sport squad featuring everyone from Deepika Padukone and Ishita Malaviya to the everyday girl in a basketball court who's not afraid to fight her corner. The video was then set against a specially commissioned track that girls could both work out to and dance to.

Social Media Execution

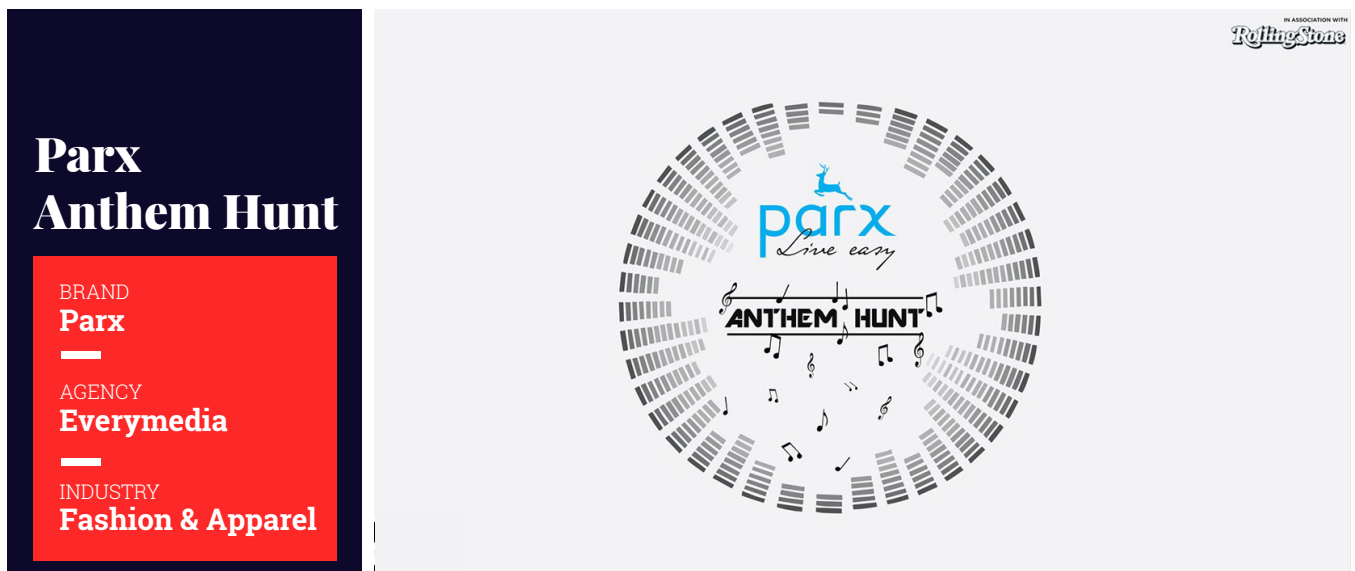
Given that Nike was effectively pushing out a music video, the brand mimicked the workings of the music industry. In short, it acted like a record label. To that end, Nike first began by releasing the track on iTunes and Shazam as well as radio stations and streaming apps such as Saavn and Hungama. Then to launch the video itself, the brand chose a cultural moment as opposed to Nike's tried and tested method of choosing a big sporting moment.

At the IIFA awards, Deepika Padukone gave a moving speech about how sport helped her and premiered Da Da Ding. The next morning, she released it online and the internet did the rest. To further help girls own the song, Nike released a specially made lyric video, so girls could sing along when it popped up on their phones or the radio.

Outcome

In **24** hours, Da Da Ding went viral. The world's biggest publications including TIME and BBC covered it, while Sheryl Sandberg posted the ad on her Facebook page. Stories started pouring in the form of letters, gym selfies and blogs. Its lyrics had now entered people's vocabulary.

Hashtags, dubs mash videos and Da Da Ding dance workouts began to pop up. Searches for Nike went up **350%**, while traffic to an otherwise dormant website went up **65%**, the highest peak Nike has seen. Meanwhile, proof that girls were actually running and moving came in the form of increasing month-on-month downloads of Nike's NTC and NRC apps. A movement that began in Mumbai went on to occupy the world stage when Da Da Ding became the soundtrack to mark the International Girl Child Day at the UN Global Goals Summit.



Objective

The main goals involved in the Parx Anthem Hunt campaign was to increase engagement, create more visibility, engage with the right audience and position Parx as a youthful brand for young men. The campaign aimed to increase engagement and traction using a talent hunt as the medium.

Insight

The main target audience for the campaign was budding musicians from all over India. Since Parx is a known name, it was easy to capitalize on the existing social presence on the brand. The juries in the contest were big names from the music industry, so even greater traction was gained from musicians from all across the country. Thus, using music as the main touch point ensured maximum reach and engagement.

Big Idea

Parx in association with Rolling Stone magazine came up with Parx Anthem Hunt. The campaign commenced on 31st August, 2016. As part of the campaign, the brand launched the website on 31st August, 2016 where fans could not only get details about the contest and its rules, but also upload

their entries for the Hunt.

The jury comprising of musicians like Luke Kenny, Randolph Correia and Nirmika Singh decided the winning tune. All of Parx's platforms promoted this contest across social media using the hashtag #ParxAnthemHunt.

On 2nd September, influencer activities was also conducted, thereby making #ParxAnthemHunt trend in India on that day. Apart from the online front, there were gigs organized in Pune and Delhi to promote the Hunt. The grand finale of the Hunt took place in Mumbai on 6th October, 2016. Anand Bhaskar Collective performed in Pune whereas Advaita performed in Delhi. The Finale was hosted by Luke Kenny. There were performances by Parvaaz and Luke Kenny at the grand finale. Promoting the gigs on social media created a buzz about the event which helped us get more people to witness the events.

Creative strategy

Apart from interesting creatives that were crisp and to the point, the usage of music as the main tapping point garnered an even greater reach to the right audience. Since music is something that the young audience can easily relate to, it was used as the chief touch point during the Parx Anthem Hunt campaign. This also ensured

high engagement rates, with a lot of entries pouring in from all around the country.



Outcome

The Parx Anthem Hunt garnered a massive response from fans. The following hashtags were used to promote the asset launch that generated a potential total reach of 61.8 million:

- #ParxAnthemHunt had a reach of 13.8 million
- #ParxAnthemHuntInPune had a reach of 9 million
- #ParxAnthemHuntInDelhi had a reach of 15.8 million
- #ParxAnthemHuntFinale had a reach of 23.2 million

All the hashtags used trended in India on top 2 positions. The contest generated total 50.1k stories across all social properties thus creating a high engagement with the audience.

Post the Anthem Hunt, the numbers on social media platforms were as follows:

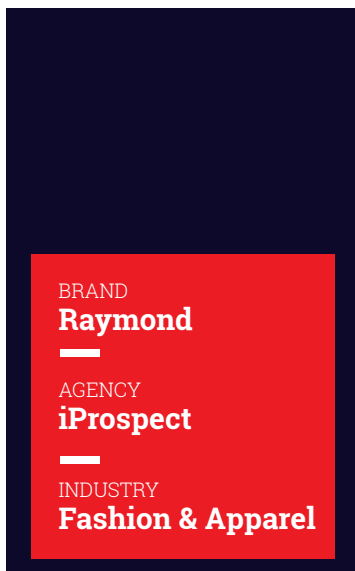
Facebook: 357229 likes

Twitter: 4324 followers

Instagram: 153 followers

The concept was well-received by the clients, who used words like 'one-of-its-kind' and 'unique' about the contest.





Objective

Raymond was launching its new clothing line, Raymond Whites - a collection of ready-to-wear white shirts. Although the brand was perceived as an expert for tailored outfits, they had a low brand recall in the ready to wear sector. Our goal was to spread awareness about Raymond Whites using social media

Creative strategy

We created a series of four videos that were customised based on the likes and interests of the target audience. Thus, users who had shown interest in the product were shown product related content on Facebook. They were then targeted with sequential content there in keeping them interested in the brand and its offerings.

Insight

It is a known fact that consumers indulge in multi-screening behaviour. Thus, they switch from one medium to another and one device to another. We assumed that consumers would be on Facebook while watching television. Thus, we could sync online and offline communication by running similar ads on TV and Facebook.

Big Idea

Our big idea was to create a proprietary tool, iVideo that enabled us to deliver online ads synchronised with our TV campaign. It also helped us in auto-scheduling the bidding and the budget strategy as per the TVC slot. Other measures were also implemented by the tool and it helped us show users relevant content based on their likes and interests.

Social Media Execution

We first launched the teaser of the Raymond Whites campaign on Facebook. The primary target here was the brand loyalists those who use Raymond and even advocate about it. Now simultaneously, the Raymond Whites commercial got launched on TV as well as digital.

We used iVideo, our propriety tool that delivers online ads synchronised with television, radio advertising, weather, sporting events, and other 3rd party data in real time. Using this tool, we were able to sync our digital media buys to our TV ad slots.

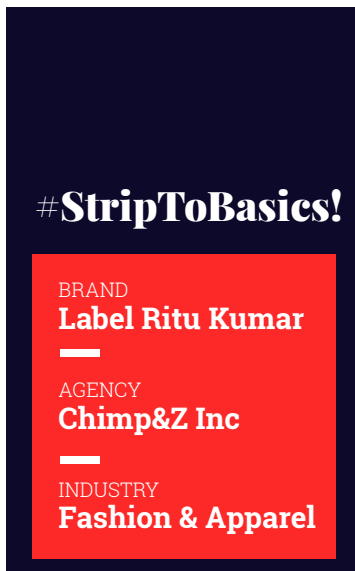
The tool even did retargeting based on interest, personality and loyalty. Sequential targeting was also undertaken. If we got a view on our video, the user would be targeted again with more content about

Raymond Whites. The tool enabled us to auto-increase our bids during TVC ad slots. We even started engaging the TG with inspirational personality based videos. Furthermore, we highlighted compelling offers in our ad copies to get users to click in sync with our messaging on TV. Thus, by integrating the online and offline campaigns, we were able to achieve remarkable results and get people to the lead form.

Outcome

A complete understanding of consumer behaviour helped Raymond to successfully integrate their online and offline advertising. By syncing their bids with the TVC slots, the brand was able to increase the relevancy of the messaging from the consumer point of view.

Raymond garnered **9** million views on Facebook and **2** million views on YouTube. And in total, **82%** of people on Facebook had seen the TVC. The brand also saw a sharp increase in offline sales **78%** - and a rapid increase in revenue **81%**. **86%** of people also mentioned that they would definitely buy a white shirt. And the icing on the cake was that **89%** of people recognised Raymond in the Ready-To-Wear category in an online survey.



Brief

Label Ritu Kumar wanted to showcase their exciting new collection “Basics” along with their AW’16 collection, which had the ever gorgeous Kalki Koechlin in them.

Objective

The objective was simple; to ensure the video on the Basics and AW’16 collection featuring Kalki Koechlin for the brand Label Ritu Kumar, reached maximum audiences and became the talk of the town.

Insight

In the video, Kalki is seen trying out different outfits in ways that would surprise the viewers with its boldness and the insight was not only to showcase the video but to instigate the mindset of the Indian audience.

Big Idea

Introducing #StripToBasics!
#StripToBasics videos were as bold as ever, with Kalki taking off and trying new clothes from the Basics collection in a fun and tasteful manner. The idea was to portray this

bold move in such a way that it would connect the campaign name to the Basics collection as well.

Kalki featured in both of Label Ritu Kumar’s collections, and the objective was to take this video forward and integrate it with the release of the AW’16 collection.

Creative strategy

The strategy for the campaign was to create curiosity in the minds of the consumers by launching snippets of Kalki stripping on Strip To Basics account on Snapchat, a new social media sensation among the audience followed by a big release of the two videos.

Social Media Execution

In order to catch the viewers’ attention, snippets from the video of Kalki stripping were uploaded on Snapchat. Soon, there was a buzz on all social media platforms about the snippets which got people curious and wanting to know more about them.

The two complete videos were then released to rest the curiosity and to the launch the Basics collection.



Taking the campaign forward, the Autumn Winter 2016 collection video for the brand which also featured Kalki was released under the name of #KalkiInLabel amidst all the buzz, gathering high number of views.

AW'16 Collection:

Outcome

All the campaign videos performed extremely well and were appreciated on all platforms.

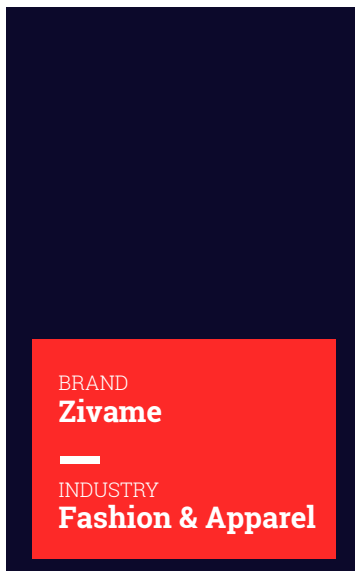
#StripToBasics trended for **5** hours and **40** minutes and received over **3700** Tweets and **36** Million impressions on Twitter, while #KalkiInLabel received over **600** Tweets and **6** Million impressions.

There were over **50** posts and **1** million impressions on Instagram for #StripToBasics & **30** Posts and **60** Lakh impressions for #KalkiInLabel.

On all social platforms, Strip to Basics received over **2.5** million views and AW'16 Collection video for #KalkiInLabel got more than **1.8** million views.

The campaign was a big success and even Scoopwhoop featured the videos on all their platforms leading to more interactions from people around.





Objective

Lingerie shopping is an intimate experience which deserves a far more personal and comfortable environment than what women usually get in offline stores. Every woman should feel good about purchasing lingerie and not settle for a wrong size or style due to lack of choices or feel uncomfortable and awkward with the salesmen around.

With the campaign, Zivame attempted to create awareness about the actual problems women face while shopping for lingerie offline. This was done in a slice-of-life, very relatable manner. The objective was to start conversations around the issue and create awareness about the better experience and multiple options available to women online.

Insight

Based on key insights resulting from the research conducted by Zivame with 400 Indian women, the two biggest problems faced by women while shopping for lingerie offline are:

- Women feel uncomfortable and are not able to freely express themselves in the presence of salesmen
- Women compromise on style or size

because offline stores have limitations in stock and lack of knowledge on the part of sales assistants

These insights culminated into two ad films extending to a digital campaign. Both the films narrated everyday experiences women have with offline lingerie buying.

Big Idea

The strategy was to extend the TV film campaign onto digital platforms with a light-hearted tone. Zivame created a quirky hashtag, #SalesmanWaliBra to drive conversations around the topic and adopted a multi-channel approach.

Creative strategy

To make the topic more relatable and to open up women's thoughts, the brand used light-hearted illustrations throughout the campaign. A series of 10 'Bratoons' were created in collaboration with popular illustrative designer, Alicia Souza. These were posted on Facebook, Instagram and Twitter. Alicia Souza also promoted the concept on Facebook and Instagram. A Doodle contest was organized on Instagram.

Social Media Execution

Digital Films

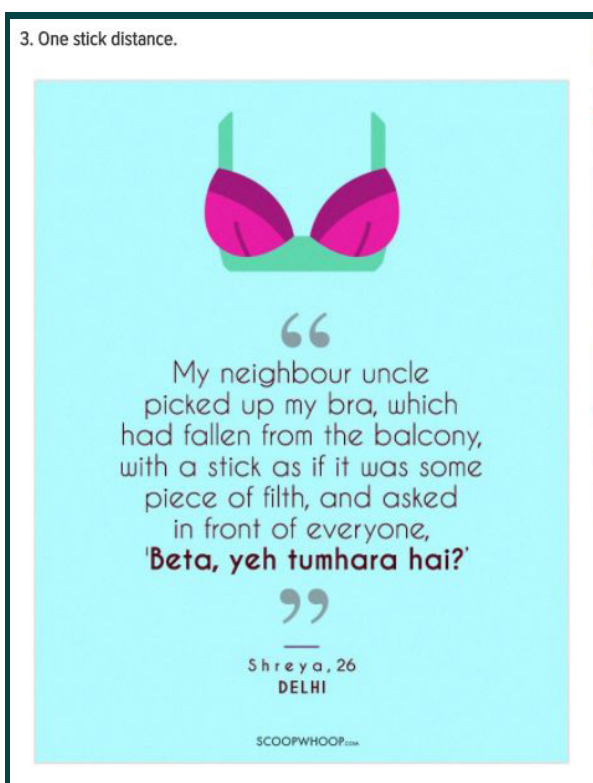
Social Posts



Outcome

Social Media collectively (including Facebook, Twitter, Instagram, Publishing Platforms and YouTube) garnered around **65,00,000** reach. Facebook page's reach rose by **5x** and engagement on all social channels rose by **3x** during the campaign period.

Listicle on Scoopwhoop



A black and white photograph of a dining table. In the foreground, a large wine glass is partially filled with a dark liquid. In the background, a plate of food is visible, and a bottle of wine with a label that reads "IW/BP12" is partially visible. The text "FOOD & BEVERAGES" is overlaid on a yellow rectangular background in the upper right corner.

FOOD & BEVERAGES



Objective

Johnnie Walker is a brand that uses storytelling to live its purpose - to inspire people to become more than they are today. In 2016, Johnnie Walker created Ode to Lesvos, a short documentary that tells the story of the remarkable, humanitarian response of the Greek islanders who opened their hearts and homes to the hundreds of thousands of refugees who arrived on their shores after fleeing war in their homelands.

This project was a result of the unlikely collaboration between Johnnie Walker Storyline, Mercy Corp and Syrian director, TalalDerki. The film follows the true and inspiring story about a small group of unlikely heroes from Greece. The villagers of a 153-person town, SkalaSikaminias, who received more than 300.000 refugees with open arms.

Johnnie Walker has always inspired progress. In 2016 this was a message the world needed to be reminded of. On World Peace Day, Johnnie Walker set out to tell an inspiring story about how acts of kindness can go a long way. Importantly, what this story demonstrated was that even in the most challenging of circumstances, we can all make a difference. Sometimes there's no better way to inspire progress than by shining a light on that powerful truth.

Insight

The recent European refugee crisis is one of the defining news stories of this generation. More than one million displaced people arrived in Europe in 2015 and local communities struggled to cope with the new reality. That summer, more than 300,000 refugees arrived on the Greek island of Lesvos after escaping devastating conflict in their homelands.

The story of the refugees is an important one that has been told across global media. But there was also another side of the story that needed to be told, one that's epitomised by the inspirational response of the islanders of Lesvos.

The brand knew the crisis split our audience into, broadly, two differing schools of thought: those who viewed refugees as economic migrants and those who could empathise with their plight. Working directly with an exiled Syrian filmmaker was a risk and consumer backlash a real possibility.

Big Idea

The objective was to bring this uplifting story of positivity and progress to the world. The plan was to focus on how the islanders responded heroically to an extremely difficult situation. The brand believed we could generate maximum media and cultural interest by highlighting the positivity and hope to be founding the most harrowing of circumstances. Where some traditional media saw refugees or migrants, the islanders saw mothers and fathers, sons and daughters. This approach helped to identify Johnnie Walker as a storyteller of note and authority.

Johnnie Walker identified Pulitzer Prize-winning photojournalist Daniel Etter as the perfect person to help tell our story. In 2015, Daniel's image of a tearful father hugging his children, shattered by the perilous journey from Turkey to the Greek island of Kos, went viral and defined the human face of Europe's biggest population movement since World War II.

They approached Daniel about returning to Greece, this time to Lesbos, to capture moving photographs of the island and the community who opened their hearts to the refugees.

Creative strategy

Partnering with award-winning, Syrian director, TalalDerki, they went right into the heart of the refugee crisis and told the uplifting story of a few selfless heroes. Three older ladies and a handful of fishermen from a tiny island named Lesbos in Greece, who over the course of a summer received more than 300.000 refugees. As a result of their efforts during this time, the villagers were nominated for the Nobel Peace Prize. This is the true and inspiring stories of Amelia, Martiza, Konstantina, Stratis and Thanasis.

By sharing the remarkable story of how the islanders of Lesbos welcomed refugees last

summer, Johnnie Walker set out to others to positive actions. The film was created to show that no matter who you are or where you are from, you can make a positive difference.

The brand also worked hand-in-hand with leading NGO Mercy Corps and spent time with the islanders to help capture their stories and add gravitas to our campaign. The decision to leverage the filmmaker – himself an exiled Syrian director – for interviews added another authentic voice to the campaign. The plan was to approach the right media with the right content at the right time, and to target the journalists/bloggers who would inspire conversations among our target audience.

Three of the islanders of Lesbos were nominated for the 2016 Nobel Peace Prize and Johnnie Walker identified and planned for September 21, International Peace Day, as the opportune moment to launch. Two weeks before the 2016 Nobel Peace Prize announcement, it was a key news event that enabled us to have optimal cultural relevance and build story momentum.

Social Media Execution

Over two months a small, close knit documentary style crew; lead by Director TalalDerki captured the lives of the locals of Lesbos and their incredible stories. Once complete, this content was shared globally via film festivals, online placements and social channels, both owned and earned, being viewed over 54 million times online. Additionally, activated a social media plan for paid and owned channels including a takeover of all of the brand's social profiles plus relevant social posts about the film, the Nobel Peace Prize nomination and our NGO partnership

Outcome

To date, Ode to Lesvos has been viewed over **44** million times. It was shared or retweeted more than **47,000** times, drove over **30,000** visits to the MercyCorps website, and prompted more than **6,700** conversations in earned media. The film generated **680** pieces of editorial coverage across the globe, reaching a potential audience of **856** million with this inspiring story of a few selfless heroes.

Kurkure Khul Jaaye Toh Family Bann Jaaye

BRAND
Kurkure

AGENCY
**Hungama
Digital Services**

INDUSTRY
Food & Beverages



Kurkure has always been a free-spirited brand that celebrates the different relationships that we are surrounded with. Taking this forward, the brand identified a new set of audience that most people forget to talk to. People who are away from their family, but still need the comfort of their near and dear ones! A hostelite who misses the comfort of his maa ke haath ka khana, a first jobber who misses his gup shup with dad over dinner and an older 40-year-old man who craves the love of his child.

Objective

Kurkure as a brand has always been associated with the quirk and fun side of relationships. This year, Kurkure as a brand decided to target a new set of audience and new set of relationships, while maintaining its witty and humorous brand image. The objective was to talk to this relevant community and talk to the right audience, to engage with them and create a relativity factor in their mind.

Insight

Moving to a new city can be exciting as well as intimidating. Every city has its characteristics, lingo and attitude. Adjusting to all these changes can be overwhelming and this often leaves people missing the relationships that they have left back home, whether it is a father, sister or even a friend who always gave you motherly advice. During such testing times, one longs for the comfort and 'apnapan' of the relationships they shared with their brothers, sisters or parents.

Big Idea

Giving our audience a helping hand, Kurkure decided to be that aggregator, which facilitates and helps the neo-nesters eradicate the longing for relationships back home, by helping them create those same relationships with all the new people that they are surrounded by. Be it a landlord at home or his wife, be it a boss or colleague at work or someone at college.

Creative strategy

The usual format of static images, GIFs, and robust imagery was all done and dusted, and doesn't really appeal to a user anymore. Knowing that, Kurkure had to make sure that their audience gets the message in an innovative manner.

The brand used a combination of platform innovations across channels to create different communication pieces that helped establish brand communication. Each content piece was carefully curated

to bring out the visual appeal as well finely crafted for better resonance with the target audience.

Social Media Execution

Identifying different relationships that appeal to the target audience, Kurkure tried to target each of these relationships via different content pieces which included showcasing the different moments that help in the development of these relationships. Through a carefully crafted strategy of relevance, topicality and time-of-day, etc., targeted posts were published through Kurkure India's Social Media channels.

Outcome

The campaign ran for over four months and generated huge engagement from the audience. Garnering a total reach of close to **117 million**, it engaged over **4.7 million** fans across Social Media – averaging a reach of **4 million** and average engagement of **91,508**.

Kurkure Khul Jaaye Toh Family Bann Jaaye campaign not only helped Kurkure refresh the brand message for the target segment identified, but also set new industry benchmarks for others to follow.

Naam Bante Hain Risk Se

BRAND
Mountain Dew

AGENCY
**Hungama
Digital Services**

INDUSTRY
Food & Beverages



Mountain Dew has always been a brand that entices people to live their lives on the edge and go for glory. Being the enabler that the brand is, Mountain Dew always aims to push its audience to go beyond, take the risk and create history. Thus, Naam Bante Hain Risk Se philosophy came into existence in 2015, creating a dynamic impact on the audiences through their commercials & brand ambassador, Hrithik Roshan.

The challenge however rested upon creating a dynamic impact on digital platforms which wasn't achieved as yet.

Objective

The brand as always been looked up to by its audiences, it is positioned to be the 'Enabler' in the lives of its audiences, the challenge was to create this on social & digital platforms, hence the objective: recreating Mountain Dew as the enabler it is on social/digital platforms and engaging with the audiences to create traction.

With innovative expressions of the brand philosophy, Mountain Dew wanted to create a connect between the brand philosophy and the audience, create relevance and allow them to feel associated with the brand.

Insight

Since most of their target audience comes from small towns with big dreams, Mountain Dew wanted to give them a taste of global establishment of Mountain Dew

philosophy in local languages. Therefore, the brand created larger than life creatives in local tonality that create a connect with people and in local languages such as Hindi & Telugu.

The idea was simple, to establish the brand philosophy without sounding preachy, create enough traction among the users to make them believe in the philosophy and connect to it.

Big Idea

For some the dream is to get rich, for others that live their lives on the edge, the dream is to make their name. There is a constant voice in your head that keeps on pushing them, keeps on urging them, keeps on telling to **'NEVER GIVE UP'**. This is the sound of your conscious asking you to go the extra mile and recreate history. Mountain Dew acts as an enabler, as that voice in your head that urges you to work hard towards success,

because the road to success is not conquered in one day, but is definitely conquered one day.

The target audience for Mountain Dew were small towners with big dreams and bigger hopes. Keeping this in mind, the brand needed to resonate with their tonality, their dreams and their ideas, hence they decided to give the creatives a global touch with local tone to it which are innovative and appealing in nature leading up the brand proposition – Naam Bante Hain Risk Se.

Creative strategy

Gone are the days when a static image on social media would work wonders for brands, our challenge was to go above everyday formats and create new benchmarks. Mountain Dew needed to create each creative with innovative formats while keeping engagement in mind. The tonality, text, creative, visual all needed to resonate with the personality of the audiences and the brand philosophy.

The best way for this was to create visually appealing cinemagraphs, where each creative was carefully crafted keeping the TG, brand connect and engagement in mind. From the right imagery, to right colors and new innovative formats, everything was brewed perfectly to create impeccable semblance with the brand.

Social Media Execution

With identified audiences, Mountain Dew created innovative format creatives stepping out of the comfort zone of the images and GIFs, the brand aimed at creating more than breathtaking visuals.

Mountain Dew also focused on their brand ambassadors, Hrithik Roshan and Akhli Akkineni along with the Risk Takers of India and roped them all in one big content format

content format which stuck well with the audience.

Outcome

The campaign ran for over two months & generated huge engagement on all social platforms. Garnering a total reach of about **3** million fans across Social Media – with an average engagement rate of **66** thousand, the campaign achieved total reach of about **12** million with average reach of **4** hundred thousand per post.

Naam Bante Hain Risk Se not only helped establish the brand philosophy and took down geographical and lingual barriers at a large scale but also set new benchmarks in the industry for others to follow!

Acche Papa

BRAND
Nature Fresh Life

AGENCY
Neuronimbus

INDUSTRY
Food & Beverages



Objective

The campaign revolved around educating the audiences about the benefits of consuming Nature Fresh Acti Lite low fat cooking oil. The objective was to generate, sustain and amplify the interest of fans around the campaign.

Big Idea

The idea was to spread awareness about the advantages of low fat cooking oil, promote the brand and engage users by creating a buzz about the #SpotTheDifference contest. This would further lead them to get involved with the #AcchePapa campaign thereby promoting their TVC.

Creative strategy

The strategy was to divide the process into two phases, the first phase included a one day contest using the hashtag #SpotTheDifference.

Initially, we uploaded 4 creatives on the 17th of August'2016 with a few differences compared to the TVC teasers. Fans had to watch the teasers and spot the differences in the creatives uploaded.

The second phase included generation of conversations around the #AcchePapaTVC after it was launched by them.

Social Media Execution

The methodology adapted for the campaign included two of the most common social media platforms, Twitter and YouTube. The dates of implementation were 17th and 18th August, 2016.

The start of the campaign was done with uploading 4 creatives with a few differences compared to the TVC.

Campaign reached to the right set of audience, primarily Women. Popular influencers were roped in to enhance the reach of the campaign.

The second phase started with the Achhe Papa TVC that fans were asked to watch with the idea of generating conversations around the consumption of low fat oil.

The conversations started around 11AM on 17th Aug'2016 and continued till 18th Aug'2016 1PM.



Outcome

The hashtag #AchhePapa was a huge success and with more than **1000** tweets published by the users, it had around **9** million estimated impressions by **482** unique users. The hashtag #AcchePapa started trending for **3** hours and **20** minutes across all major cities. It reached **7.7%** male audience and the rest **92.3%** was female audience.



My First Train Ride

BRAND

Paper Boat

AGENCY

Perfect Relations

INDUSTRY

Food & Beverages



THANK YOU
ENGINE DRIVER

Objective

Each Paper Boat project starts with a thought that comes straight from the heart. The Indian Railways ties all of us with a universal thread. We all remember the thrill and enchantment of a railway station, and all the times we spent chugging along in a train compartment. So, we excitedly decided to make a tribute to all the train rides we grew up taking, meandering into the far reaches of our country, and our imaginations. Our main objective was to thank this majestic institution and to celebrate and remember all the wonderful memories attached to it.

Insight

It occurred to us that when we were younger, the people involved in our train travels used to be as much a part of the journey, as the journey itself. We realized that we'd never had the opportunity to say thank you to all the wonderful people associated with it that first stirred the ache of wanderlust in us.

Big Idea

The very mention of a train journey evokes a thousand stories. The hoot of a train, the shudder of the engine, the song of the tracks, the lull of the rhythm and all the games played in compartments. The idea was to celebrate the legacy of the unsung heroes of railways - TTE uncle, engine driver sir, pantry bhaiya, and station master-ji -with whom we have shared our fondest vacation moments.

Creative strategy

The idea was to remember and celebrate the little moments of joy that train rides gave us as kids. And so in our film, we've tried to touch upon as many moments related to it as possible. In the beginning, we had decided to run a two-week long campaign sharing these memories as social media posts. But people started flooding **the** inbox with so much love and started sharing their own memories with us, and we just had to make them part of the campaign as well. So it ended up running for over three weeks, and culminated with the film, which was the grand reveal at the end.

Social Media Execution

We started off by sharing one railway memory every day on Facebook and Twitter. As the campaign started gathering momentum, we also shared a food-specific campaign on Instagram, focusing on all the yummy treats we used to get at various railways stations in India. Towards the end of the series, we released the film on YouTube, and also natively on Facebook and promoted it actively for the next two weeks.

Outcome

On YouTube, we got **1,064,133** views within the first ten days. On Facebook, we received **3.6** million views, **31,000** reactions, **15976** shares, and **1500** comments in total. The campaign also went viral on WhatsApp and was circulated in many groups all over the country. We also received immense love in the form of tweets, emails, private messages and Facebook posts. The response was truly amazing and overwhelming and even the Indian Railway Ministry shared it on their respective channels!



Pepsi has always been an iconic brand that connects with millennials and celebrates pop-culture. Taking this forward in the Summer of 2017, the brand defined the spontaneity of new age consumers and how they seize the moment.

Objective

Having always been the voice of new generations, last year Pepsi had globally launched the PepsiMoji campaign which reflected different moods of the consumers, with a language in which people express themselves best – emojis.

With that impactful creative expression in mind, Pepsi wanted to do something bigger and better this year, that would involve the audience at large to engage better with the brand invoking their participation to express themselves in a way that is the most relevant to them; dial up relevance and consideration, and associate with taste of Pepsi to Moments of Spontaneity.

Insight

Pepsi's target audience has a unique way of expressing themselves in a short, quirky manner which that they most use as their daily 'lingo'.

Therefore, the brand narrowed it down to a set of words that their audience relates to the most – Swag, Dhamaal, Kalti, Wing It,

Gatecrash, Panga, and so on. These words express a whole lot of emotion, and don't need any explanation.

Big Idea

When you feel that slight hesitation, or have a bright spark, there's a voice in your head that urges you to go for it. This voice urges you to make the moment count. this voice is Pepsi.

Love at first sight? Simply #BolDaal! Late night at the club, but they have a guest list? #Gatecrash. Making plans for that Goa trip that never happen? #WingIt! Whatever the situation, there's always that 'zara hatke' solution to it.

Through an extensive study, **Pepsi** knew that **the** key audience lay in Metros, and Tier I & II cities as well, with a majority being in the Northern and Western states of the country.

Not only this, but Pepsi also identified different interests that entice the audience – Cricket, Food, Music, Dance, Travel amongst others. These interests resonate strongly with Pepsi's audience profile.

Given the audience's short attention span (which is less than 10secs), the only real question was, how does the brand capture these in a format that is quick, relatable, interesting, and packs a punch. The next challenge lay in creating an entire story that was to be shown in a concise manner – enough for the user to read, understand, and connect with his or her Moment of Spontaneity.

Creative strategy

The usual format of static images, GIFs, and robust imagery was all done and dusted, and doesn't really appeal to a users anymore. Knowing that, Pepsi had to make sure that its audience gets the message in an innovative manner.

The brand created a series of short 10 second videos (a lot of them!) across these interests encompassing all the moments that would make you want to drop everything and act in spontaneity.

Each frame was carefully curated to bring out the visual appeal as well finely crafted sound for better resonance with the story. Right from the illustrations, and music, to the icons and colours used, it added even more depth to this format.

Social Media Execution

With the different regions identified across the country – metros and states, people were shown moments that they can relate to. Through a carefully crafted strategy of relevance, region-specific insights, time-of-day etc., targeted dark posts were published through Pepsi India's Social Media channels.

Not only this, but the content was curated in the region-specific languages as well –

right from Punjabi to Marathi and Marwari! A Punjabi munda sitting in Chandigarh could very well just walk up to you and say "Kidaan!" or a UP lad could proudly boast about his #Bawaal moment to you.

Outcome

The campaign ran for over two months and generated huge engagement from the audience. Garnering a total reach of close to **25** million, it engaged over **5.5** million fans across Social Media – averaging a reach of **1** million and average engagement of **2,20,000** per video.

Top engaged categories with respect to audience interaction were Dance **(36%)**, Music **(31%)**, and Travel **(28%)**.

Not only this, but the region-specific content (in regional languages) generated maximum buzz with Hindi, English, Marwari, Punjabi, and Marathi content generating most interactions.

Truly in an act of spontaneity, the campaign grabbed attention by breaking geographical, lingual, and conversational barriers.

Sid, Sandy Aur Siyappa

BRAND

Kosh Oats

AGENCY

Autumn Worldwide

INDUSTRY

Food & Beverages



Objective

Kosh Oats is Future Group's latest foray into the F&B sector. Along with 4 variants of oats, Kosh Oats wanted to capture the expanding health conscious market in India. In a country whose cuisine is dominated by either rice or wheat, the brand wanted to be recognized as the 3rd grain of India.

Insight

There are only 2 kinds of people in the world - those who eat to live and those who live to eat! And for reasons unknown, they don't seem to get along that well. So what 'Siyappa' would ensue if they happen to come under the same roof for Diwali? .

Big Idea

Taking this insight Kosh Oats created the Web series 'Sid, Sandy aur Siyappa' which featured the story of newlyweds Sid and Sandy who are celebrating their first Diwali as a couple as both their parents decide to visit them. To make matters worse is the fact that both their moms are diabolically opposite when it comes to their food choices.

The brand released a series of teasers introducing the characters. Eventually

the episodes were released on their social channels and each episode ended with the main characters asking the audience to help them out with creative oats recipes.

Social Media Execution

Recipes are one of the most shared forms of content, especially among homemakers who were Kosh Oats's primary audience. With Diwali round the corner, getting user-generated content in the form of recipes was the ideal way to launch Kosh Oats in the digital space and start conversations around the same. But why would housewives take time out to share recipes?

The answer lied in getting them to invest in the brand emotionally. By creating content which was fun, relatable and engaging. Enter, Kosh Oats presents Sid, Sandy aur Siyappa.





Outcome

The films were instantly liked for its funny insights on family banter. The recipes soon started to trickle in. From **106** posts, Kosh Oats generated **21.59 million** impressions, **15.76 million** reach and **5.50 million** engagement numbers.

Over the course of time, the brand generated more than **350** recipes with regards to the application of Oats in Indian cuisine. Kosh Oats ended up increasing the brand mentions by.

Among all the buzz that brands do around Diwali, Sid Sandy aur Siyappa stood out for its content and organic brand plug in.

Awards and Accolades for the Campaign

Shortlisted at Foxglove Awards 2017 by AFAQS



Objective

Over the years, #TheFrootiLife has enchanted users with an alternate reality where anything can happen. **Frooti** wanted to bring it alive on social media by using positive storytelling, so that users could experience Frooti's magical way of life that is away from boredom and the mundane.

Insight

The internet broke itself with dark and gloomy tales of 2016, going to the extent of labelling it as one of the worst years in history. While the media was busy citing more such events, the collective cloud of doom was settling down on what used to be a somewhat happier place.

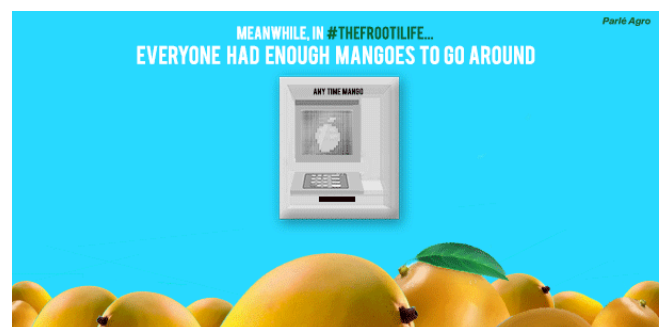
Big Idea

Meanwhile, in #TheFrootiLife...

#TheFrootiLife is fun, irreverent, colourful, and most importantly – an escape from all that's dull. So, based on real events that took place in 2016, **Frooti** created alternate realities that led to a natural metaphor between #TheFrootiLife and the real life, showing the audience the unique world that lies at the end of a Frooti bottle.

Creative strategy

The vibrant, colourful visual language created a natural contrast to the mundane. The tone of voice is humourous, tongue-in-cheek, and witty – thus giving us ample opportunities to engage in social banter. **Frooti** took a dig at incidents that trended in 2016, adding a twist of #TheFrootiLife that appealed to the minds who are claimed by the everyday life. Through the content, **Frooti** also established what the brand stands for – #TheFrootiLife is the happy opposite of real life – it is fun, exciting, and magical.



Social Media Execution

Frooti hosted a set of animated posters that borrowed subtle cues from the most popularly hated events of 2016. Using a mango as the protagonist, bright colours, minimalistic elements, humour, and quirky lines, the brand created fun stories that bore resemblance to those events, characters, and element's and covering a spectrum of genres – politics, entertainment, tech, and pop-culture.

While Frooti concluded this series with a New Year post, it also engaged with the users through a fun contest that asked them to predict how “juicy” their new year was going to be. Based on their responses, Frooti created real-time illustrations that gave users a taste of the sweet life.

Outcome

The content, other than initiating everyone to #TheFrootiLife, managed to positively influence all the right numbers. Frooti saw a **60%** increase in the size of the community in 2016, versus a substantial **38%** increase in 2015; the conversations, which created **640 million** impressions in 2015, and further Frooti observed a **56.1%** growth rate on Twitter, with overall impressions across social media of **125 million** for the period of Jan 2016 – May 2017



Objective

In today's liberated India, the erstwhile 'alcohol is taboo' is fading away. The 'work hard, party harder' generation, socialize over drinking alcohol or light alcohols, weekdays or weekends. In this market, USL Diageo saw a huge opportunity to extend its portfolio in Gifting - a subset of socialization.

The \$30 billion gifting industry in India, is largely skewed towards personal occasions. This personalized gifting industry, where alcohol can seamlessly be one of gifting options, is a big opportunity for USL Diageo.

Insight

When it comes to gifting, most Indians play it safe. Alcohol, unlike other regularly gifted items, still has that 'not correct a gift' hangover. People who have given alcohol as a gift might have gone under 'social scrutiny or judgment' or would have restricted it to occasions like a close friend's birthday.

Big Idea

In such a market, it was important to first get the audience to be acceptable to change. In-order to get people to consider alcohol as a gifting option, the message should come from them and not the brand. The brand decided to ask the audience themselves - What are the Gifts Men Love?

Creative strategy

While, the brand had the option of running stories created around Gifts that Men Love , they wanted to use the advantage of being on Digital. Since they were launching a new segment in the market where USL Diageo were looking to change the consumer behavior, the role of the audience goes beyond a viewer and more of a participant. For this, the conversation had to come from peers, influencers and not through a brand channel.

Social Media Execution

USL Diageo teamed up with TVF - The Viral Fever and launched a set of two long format videos 'TVF - Colleagues', intrigue-generating ones, and invited viewers to help the brand find 'Gift that Men Love'.

In the first video, they asked people to suggest the gift that men love. Once suggestions were received, the brand asked the audience to vote for their favourite one from the top 10 gifts in the second video. This was a one of its kind online survey that was used to launch a new brand.



Outcome

It was no surprise that Whiskey/Scotch was in the top three Gifts Men Love. With this the brand launched USL Diageo's Celebration Edition Whiskey as the Gifts Men Love.

USL Diageo garnered **3,134,638 Views**, **3,313 Shares** and reached **8.2 Million** people. This campaign was covered by several PR channels including Mashable, Storypick, MensXP and GQ.

What made this approach different and unique was that rather than the brand talking to the consumers, USL Diageo drove conversations among the audience who were now ready to be introduced to the Celebration Edition range of Whisky as the Gifts Men Love.



Taranjeet Singh

Country Director
Twitter India @taranjeet24

Trends for marketers to watch in India Mid -Year Review

Three questions to reflect and stay on top of marketing trends for your brand's success

At the start of the year, Twitter shared our predictions for 2017 marketing trends and as a mid-year review for India, we'd like to focus your attention on three questions to capitalize on the hottest trends:

1. How is your brand using data?

Although many brands and businesses have adopted social media as part of their marketing strategy, the majority have neglected to leverage real-time social data analytics. Find out what are people in India doing on Twitter by leveraging the full archive of public Twitter data, which has 10 years of conversations around almost any topic you can imagine. By analysing this rich data set, businesses can uncover key insights to make better decisions. Businesses can also better expect the unexpected and quantify outcomes through data patterns.

For example, Nestle Kitkat India (@KitKatIndia) devised a dynamic Promoted Trend campaign that ran for 5 days and used 26 hashtags. They played up trending conversations and changed the Promoted Trend in real-time to reflect what people were talking about. This ensured users had a relevant, contextual, live and enriching

break every time they check the platform. Giving their key brand positioning #MyBreak a spin, KitKat India used trending topics to create hashtags such as #MyBreakWithSports and #MyBreakWithWeather.

Live format tends to work best for content that is exclusive, newsworthy, or happening live at events such as the IPL or Filmfare Awards, or content such as Q&A sessions that require live audience involvement."

2. What is your content marketing strategy and does it include live video?

A June 2016 HubSpot survey shows that global internet users consume video thoroughly, versus simply skimming it, and that it's the number one form of online content. In India, the growth of video is compounded by the growth of Internet population in the country. Live video emerges as a next-level opportunity for exclusive, interactive content, turning social platforms into broadcast media. Platforms like Twitter are making it easier to broadcast live through any smartphone.

If you have yet to begin, start integrating live video into your content marketing strategy. This format tends to work best for content

that is exclusive, newsworthy, or happening live at events such as the IPL or Filmfare Awards, or content such as Q&A sessions that require live audience involvement. Twitter's live video playbook helps you learn more about Twitter products and get advice for going live.

A great example of a brand leveraging the power of live video is that of Oppo garnering more than 173K unique viewers with its promotion of the live Periscope broadcast of its new F3 Plus smartphone launch through First View. The brand leveraged video on Twitter to unveil brand ambassador Deepika Padukone and showcased the phone's key features Padukone and showcased the phone's key features through Tweet Carousel.

Another example is when Motorola India (@Moto_Ind) delivered 14 videos live on Twitter for 14 days in sync with all the league matches of Team Pune through First View, a 24-hour takeover of the prime real estate property on Twitter. This ensured that the videos from Motorola India were the first video India were the first video ads that people in India watched for two weeks. These First View videos were synced with all the league matches of their Team Rising Pune

Supergiant and featured a series of four quirky and fun-filled videos, showcasing a different and lighter side of Moto RPS players.



3. How can you get closer to your customer in real-time?

Most people who've spent 30 minutes on hold while trying to reach a company for customer service has thought "there must be a better way."

Diwali is coming up and any retail brand that's planning festive promotions should up their game on customer experience. We have seen an increasing number of people who shared this sentiment turn to Twitter for a faster, more direct experience. According to McKinsey & Company (@McKinsey), the volume of Tweets targeted at brands and their Twitter service

Volume of Tweets targeted at brands and their Twitter service handles has grown 2.5 times in the past two years

volume of Tweets targeted at brands and their Twitter service handles has grown 2.5 times in the past two years. Direct Messages on Twitter have enabled brands like Apple to have a dialogue with customers, resolving their issues while demonstrating their brand voice. In India, we have seen the same from brands across sectors. For instance, ICICI Bank activated the support indicator, introduced the message

button, and embedded deep links for moving a conversation from public to private, for @ICICIBank_Care. This integration of digital customer care support features aimed at benefiting millions of its customers with direct online response to their queries and feedback in real-time. Jet Airways (@jetairways) launched #JetInstant, their Tweet-based service for getting the best fares and flight status. Travellers can Tweet to get real-time information about their flight via Twitter.

We expect more businesses to benefit from the combination of simple automation and human service in Direct Messages, which will make it easier to guide people to better customer service outcomes.

We expect more businesses to benefit from the combination of simple automation and human service in Direct Messages, which will make it easier to guide people to better customer service outcomes.



MEDIA & ENTERTAINMENT

#ChangeTheRhyme

BRAND

Culture Machine

INDUSTRY

**Media &
Entertainment**



Objective

Because of the nature of conversations around beauty, a lot of young girls who pursue any sport feel left out. Usually it's a choice that they have to make in their mind to choose a sport over beauty. Because there are high chances that the physical training they need to go through to become a successful sports person may end up changing their skin color/hair color/body type for good.

We need to give a new lens to beauty. We need to make these girls realize that even if they pursue the sport which they love, they will still be beautiful. This Olympics we give Beauty a New Face.

Insight

A lot of young girls in India are discouraged to pursue sports. The reason? The possible impact on the skin - darker skin, rough hair or a masculine body, which does not conform to the typically acceptable lean, fair and petite body image.

Big Idea

The rules of being an 'ideal' and 'beautiful' girl get challenged. It is assumed pretty and beautiful girls are 'delicate' and spend time taking care of themselves. That they have 'feminine' habits. Culture Machine showcased athletes and sportswomen (others and the Olympic contingent both) against words that clearly show the gross gender bias, not just in the world's eyes, but in our own minds.

Though the words sound harsh and improbable, we realise, that is exactly what how the society and we have been guilty of thinking. And how, it's about time, we had new idols and new standards of beauty.

Creative strategy

Instead of 'Beautiful Girls', Culture Machine spin off on one of the most popular nursery rhymes ever recited - 'Chubby Cheeks' - which is rife with body and gender stereotyping. You hear the voice of an older teacher; narrate each line, which is repeated by a classroom full of little children in unison. It starts slowly, and then picks up pace, as the kids have learnt the words, and have begun saying it themselves.)

Social Media Execution

Culture Machine released teaser cover art and posts before the launch of the video. On Facebook the brand got a lot of engagement and reach for this campaign, #ChangeTheRhyme. The audience shared their version of rhyme asking others to do the same.

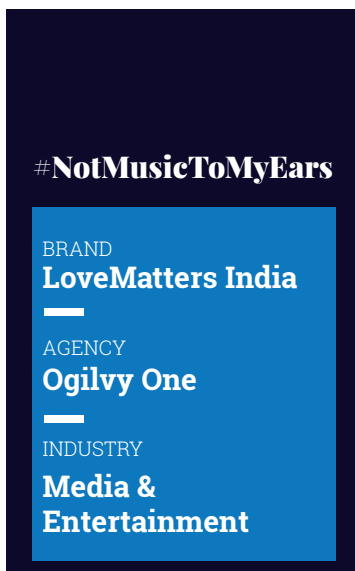
Culture Machine ran a contest where there were many who joined the campaign to share their bit with them. On Twitter the hashtag #ChangeTheRhyme trended for one whole day where people from every corner shared their versions of the rhyme.

Outcome

The campaign garnered 6 million+ views on YouTube, 5k likes and 29 million+ impressions of Twitter.

Awards

(Tactical film advertising, Tactical branded content and entertainment, Use of music for film advertising, Non-fiction up to 5 mins) at the recent Kyoorious Awards 2017. It also bagged a Gold at the Abby's for Best use of Branded Content and Silver for Best Social Media Strategy. The other wins in their kitty include, Silver for Branded Content at the Festival of Media APAC Awards 2017 and two Golds for Best Digital Branded Content & Best Digital Short Format at Talentrack Awards 2017.



Objective

This year Love matters India joined hands with Ogilvy One and launched a campaign called #NotMusicToMyEars that called out to sexist and misogynistic lyrics in Bollywood songs.

Bollywood is an integral part of the Indian culture and it tends to often impact and shapes our normative ideals of what it means to be a man, a woman, what values and identities we should embrace, how we must react to certain situations etc. It has provided us with content in the form of popular songs and movies, in the name of 'entertainment'; that in a lot of cases unfortunately is sexist, misogynistic and not respectful of rights. Bollywood, because of their reach and influence, has a significant role to play in assuming responsibility for the message it sends out to millions of people - especially young people, who are highly impressionable.

Insight

The campaign, #NotMusicToMyEars, was strategized after keeping in mind the recent events of censorship and acts of atrocities against women in India. While everyone loves dancing to a soul-stirring song, the lyrics often go unnoticed. And it doesn't take much of an effort to discover just how

many popular songs have lyrics that are down-right derogatory of women's rights and even their bodies. Love Matters aims to break this pattern and ensure that pop culture is aligned to ethics of gender equality and respect.

Big Idea

Address how Bollywood has been unwittingly propagating sexism through lyrics of their songs. Thereby, waking audiences up to this reality. And through them, getting Bollywood to take a stand against including demeaning lyrics in its songs.

Target audience - Indian youth. As their favourite genre, Bollywood music has had a telling impact on their behaviour and psyche.

Creative strategy

The brand made a playlist of offensive songs and inserted that on a popular music platform. Immediately after some songs, listeners heard audio spots that put them in the actress' shoes. The English spots disrupted the listening behaviour. Causing them to tell Bollywood, lewd lyrics are #NotMusicToMy-Ears.

Also, youth icons tweeted the lyrics as if it was an experience they had had. They later revealed these were actually lyrics from popular songs.

Social Media Execution

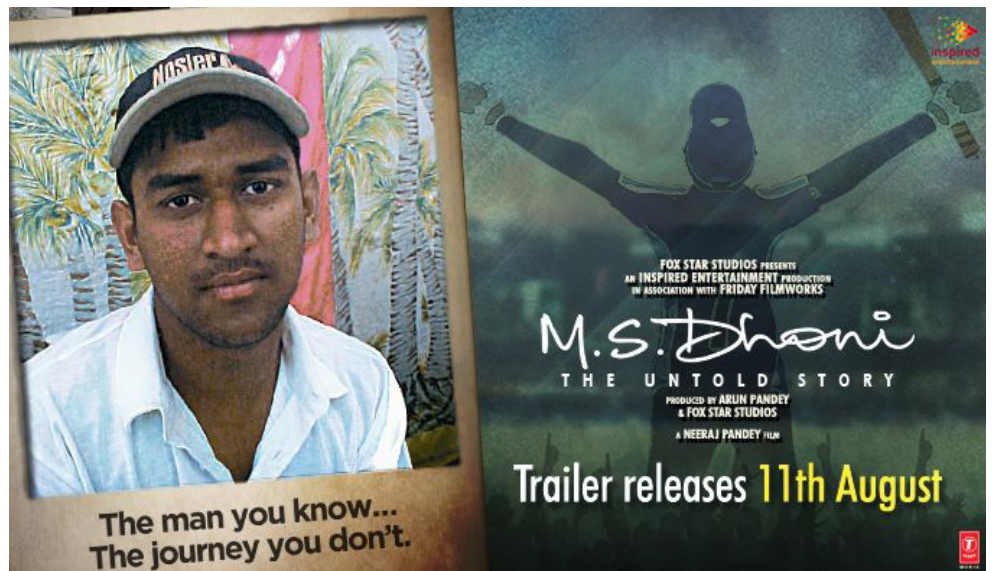
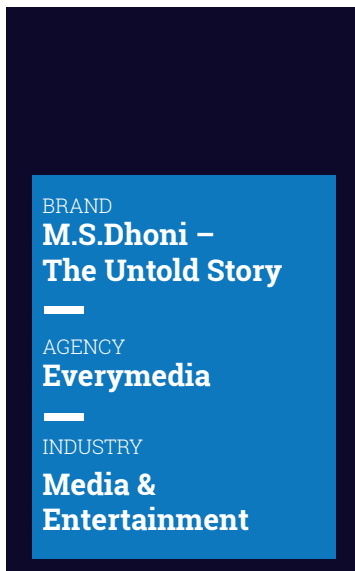
The brand linked the user after listening to the message placed after the song to social media platforms where they could share their opinion, show support and tweet about the campaign. By using social media, **LoveMatters** aimed to “spread the message so people start thinking about and objecting to the lyrics of songs that are sexist and demeaning.” Their idea is “to create social pressure that builds a common understanding among people (i.e., the consumers) and Bollywood film-makers, singers, lyricists, producers, and actors that it is not OK to have sexist lyrics in songs.”

Outcome

Trended across India **#1** for **2** hours. **50** million impressions. **\$1** million worth of PR coverage. Public commitments through tweets made by key celebrities like Farhan Akhtar and Kailash Kher along with other key songwriters, cinematographers, lyricists.

Awards

Winner of the prestigious BlueElephant Award at Kyoorius 2017 and proud Winner at Cannes Lions 2017 in the Mobile/ Social campaign category.



Objective

Primary objective of establishing a digital campaign for M.S.Dhoni – The Untold Story revolved around making his untold story known to the world.

Insight

People wanted to get a glimpse of Dhoni's journey in any form. The world knows the man, but very few know his journey to stardom. The fact that he was a ticket collector and now he was the most successful captain in the history of Cricket was already out, but what made him the man he is now had to be told to the world through the digital campaign.

Big Idea

"The man you know... The journey you don't".

Creative strategy

The creative strategy was simple, tap into the humungous fan base of Captain Cool, engage with them through multiple activities making sure untold aspects of his life are seeded throughout the campaign.

The creative communication was to create nostalgia by sharing interesting trivia's, unseen images, put out mind-blowing facts and more and thus tap into the huge universe of fans of M.S.Dhoni, cricket lovers, entertainment lovers, Neeraj Pandey fans.

Social Media Execution

All in all, the strategy was to – Tease, Engage and Convert.

They teased fans with first look poster and teaser without giving out any details about his life. This generated lot of curiosity amongst the fans and they couldn't wait for the trailer. Unseen images of little Mahi to the untold moments of this cricketer were shared digitally across all platforms, keeping the fans intrigued to know the untold journey that we were just beginning to reveal to the world!

Fan involvement was of utmost priority. Hence, multiple contests were executed during the campaign to keep them engaged throughout.

Teaser

A glimpse of M.S.Dhoni's journey was launched on 15th March 2016 as a teaser to the nation! With an extraordinary digital response of 5.9 million views (2 million in

24 hours) and 99.9k stories were created.

Trailer

A 3-city tour was executed for the launch for the trailer and this time Dhoni himself met his people in Jalandhar, Delhi and Mumbai. Before the launch of the trailer we executed #WatchDhoniTrailerWithDhoni and #MahiMeetsMahi contest where lucky winners were invited for the trailer launch event.

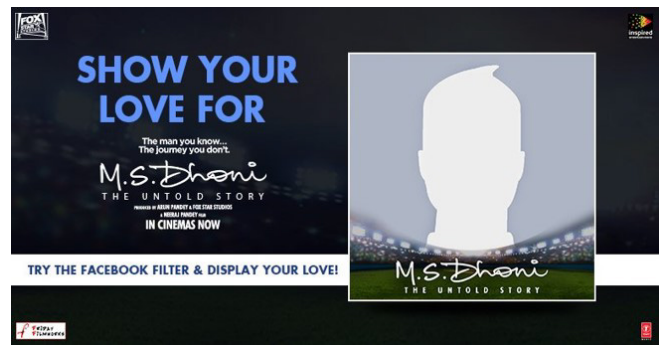
Also, on the day of the trailer launch the fans were asked to show their excitement and score 39,792 runs in the form of their tweets to launch the trailer. Digitally the only conversations that were doing rounds were about the movie across all platforms. Multi-lingual trailers were launched in Tamil, Telugu and Marathi.

Video Content

Special videos of Dhoni live in action were curated showing the quirky side of his personality. These videos were an innovative path taken to promote the film which was not only appreciated by fans and media but also by industry portals like Ad Age, afaqs and more.

Facebook feature

The brand opened up an opportunity for Facebook users to customize their display picture with the M.S.Dhoni: The Untold Story – Facebook Filter! This digitally hit as straight as an arrow! Fans began setting their display pictures using the filter, and Sushant Singh Rajput flaunted this display picture as well! Over 9 lakh users change their display pictures on Facebook.



Outcome

The results achieved for the campaign were as under:

Sum of organic impressions (Daily) on Facebook : **124,176,539**

No. of trend on Twitter & Facebook : **15 in 60 days**

No. of hours trended in India on Twitter & Facebook : **80 hours**

No. of PR article pegs explored : **33**

No. of links published : **1421**

Total Facebook Value of all content : **Rs. 82,671,292**

Total Twitter Value generated : **Rs. 52,021,343**

Total value of PR exposures : **Rs. 21,510,000**

Total value of YouTube views : **Rs. 123,858,717**

Total paid media value equivalence achieved from the campaign was

Rs. 280,061,352.

Reference Material

BRAND
Notion Press

AGENCY
Social Beat

INDUSTRY
Media & Entertainment



"IF YOU'RE INDIAN, I SHOULDN'T BOTHER TELLING YOU
HOW MUCH THE IITs MEAN TO OUR SOCIETY"



The Great Indian Obsession: The Untold Story of India's Engineers by Adhitya Iyer

Objective

To create awareness about a recently launched book, The Great Indian Obsession, by Adhitya Iyer, and published by Notion Press. The book talks about the obsession that Indians have for Engineering while showcasing funny anecdotes and hilarious scenarios that Indians face.

Insight

The Great Indian Obsession campaign was initiated with a view to address the fact of how Indians are obsessed with Engineers, using hand drawn cartoon sketches and funny one-liners, making it very relatable for the target audience.

Big Idea

The author of this book showcases several stories and instances that prove, Indians believe that Engineering is the only option one has. However, the volume of engineers that we produce who are not up to industry standards is staggering. With this campaign, Notion Press took a light-hearted approach, in showcasing these facts and hypocrisy towards education.

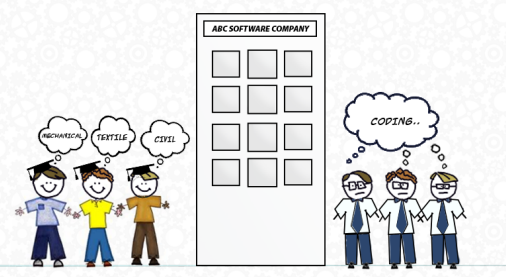
Creative strategy

Notion Press came up with some quirky creatives, illustrating the hilarious scenarios, Indian Engineers face. Creatives showcased some of the best quotes from the book by itself.

Social Media Execution



"INDIA IS POSSIBLY THE ONLY COUNTRY, WHERE YOU COULD BE A MECHANICAL ENGINEER, TEXTILE ENGINEER, COMPUTER ENGINEER, OR CIVIL ENGINEER BY EDUCATION BUT EVENTUALLY BECOME A SOFTWARE ENGINEER BY PROFESSION"



The Great Indian Obsession: The Untold Story of India's Engineers by Adhitya Iyer

[Link](#)

This campaign was exclusively on Facebook and Twitter.

Outcome

The brand clocked close to half a million Reach, **21k** Likes, and **986** Shares.

Awards

Nominated Maddy's

‘NO MEANS NO’

BRAND
PINK

AGENCY
Everymedia

INDUSTRY
Media & Entertainment

AGENCY
Everymedia

INDUSTRY
**Media &
Entertainment**



Objective

Objective of the campaign was to build an audience that truly understood why one needs to respect the choices that women make.

Insight

In recent times, the digitally active generation expects more from films when it comes to interactivity. PINK, as a film went beyond being just a color to a symbol of change and breaking stereotypes digitally across the country. The idea was to not just create connect, but to build an audience that truly understood why one needs to respect the choices that women make.

Big Idea

The big idea for this movie was **"NO MEANS NO"**. This was the key message of the movie that when a women says no it means no.

Creative strategy

Strategy was to capitalize on the subject and the content of the film. Creating curiosity, addressing it with video content, stirring discussions and debates were the

3 key pillars of the campaign strategy. This was ensured using key digital marketing communication spheres like Social Media, Digital PR and Video integrations. Every week, a piece of content around the film was released which helped keep the conversations on-going around the film. Also, Amitabh Bachchan's fans were effectively used for amplifying content.

In three simple words, the strategy was to - Intrigue. Converse. Convert.

Intrigue audiences around the key messages of the film and campaign.

Converse and speak to audiences and know about their opinions around the subject. Convert and ensure the audiences are interested in the campaign and eventually go visit the theatre and finally spread positive word of mouth around the film.

In terms of innovation the below was undertaken for the campaign:

- Trailer was integrated within a Facebook Live chat wherein the audiences saw the trailer while a Facebook chat was being undertaken. The cast responded to their queries instantly. This hit over 800,000 views within 24 hours organically.

- Twitter battle around various topics that generated great reach, response and also trends.
- Vogue India's website turned Pink for a day. The complete theme of the website and the logo turned to the color of the logo of our movie.

Social Media Execution

For execution of the campaign, it commenced with a simple Twitter conversation that was easy enough for every user who is even slightly interested in the subject or the actor to learn more around the title "Pink." Digital Media universe truly contributed to a much larger picture and making the campaign larger than life. Video campaigns like #AbSamjhautaNahi in association with Blush Channel highlighted the several stereotypes around both genders. The cast and crew spoke about #WhatIsPink according to them and urged users to participate in return via Social Media. Stories about strength, courage and freedom came in from across the country. Through #IamPink, the cast encouraged users to tell us why they are Pink. Tales of standing up against the system to being brave in a tough situations were received. Digital PR was used effectively to create numerous conversations around the subject of the film which was "When a woman says NO it means NO."

Other videos like Yes na Yes, No nathi No (Put Chutney) and the partner video with ScoopWhoop too garnered great response. The campaign, which was initiated with a Twitter Conversation between Shoojit Sircar and Amitabh Bachchan around #WhatIsPink created millions of conversations.

Post release of the film, managing the positive word of mouth took the center stage so as to ensure the film has a larger life, which it did as it became one of the few films in the past year to have a life of more than a month at the theatres.



Outcome

The results achieved for the campaign were as under

- Facebook Page Likes – **1.49 Lacs+**
- Twitter Followers – **4700+**
- YouTube – **6,53,000 +** views garnered
- Sum of organic impressions (Daily) on Facebook - **21970718**
- No. of hours trended in India on Twitter – **30 Hours**
- No. of hours trended worldwide on Twitter – **2 Hours**
- No. of PR article pegs explored – **73**
- No. of links published – **650**
- Total number of video views garnered from associations – **1.75 Million**
- Total Facebook Value of all content **Rs. 2,11,70,734**
- Total Twitter Value generated **Rs. 1,53,88,835**
- Total value of PR exposures **Rs. 1,21,87,500**

Total paid media value equivalence achieved from the campaign was **Rs. 5,07,06,336.**



Objective

By 2016, the video on demand platform was swarming with players trying to get more and more viewers. This space was cluttered with both national and international brands such as Netflix, Amazon Prime, Hotstar, and Voot trying to acquire a significant market share. Every brand was trying to play up the category benefits of anytime, anywhere content along with the depth and width of content to lure their customers.

If SonyLIV continued down the same path it would soon be lost in the noise and it would become increasingly difficult for them to be perceived as a truly differentiated brand in the category.

To stand out and distinguish their brand offering, SonyLIV required a campaign that would break out from this generic category communication and define a new brand idea and purpose for itself.

Insight

Whether it's aimlessly kicking a stone while walking on the streets or scrolling through social media, in general, humans are constantly searching for entertainment. Entertainment doesn't limit itself to any single form and so it doesn't matter where the source lies, people will consume entertainment that either mirrors,

compliments or heightens their mood or how they feel. On your own or in a group, travelling or before bed, a warm sunny day or heavy rains, each situation calls for different sorts of entertainment and SonyLIV caters to all.

Big Idea

Hence, instead of focusing on the content or the now obvious category benefits, a campaign to establish an emotional connect with the brand, not as a content provider but an entertainer was formed. The idea encapsulating SonyLIV's brand ethos in 4 words was launched, "We LIV To Entertain".

Creative strategy

In a film made by the brand, the idea of "We LIV To Entertain" was brought to life by a world-renowned entertainer – the clown. Since the film spoke about how tirelessly an entertainer works to make the job seem effortless, the approach centred around connecting the brand with entertainers across the country and showing that they share LIV's philosophy.

Because the brand was positioned as the entertainer for every situation, mood, or feeling, the content on SonyLIV's pages/handles were designed in a manner that took the users through the theatre of

emotions that SonyLIV provides.

Social Media Execution

The philosophy of “We LIV To Entertain” was etched in the brand’s new logo as well. Therefore, the campaign began with teasers of said logo, which were created using platform-specific ideas. Along with these teasers, posts that hinted at the launch of something great at a specific time were also released. This combination created an intrigue among the audience and led to them eagerly waiting for what’s next.

After peaking everyone’s interest, in sync with Television, SonyLIV’s brand film was launched on digital by Prodigitz. The unveiling of the new logo followed the release.

As the news started to spread, major publications were used to fuel the buzz. Alpha influencers such as Baba Sehgal, Sorabh Pant, and Karan Talwar were used to evoke the brand philosophy. They shared the brand film and spoke about how the message of “We LIV To Entertain” applied to their lives. This sparked many conversations between content creators and consumers that ultimately led everyone back to Sony LIV.

On Facebook, innovative formats such as carousel and canvas Ads used the 9 different content pillars namely music, LIVE TV, sports, short film etc, which Sony LIV stands on, to bring out the theatre of emotions resting on the platform.

To cement the brand’s purpose, a contest searching for the most entertaining tweet was organized on Twitter.

SonyLIV’s Print Ad, which brought out the plethora of content through the joker, was placed on Instagram in a 3 ×3 grid. When a user clicked on a part of the image, a video would play where one of SonyLIV’s renowned entertainer would speak about why they LIV to entertain. This was a unique way of adapting a print Ad on a digital platform.



Baba Sehgal
@OnlyBabaSehgal

Follow

Agar LIV karni hai life kingsize toh roney se kuch nahi milega, smile par macaroni milega, mobile par @SonyLIV milega
[#WeLIVtoEntertain](#)



12:21 PM · 14 Dec 2016

125 Retweets 626 Likes



12 125 626

Outcome

444 Million Impressions generated across digital

9.4+ Million video views across all social media platforms

1 Million video views on Youtube on day one

3rd spot on Youtube trends on day one

#WeLivetoEntertain trended full day on Twitter

16+ Million overall campaign reach on Facebook

7.8% community growth on Twitter

4% community growth on Facebook



Objective

Sony ROX HD is a music channel dedicated to make the youth groove to the latest Bollywood songs. With a brand proposition of “Plays on your mind, stays in your heart”, ROX required a launch campaign that was bold enough to not only launch their channel digitally but also create a strong follower base across all platforms. Prodigitz was tasked with the job of making this brand stand out, jump off the stage, and crowd-surf through the digital space. And all of this had to be achieved in the launch phase alone, with a miniscule budget at our disposal.

Insight

The various channels that come under Sony Pictures Network already have well-established platforms with a base of over 15 million followers on Facebook alone. So, instead of looking out for advocates who could pull people in, Prodigitz and ROX decided to use the resources that they already have at their disposal.

Big Idea

Using Facebook Live as the main tool and leveraging the power of all the channels of SPN, for the first time ever, a launch event was broadcasted Live simultaneously from not 2 or 3 but 11 brand pages.

Creative strategy

Creative and technical intelligence worked hand in hand to build anticipation and execute the Live event. The build-up posts not only hinted at the scale of this idea but also encouraged people to subscribe for a reminder notification 10 minutes prior to the commencement of the Live stream. This was the first time ever that an entertainment channel sent calendar invites to its followers. Facebook’s Q & A feature was used to let people interact with the people working to build the brand.

Social Media Execution

Contests were held on Facebook and Twitter to enhancement interactions from existing and new followers. Calendar invites were sent to all users 10 minutes before the Live stream began which resulted in followers flocking to the page and eagerly

waiting for the stream to begin. Since a social media tool that allowed for two-way communication was used for the simulcast, Live Q & As with the main people behind Sony ROX and artists were done. Finally, the 11 pages simulcast on Sony Pictures Network had a call-to-action that led back to the Sony ROX HD page.



Outcome

The campaign gave ROX an unprecedented organic reach of more than **9 million** & built a community base of more than **200K** in a span of **15** days.

The video views crossed **2 million**, within an hour.

More than **4 million** impressions were generated in one day.

50,000 people subscribed to receive the Calendar Invite.

Sony ROX HD received more than **1.5 million** engagements on our page in one week. Engagement ideas got '#SonyROXHD' mentioned in more than **15,000** Tweets. And this led to us trending pan India at number **1** spot for the entire day.

Nayi Soch

BRAND
Star Plus

AGENCY
Sparkt

INDUSTRY
Media & Entertainment



Objective

Star Plus has always supported gender equality, encouraging women to stand up for their identity. With this belief Star Plus challenged age-old gender stereotypes in the country through the brand philosophy of "Nayi Soch".

Amplify the 'Nayi Soch' thought through a multi-faceted mobile & digital approach that uses the power of the medium to engage, excite & persuade. Generate Conversation around #NayiSoch and innovative user engagement aimed at created a movement maximising reach and share of voice.

Insight

Convention dictates that a child carries forward the father's name. This does not allow for adequate recognition for the role a mother plays in the upbringing of the child.

Big Idea

Leveraging the biggest sport in the country dominated by men to make a gender statement at a scale never seen before.

Creative strategy

Featuring India's cricket icons - MS Dhoni, Virat Kohli and Ajinkya Rahane the campaign had them proudly adorn their mother's names on their jersey instead of their father's name, underlining the fact that one's identity is derived equally from one's mother.

Raising the conversation to a billion imaginations, the Indian cricket team entered the field for an international match wearing jerseys with their mother's names inspiring the world at large.

Social Media Execution

With social engagement as the expectation it was critical to chose a medium that was realtime, accessible, personalised and allowed for conversations in the 'now' and that brought alive relevant chatter around the channel's new philosophy to create an online movement. Thus, a curated twitter engagement activity was designed to be one of it's kind and tailored for unparalleled engagement. Star Plus enabled this through an unique innovation that enabled users to personalise a virtual Indian cricket jersey with their mother's name, bringing to the fore the thought of women and the influence they have on the world around

them. To bolster the cause, leading characters of STAR PLUS in exclusive video clips sported the jerseys with their mother's names and spoke about their contribution to their success. They also shared selfies of them with the personalised jersey on their social handles. Celebrities from all walks of life joined the conversation by flaunting their mother's name on their profiles and tweeting about 'Nayi Soch', articulating the philosophy. The chatter garnered momentum and as a testimony to the impact generated, it was covered across entertainment, news and sports websites and blogs viz. Business Standard, Indian Express, Cricket Country, Indian Television etc.

Outcome

Over **8** billion potential impressions were recorded. Over **1** lakh total mentions and **2000K+** profile changes on Twitter were seen. The campaign garnered **30Mn+** Video Views, #NayiSoch trended at 1 spot in India. Celebrities of the likes of Amitabh Bachchan, Aamir Khan, Sonam Kapoor, Arjun Kapoor etc also contributed to the cause in conversation on Twitter. The campaign was acknowledged by the Amul through hoardings

Awards and Accolades for the Campaign

- 1.DigiXX - Gold in the Social Media Category
- 2.Abbys - Gold for the Best use of an Integrated Campaign
- 3.ACEF - Gold for Effectiveness of Campaign
- 4.Mcube - Best Viral Marketing Campaign
- 5.Campaign India - Grand Prix for Online Marketing

Reference Material

Nayi Soch WOMEN'S DAY

BRAND
Star Plus

AGENCY
Sparkt

INDUSTRY
**Media &
Entertainment**



Objective

The core objective of the campaign was to celebrate the occasion of International Women's Day

Insight

For generations together, bringing success and prosperity to a family has been considered to be the responsibility of the Sons of the family. Almost to the extent of overlooking a daughter's ability and contribution towards achieving the same

Big Idea

A special women's day 'Nayi Soch' communication featuring Aamir Khan aimed at turning the spotlight on one of the nation's biggest social issue - gender inequality was released. The intent was to establish the fact that daughters are equally capable of bringing laurels to their families and society and it is time for fathers to step up and inspire their daughters with confidence and self-belief.

Creative strategy

With over 10 million establishments in India, it's common practice to have business names with 'And Sons' as a suffix.

Challenging this norm, Star Plus joined hands with one of the finest actors in the country - Aamir Khan, to produce a thought-provoking film. The symbolic act of naming the store 'And Daughters' is a global first in thought and reinforces a positive role model that could have a potential ripple effect in the country.

To lend the brand thought a real world reflection, seven illustrious father daughter duos - Subhash and Meghana Ghai, Sam and Lara Balsara, Rana & Roshini Kapoor, Manmohan & Aarti Shetty, Ramesh & Anushree Tainwala, Shashi and Ritika Sinha & Devendra and Akshali Shah were profiled demonstrating the belief fathers had in their daughters and thus the essence of 'Nayi Soch'

Social Media Execution

The brand film was exclusively released by Aamir Khan to generate intrigue followed by Star Plus releasing the film across all its digital assets and platforms. The strategy

was to reach out to maximum users across digital platforms for mass visibility of the film with search, pre-roll ads, Hotstar masthead etc

LIVE Twitter feed of @StarPlus was displayed with tweets around Nayi Soch and the videos showcased across Google Display Network on 7th and 8th March.

Unique use of Twitter Cards for engagement where a pre-populated tweet for users was also shared so that they can join the conversation as well as articulate the thought on Women's Day and Nayi Soch.

Outcome

68 Mn+ total views for the brand film across all digital platforms reaching out to **45%** of HSM audience using Internet were recorded. **41k+** mentions on Twitter and over **1** lakh shares across platforms. The first time ever innovation of Live Twitter feed of @Starplus on GDN banner delivered a reach of **3.7 Mn** with Engagement Rate of **3.38%**. Innovative use of Twitter cards garnered over 1 lakh engagements and engagement rate of **5.56%**.

#NayiSoch trended on Twitter for more than **13** hours post release of the brand film on 26th February. Celebrities like Karan Johar, Ritesh Deshmukh, Remo Dsouza, Babita Phogat contributed to the chatter that fueled the conversations further.

Awards and Accolades for the Campaign

1. ACEF - Gold for the Best Use Of CSR
2. Campaign India - Gold for the Best Online Marketing

Reference Material



Objective

An initiative by Times Of India, Times Women's Drive is India's largest all women car rally. It was launched in 2009 in association with Tata Memorial with the aim to spread awareness about breast cancer. The main objective this year was to rebrand the property, increase registrations and interact with the audience on a deeper level.

Insight

The woman associating with Times Women's Drive is between the age group of 25-45 and is a working professional/homemaker. She is an alpha female who loves adventure, knows and gets what she wants. Her spirit is undeterred and more often than not, she's the man of the house.

Big Idea

Togglehead came up with the brand communication - #UnstoppableMe. The insight behind this was that there's a world of freespirted women who run their house and office, who enjoy work and travel and **the brand** wanted to celebrate these liberated, unstoppable women by giving them an experience of a lifetime which they can **enjoy with**

their girlfriends. With TWD, **the brand** encouraged them to take the next step towards being independent by taking control of the wheel and steering their lives in the right direction.

Creative strategy

The content style was super engaging as it called for asking the users to share their favourite travel songs, road trip styles, etc. Questions extremely specific to a road trip such as listing down important road signs, different types of cars, etc were posed to the audience for engagement.

The two highlights were the Roadtripper Quiz (This was held on the website where women could derive their road trip personality by answering 5 MCQ's) and a Post Sticker Poll (This was a poll on Facebook which was held purely to gather insights about women and their preferences in cars).

Social Media Execution

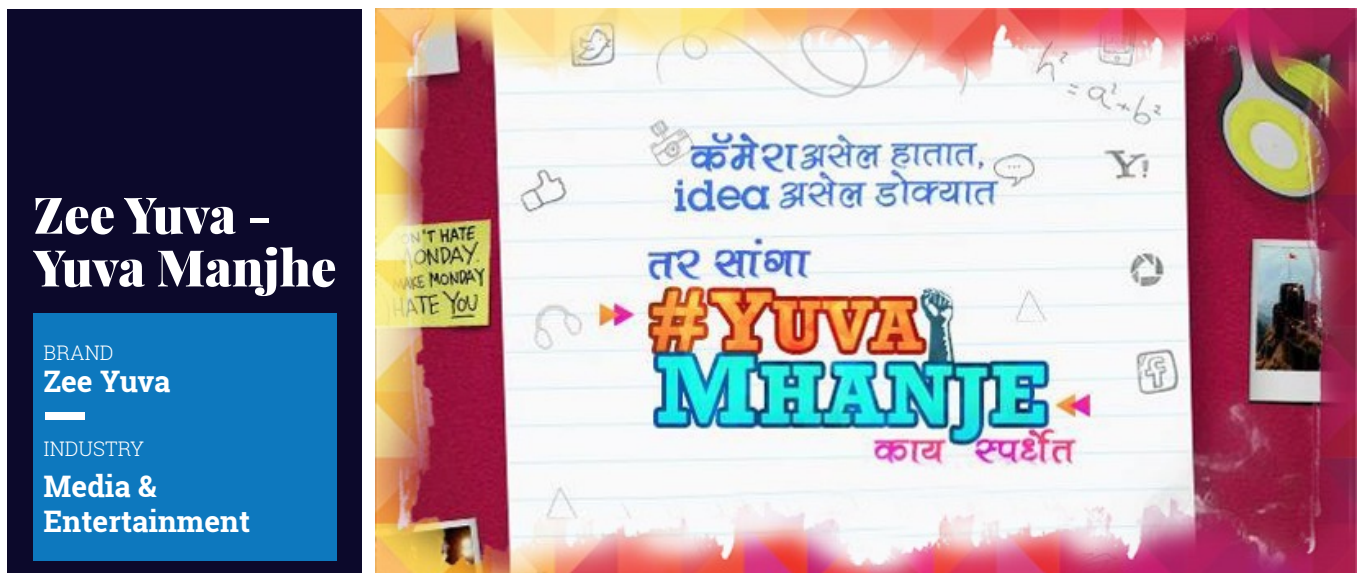
The aim was to make the social pages look cohesive and visually appealing whilst giving out all the important information about the event and keeping the users engaged. A contest was run on social media in which users were supposed to share

what made them an Unstoppable woman. The contest was run on all 3 platforms (Facebook, Instagram and Twitter) and got several entries.

Outcome

The audiences were easily able to relate to the content and hence there was an exponential increase in engagement. Times of India received about **700** team registrations via digital promotions. There was a growth of **27.74%** on Facebook, **50.2%** on Instagram and **10%** on Twitter from 2016. The total engagement on Facebook was **6,27,355** and the #TimesWomensDrive & #UnstoppableMe was used more than **3.2K** times over a period of **5** days.

The live stories on Facebook & Instagram were viewed by **15.1K** people. Togglehead also carried forward the brand's association with several digital influencers like Lopamudra Raut, Roshmita, Arjun Rampal, etc. who showed their support for the rally and the cause on social media.



Objective

The objective of the campaign was to create awareness about the launch of a new channel in Marathi space and to convert digital audience to on-air audience.

Insight

A large part of the brand's on-air TG would be present online as the content revolves around millennial. Hence, digital as a vertical was very important for the launch of the channel.

Big Idea

To engage with the TG through various innovative campaigns across Social Media and digital platforms like Facebook, Twitter, Ozee, You Tube, Hotstar etc

Creative strategy

The creative strategy was aimed at hammering in the on-air launch date of the channel i.e. 22nd August, 2016. This was done in various ways like calendar HTML innovation by saving the date on your mobile and Facebook Live with Marathi celebrities.

Show title and songs were released on apps

like Saavn and key website roadblocks were created. A smart SMS campaign was executed to reach rural audiences.

Outcome

Zee Yuva trended No.1 nationally on Twitter organically with #YuvaManjhe campaign. In just a matter of **4** weeks the channel's social media numbers were skyhigh. #YuvaMhanje campaign became talk of the state by engaging **8** Lakh+ audiences and boasting **7000+** entries.

Release of shows title tracks on social media created interest amongst the audiences to watch the show. Bun Maska, Love Lagna Locha and Freshers title tracks got **2.5L, 2L,** and **3L** views respectively in a matter of just **2** days. On the day of launch various digital platforms were targeted which were identified as having the highest number of Marathi Youth audiences.

#ZeeYuvaOnAir became No. **1** trending hashtag not only in Maharashtra but in India. The campaign received excellent response on social media platforms like Twitter, Instagram and Facebook; with Twitter itself registering a total of **22** million impressions.

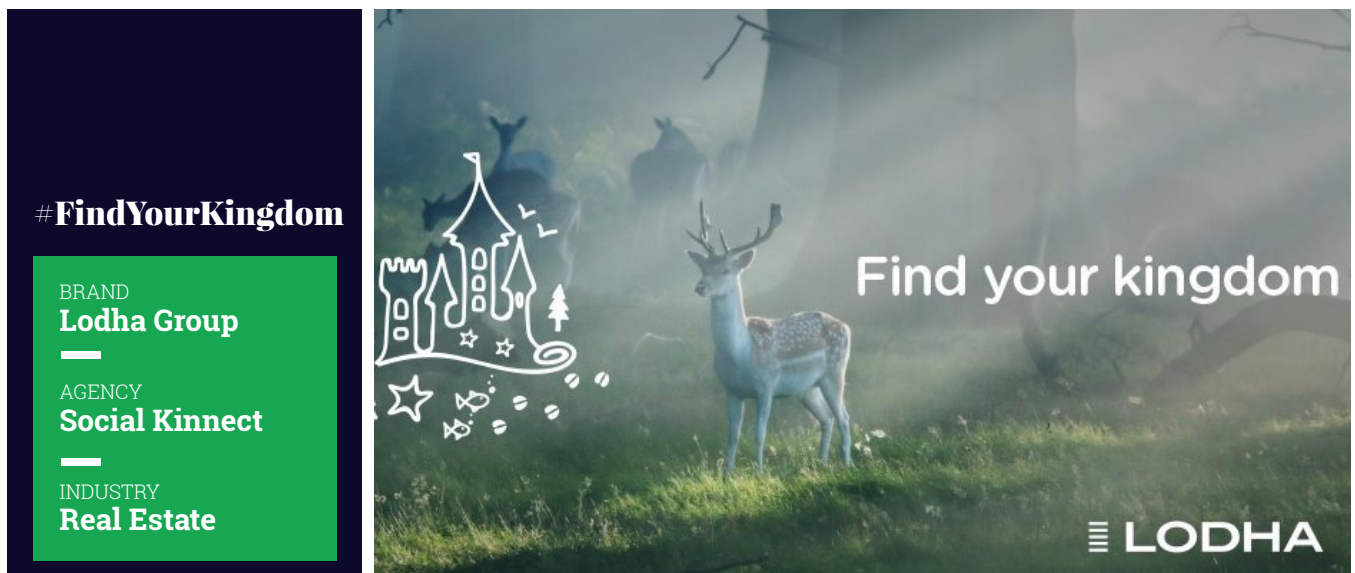
Awards

Gold : Best Social Media Brand in Media & Entertainment by Social Samosa



REAL ESTATE





Insight

With Lodha Group's core philosophy of 'Building a Better life', and it catering to all whims and fancies with delivering an array of properties ranging from an aspirational lifestyle to luxury experience.

To communicate this, all Lodha had to do was - establish an emotional connect between consumer aspirations and the lifestyle experience delivered by the brand.

Big Idea

The aim of Lodha Group is to deliver an "unparalleled" experience to its consumers from the first time they visit the apartment until they own their homes.

Capitalizing from the earlier though – since Lodha is known for its quality homes, where lots of families live in comfort and luxury with facilities and security, with a complete fort like feeling- we went to build on a campaign that captures the dreams and desires of people, inferring to Lodha as a modern day fort.

Hence **the brand** thought of what is a step further towards completing the circle of experience **and recall in the mind of**

consumers towards the brand.

This led to molding the idea of 'Find Your Kingdom' where the concept of a kingdom is synonymous to a common man's abode. Everyone dreams of a castle to reside, kingsley gardens to admire and add a pinch of nature, a place so secure with amenities that your everyday life resonates an elevated lifestyle.

Since, Lodha boasts of high quality housing residencies across 3 major segments - affordable housing, premium housing and ultra-premium/luxury housing, we thus wanted to reach out to a diverse group of target audiences in order to maximize the brand affinity.

The idea was to portray - 'there is something for everyone', thus the idea 'Find Your Kingdom' was born.

Lodha thought of doing that in form of a poem recital by a little girl about her kingdom conveys that the home you dreamt of as a child can be reality taking through every Lodha project that feels like a modern day fairytale kingdom View the conceptual journey here:

[Link](#)

Creative strategy

The creative strategy amalgamated a mix of content innovations aiming to encircle a perfect balance between reach and engagement, hence to drive the connect post the amplification of the TVC, **the brand** took the path of User generated content along in form of a contest and then set off with doing media and content innovations to sustain the curiosity and build the recall. **Lodha** also executed innovations like Illustrated 360 degree images, an animated Canvas, engagement puzzle posts and listicles.

Social Media Execution

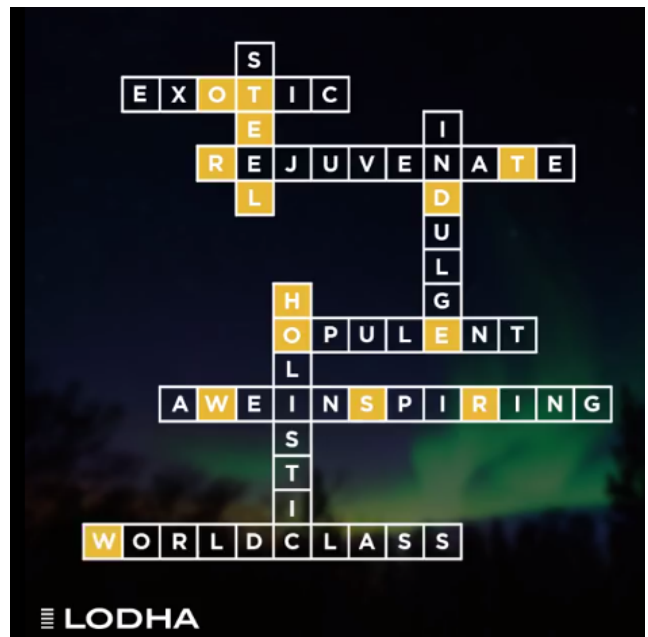
Starting with poetic teasers, Lodha moved to executing a contest for Find Your Kingdom that cross linked both, the Facebook and Twitter pages to build up the excitement. Following the same they conducted a Twitter Trending activity.

The 360 degree approach also included amplifying the #FindYourKingdom on Instagram via short listicle videos which work very well on the platform, following which Lodha amplified the same by promoting the TVC on YouTube.

The brand then executed two carousels showcasing a walkthrough of Lodha's kingdom highlighting the uniqueness of its properties via the poem.

Lodha then went live with the Illustrated 360 degree image, a one of a kind format, which showcased the highlight and star projects of the Lodha Empire in a fun illustration encouraging the user to scroll through to find their kingdom of dreams, their dream home with Lodha!

To keep the users engaged and hooked to the campaign Lodha presented them puzzle posts, testimonial stories with listicle GIF's highlighting Lodha's array of properties.



The brand ended the campaign with an animated and illustrated Facebook canvas. The concept was a creative representation of the TVC linking the idea of Find Your Kingdom, making it more relatable to Lodha in real.

Since Lodha properties provide ample green and open spaces, a secure environment, facilities and amenities to improve quality of life, which was the hook of the concept of the 'Kingdom'.

Outcome

The campaign over-achieved the expected deliverables by well over **3** times, by reaching over **1.5** crore people, delivering over **4.5** core impressions throughout and garnering over 1 crore video views. The Average Video Length Watched was delivered at **44%** by Facebook and **90%** by YouTube.

Twitter Trending Activity crossed **25** million impressions. Lodha organically gained **180** new followers in just **6** hours. Total Number of Video Views was recorded at **1.07** crore+ and Achieved-to-Planned Targets at **308%**. Cost per view Facebook + YouTube was Rs. **0.54**.

Darr Ke Aage Ghar

BRAND
Raunak Group

AGENCY
Insomniacs

INDUSTRY
Real Estate

DARR KE AAGE



Objective

The objectives of the campaign were Lead Generation and Sales.

Insight

Demonetization significantly affected the real estate market. There were more rumours than unsold inventory with the builders. The consumer hardly had any clarity nor did they have a trusted source that they could turn to. The developers were sitting with folded hands waiting for potential home buyers to knock their doors. Their unsold inventory was a huge cause of worry for them. This was the optimal time to send across a strong message and set straight the realities of the realty market. This was the opportune moment for creating a mass moment for consumers towards their dream homes.

Big Idea

The idea behind "Darr Ke Aage Ghar" was to get inside the psyche of the customers and understand things from their perspective. The campaign was supposed to bring to light the many fears home-buyers face

"Darr Ke Aage Ghar Hai" would engage the masses on social media and dispel these fears, systematically and ultimately.

Creative strategy

One of the major fear-inducing problems the customers faced during demonetization was the prolonged delay in possession. Raunak Group aimed to successfully resolve this and many other issues with the campaign. The focus was to cater to all the major fears of a home buyer. From the fear of heavy down payment to possession, all the major factors were considered and brought forward.

Social Media Execution

The campaign was launched on January 19, 2017. It was commenced on ground and on multiple social media platforms including Facebook, Twitter and Instagram. The campaign ended on March 29, 2017.

Thorough on ground research was done regarding the hesitations and problems faced by consumers while buying a property. The campaign targeted 26

that the customers had at that point which made them diffident when it came to buying their dream home. The financial offering was devised to ensure customers' fears were eliminated in all aspects. The message was further communicated with the product offering and the benefit Raunak Group possessed with respect to location and price.

Additionally, activations were done at both Kalyan and Thane that invited people over to share their fears. Those home buying fears were then addressed with the offering of #DarrKeAageGharHai. Hindustan Times was roped in to create activations on ground with a Snake and Ladder activity over the fears of home buying. The winners were awarded special discount vouchers. At the project site installations, keys were hidden behind barbed wires for every customer who wished to book their home. The objective of the activity was to get hold of the key to their dream home.

'A2Z of Darr' was a micro site created for the campaign which highlighted various home buying fears of a customer, providing detailed solutions for each and every problem. Surveys were conducted over digital platforms like Facebook, Twitter and Instagram, inquiring about the various fears that the average home buying customer faced when it came to buying their dream home. One of the responses went viral over social media, earning the nickname of #GharKaDarr that trended across the nation, thereby reaching out to over 7 lakh individuals online. The respondent was further interviewed after he bought his house at one of the Raunak Group projects.

Outcome

The campaign was immensely successful. Customers' issues were resolved when Raunak Group arrived on the scene, prompting Twitter to go viral with #ThankYouRaunakGroup that reached out to over **5** lakh people online.

The brand sold inventory worth **50** crore for **1.23%** marketing cost. The total inventory sold was **130** flats. The cost of CPL was reduced by **55%** than projected. The sale of inventory was recorded the highest by any real estate group.

Reference Material:



— TECHNOLOGY



Objective

On Diwali, ASUS India wanted to connect with their audience on a topical subject. The news of successful surgical strikes at the Line of Control, which the Indian Army conducted in Kashmir, had become the biggest talking point of that time in 2016. This just so happened to 'fire up' an idea to connect with consumers on a more personal level with an incredibly good intention, at the heart of the campaign that would follow.

Big Idea

ASUS wanted to give their fans an opportunity to send out Diwali wishes to the Indian Jawans stationed at the LoC, through virtual wish lanterns using only their smartphones! With the idea of having a virtual lantern lit up for every meter of the LoC, this meant a total of over 7,24,000 virtual lanterns for the 724 km stretch.

Social Media Execution

TLDR: A Mobile Micro-movement to Wish Our Jawans a Happy Diwali.

ASUS created a mobile-first interactive experience where users could write wishes for the soldiers at the LoC on virtual wish

lanterns. The lanterns would then illuminate the entire 724kms of the LoC on a virtual map of India. A gallery was created to highlight all the wish lanterns, allowing you to even download the lantern and share a version of it as a GIF on Whatsapp.

Facebook

The mission agenda was spread through Facebook using targeted media and promoted posts so that everyone got an opportunity to send their own, unique, good-will message to our Jawans.



Twitter

Brand advocates started creating a buzz on twitter using the hash tag #LightUpLoC. Fans were constantly tweeted to with the status of the lanterns and their progress along the line.

Fans even urged each other to add their lanterns to the LoC in order to send out an overflow of heart-warming messages to our brave Jawans. The hype was real and these conversations got the hash tag #LightUpLoC trending at #1 in no time.

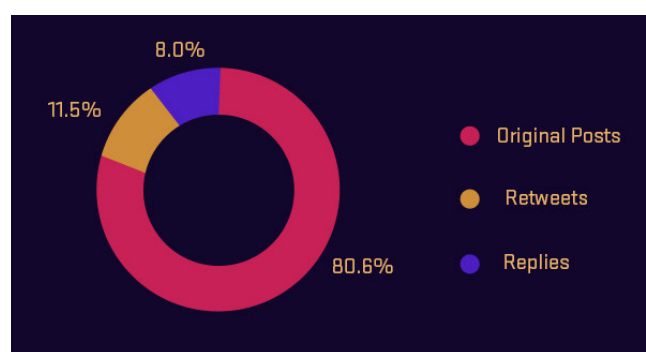


Outcome

The incredible and innovative means to wish our Jawans further fortified ASUS as a brand that truly believes in the incredible.

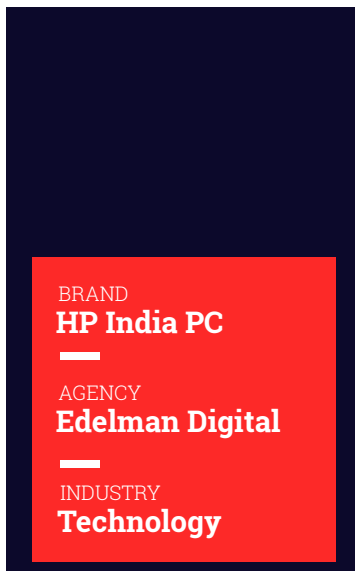
On Twitter, **5001** Tweets contributed to the hashtag, reaching out to more than **3.5** million people, garnering over **50.5** million timeline deliveries and **5,000** followers gained!

On Facebook, more than **280,000** likes and **600** shares garnered along with a hike in follower count by **30,000!** Over **80%** of the conversations were original posts by users!



The Mobile Micro-Movement inspired many, and even led someone to literally put up a physical paper lantern!

All-in-all, the campaign was a huge success and brought a beautiful insight to light - When there is a pure and genuine motive at the heart of what brands aim to do, you are guaranteed that everything will simply sail through.



Objective

To Form a brigade of brand advocates on social media who keep the conversation around HP alive & authentic in order to drive brand advocacy: Deliver knowledge on HP solution to connect with today's consumers & help them understand the diversity, capability and experience the brand offers.

Win audiences' trust & enhance brand's credibility by increasing conversational media through online medium by 2X. Increase share of voice & generate a positive word of mouth for HP reaching out to 8 MN in a span of 9 months building brand & product relevance

Insight

The brand's TG, the millennial are energetic, curious, flexible, independent, adventurous, perceptive, open-minded, and imaginative.

Their interests keep changing. It's easy to grab their attention but difficult to sustain it. Hence, they need to be served with content that is dynamic enough. So, it is important to rope in people from their generation and whom they follow and like on social, to talk the way they do, understand their feelings and can communicate effectively.

Big Idea

Every brand's story starts with meeting room's brainstorming sessions trying to find out that one big ticket idea which will make their brand the talk of the town.

With a successful global campaign #BendTheRules in the past HP India PC knew that they had to do something different, something that will directly connect with our TG, to be ultimately be known as a millennial centric brand.

Since the TG is millennial, who believe in word of mouth, who have a mind of their own and who stand up for free expression. The brand decided that its time to talk the TG's language, speak what they want to hear, create conversations around topics that interests them & build content that make HP India PC stand out.

Hence, the idea of having an 'influencer program' germinated. The brand wanted to build an army of brand advocates who genuinely believe in HP & its products. They then explored the different genres that interests millennial like art, fashion, food, music, photography & comedy. Scanned social media to pick influencers who have created a niche content in each of these genres & who enjoy considerable clout on social.

HP India PC got the influencers on board as a part of a localized “always-on” plan that reinstates HP’s position as an innovative young brand that delivers best price-to-feature & brings disruptive technologies to the market.

Collaborative content was created which was inspirational basis the TG passion points keeping the dialogue edgy & interactive.

An explosion of ideas beautifully executed and presented that found massive appreciation among the millennial is what happened NEXT. This began a series of queries on social around products, its availability and quick appreciation. 10 months, more than 300 pieces of content, 13 influencers & accolades galore!

The pilot project has been replicated across the APJ(Asia Pacific Japan).

Creative Strategy

The focus was to humanize the brand. HP India PC wanted to keep the content as real as the influencer but giving it a subtle connect that a mash-up of influencer content genre and the brand product blends perfectly amongst our as well as the influencer target audience set.

Social Media Execution

Basis research HP India PC pondered upon selecting the right set of people and content buckets/genres. Additionally, the brand started hijacking trends, so that whatever is created and communicated is of high interest to our target audience & reaches the right set of people.

HP India PC analyzed the strengths of influencers and accordingly created rich media content which drives engagement. It was important to understand the optimum frequency of posting content that it doesn't

come across as spam.

Therefore, the 13 influencers were panned out across months where HP India PC either leveraged them together or individual, depending on the need of the hour.

The influencer content panned across social platforms like Twitter, Instagram, and blogs. Content utilized includes post, /video, /pictures of events, product, their daily activities, etc., garnering much engagement.

Outcome

HP India PC over achieved the target by achieving **4X** increase in share of voice on conversational media (online) because of influencer content across social spectrum.

Reach Amplification: Reached more than **9.7 MN** consumers (Millennials) over achieving the target locked at the start of the program, exceeding our KPI by **21%**. Engagement saw a spurt by **2.5X** across social platforms.

Awards and Accolades for the Campaign

Won Bronze in Asia Customer Engagement Forum'17 under the category 'Effective Use of Market Research'.

Won Bronze in Best Social Media Brands 2017 conducted by Social Samosa

#ReinventMemories

BRAND
HP India Print

AGENCY
Edelman Digital

INDUSTRY
Technology



Objective

Create a community of social ambassadors that delivers the promise of print as a facilitator of convenience and ease. Drive brand advocacy: create an aura around the print vertical as human and an essential to living. To be in the audiences' mindset through subliminal messaging and association based communication, enroute to garnering a higher share of voice. Increase share of voice & generate a positive word of mouth for HP in the digital space

Insight

The world of print is a very interactive medium applicable to industries, genres and people across their respective spectrums. Expression is in the core of human emotions. Bringing Expression in printing would touch the string of every heart

Big Idea

The brand's identity is made when people decide what they think of the brand. Riding on that thought, HP India Print decided to span across industries and genres, with an array of printers that serve purposes that come with those segments.

These printers come with a specific set of features and appeal to different set of people and help them in separate ways. Using this as a parameter, the brand decided to create associations with the influencers of social media to narrate our story, in their dialog.

HP India Print's aim to create a social presence that goes beyond the basic sell was accelerated by humans as it became a part of their story that the masses can relate to.

In collaboration with some of the most influential entities across social media, the brand showcased specific use case scenarios in the form of a story. The aim was to subtly convince the audience to believe in a story written through print.

Creative Strategy

The primary attempt was to create relevant stories in order to instill validity and credibility. The medium used was to span across earned and owned content through influencer partners as they spoke about the product in their context.

Social Media Execution

Partnering with 5 key influencers was the cornerstone of the success. These five entities panned across genres and verticals appealing to a varied audience set.

Someone like a Daboo Ratnani brought the flavor of glamor while garnering eyes to a very relevant audience set. Photography falls under a very relevant audience set tying it back to the brand's very core essence of the reinvention story. Auditya Photography another such entity that had a spin on something as simple as a postcard. Showcasing the printer as an enabler to immortalize memories and reaching out to masses at the same time proved rather rewarding, creating ascendancies in the social clout.

The brand then switched gears and reached out to a more family friendly audience (another core part of the audience), where print relevance is ever present. They associated a household field to our solution by involving Maria Goretti. She proved to be a very welcomed face as her celebrity fame and full-time mom status is addressed, thus showcasing the versatility. HP India Print did this around Christmas weaving stories of print around Christmas Memories. The video garnered 2.3Mn views.

Sherry Shroff documented a major life event like her marriage through a story on print. This goes on to prove the fit of the printer as an enabler and celebrator of occasions and easily it slots in.

The business side of things was showcased by a partnership with a design firm, Wishing Chair. This showcased our dependability, efficiency and economic approach. The story showcased a day in the life of the firm and how our printer silently performs, enough to fall back on. The video garnered 1.2Mn views.

Along with cameos with Mommy bloggers, the aforementioned influencers acted as the

voice in telling their story, while print made it come to life and give it physical form.

Outcome

While the brand took the storytelling route, they saw a **3X** increase in share of voice on conversational media (online) because of influencer content across social spectrum. Online sales for Home Printing Solution increased by **13%**. **The** reached more than **9** Mn people online and garnered a lot of user generated content under the communication **theme** of **#ReinventMemories**.

Awards and Accolades for the Campaign

Won Bronze in Asia Customer Engagement Forum'17 under the category 'Creativity'

Reference Material

Reference Material

Reference Material

Reference Material

HP Spectre Launch

BRAND
HP India Spectre

AGENCY
Edelman Digital

INDUSTRY
Technology



Objective

The objective of the campaign was to launch the Premium range of product (HP Spectre) and to ensure the brand is perceived as aspirational. The campaign also aimed at making a bold statement amongst the community.

Insight

There is an aspirational streak in all of us. Everyone wants to climb up the ladder. HP India took forward this insight to let the community develop an obsession toward a stunning looking black and gold laptop whose performance exceeds expectation at all grounds.

Big Idea

Hewlett Packard was making a foray into the Premium segment of laptops by launching the world's thinnest laptop: Spectre. Being a premium category they wanted the brand to be perceived as aspirational.

Spectre, the world's thinnest laptop was a perfect amalgamation of art and tech. Not only was it a beautiful product, impeccably crafted in black and gold but it was a

powerhouse of performance.

The India launch of HP Spectre was much awaited by tech enthusiasts and people alike. HP wanted to assert that they do not only create good looking products but also products which compliment one's stature and is built to cater to the audience's usage needs. For this, they roped in ace film maker of royal lineage, Muzzaffar Ali who created a limited-edition sleeve for HP Spectre which only top 50 first purchasers had the privilege of owning.

The brand wanted to ensure that the premium aspect of the product is maintained; hence a limited edition sleeve was suggested. The launch event was an invite only, where top fashion and tech bloggers were invited to a close door event with media and tech. HP Spectre was launched amidst great fanfare in an on-ground fashion show which was put together by Muzzaffar Ali and his wife Meera Ali, the sleeve was launched for limited audience only. The online audience got a glimpse of the unfolding for a first time ever along with Facebook live session.

Creative Strategy

Give the online audience first hand glimpse of HP Spectre's unfolding and make it an exclusive experience for the community. Weave in the premiumness of the Black and Gold throughout.

Social Media Execution

The fashionable duo, Mira and Muzzaffar Ali facilitated the launch of Spectre with an exclusive Fashion Show, all inspired by black and gold. HP streamed the entire event live where online audience got a glimpse of the unfolding for a first time ever along with Facebook live session. They roped in social media influencers from Lifestyle and Fashion, to name a few: Santoshi Shetty, Akansha Redhu, Pallavi Rahual to experience and talk about their obsession for the black and gold beauty. HP made sure to close the loop by giving the audiences first-hand experience of the product at the event and redirect them to the online stores.

Outcome

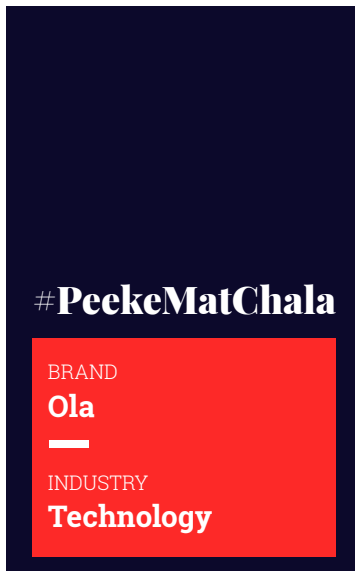
During the campaign Facebook fan base increased by **17K** and **810K** video views were generated: Live and Video Views: **161K**. Product Review Video Views were recorded at **646K**. The average engagement recorded was - Facebook **5.2x** and Twitter **5.7x** which is higher than month on month average.

HP reached to total **3.5Mn** unique users which is **15%** of total audience present on Twitter in India. Total unique users engaged on social were **486** and influencer content generated **895K** Impressions.

#ReinventObsession garnered **750** tweets in total and a reach of **3.5** million. Total impressions were recorded at **10.3** million.

Awards and Accolades for the Campaign

Won Bronze in Best Social Media Brands 2017 conducted by Social Samosa



Objective

The objective of the campaign was to generate social awareness, around the message "Don't Drink and Drive".

Insight

There is an increase in the number of people drunk driving around the New Year's Eve, which causes an increase in the number of road safety violations/accidents around the same period.

Big Idea

To capture the attention of people in a creative manner showcasing how people act while they're drunk, and drive home the core message to avoid drunk driving.

Creative strategy

Ola started with a series of drunk tweets posted for about an hour on our Twitter handle, which would make a lot of people notice (making assumptions that the account is hacked, or an intern/employee is drunk tweeting from the official Ola handle). Finally, the brand revealed the

reason behind the drunk tweeting, was to drive attention to a more important issue "drunk driving".

Ola partnered with AIB in promoting the message, through their video #PeekeMatChala.

Social Media Execution

The campaign was executed in two phases.

Phase 1: Ola's Twitter handle to issue seemingly drunk tweets.

A few sample tweets:

- It's my lifeeeee. It's now or ever. I ain't gonna drive forever"
- My dream is to drive, over the rainbow so highhhhhhhhhhhhh
- Hey @Zomato_India YOUR CUTE
- YOU'RE* @Zomato_India
- Excuse the tiepos
- @babasehgal : AAja meri gaadi mein beith jaa?Pls

After a few hours, it was revealed that it was all a part of the campaign to create awareness around the dangers of "Drinking and Driving". If drunk tweeting can be so dangerous imagine what drunk driving can do.

This was followed by the reveal of the AIB video and launches the #PeekeMatChala campaign.

AIB video Concept

The concept of the video was that while 2016 had been awful with Brexit, Trump, demonetization, but 2017 is going to be awesome! So, don't drink & drive. You'll die and miss the awesomeness of 2017 #PeekeMatChala

Link

Phase 2: Engagement phase

Ola opened up a conversation challenging users to confess their most embarrassing drunk stories with the catch phrase - "I've done a lot of stupid things when being drunk, driving was not one of them."

The brand started the challenge @AIB to start their confessions. This was followed by a series of celebrity tweets each of whom posted their selfie video and tagged the next celebrity and challenged them to talk about their confessions.

Sample confessions:

@KannanGill
@thetanmay

The idea was to use a cool refreshing way to drive home the point that drunk driving is NOT OK - and using internet celebrities who are far more influentials among the millennials than any Bollywood star and who are actually role models to seal the conversation.

Outcome

PeekeMatChala campaign garnered a total of **671** mentions and total number of unique users mentioning the brand was **612**.

#PeekeMatChala garnered impressions of **35,493,037** and a total of **299** times the YouTube link was tweeted and that garnered a total of **18,928,285**.

@OlaCabs garnered total impressions of **21,706,939**. On Twitter, the reveal post got **259** RTs and **345** likes and the AIB video posted on their page garnered **33** RT's and **147** likes.

#RipTheTapeOff

BRAND
Orient Electric

AGENCY
DigitasLbi

INDUSTRY
Technology



Objective

Capitalizing on the brand association of "Do a little good", Orient had to create a campaign that rendered an actionable message to the audience & brought about a share of voice for the brand on Republic Day.

Insight

When we talk out about crimes against women in India, opinions on social media are plenty, but do we really take action when we see it happening in front of our own eyes?

Do we talk more on social media & do less on ground zero?

Do we really do anything at that moment to help the victim?

Big Idea

Provoke the audience to think that action taken WHILE witnessing a crime against a woman can bring about more change than stating their opinions on social media AFTER the incident. The creative dramatisation was a taped mouth representing how we look while witnessing these crimes & urging the audience to #RipTheTapeOff.

Creative Strategy

Woman harassment and molestation was in the news almost every day, Orient Electric wanted to share an actionable message, and Republic Day seemed like the perfect opportunity to communicate a hard hitting message about women's safety.

Where every brand was talking about History and Nationalism, Orient Electric decided to instigate the issue from a wider lens by asking people to speak up while witnessing a crime against women i.e. rip the tape off and shout at the top of their voices. The brand portrayed how people actually looked while witnessing a crime by releasing images of taped individuals. Later in the day they showcased the same individuals ripping the tape off and urging the audience to do the same.

Social Media Execution

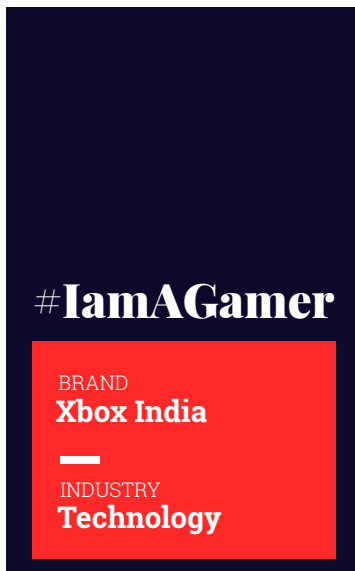
The brand started the conversation on Twitter about why and how people need to stop 'talking' and start taking 'action' against harassment. After creating conversations throughout the day, Orient Electric asked people to take a pledge and speak up against harassment on the spot, by removing the tape off their mouths.



Outcome

The brand generated **43.7** Million impressions with **4,370** mentions on Twitter. The activity trended for **4-5** hours pan India. During the activity, Orient Electric managed to generate a lot of positive conversation around women's safety and their Twitter follower base also increased by **75%** in one day.





Objective

To recognize and engage with the local gaming community in India and create a moment where the brand celebrate their lives, their attitudes and most importantly – their love for gaming.

Insight

The gaming community in India feels ignored and forgotten as compared to global communities.

They weren't looking for much – just representation, relatability and a voice of their own in the social space to be themselves and celebrate who they were. Not to mention, there was still stigma attached to gaming – people still considered it a waste of time and money.

Big Idea

The best way for the country to understand the gaming community and for the gaming community to feel represented was to let the Gamers be the heroes of our content. Thus, 'I am a Gamer' was born – an unadulterated glimpse into the lives of 6 Indian gamers and how they defined their love for gaming.

Creative Strategy

The strategy centered around telling the real stories, opinions and experiences of the gamers. Xbox India even recruited a female gamer, a community that often feels sidelined within the gaming community itself!

However, these were real people, not paid actors! Rigid scripts and fixed dialogues weren't going to work. Instead, the brand devised a set of questions that would help them open up in front of the cameras and the country.

A sit-down with the Gamers and a few hours of open-ended conversation later, Xbox India managed to get the gamers to really talk about who they were.

This informal conversation with gamers was captured and the hours of footage was meticulously scoured to find the bytes of conversation that revealed what made these gamers tick.

The content was finally condensed down to a 2:34 minute video, which delivered a singular message – I am a Gamer.

Social Media Execution

One of the most noteworthy factors that weighed in on the development of this campaign, was the limited availability of budgets for media and promotions.

To tackle this, Xbox India used a unique approach of content creation – every one of the gamers featured in the video were selected based on their networks and their potential reach and social clout in the gaming community.

To put it simply – they were all gaming influencers.

Thus, when the video was published on Xbox India's social channels, the first 6 people to share it were the ones in the video, giving us an immediate organic push even before we used paid media to promote it further.

We further leveraged local Xbox India and gaming groups on Facebook to ensure the content reached as many members of the gaming community as possible.

Outcome

A lot of seasoned gamers related to the content, serious gamers loved watching Indian gamers finally being the heroes of gaming content and amateur gamers aspired to be like the stars of our content! Lots of gamers came forward with their #IamAGamer stories and a few were even identified as potential influencers for Xbox!

Even with extremely limited spends, the video reached over **1.3** million people with almost **5%** of the reach being purely organic. In a short promotion period of just **3** days, it garnered over **133,364** views, over **12,000** reactions and more than a thousand shares and comments.

But most importantly, Xbox India finally managed to connect with the Gaming community by turning the problem on its head.



Rajesh Ghatge

Chief Executive Officer
Indigo Consulting

Artificial Intelligence Opportunities in Social

Advertising is all about narrating stories that engage people and strive to change behaviours. Social media is yet another channel to engage customers, have conversations with them and more importantly allow them to participate in the conversations. Unlike other mediums, social media provides an opportunity to have personalised and deeper conversations with customers. A rigorous analysis of data, user journeys, user reactions, affiliations, association and attributes are required to draw some actionable insights. Insights that could trigger more meaningful conversations.

AI (Artificial Intelligence) has been around for more than 60 years now. Over the years, technology has strived to 'automate' tasks that are mundane to humans. The spectrum of AI ranges from Artificial Narrow Intelligence, Artificial General Intelligence to Artificial Super Intelligence. Essentially, AI backed by super computing power can recognise, predict, recommend and optimise – working on big data and complex algorithms. It has the potential to self-learn at a speed which is beyond human capacities. Voice and image recognition, machine learning techniques and semantic search are manifestations that we have become familiar with. The key question – how do we leverage this in marketing and more particularly on social media?

Impact is when the brand engages with the customer in a relevant manner. A deeper understanding of where the consumer is in the journey – fuelled by observation – helps in becoming relevant. In the context of communication, it could simply mean what, when and where?

AI can help in taking the guesswork out and help in what content do I serve, when do I serve it (and how) and where do I serve it.

'What' is all about serving the right content. When I consume some content, not only do you as a brand know what I am consuming, but what I may have consumed and what are other people like me consuming and interacting with. I have watched videos on running marathons, liked a few events on upcoming marathons in the city, posted pictures of my first attempts at long distant running, reacted to a friend's post of her completing a run.

AI can do a wonderful job of connecting the above footprint, going beyond mere attributions and drawing out my persona, capturing my nuanced affiliations, getting cues from the content that my friends are consuming who have similar likes, and finally curating and serving content that is most likely to interest and engage me. Beyond recommending content, AI can help

in generating content. A particular writing program produced 1.5 billion pieces of content in 2016. There is an AI-driven program that will now edit videos for you while you have control over the final creative output.

'When' is beyond the simple concept of timing in the linear flow of a purchase funnel. The customer's state of readiness or level of interest is determined as to where she is in the 'user journey' or 'the micro moment'. Is she at an 'I want to know more' or an 'I want to buy' moment?

Using a propensity model to predict a customer's stage in the buyer's journey can let you engage with that customer, either on an app or on a web page, using the most relevant content. If someone is still new to your brand ecosystem, content that informs them and keeps them interested will be most effective. If they have visited your digital platforms (website, app etc) several times and are clearly interested in the product, then more in-depth content about a product's benefits coupled with a dynamic-driven pricing offer will perform better. Propensity modelling, where machines use historical and real-time data to give near accurate predictions, provides avenues to personalise messages and content, target and re-target and even score the lead allowing us to determine the investment that we should be making in pursuing that lead. As 'paid social' and 'dark social' are on the rise, leveraging machine learning to optimise effort, in content and spends, becomes important from an impact ROI perspective.

'Where' is what content is being delivered, and determines the engagement and the eventual consumer experience. Optimising content is not about posting and re-posting a video (TVC or a post across native and social platforms). Each platform has differentiated consumption on a dimension of 'time' and 'moment'. The user affinity sets also differ. All content is not made equal, AI can help in selecting the right channel or platform for favourable consumer experiences.

In essence, AI backed by some unprecedented compute power is throwing up opportunities by the day to know your customer better and engage with her in an automated matter. You can now have personalised humanlike conversations with millions of customers of your brand. AI has made us faster at responding, be always available, and also customise content, optimise investments – it however still has to crack the code of

being able to emotionally connect. While the tediousness of various tasks is being taken away – a larger accountability gets imposed on brands and platforms to stay clear of its misuse – specially on social. We have seen a few damaging instances in the recent past – when an automated chatbot spewed racial or political content at its 'own' volition.

TRAVEL & LEISURE





Objective

Christmas being one of the biggest seasons for EsselWorld & Water Kingdom, the stakes are always high. To keep up with year-on-year growth it was imperative to design a campaign that's bigger and better than the much acclaimed 2015 campaign which was 'Secret Santa' for EsselWorld & Water Kingdom. This was the one line brief that propelled things for the campaign in 2016.

Insight

Research showed that brands executing innovative Christmas campaign had one thing in common – Santa Claus. Their strategy revolved around using Santa as a key ingredient in making noise for the brand during Christmas.

Being the pioneers in amusement park in India, the challenge was to generate engagement, footfalls, good reviews and something exciting that our TG can look forward to during this holiday season.

That's when came the thought of, LITTLE SANTU, a fictional character that's pudgy, endearing, agile & absolute fun. He is Santa's new partner and Santa & Santu were to visit EsselWorld & Water Kingdom this year. This means there will be double the gifts and

double the fun.

But wait, this is not it – Little Santu is also going to play hide & seek with users and the ones to seek him will win rewards.

THE QUESTION WAS HOW?

- Disruptive Pegs
- Digital Leverage
- On Ground Integration

Big Idea

It was decided to follow a stepwise approach. The digital campaign was divided into pre-launch, launch & post-launch phase. Pre-launch was essentially to build curiosity around 'Little Santu'. Launch was to introduce 'Little Santu'. Post-launch was to build engagement circling around 'Little Santu'.

Creative strategy

A contest post was created announcing the rewards along with Bumper Prize. This post went up on Facebook & Twitter with the main link to the microsite. The microsite was devised in such a way that made users comment their experience on the respective pages after seeking Little Santu.

Users were naturally inclined to give

positive comments about the microsite activity. Many cited it as a fun game and made a comeback to the site several times. There were countdown posts that went up before the end of the activity. Overall, a strong response management system ensured the microsite remained in the limelight throughout its duration.



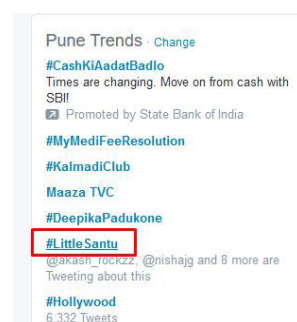
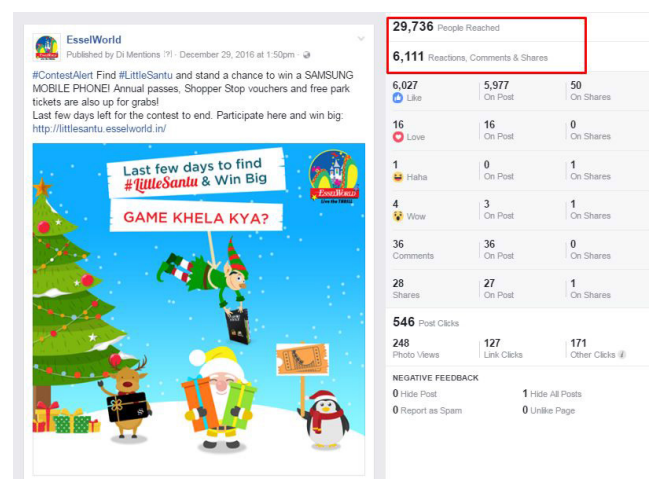
Outcome

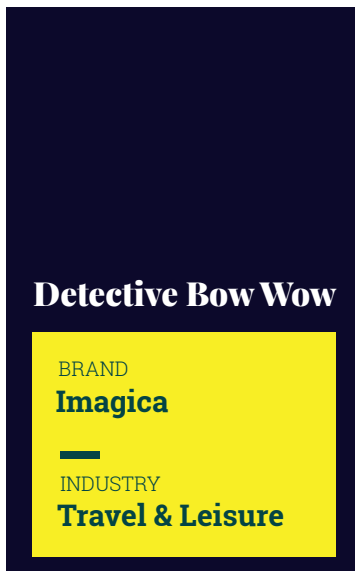
Little Santu worked wonders in the digital space with user engagement going high across Twitter & Facebook organically. Online and offline integration of the concept worked really well with a concerted synergy between the two.

There was an overall positive recognition for Little Santu deriving instant connectivity. The campaign trended twice on twitter which grabbed more eyeballs and gave impetus to the brand to try more of such strategies in the future.

In terms of numbers, Little Santu garnered **4,515** views, **2016** submissions and **1237** phone numbers. Winner submissions were recorded at **775**.

Overall, the campaign enhanced brand recognition, set a new creative benchmark, magnified recall and created a unique positioning for Christmas campaign.





'Detective Bow Wow came alive on Social Media' with more than 1800 personalized videos, which improved engagement levels and generated 55,000 likes in a month on Imagica's Social Media pages

Objective

To build awareness and reconnect with Imagica's database of past visitors, social media fans, and the target audience in an interesting way, outside Imagica to let them experience the place.

To highlight this proposition, Imagica launched Detective Bow Wow Jibber Jabber on its Facebook and Twitter platforms.

Big Idea

Detective Bow Wow is Imagica's very own Mr. Funny Bones with his quick quips and witty comebacks. The talking canine often finds himself entangled with problems, solving the case only by accident. The Bow Wow show is one of the most loved ones, where an animated pug entertains the audience by spontaneously cracking real-time jokes on them, and leaves them wondering – how does he do it ? Hence, it was decided to take this experience online to converse and engage with the audience.

Creative strategy

With the popularity of The Detective Bow Wow show, Imagica decided to make him the social brand ambassador.

To live up to the brand promise of 'Badi Interesting Jagah Hai', the team believed this to be a great way to deliver the brand experience through an impromptu relation and response experience with customers. Bow Wow would respond to every user's query with individual and personalized videos, from queries related to offers and directions, to wishing on their Birthdays. Detective Bow Wow got so popular that guests would look forward to his responses.

Social Media Execution

Through animatronics technology developed by the legendary Jim Henson Company, Detective Bow Wow responded to each and every comment and tweet with a personalized animation video response in a matter of a few minutes.

Imagica's response team actively monitored Social Media pages on Facebook and Twitter, reviewed customer comments and responded to each with a personalized response.

Outcome

1800 personalized videos of Detective Bow Wow

Videos generated over **31 lakh** views

55,000 new likes on the Imagica social page

3579% increase in audience engagement, from **3071** engaged users in March to

1,13,000 engaged users in April across

Facebook and Twitter were recorded.

A lot of celebrities and brands also latched on to the buzz such as Salman Khan and Nickelodeon. Siddharth Malhotra visited the park and Bow Wow interacted real time with the audience and made them choose which ride Siddharth should be riding next

Awards

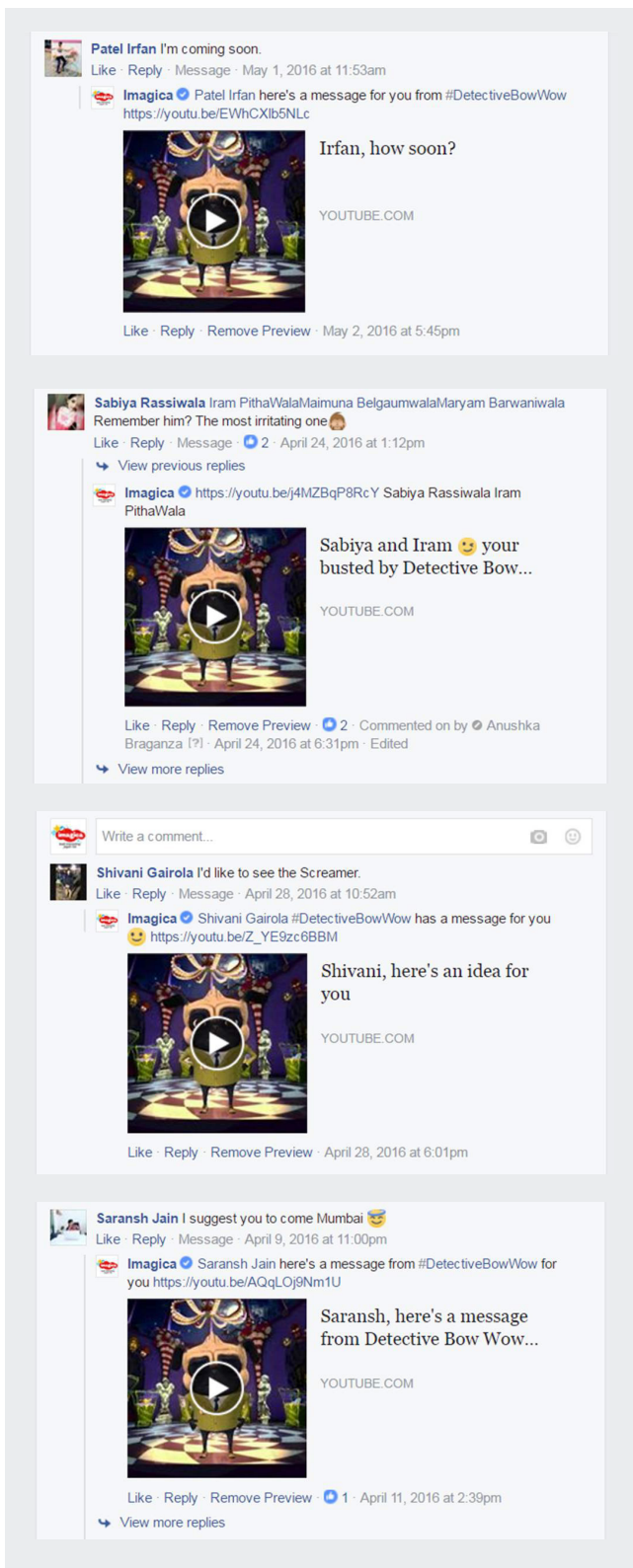
Digital Abby - Social Media – Bronze for The world's first online animatronic show

Digital Abby - Technology – Bronze for The world's first online animatronic show

Campaign India - Digital Crest Awards – Bow Wow in the category "use of data for CRM"

Kyoorius Creative Awards – Blue Elephant Winner – Digital / Direct Response - The World's First Online Animatronic Show

Reference Material





Objective

The core objectives of this campaign was to build global brand affinity for ITC Hotels & Destination India, curate a never before seen, social first content strategy and finally garner massive brand engagement & media buzz in the international markets.

Insight

ITC Hotels is synonymous with the warmth of Indian Hospitality & culture. Each of the ITC Luxury collection hotels represents the true essence of the region, offering exceptional, indigenous experiences.

To further strengthen this positioning as a destination authority and to elevate India's standing on the Global tourism map, the brand partnered with The Luxury Collection, Beautiful Destinations & The ministry of Tourism India to host the #IndiaInstameet, the country's largest ever travel influencer meet in Oct 2016.

Towards this, the hotel brand handpicked & invited 24 of the world's biggest Instagrammers & media personnel to travel across the Golden Triangle of New-Delhi, Agra & Jaipur. ITC Hotels curated an incredible 6 day itinerary that was full of indigenous experiences, unique visuals, cultural events and more.

Each element of the itinerary was specifically planned to offer ample photo & video opportunities to these world-renowned content curators. The attendees, which consisted of Instagram superstars like Murad & Nataly Osmann of the #FollowMeTo fame. Jordan & Alyssa Lynch who featured in The Chainsmokers video cover and more, created breath-taking social-first content and garnered massive engagement across social media.

The results of the campaign were phenomenal, where the hashtag #IndiaInstameet garnered 1500+ posts, reaching out to 40 Million followers and garnered over 105 million impressions and massive National & Global media coverage.

Creative strategy

Leverage Instagram to spread global brand awareness about the brand & destination India. Create never-seen-before, social first content through globally acclaimed instagrammers and harness their massive reach to amplify brand buzz for ITC Hotels. Create unique moments & distinct experiences that allow ample photo and video opportunities. Like a preferred visit to the Taj Mahal through the Ministry Of

Tourism, Diwali & Holi experiences that bring alive our culture & heritage and a lot more.

Get brand mentions & global visibility through the content created & posted by the Instagrammers and to garner incremental medial mileage both on National & Global levels.

Big Idea

#IndiaInstaMeet - The World's most engaging InstaMeet of 2016!

Social Media Execution

ITC Hotels started planning this mega-campaign 6 months prior to the campaign, where they painstakingly handpicked 24 of the world's biggest Instagrammers & media personnel with a combined reach of 35 million followers, in collaboration with The Luxury Collection & Beautiful Destinations. The brand liaised with the Tourism ministry to create a unique 6 day itinerary across the Golden Triangle of New-Delhi, Agra & Jaipur. Experiences planned at each destination were distinct & indigenous.

The journey began in Agra, where they recreated the royal courts of the Mughal Era, enabled a preferred visit to the Taj Mahal & highlighted the old charm of the city.

In Jaipur, ITC Hotels showcased the mystical forts & palaces, arranged a unique Indian wedding experience and portrayed the bazars of India.

The influencers then travelled to ITC Grand Bharat- Gurgaon NCR, where they recreated the magic of Holi & Diwali along with cultural experiences.

The final destination of this incredible journey was Delhi, where they showcased India's rich heritage in art, culture & food.

During the campaign ITC Hotels had the influencers share unique content by tagging @ITCHotels and the campaign partners, @TheLuxuryCollection & @BeautifulDestinations. ITC Hotels

worked with the ministry of Tourism to share content from the official @IncredibleIndia social handles.

The attendees shared behind the scene content, extensively on Instagram Stories. All of this was re-populated and pushed through @ITCHotels with Global ads spends.

Outcome

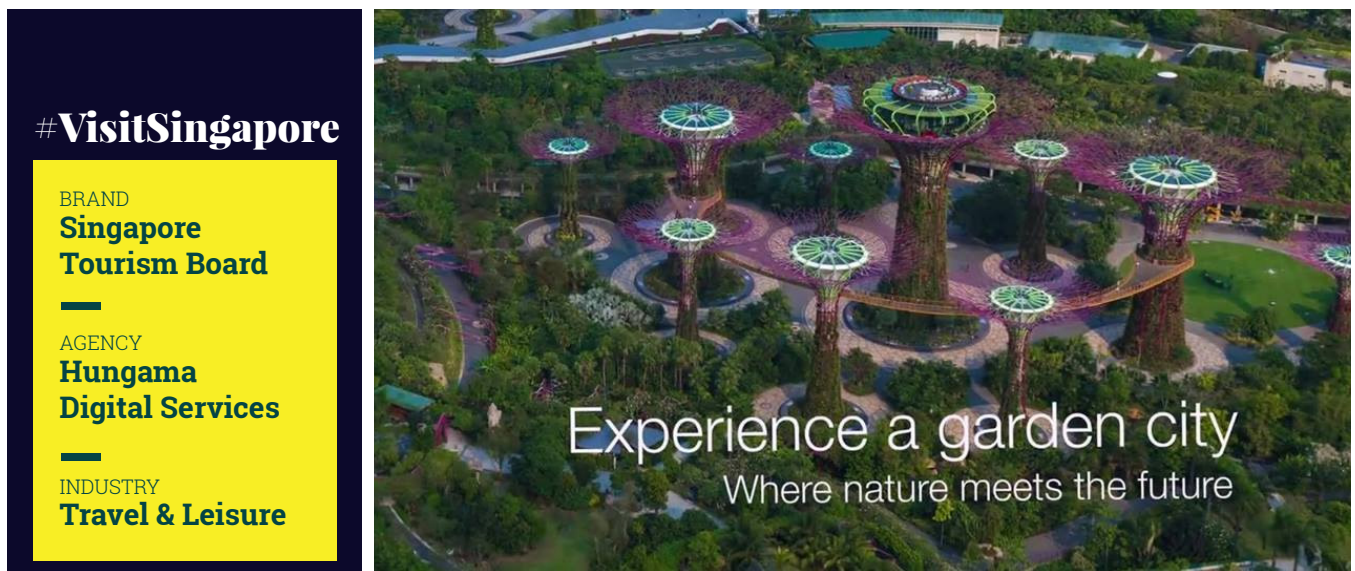
During this journey, the participants captured breath-taking social first content and shared it with their world-wide followers, leading to **1500+** posts tagged with the campaign hashtag #IndiaInstameet.

Reached over **40** Million followers with an engagement of **8** million likes & comments and garnered **105** million impressions across all social networks.

On Instagram alone, the attendees shared **150** creator posts, **800** Story moments leading to **50** million impressions & **36** million story views. ITC Hotels received great press coverage through Global & National media like Conde Nast Traveler, The Telegraph, Hindustan Times, Buzzfeed, The Bazaar and more, leading to **66** million + impressions

ITC Hotels combined follower base grew by **15,00** in **7** days, a hike of **33%** along with a **307%** increase in engagement on posts with #IndiaInstameet. Over **50%** of the attendees used SnapChat to tell in-the-moment stories with **460** snaps, leading to **19** million accumulative views. Video content curated on YouTube, garnered over **1** million views.

Reference Material



Singapore is always known as a welcoming and a beautiful city, culturally rich, vibrant, and always bustling. May it be during the day or night, it embraces various options from shopping to nightlife, from food to sightseeing, and is a preferred destination the South-East Asia which one must not miss.

Objective

Reinforce Singapore's positioning as a lifestyle destination for families, working millennial through joint assets created by Singapore Tourism Board in association with the movies: Dear Zindagi and Badrinath Ki Dulhaniya.

Deepen Singapore Tourism Board's reach into Tier II & Tier III cities, ensuring a pipeline of visitors to Singapore, and boost tourism receipts.

Insight

Singapore has long been a popular location for Bollywood movies, showcasing the city as an exciting and friendly destination to the Indian audiences. Movies play a major role in shaping people's perceptions of the places featured.

Therefore, keeping the insight in mind, the brand wanted to inform their audience – the potential travelers about prime destinations of Singapore through the lens of these two Bollywood movies.

Big Idea

Dear Zindagi - #KairaInSingapore

Highlighting the STB-Singapore Airlines tie-in with the Bollywood movie #DearZindagi, the contest spotlights all associations from Fullerton to Singapore Airlines - each with #DearZindagi connect across social media platforms.

Badrinath Ki Dulhania - #BKDInSingapore

Badrinath Ki Dulhania (BKD) is one of Singapore Tourism Board's biggest Bollywood ventures shot extensively across Singapore - covering over 25 prime destinations. To promote the Singapore association with the film on digital, the brand conducted live tweeting, and Facebook LIVE amongst other activities to capture the actors' bytes at the Press Launch.

#BKDInSingapore ran on the gamut – from posts on key attractions to a contest that had people spot locations, and take note of Bollywood's 'Endless love affair with Singapore'.

Creative strategy

Since everyone loves what Bollywood has to offer, Singapore Tourism Board decided to integrate their campaigns - #KairaInSingapore and #BKDInSingapore with the movies in terms of creative approach in the form of behind the scenes (videos and stills), teasers, actor bytes.

The brand integrated different shot locations in their creatives to generate the interest amongst our audience in the form of album posts, videos.

Social Media Execution

A major percentage of their social audience has 'Bollywood' as their key interest, Singapore Tourism Board saw an opportunity in this! To increase the ToM (Top of mind) recall amongst the prime and different locations of Singapore, Singapore Tourism Board decided to run contests asking them to identify the places along with questions like 'Why they want to #VisitSingapore in not more than 300 words?' and more.

The brand also announced the association of films via press-con, broadcasts, and live Tweeted on Facebook and Instagram subsequently. To add icing to the cake, Singapore Tourism Board also revealed the Singapore version of 'Tamma Tamma' song from Badrinath Ki Dulhania. Leisure experiences in Singapore, was recorded through testimonials of actors and the directors.

To add an extra push to the execution, the brand deployed innovative media formats like Facebook Canvas Ads, Facebook 360, etc.

Outcome

The campaign ran for over two months (for each of the films) and generated huge engagement from the audience. Garnering a total reach of close to **2.6** million, it engaged a little over **0.1** million fans across Social Media.

MISCELLANEOUS



Come Home to Pujo - India's first Instagram Microsite

BRAND
Legrand India

AGENCY
LIQVD ASIA

INDUSTRY
Miscellaneous



Objective

Kolkata being a salient market for Legrand, they've associated with Durga Pujo for over a decade. Durga Pujo celebrations grew into a 40,000 crore industry in 2015 (Source-ASSOCHAM). Inevitably, brands always made their presence felt in Kolkata during Durga Pujo.

However, most brands only go as far as sponsoring Pujo pandals to show their association. Legrand decided to stick out a mile this year, embracing the challenge of doing something meaningful and significant.

Insight

Kolkata, in spite of being renowned for its rich culture of art and literature, undeniably lacks quality corporate employment opportunities. Most migrate only to settle in bigger metro cities in search of a good career. 'Durga Pujo' is when they miss Kolkata the most, a festival they've grown up celebrating grandiosely.

Big Idea

Legrand decided to make 2016 Durga Pujo, 'One to Remember' for the ones away from Kolkata. The idea was to create a virtual platform that brings-alive all the Pujo happenings, Under one roof in real-time.

The Purpose was to make them feel at Home, in Kolkata. Thus, was born 'Come Home To Pujo' – India's first Instagram Microsite.

Creative strategy

Making Durga Pujo a PHIGITAL (Physical meets Digital) experience driven by Social Media, the campaign unveiled itself with a promo, capturing the aspects of Pujo and Kolkata, striking a chord of Nostalgia.

Thus, 'India's first Instagram Microsite' was created - A One-Of-Its-Kind innovation on Instagram.

6 different Instagram handles were embedded to one, replicating a microsite.

6 handles covering 6 aspects of Durga Pujo:

Pandals
Idols
Moments
Color Red
Pujo

Pictures on these 6 handles were crowd-sourced and real-time.

Social Media Execution

Legrand's team along with the best Influencers became their '**Feet On Street**'. They travelled the nooks and crannies of Kolkata, capturing the diverse experiences with pictures and short videos.

These were then uploaded on the Instagram microsite in real-time. More like a Real-time engrossing commentary on Durga Pujo, straight from Kolkata.

Legrand opened a 'Photography contest' in professional art colleges in Kolkata and also partnered with '**Kolkata Instagrammers**' – a passionate group of photographers to feature their best captured Pujo moments

To ensure real time interaction with the target audience Legrand asked users 'What was their reason to 'Come Home to Pujo' and ensured that their Instagram microsite covered them all.

Outcome

On Instagram

Over **2000** pictures and videos tagged on the Instagram microsite within **5** days. More than 11k followers and **#ComeHomeToPujo** featured on Instagram trending, garnering over **2** million impressions on 'Instagram trending'

On Twitter

Over **88000** mentions for **#ComeHomeToPujo** were recorded and more than **6.8** Million Timeline Impressions were garnered. **#ComeHomeToPujo** got trending

Brand search volumes for Legrand elevated **10** times during the activity, resulting in higher business enquiries.

Conclusively, the ones away from Kolkata, away from home, felt anything but Homesick this Durga Pujo. Because even if they couldn't be in Kolkata, Legrand ensured that digitally, they 'Came Home To Pujo'.

Video Case study



Majhi Metro

BRAND
Mumbai Metro One

AGENCY
FruitBowl Digital

INDUSTRY
Miscellaneous

My
Metro.
My
story.



Objective

Reliance Mumbai Metro's flagship event 'Majhi Metro Festival' has provided a platform for budding talents for the past 4 years. Majhi Metro 2016 - 'My Metro. My Story.' invited budding talent across photography, poetry and painting to share their Metro stories in the most unique way.

Insight

Majhi Metro Festival aims to bring Mumbai Metro and Mumbaikars closer. Mumbai Metro being a canvas for various forms of art, is also a medium for Mumbaikars to exhibit and share the most cherished part of their lives.

Big Idea

The idea was to encourage each and every commuter to be a part of the journey of Mumbai Metro not only by being a part of the festival but be equally involved; meet, collaborate and experience the best through Majhi Metro.

Creative strategy

The brand's idea was to bring together artists from diverse art to come together and create stories that touch every commuter's heart through digital and offline events.

Social Media Execution

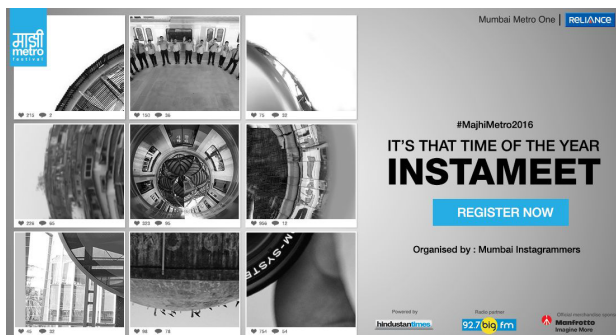
In order to increase the the digital reach, the generic posts and updates were shared on the various social media channels of Reliance Mumbai Metro.

Mumbai Metro One executed the first ever crowd sourced campaign on Instagram where artists took over our account and shared their experience. **The brand** received tremendous response and appreciation from artists and users.

Their website was also graced by poems and paintings in various genres that portrayed a different journey. Various photographers, artists and poets across the city were brought together to publicly showcase their creativity through using platforms offering visual liberty.

In the first video, they asked people to suggest the gift that men love. Once suggestions were received, the brand asked

the audience to vote for their favourite one from the top 10 gifts in the second video. This was a one of its kind online survey that was used to launch a new brand.



Outcome

Today **the brand** celebrates more than 10,000 sqft of art spread across different Mumbai Metro stations radiating spirit of Mumbai, crafted by the talented aspiring young Mumbaikars themselves.

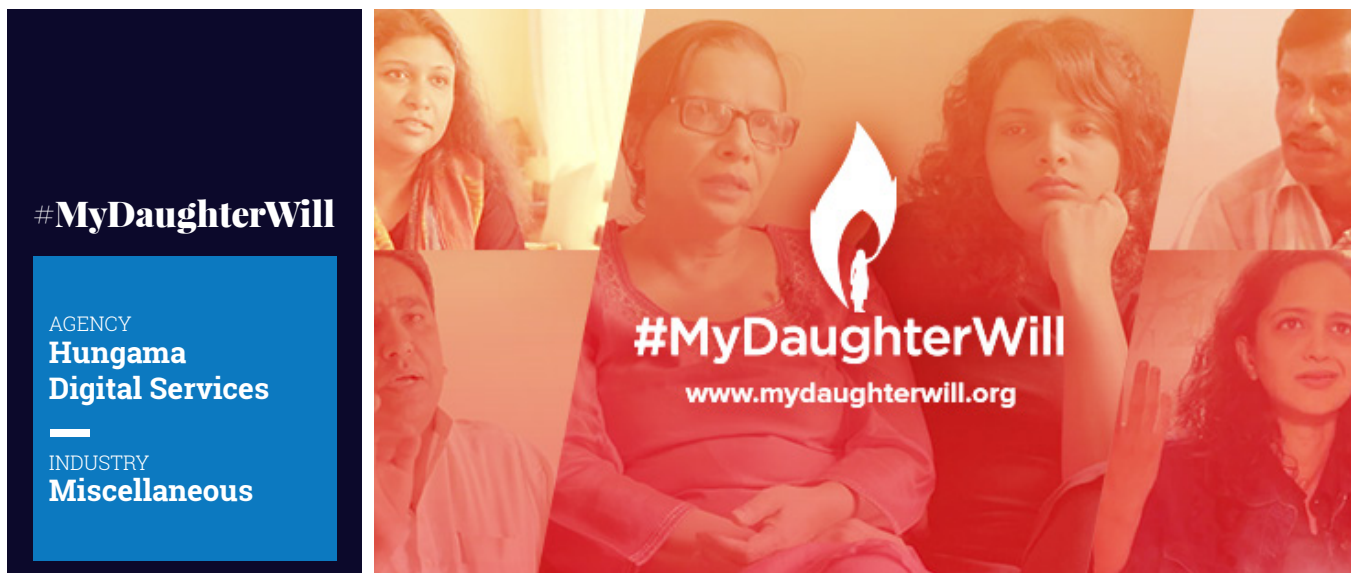
This fun filled campaign through influencers lead to India's first 'Metro Art Train', a uniquely designed print consisting of the winning entries in appraisal of the winners, participants and commuters.

- Increase in engagement rate by 600% **with** more than **3500** fans acquired.
- Majhi Metro was trending on top position for over **6** hours across **15** different cities excluding India Trends.
- Majhi Metro reached out to **2.7** million people and garnered **13** million timeline deliveries through **458** tweets.
- Instagram- A total organic engagement of **1164** with **13** takeovers through work displays from over **45** artists and **120** average post likes.
- Twitter- an engagement of **2926** with **93146** impressions and **80+** updates.
- Facebook - **50+** posts leading to **100789** engagement, **82218** PTAT, **1309303** reach and **1858076** impressions.

Majhi Metro Festival has not only beautified the stations with art pieces (2014) and photographs (2015) but also has become a melting pot for artistic and cultural sensibilities of masses, these pieces of art are after all the expression of their ideas, thus making Mumbai Metro truly a public transport in its positive sense.

Awards and Accolades for the Campaign:

Best Crowd Sourced Marketing Campaign (Gold) at 6th Asia Pacific Customer Engagement Forum & Awards 2017.



Objective

#MyDaughterWill is a social awakening initiative that is focused on giving Hindu daughters the same rights as sons to perform the last rites of a parent. Surprisingly, nowhere in the Vedas does it say that the last rites should only be performed by a son. This has simply become a practice over the centuries. Purely a digital initiative, the campaign's objective was to raise awareness as well as generate support for a much-needed cause via an online petition that allows parents to change their last will and testament by adding a clause that allows their daughter to light their pyre.

Insight

This initiative aims to shatter preconceived stereotypes, empowering women, raising awareness and also at the same time standing up for all women who have been discriminated against.

Big Idea

#MyDaughterWill created a website as well as social media properties for the same. The website design incorporates the pyre's flames and smoke to innovatively to unveil

elements one by one. When the user logs in, he sees flames take over the page that then condenses to form the MY DAUGHTER WILL logo unit of a girl holding a flame – she being the torchbearer of societal change.

Creative strategy

A long scroll mobile first website, the design uses Parallax to create an interesting analogy that plays out as images, video and text. Just like wafting smoke, the website appears to be continuously in motion with content moving seamlessly from one section to another.

The social spot lit the true stories as videos that in turn brought people to the website where they could 'Join the Movement'

The main sections of the website included:

- **ABOUT:** Which explains how the initiative came to be and what it signifies.
- **STORIES:** Showcased videos of real people and their take on the movement. While some feature women who were discriminated against, others showcase learned scholars and pundits talking about the issue.

- **SOCIAL:** Highlights the conversations on Facebook and Twitter.
- **JOIN THE MOVEMENT:** Makes the cause ground-reality by urging people to add a specific clause to their last will and testament that ensures daughters are permitted to perform their last rites.

Social Media Execution

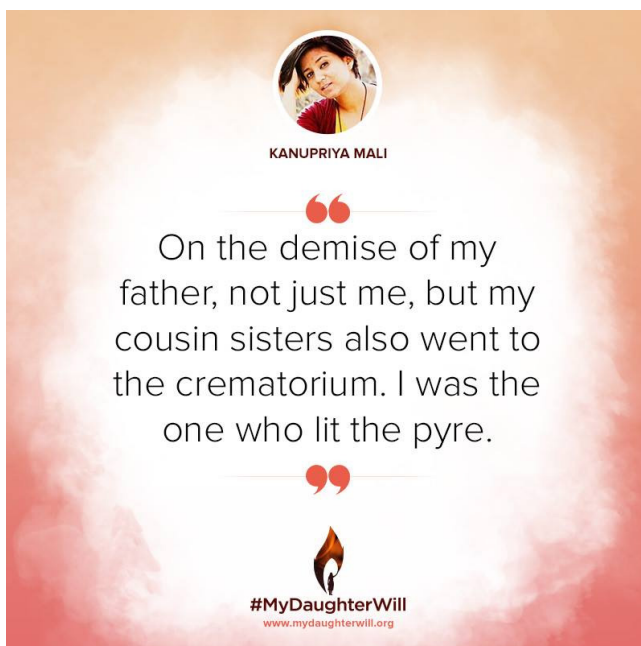
#MyDaughterWill disseminated the video content on their social channels at regular intervals talking about different cases across India. They made sure to seek media's help at regular intervals.

Due to the nature of the subject, #MyDaughterWill received customer stories from people who actually experienced it and the brand later repurposed the content (UGC content) on their social media feeds.

#MyDaughterWill aims to bring a change in the society and the mindset of people by spreading awareness that women can also perform the last rites of their parents.

Outcome

The campaign touched an emotional chord in India and across the world with **2,65,086** people joining the movement. **12,000** parents have pledged their support. The campaign videos were viewed over **240K** times. Also, the campaign received a total earned media worth INR **3.6** million.





Objective

Shaadi.com espouses 'Togetherness' as a core value, often presented in the Indian context through marriage. As a responsible brand, it understands that there are certain social evils that sprout around this great institution. ShaadiCares is their CSR initiative to raise awareness about the ills of marriage.

Dowry, one of the core 'ills of marriage' is often brushed aside by millennials. It's just not relevant to them, till it hurts someone close to them. 'Not for Sale' was the brand's initiative in 2016, to bring Dowry back into focus.

Insight

The topic of dowry brings images of crying girls and their pleading families to one's mind. But consumer work brought the brand an interesting insight – no one focuses on the groom, despite the fact that he is at the center of this 'transaction'.

Big Idea

ShaadiCares' Social media conversations told that young men have a strong point of view, but don't get a platform to express it in

the case of dowry, since elders get involved.

Over the years there have been many anti-dowry campaigns, but none who have laid the responsibility on the Groom. The brand tried to build a narrative around "making the groom the hero". It was time for them to be agents of change and give them the opportunity to express themselves.

Creative strategy

Today, millennials challenge traditional beliefs and have their own set of values that they hold dear. These millennials draw all their news, views, expressions etc. from their social environment, hence it was important for ShaadiCares to win this on social media platforms.

The brand used static & video imagery & mobilized support from young Indian singles on social media as well as the matchmaking platform.

The idea was to help them have a strong point of view & give them a platform to express themselves by enabling two-way conversations.

Social Media Execution

STEP 1: ASSET CREATION:

ShaadiCares created engaging assets like social media posts, blogs, videos, mailers and banners to reach out to singles across all our various social media platforms such as Facebook, Twitter, the Shaadilive Blog, YouTube, Instagram and their matchmaking network.

STEP 2: DRIVE OPINION:

The brand used two-way communication thus generated in the form of comments and reactions to the campaign, along with the various assets, especially the testimonial videos uploaded by single men pledging that they are #NotForSale and PR to drive opinion around the evils of dowry.

STEP 3: CREATE CONVERSATIONS

They used Twitter for contests and questions to create high-decibel conversation around #NotForSale and provided singles a platform to take the pledge and share their point of view with others.



Outcome

The campaign received 1.94 lacs Overall Video views. In a single day over 12,000 singles pledged to take a stand against dowry on Twitter.

In addition, #NotForSale trended at no.5 in India for 5 hours and achieved 10.1% engagement rate in a single day. The brand reached over 180K timelines and received over 80 Million Impressions in less than 5 hours.

The brand enjoyed 100% increase in average engaged users and 45735 Video views on Facebook. On YouTube, the brand received 45010 organic video views.

The biggest impact was that the campaign caused debate and conversations around dowry which led to over 23 PR coverage digitally as well as in leading publications at zero media cost.

#GiveHer5

BRAND
Saafkins

AGENCY
**L&K
Saatchi & Saatchi**

INDUSTRY
Miscellaneous



Objective

India has a crisis no one's talking about; over 400 million rural women are forced to miss 5 days every month. Just because of their period.

Social stigma and lack of affordable protection cause 1 in 5 girls to drop out, or just use ash/sand as menstrual protection. By 35, their period takes away 3.9 years of their lives.

Saafkins created a 12-hour, reusable menstrual solution that corrected this imbalance for just 2.5\$.

The mammoth task - raise awareness and crowdfund Saafkins to give her 5 of 'those' days back. Period. Thus, #GiveHer5 was born.

Big Idea

The brand wanted #GiveHer5 to be an initiative powered by women, for women and thus the urban privileged came together to help the underprivileged.

Since for millions in India, having their period means having their world go dark, to kickstart the movement, the brand went dark too.

Saafkins got India's most influential female blogger, Miss Malini to go offline because of her period, with #GiveHer5. Her 7.28 million followers across her blog, Facebook, Twitter, Google+ and Instagram were suddenly left in the dark.

Soon thousands like her go offline and conversation exploded. "Why does a woman's period have to stop her life completely?"

They came back online to share films that reveal that this is a reality for 400 million women in India. Each of these films raised awareness on the implications of missing 5 days:

Film 1: How millions are forced to drop out

Film 2: How millions are forced to miss out on a future

Film 3: How millions are forced to miss out on life

Social media posts further amplified the issue. The message was straightforward - 2.5\$ changed a girl's life. Everything led back to www.giveher5.org to drive donations. Almost immediately, a nation united and #GiveHer5 became a movement.

Within **24** hours of launch, **INR 1.4 million** collected and **40,000** period days covered. Within a month #GiveHer5 had reached **1.2 billion** people.

India's biggest TV network, Zee, volunteered to air the films on major channels. India's leading anchor, Barkha Dutt, Bollywood's biggest actors, Varun Dhawan, Arjun Kapoor, Rahul Khanna, former beauty queens and top Twitter influencers, Dia Mirza and Lara Dutta too participated in the movement.

Leading brands like Bisleri pledged to #GiveHer5. All precious earned media, gave moment momentum to the campaign. Their collective online following was recorded at over **53.75 million**.

Even Facebook's COO, Sheryl Sandberg, recognised the campaign.

Then something BIG happened. The Bill Gates Foundation reached out. Saafkins was being considered for the Accelerator Program by Singularity University – a Silicon Valley think-tank supported by Bill Gates and Elon Musk.

In June, #GiveHer5 was awarded a Gold in the Glass Lion for Change at the Cannes Festival of Creativity – immediately putting the campaign into the international spotlight.

It's safe to say, this is just the start for #GiveHer5.

BRAND
**Live Love Laugh
Foundation**

AGENCY
**McCann
Worldgroup**

INDUSTRY
Miscellaneous



Objective

Imagine the feeling of falling into an unending dark abyss - this is how those living with depression describe it. Depression is the leading cause of disability in the world. In India alone, more than 50 million people struggle with depression. But because it is a mental illness with intangible symptoms, it can be a lot harder to understand than a physical disease. The problem is compounded by lack of awareness and the social stigma attached to it

The Live Love Laugh foundation, founded by Deepika Padukone, briefed the agency to create a campaign addressing depression in the country.

The objective was to sensitise people about depression and bring the subject out of the closet.

Insight

Those suffering often get unhelpful comments from misguided friends like 'snap out of it', 'think positive', 'get your act together'. Moreover, stigma associated with the disease leaves many people feeling ashamed and at fault for their condition. Rather than seeking help, people often

turn inward and shut down which makes things worse and further reinforces a sense of isolation. Consequently, the lacerating pain of depression remains uncomfortably private.

There are effective treatments out there but it takes an average person suffering with a mental illness over 10 years to seek help (according to the American national institute).

Research shows that the first step towards getting better comes from opening up about it with the people around you. The desperate need of the hour was to start conversations around depression

The brand wanted people to gently encourage those suffering to seek help. But it's huge to ask about an immensely complex subject. So, how to make it a little easier for people to approach it

Insight: 'How are you?' has become an empty token with no real intention of inquiring about the person's well being.

How are you? I am fine; Whats up? Nothing much

What's common between these sentences is the ugly truth that neither the question nor the answer is ever genuine.

'I am fine' shuns all anguish, pain, defeat that lies behind the veil of normalcy

Big Idea

The brand attempted to give this ritualistic greeting a real meaning. This gave birth to the idea of 'Dobaara Poocho' (Ask Again).

The idea was born out of the need to look at someone again, to observe them closely again, to hold the person close again, to ask again.

Creative strategy

The campaign film for Dobaara Poocho featured simple stories of regular people courageously facing and fighting depression. The film illustrated how depression can hide behind smiles and therefore the need to look at it once again, to ask again. It is a testament to the strength and courage of the human spirit.

The print campaign showcased real people who have gone through or are going through depression, and fought the illness to become stronger and whole again

Social Media Execution

Live Love Laugh Foundation broke the campaign on World Mental Health day on Facebook, Twitter and YouTube because not only they wanted to create awareness but also encourage conversations around it. The brand needed to leverage an engagement forward medium where people would take the handle of 'Dobaara Poocho' and actually turn it into the act of caring. Only through usage and adoption, did 'Dobaara Poocho' stand a chance to become cultural currency

Deepika Padukone leveraged Facebook Live feature on October 10th, 2016 to launch the campaign alongside Anupriya Patel, Minister of State for Health and Family Welfare, Government of India.

Outcome

Support came through every social media platform soon after the launch with many public figures also joining the conversation. The campaign hashtag went viral with more than **3.5 million** views in just three months. People generously shared the film and expressed their love for the campaign.

Twitter also poured in with positive mentions and support towards this initiative.

The visibility of the Live Love Laugh foundation website and social media pages increased drastically. The visits to the site improved by **1600%** and page views went up by **1500%**.

The campaign has encouraged 196 real people to share their personal battles with depression on the LLLF website since Dobaara Poocho was launched. This is the first step towards eroding the stigma.

#SamsungServiceCares

BRAND

Samsung India

AGENCY

Cheil India

INDUSTRY

Miscellaneous



Objective

Samsung India's endeavor has always been to cater to the customers, be it with innovative products or world-class service. The intent of the #SamsungService was to apprise their patrons about our initiative and let them know that #SamsungService cares, and will reach them in every part of the country.

The idea behind launching unique customer service vans was to reach out to the customers in the remotest corners of India, ensuring timely service to them. The aim was to bring world-class service to the doorsteps of lakhs of rural and semi-urban customers. With this new addition, the Samsung service network is now over 3,000 strong from around 2,000 service points earlier. With this, Samsung's reach will extend to customers in over 6,000 talukas across 29 states and 7 union territories.

Insight

In India there are challenges in reaching out to customers in rural areas of the country as opposed to those in urban centers—challenges of access, terrain, lack of infrastructure and long distances.

Demand for consumer durables in India's

hinterlands is on the rise even as the government focuses on rapid improvements in road connectivity, electrification and digitization of rural India. Consumption patterns are changing. The video apprises customers about the Samsung Customer Service initiative and send out message that Samsung will take care of them wherever they are in the country. Though it was a commercial, it actually exemplified the real impact that Samsung makes every day in every corner of Bharat.

Big Idea

The brand simply wanted to showcase Samsung's brand ethos. The idea was to tell the story in a compelling way that illustrated brand commitment to take care of consumers, no matter where they are.

Samsung service's availability in every corner of the country was a key takeaway in designing this campaign. The brief to the agency was to create a campaign video based on a human story expressed in an emotional way as our proposition for #SamsungService is Samsung Cares.

Creative strategy

Samsung India believes that the best storytelling through any campaign requires time to highlight the message. And it so happened that this story of #SamsungService took 4 minutes to tell. The fact that quality Samsung service is now available in every corner of the country was a key takeaway in designing this campaign.

Social Media Execution

Like any of their flagship campaigns, the #SamsungServiceCares was a 360 degree campaign stretching across both ATL and BTL. The ATL was led by 240 sec high impact Digital film, TV commercial and print advertisements.

Outcome

The campaign film #SamsungService went on to become the highest-viewed advertising video in the Consumer Electronics and Smartphones category worldwide and the highest-viewed advertising video on YouTube across all categories in India, as on February 20, 2017. It also holds the record of being the fastest among advertising videos on YouTube in India to cross **100 million** views, in just 6 weeks of its launch and has garnered tremendous consumer engagement on various social media platforms.

lot of digital partners to reach out to a wider set of audiences. A total of 5 digital video content pieces were generated with different creators, in sync with the film's communication theme.

A phase wise approach was done where "First look launch (awareness) -> Assets launch & social media activities (engagement) -> Partnerships & digital videos (buzz) -> Last mile connect (conversions to ticket sales)"

Some of the creative highlight that were done included some wonderfully executed and creatives around the following;

#ZindagiLessons101

#RelationshipGoals

Relationship Guide

Take 2 Puns

#ZindagiIn5Words

Stop Motion GIF

Bitmoji creative

#GoodBadJokes

Different posts were made to celebrate various special/unspecial days

Many other social activities were also done to support offline activities/events such as the following;

Live from offline events

Promoted TV integrations

Cross promoted PR articles

Positive reviews around the film were shared

Behind the scene stills

Other social media innovations:

A profile frame was created on Facebook keeping the elements of the film in mind
360 degree wall of fame image was created with user images from 'Zindagi in a Frame' contest

Making use of the new live poll feature on Facebook, bulk ticket buying was pushed

To establish a deeper connect with the audience, we got Alia Bhatt to explore Twitter's new video Q&A app.

Twitter Polls were used to allow the digital audience to rant their heart out.

Various Twitter moments at different milestones were created and shared

Instagram stories was extensively used to give live updates from the events, interviews and other promotional activities

Red Chillies Entertainment was launched on Snapchat using an interesting mix of Bitmoji which resembled Kaira

Digital Videos

1. Swipe Right To Zindagi

Branded content with Tinder

The video featured Alia and Jackie talking about their dating woes and how to overcome them.

The video crossed 1.2 million on YouTube!

2. Break Ups & Downs

Branded content with TVF's Girliyapa

The video features Alia and her two friends, who get upset with her after her break up.

The video crossed 1.7 million on YouTube!

[Link](#)

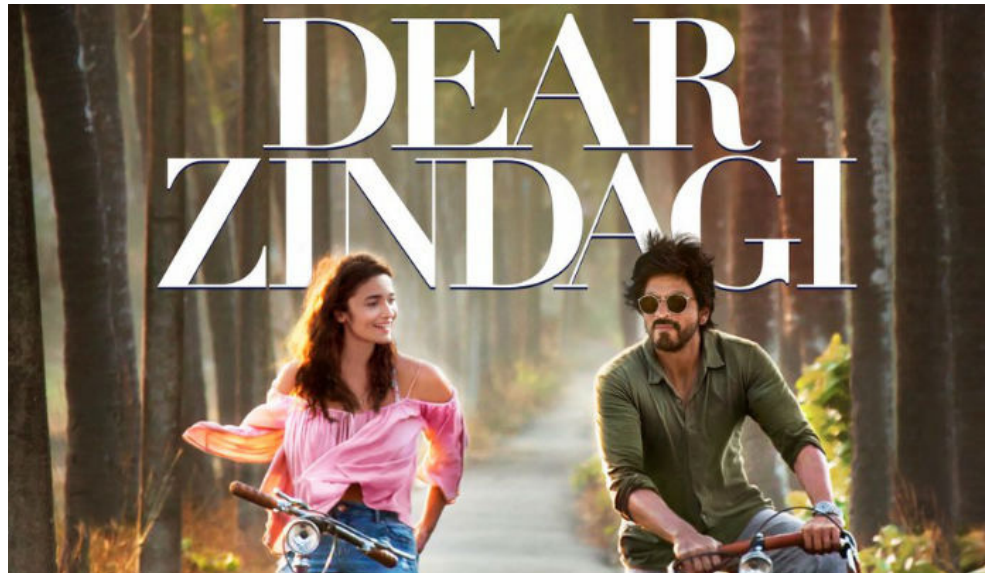
3. I Heart Me

By Blush, Culture Machine

The makers collaborated with Blush to create a video where Alia candidly talks to her friends and about letting go of the insecurities and learn to love life. The video has received more than 1.3 million views on YouTube!

BRAND
Dear Zindagi

INDUSTRY
Miscellaneous



Objective

The objective of the campaign was to generate awareness around the film by reaching out and communicating to target audiences. Further, to create strong connect with the Millennials by publishing relatable content and to keep the virality and buzz alive around the film.

Insight

The millennial group of India has a very different approach towards life unlike the previous generations be it in terms of society, their job, their circle, etc. They believe that friends are an integral part of life and sometimes it is okay to be by one-self, which is how a connect with Kaira (Alia Bhatt) was established

Most creatives of Dear Zindagi were fun, quirky and picturesque which resonated with the youngsters and helped in its consumption. Making Kaira appear like any normal 20 something girl attracted a lot of user audience, as her character was very relatable just like anyone else who would have a Tinder profile to find someone to date.

Big Idea

For the first time in Bollywood, a movie decided to not showcase a trailer, instead 4 small teasers which revealed the themes of the film. These teasers were named, 'Takes'; keeping in the protagonist's profession, i.e. cinematographer.

This uniqueness was further amplified through the content and approach taken for the campaign – which was fresh and relatable content explored in various formats.

Creative strategy

'Kaira's and your Zindagi are just the same'

This was the main communication theme of the campaign executed across various digital platforms, given the scope for innovation the medium allows. The digital content and activities were kept fun, relatable, shareable; keeping the young audience in mind.

Most of the social media activities carried in the campaign attracted high engagement and shareability. In addition to social media, Dear Zindagi associated with a

4. Thank You By Alia Bhatt

By Scoopwhoop

Here we see Alia Bhatt enjoying a slice of pizza while thanking all the imperfections of life as they taught her to value the good things about life. The video has about 6 lac views on Facebook.

5. Draw My Life

By Miss Malini

Alia narrates and draws her entire life from birth till Dear Zindagi in this video.

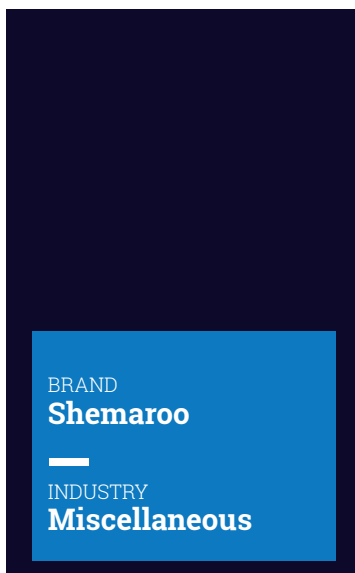
Outcome

On Facebook, a total of **204 posts** were published whose reach was **117 Million** with a total of **7.73 Million** engaged users, on Twitter, a total of **284 tweets** were done which garnered **13 Million** impressions.

On Instagram, **165 posts** were published which created **5.98 Million** impressions and reached **4.36 Million** users. An exclusive association with blogger aggregator, BlogAdda was done where **160 blog posts** were created that reached **18 Million** unique people.

Overall, the campaign created **2.6 billion + Impressions** and reached out over **400 million +** users only across various social media platforms.

In the campaign period of **49 days**, there were a total of **29 Twitter** trends including India and Worldwide. The film opened to raving reviews and collected **INR 8.75 cr** at domestic box office on day one.



Outcome

Shemaroo created not one but two world records with their Antakshari game on Twitter. The first and longest running Antakshari on Twitter and most tweets sent out to the public in a day' on the first day of the #FilmiGaaneAntakshari.

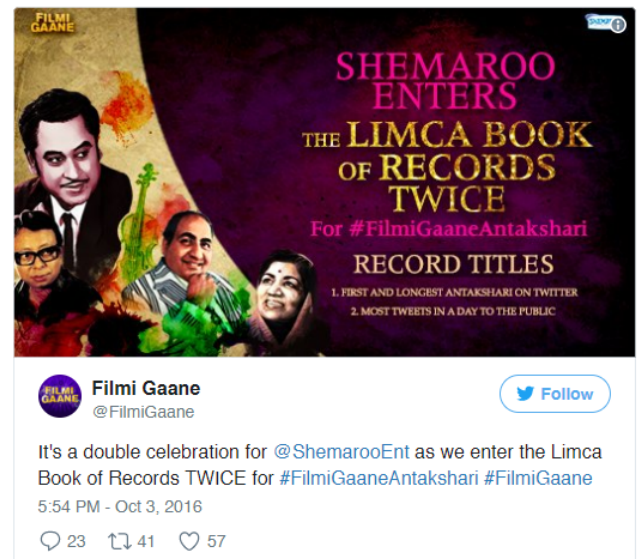
It succeeded to invoke a feeling of nostalgia among Twitter users as the #FilmiGaaneAntakshari generated more than **155k tweets** from Twitter users, and more than **444 million** impressions.

A collective increase in followers was observed on Twitter, Facebook and Instagram. Shemaroo witnessed an increase of **1300** followers on Twitter, **2000** followers on Facebook and **272** followers on Instagram, all achieved organically.

#FilmiGaaneAntakshari managed to reach more than **6.5 million** people on Twitter, and Shemaroo's primary target of creating buzz and encouraging downloads for the 'Filmi Gaane' app were realised as app downloads went up by **89%**.

On YouTube, video views went up by **7%** and video subscribers by **10%** over the course of the campaign week.

#FilmiGaaneAntakshari managed to create a mark on social media in typical Bollywood style.



CAMPAIGN MILESTONES

Tata Tea Jaago Re 2.0



Tata Tea made a comeback with Jaago Re Version 2.0 in 2016. As hair-raising as before, the video brought out a formidable message, rather, reinforced a much-needed attitude shift. The new campaign 'Alarm Bajne se Pehle Jaago Re' urged people to stop reacting after tragedies hit and instead start 'Pre-acting', and prevent these issues from happening.

Laugh at Death



End of Life Care India, a palliative care organisation, created an unusual comedy video featuring some of their terminally ill patients, making jokes about death and diseases. Trained by some of the best comedians in the country, #LaughAtDeath was a heart-wrenching tale of these brave hearts facing the worst with a smile.

#StartSomethingFresh



Twirling a romanticized, dreamy tale around a mint product, Doublemint attempted to re-create the lost Bollywood-y love between a good looking, young couple, stringing in around the concept, #StartSomethingFresh. Lucidly inculcating their mint product within a storyline, Doublemint scripted a fresh music video directed by Soojit Sircar around an old Bollywood song 'Ek Ajnabee Haseena Se'.

#MomBeAGirlAgain



Conceptualization put across by Ogilvy & Mather, Amazon's #MomBeAGirlAgain digital films stemmed from the seed of mother's sacrifices, underlining how some dreams are crushed under responsibilities and how mothers leave their possible careers of playing badminton, photography or skating for their family's well being .

CAMPAIGN MILESTONES

#TeaForTrump



Witty in nature, #TeaForTrump the campaign was overloaded with some tongue-in-cheek humour. The Indian tea company TA-E-ME delivered a huge consignment filled with 6000 bags of the famous Assam green tea to the then Republic presidential candidate, Donald Trump, along with the message - **"Dear Mr Trump, namaste from India, we are sending you lots and lots of natural green tea. It fights against harmful free radicals. It helps purify mind and body and regain a healthy balance. It has also proven to make people smarter. Please Mr Trump, drink the tea. For your sake, for America's sake, for the world's sake."**

EPILOGUE

-TEAM SOCIAL SAMOSA

The Rise and Rise of Social Media Users in India with better internet connectivity at an affordable price exemplifies the opportunity for Brands to win over new audiences. With every passing year, the Indian Social Media universe gets blessed with stories that inspire millions, brands which succeed to behave like humans, campaigns which achieve strategic goals and bring tangible returns to the table.

We at Social Samosa have taken the resolve to capture this Illustrious Journey of Indian Social Media Campaigns. A journey which requires constant and consistent efforts to adapt and evolve as per the dynamics of platforms and the changing behavior of consumers.

The Yearbook is just the beginning of the Indian Social Media Gala, we are delighted to kick-start the second season of Agency Showreel - a platform to showcase #UntoldStories from the finest Digital agencies in India.

In the coming months, we also plan to celebrate the unsung heroes of our Industry with the second edition of Social Samosa 30 Under 30. Our endeavor to recognize and appreciate the brilliant minds behind that inspiring story, the math men who ensure the ecstatic performance and the superheroes who take the charge for a brand's social behavior!

Signing off with a toast to the growth and success of our Industry - Brands, Agencies, and Professionals who believe in the power and unwavering potential of the medium. We hope to consolidate this faith and confidence with initiatives that serve the industry at large!

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