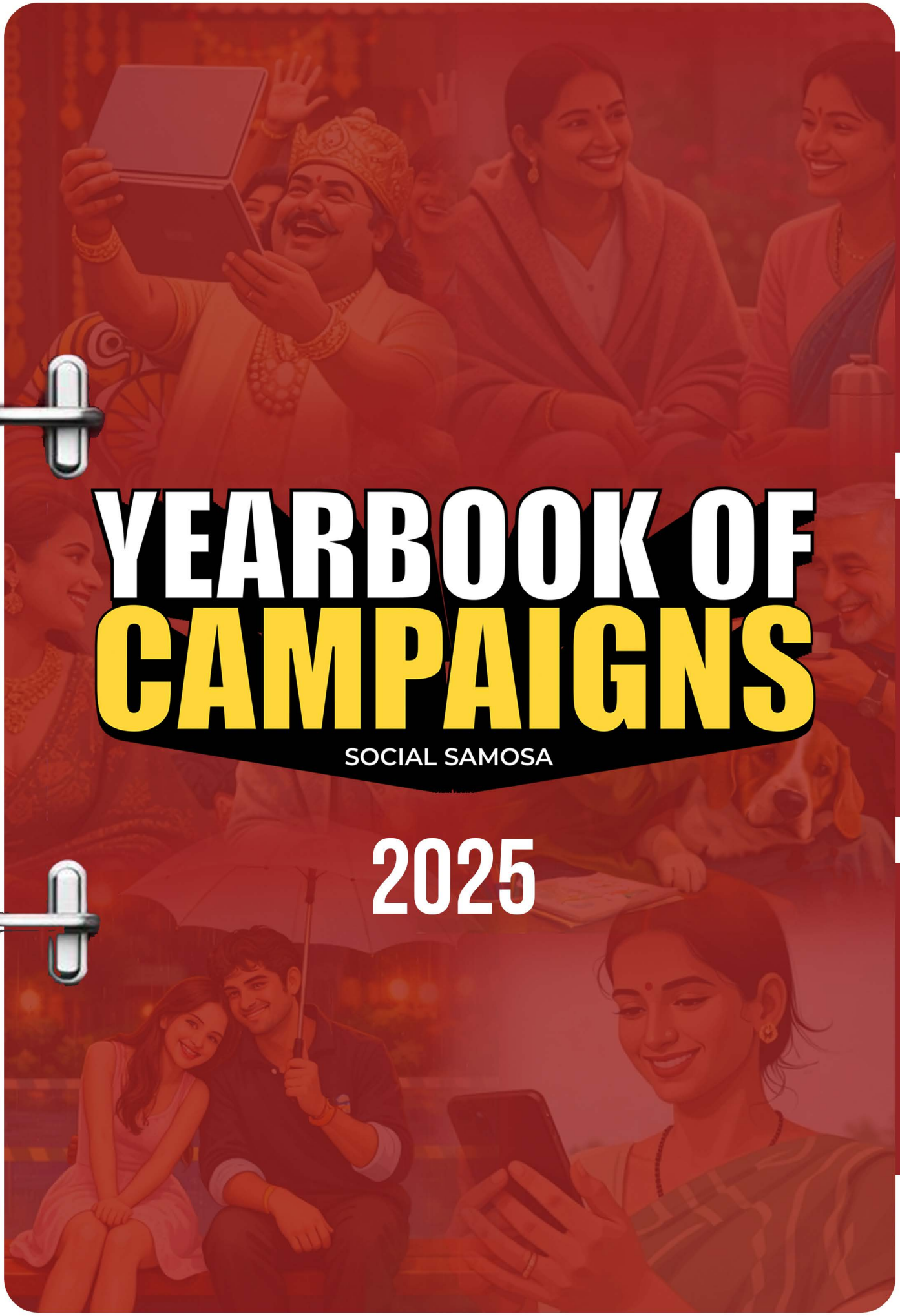


YEARBOOK OF CAMPAIGNS

SOCIAL SAMOSA

2025

190+ Case Studies

16 Categories

90+ Agencies

PROLOGUE

There was a time when campaigns were built for moments, for a festive or a product launch.

Today, campaigns are built on intentions, keeping the customer at the centre.

Welcome to the Yearbook of Campaigns 2025, a curated compilation of case studies that shaped conversations and moved culture, representing the year's top, most impactful campaigns.

The edition captures a year in which brands pushed harder, moved faster, and thought more deeply about the role they play in people's lives. The work featured here reflects the realities of 2025. Audiences are more discerning. Culture moves in real time. Technology is no longer a differentiator on its own, but a tool that requires clarity of purpose. The campaigns here demonstrate what happens when insight leads, creativity follows, and execution delivers results.

With 190+ campaigns across 16 categories, the Yearbook features work from more than 150 brands and over 90 agencies, showcasing the breadth, creativity, and strategic excellence that defined the year for the adland. Across categories, industries, and markets, the common thread is effectiveness. These are ideas that worked, solved business problems, unlocked growth, shifted perception, and sparked conversation. Behind every campaign was a team that asked better questions, challenged conventions, and stayed focused on results.

Behind every 30-second film, there were months of research.

Behind every meme-led brand moment, there was a strategy.

Behind every 'simple' idea, there were teams navigating budgets, algorithms, timelines, and expectations.

It is these teams, and the intent behind their work, that we seek to recognise and champion throughout the year.

At Social Samosa, we report on the business of creativity every day. In a year marked by scrutiny and restructuring, that vantage point matters. We have tracked the closures and the consolidations, the budget cuts and the bold bets, the cultural spikes and the cautious clients. This curation of standout campaigns from the year reflects that full picture.

Honestly, some of the work in this yearbook made us pause. Some made us uncomfortable. Some made us laugh out loud. Some might as well have made us buy the product. But also made us believe that creativity, when rooted in insight, still cuts through even the noisiest scroll.

The Yearbook of Campaigns 2025 is both a record and a benchmark. A documentation of what excellence looked like this year, and sets a standard for what comes next. More than a celebration, it is a reflection of an industry that continues to evolve, adapt, and raise its own bar. A reminder that in an age of infinite content, meaningful ideas still win.

May this edition inspire sharper briefs, braver approvals, and better questions in the year ahead.

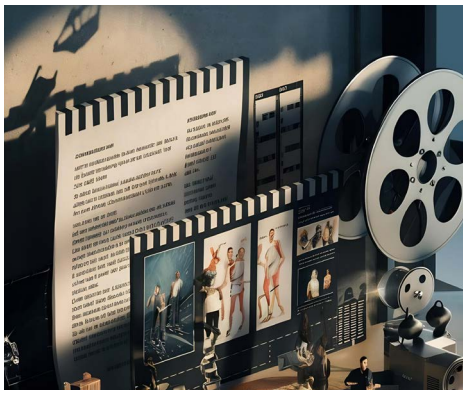
Because campaigns may end. But impact compounds when done right.



MRINIL MATHUR
Editor-In-Chief
Social Samosa Network

INDEX

01 AD FILMS



11 **Adani**
Ogilvy India

14 **AMD India**
Social Panga

17 **BIBA Fashion Limited**
Enormous Brands

20 **Cadbury Dairy Milk**
WPP Media

23 **Canva India**
Only Much Louder

26 **Crocs India**
Kulfi Collective

29 **Freshwrapp by Hindalco**
Network Advertising

32 **Godrej L'Affaire**
AGENCY09 & Represent Media

35 **Himalaya BabyCare**
Social Panga

38 **iD Fresh Food**
Chord Agency

41 **Indriya - Aditya Birla Jewellery**
Ogilvy India

44 **Jagannath Gangaram Pednekar Jewellers**
ADbhoot

47 **JSL**
Social Panga

50 **JSW Group**
RepIndia

53 **Mia By Tanishq**
Social Panga

56 **Muralya Dairy**
PlainSpeak

59 **Myntra Fashion**
Only Much Louder

62 **Parle-G**
Thought Blurb Communications

65 **Reliance Digital**
BBH India

68 **Škoda Auto India**
BBH India & Propagate India

71 **SleepyCat**
Shikha Gupta & Mothership Films

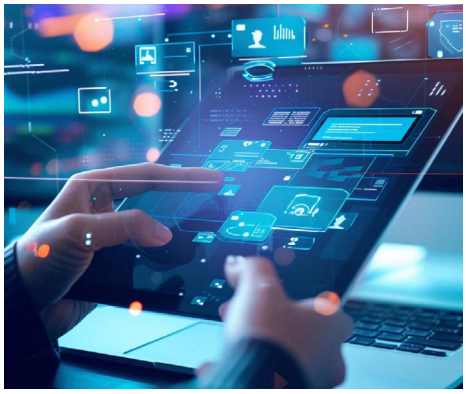
74 **TATA AIG**
Social Panga

77 **Urban Company**
Fundamental

80 **VIDA**
White Rivers Media

83 **WhatsApp**
Fundamental

02 DIGITAL



87 **Amazon Prime Video**
WPP OpenDoor

90 **DBS Bank India**
Gozoop

93 **EatSure**
Clarity Comms

96 **Google India**
Lesssgo

102 **HDFC Bank - Vigil Aunty**
Kinnect Media Pvt. Ltd.

INDEX

105 **Hibiscus Monkey**
In-house creative team

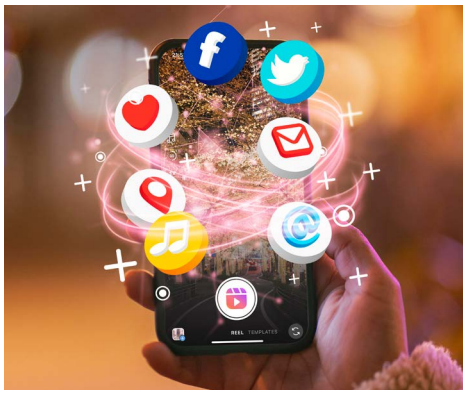
108 **Jupiter Money**
White Rivers Media

111 **Mimiq**
Decision Pinnacle

114 **Nasher Miles - BBD Sale**
itch

117 **Sony Music Entertainment India, BookMyShow Live**
Yuvaa

03 SOCIAL MEDIA



121 **Bingo! Mad Angles**
Tonic Worldwide

124 **BMW**
Pollen

127 **Britannia Good Day**
Schbang

130 **Britannia Treat Croissant**
Schbang & Tilt Brand Solutions

133 **Caravela Beach Resort Goa**
Adfactors PR

136 **Chambal Ghariyals**
Digital Latte

139 **Dr. Fixit**
Schbang

142 **Edelweiss Mutual Fund**
Punctuate Productions

145 **Flipkart Homes**
Three Fourth Solutions

148 **Gates Foundation India**
Organic By MSL

151 **Gates Foundation India**
Punctuate Productions

154 **Generali Central Life Insurance Company Ltd**
Sparkt

157 **Hyatt Centric Ballygunge Kolkata**
Black Cab

160 **La Shield by Glenmark**
White Rivers Media

163 **MamyPoko Pants (Unicharm)**
Grapes Worldwide

166 **NIC Honestly Crafted Ice Cream**
Social Pill

169 **ORRA Fine Jewellery**
Gozoop Creative

172 **Parachute Advansed Baby**
Tonic Worldwide

175 **Phillips OneBlade India**
Under25

178 **PNB Housing Finance**
Adfactors PR

181 **Puneri Paltan**
Digital Latte

184 **Sanjeev Kapoor**
Black Cab

187 **Tata Capital**
MRM

190 **Tata Trusts**
RepIndia

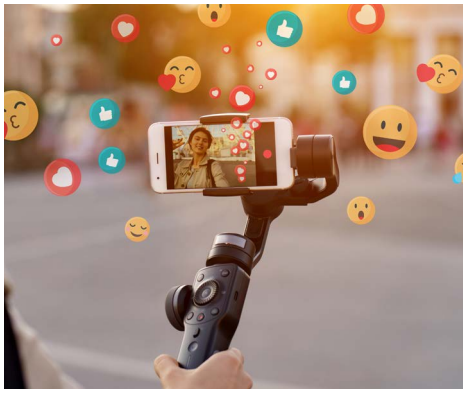
193 **TVS NTORQ**
Dentsu Creative
Webchutney

196 **UNO India**
Life And Half

199 **Vithoba Healthcare**
OktoBuzz Brand Solutions

INDEX

04 INFLUENCERS



203 **Bombae by Bombay Shaving Company**
Social Tweebs

206 **CEEW**
IPLIX Media

209 **CeraVe**
Only Much Louder (OML)

212 **ENO**
itch

215 **GreenSoul**
IPLIX Media

218 **Hero MotoCorp**
Social Tweebs

221 **Kotak Life Insurance**
Fame Keeda

224 **KRAFTON India**
tgthr.

227 **Pringles India**
Social Panga

230 **Super Saravana Stores**
88GB

233 **Vijay Sales**
White Rivers Media

05 MOMENT MARKETING

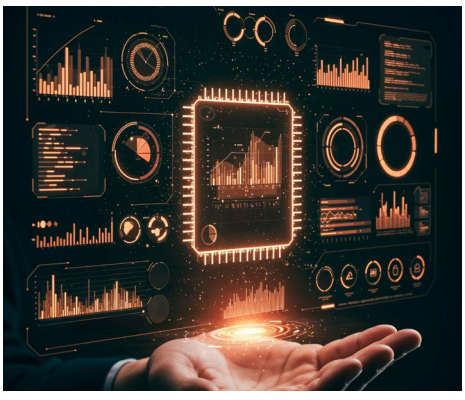


237 **Kerala Tourism**
Stark Communications Pvt Ltd.

246 **L'Oréal Paris**
Tonic Worldwide

249 **ZOFF Foods**

06 PERFORMANCE



253 **Cetaphil**
NP Digital India

256 **Cherry Blossom Festival 2025**
Blackcoffee.media

259 **Fateh Education**
NP Digital India

262 **Home Centre**
HiveMinds

265 **Manoj Vaibhav Gems N Jewellers Ltd**
HiveMinds

268 **Redbus**
LS Digital

271 **Skinn By Titan**
Hiveminds

274 **Thomas Cook**
LS Digital

277 **Vijaya Diagnostic Centre**
HiveMinds

INDEX

07 RETAIL & LAUNCHES



281 **Britannia Marie Gold**
Talented

284 **Chetan Bhagat & Harper Collins**
OktoBuzz Brand Solutions

287 **Chinese Wok**
Brandmovers India

290 **Instamart**
Lesssgo

293 **Pret A Manger**
AGENCY09

296 **Primebook India**

299 **Samsonite**
Social Beat

302 **Ultraviolette Automotive**
tgthr.

08 INTEGRATED



306 **Asian Paints**
Madison Public Relations

309 **Bingo! Tedhe Medhe**
Hoopr Brand Solutions

312 **Britannia Good Day**
Talented

315 **Cadbury 5Star**
WPP Media

318 **Cadbury Silk**
WPP Media

321 **CaratLane**
BBH India

324 **Center fresh**
AVIAN We.

327 **Club FM**

336 **Crompton**
FCB/SIX

339 **FNP**
Life and Half

342 **Fortune Foods**
Social Beat

345 **Frido**

351 **Garnier Men**
BBH India

354 **GO COLORS!**
Social Beat

357 **Kolkata Knight Riders**
KKR in-house team and Mullen Lintas

360 **Kolkata Knight Riders**
Social Panga

363 **KRBL Ltd**
Consocia Advisory Pvt. Ltd, Ogilvy, Landor, Wavemaker

366 **Nasher Miles - Pride**
itch

369 **National Stock Exchange**
YAAP

372 **Oreo**
WPP Media

375 **Sangeetha Gadgets**
tgthr.

INDEX

378 **Scalpe Pro**
White Rivers Media

381 **Sony Sports Network**
PR Pundit Havas Red

384 **SPARSH Hospital**
Kakkoii Entertainment Pvt Ltd

387 **Supertails**
Jajabor Brand Consultancy

390 **Tata Neu**
The Rabbit Hole

393 **The Good Bowl**
In-House Creative Team and Grumpy Beard Media

396 **The Hindu**
Talented

399 **The Times of India Metro Supplements**
White Rivers Media

405 **Vaseline**
Ogilvy India

09 AI-POWERED



409 **Amul India**
Interactive Avenues and Mediabrands Content Studio

412 **Center fruit**
Wavemaker

415 **DS Group's Pulse Candy**
White Rivers Media

10 B2B MARKETING



419 **Ashok Leyland**
TSBI

422 **FedEx**
Saatchi & Saatchi India

425 **Microsoft India**
Pulp Strategy Communications Pvt. Ltd.

428 **Shriram Finance Ltd.**
Tonic Worldwide

431 **Vi Business**
Ogilvy

434 **Welspun One**
Tonic Worldwide, AdFactors and Ting

11 CONTENT MARKETING



438 **Durex India**
Only Much Louder (OML)

441 **Horlicks**
WPP Media

444 **Maybelline New York**
Yuvaa

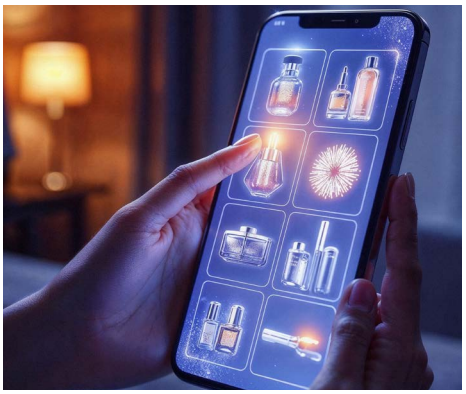
INDEX

447 **Samsung & Amazon MX Player**
Stars N Stripes

450 **Snapchat**
Yuvaa

453 **Vi**
Yuvaa

12 IN-APP EXPERIENCES



457 **Paytm**

460 **Swiggy**

13 CTV ADVERTISING



464 **BMW India**
VDO.AI

467 **GIVA**
The Media Ant

470 **Hershey's**
Interactive Avenues

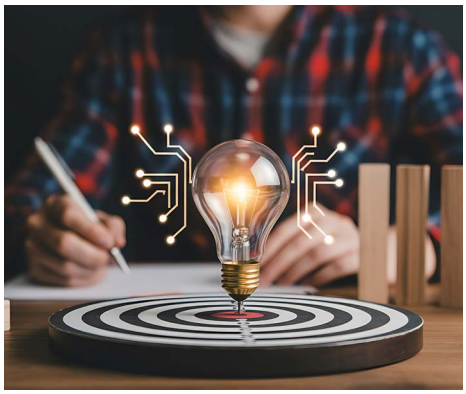
473 **Jeep**
Starcom Worldwide

476 **Pee Safe**
Frodoh

479 **Swaraj Tractors**
VML India

482 **TATA AIG**
LS Digital

14 EXPERIENTIAL



486 **Dabur India Ltd.**
Mindwave Media Pvt. Ltd.

489 **Ecozen**
Fateh Rural Ltd

492 **Enamor**
Schbang

495 **Instamart**
Lesssgo

498 **KDM INDIA**

501 **Lava International Limited**
AVIAN We.

504 **Margo**
Network Advertising

507 **Toing**
Stars N Stripes

510 **Urban Company**
The Germ

INDEX

15 OOH



514 **Amazon India**
WLDD

517 **Britannia**
Talented

520 **Britannia Bourbon**
Schbang

523 **Britannia Milk Bikis**
Talented

526 **Manipal Hospitals**
Social Panga

529 **Mogu Mogu**
The Starter Labs

532 **Puma**
Internal Brand Team

535 **Wimbledon Championships**
RoshanSpace Brandcom Pvt Ltd.

16 SCREENS & STREAMS



539 **Happydent**
PVR INOX Limited

542 **Country Delight**
Qube Cinema Network

545 **Amazon MX Player**
Pivot Roots - Havas

548 **Red Chillies Entertainment**

551 **Dhurandhar**
White Rivers Media

554 **Sitaare Zameen Par**
TSBI

557 **Chhava**
White Rivers Media

560 **Param Sundari**
White Rivers Media

563 **Thamma**
White Rivers Media

566 **Sunny Sanskari Ki Tulsi Kumari**
TSBI

569 **Kesari Chapter 2**
TSBI

572 **MAA**
TSBI

575 **Son of Sardaar 2**
TSBI

578 **Aashram 3.5**
Pivot Roots - Havas

581 **Rise and Fall**
Pivot Roots- Havas

584 **Heads of State**
Stars N Stripes

587 **Family Man Season 3**
WPP OpenDoor

590 **Panchayat Season 4**
WPP OpenDoor

593 **Panchayat Season 4**
Interactive Avenues and Mediabrands Content Studio

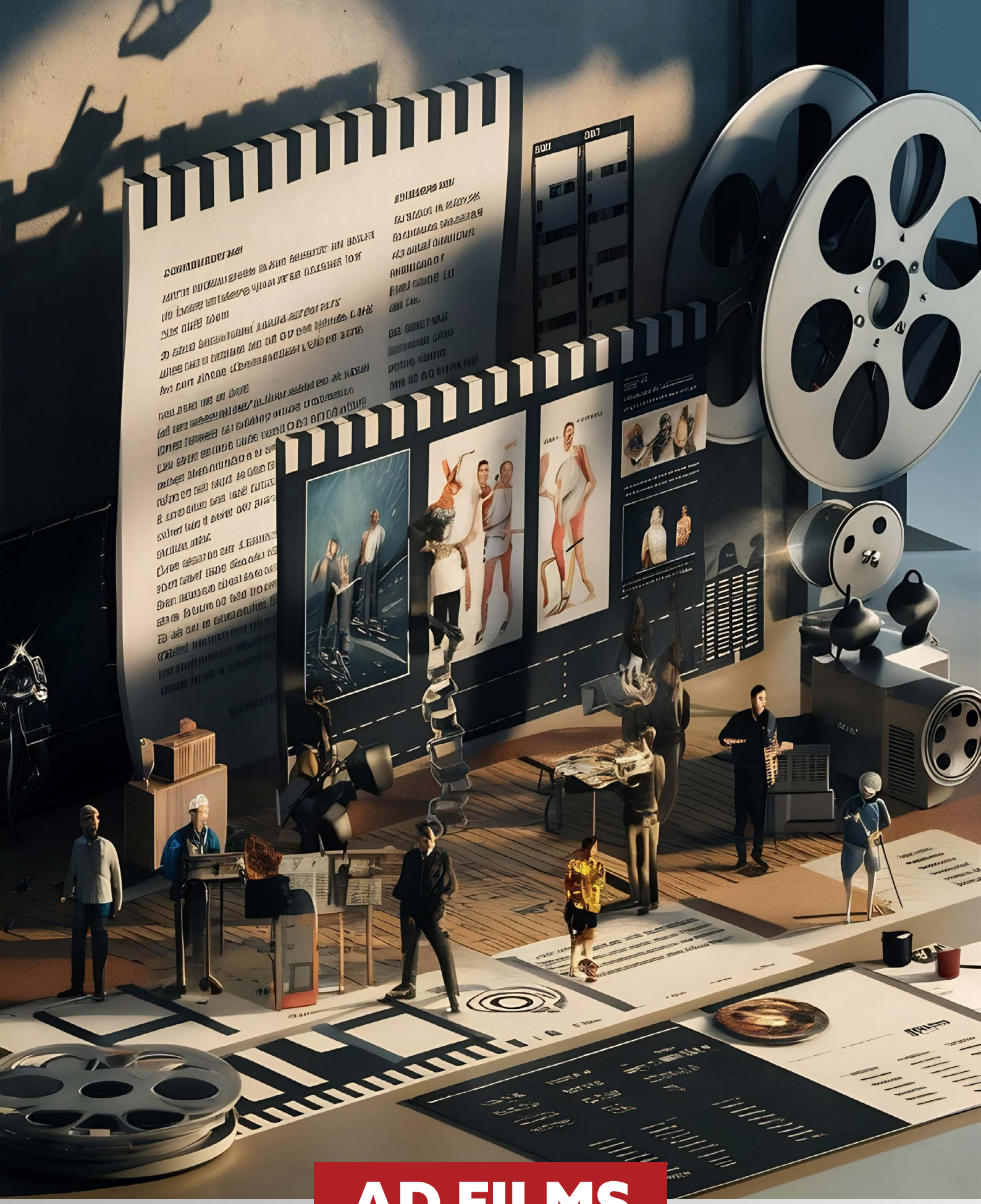
596 **The Traitors**
WPP OpenDoor

599 **Bakaiti**
White Rivers Media

602 **Detective Sherdil**
White Rivers Media

605 **Hisaab Barabar**
White Rivers Media

608 **Mrs.**
White Rivers Media



AD FILMS

Visual stories that make brands feel human and relatable at scale, bringing culture, emotion and everyday truths to life through craft-led storytelling.

adani

HUMANISING INFRASTRUCTURE AT SCALE

Repositions Adani's infrastructure from industrial assets to lived, everyday progress.



BRAND : Adani

AGENCY : Ogilvy India

ABOUT ADANI

Adani Group is a diversified business portfolio, spanning energy, utilities, transport, logistics, metals, and consumer sectors. Guided by 'Nation Building' and 'Growth with Goodness,' it champions sustainable development, environmental stewardship, and community upliftment through CSR initiatives rooted in sustainability, diversity, and shared values.

ABOUT OGILVY INDIA

Ogilvy India is the Indian arm of the global advertising and marketing communications network, Ogilvy, offering an integrated approach to advertising, PR, branding, and consulting. It has been creating impact through iconic, culture-changing, value-driving ideas for numerous major brands and has been recognised for both creativity and effectiveness.

OBJECTIVE

To humanise Adani's infrastructure by making its impact personally meaningful, the campaign aimed to build trust and positive sentiment among the public, shifting perceptions from statistics to felt progress, and positioning Adani as a force for everyday prosperity and nation-building.

KEY CHALLENGES

Challenges included breaking through cluttered media environments, overcoming category barriers of impersonal infrastructure, engaging diverse audiences, and achieving emotional resonance. Creative hurdles involved crafting relatable stories, while media constraints required broad, multi-channel reach within limited timelines and budget.

HUM KARKE DIKHATE HAIN

This campaign humanised infrastructure through emotionally resonant stories. "Pehle Pankha, Phir Bijli" made green energy aspirational, "Journey of Dreams" positioned ports as gateways to opportunity, "Suraj Bhaiya Hain Naa" showcased rural transformation, and "Aapke Safar Ke Humsafar" elevated airports with care and connection. Relatable protagonists and memorable lines reframed Adani from industrial giant to enabler of everyday progress. Strategic use of TV, digital, OOH, and PR drove mass reach, resulting in significant lifts in awareness and imagery, top-tier recall, increased positive sentiment, and a nationwide impact, proving that emotion-first storytelling can shift a reputation at scale.

BUILDING IMPACT

- National TV: 80+ channels, 20,000+ spots, 10 languages, 400+ GRPs.
- Marquee Integrations: Shark Tank, Indian Idol, India vs England cricket.
- Digital/Social: 10+ platforms, 290M+ impressions, 160M+ views in 4 weeks.
- OOH: Airport digitals/statics at key hubs like Ahmedabad and Jaipur
- Tactical: Contextual in-show branding, platform-native cutdowns and cultural mnemonics.

BIG IDEA

Reframe infrastructure as felt and lived progress.

CRITICAL INSIGHT

Impact is real only when it's emotionally and tangibly felt.

CANVAS

TV, OOH, Digital, Experiential, OTT, Radio

RESULT

Emotion-first storytelling made infrastructure personally meaningful and positioned Adani as an enabler of everyday progress and national prosperity.

+26%
Brand awareness uplift

+23%
Infrastructure leadership

+23%
Positive impact on Indian lives

+27%
Diversified presence

TEAM BRAND

This series celebrates our purpose beyond scale and speed, creating pathways for progress and dreams. From solar energy transforming lives to ports fueling aspirations, these stories show how infrastructure becomes a catalyst for change, touching hearts and empowering millions. Each film reflects our unwavering commitment to meaningful impact across India.

AJAY KAKAR
Head of Corporate Branding, Adani

TEAM AGENCY

The Adani Hum Karke Dikhate Hai journey reflects how the Group is transforming lives across India, and the stories of Pankha, Ports, Solar, and Airport carry that spirit forward. Each narrative connects deeply with our audience, conveying the brand's purpose in a powerful, emotional way. We are proud to partner in this inspiring and impactful brand journey.

HARSHAD RAJADHYAKSHA & KAINAZ KARMAKAR
Chief Creative Officers, Ogilvy

AMD

BREAKING LANGUAGE BARRIERS WITH AI

Shows how AI-powered computing enables connection and creativity.



BRAND : AMD

AGENCY : Social Panga

ABOUT AMD

AMD delivers leadership high-performance and adaptive computing solutions to advance data centre AI, AI PCs, intelligent edge devices, gaming, & beyond.

ABOUT SOCIAL PANGA

Social Panga is a marketing and advertising agency. It crafts bold ideas and smart strategies that help brands grow and connect with their audience. From concept to execution, it brings creativity, clarity, and results, making sure brands stand out across digital platforms and leave a lasting impact.

KEY CHALLENGES

Integrating advanced AI into culturally rooted narratives risked overshadowing tradition. Convey complex processor capabilities simply and emotionally, countering AI scepticism in festive contexts through balanced storytelling and tech demos.

OBJECTIVE

Showcase how AMD Ryzen AI-powered laptops and Microsoft CoCreator simplify complex computing, break language barriers, and foster inclusivity during cultural celebrations. The goal was to demonstrate that innovation can enhance tradition, making technology human, accessible, and emotionally relevant for everyone.

TRADITION REIMAGINED WITH AI

The Onam film reimagined a cultural belief through AMD's AI-powered processors, blending tradition with innovation. By showcasing Ryzen AI laptops and Microsoft Co-Creator, the campaign demonstrated how advanced computing can simplify complexity, break language barriers, and foster inclusivity. AMD positioned technology as a natural extension of human connection, enabling creativity and communication during celebrations. This approach reinforced AMD's leadership in AI-driven computing while delivering an emotional, culturally resonant story. The film proved that innovation can deepen relationships rather than replace tradition, making technology feel human and accessible for everyone, everywhere.

BUILDING IMPACT

- A heartfelt Onam narrative combining cultural nuances with AMD Ryzen AI-powered processors and Microsoft CoCreator.
- Showcased real-world AI applications like language translation, creative collaboration powered by AMD processors.
- Emotional storytelling positioned AI as an enabler, not a disruptor, ensuring resonance across diverse audiences while highlighting speed, accessibility, and advanced computing capabilities.

BIG IDEA

AI-powered laptops simplify complexity, connect cultures, and enhance celebrations.

CRITICAL INSIGHT

AI processors enable fast, complex computing, making connection effortless.

CANVAS

Digital, Social Media

RESULT

3M+
Total video views

381K+
Total reach

7M+
Total impressions

15K+
Total clicks

TEAM BRAND

The Onam video was more than just a festive greeting — it was a celebration of heritage, belonging, and warmth. By aligning our message with the spirit of Onam, we created content that felt personal, meaningful and celebratory. It's a reminder that brand storytelling rooted in cultural relevance can strengthen emotional connection and build lasting affinity.

ROHIT GUPTA
Marketing Lead, AMD India

TEAM AGENCY

Technology, especially AI, dominates today — AMD leads the revolution. Our Onam film shows tech bridging gaps while emotions anchor connections. Like the festival unites people, AMD Ryzen AI laptops empower seamless, meaningful communication.

GAURAV ARORA
Co-Founder, Social Panga

BIBA

MAKING MOTHERS FEEL VISIBLE

Challenges the identity eclipse among new mothers.



BRAND : BIBA Fashion Ltd

AGENCY : Enormous Brands

ABOUT BIBA FASHION LIMITED

Founded in 1988, BIBA is a premier home-grown Indian wear brand that revolutionised ethnic fashion by blending heritage with contemporary style. With over 350 stores, BIBA serves as a one-stop destination for the modern Indian woman, celebrating womanhood from everyday elegance to grand bridal festivities.

ABOUT ENORMOUS BRANDS

Enormous is an independent creative agency, known for highly effective, award-winning work across mainline, digital and content. Headquartered in Mumbai with a Delhi office, its 100+ team delivers disruptive ideas nationwide.

OBJECTIVE

Building on its Mother's Day legacy, BIBA sought deeper bonds with young mothers, tackling the 'identity eclipse' they face after childbirth. 'When a child is born, a mother is born too' positions the brand as a catalyst to #MakeMomsFeelSeen.

KEY CHALLENGES

To cut through cluttered, copycat Mother's Day marketing noise. Reconcile traditional reverence with a mother's need for individuality and voice, and to turn warm emotion into everyday behavior that celebrates mothers like the newborn.

#MAKEMOMS-FEELSEEN

As a leading voice in Mother's Day marketing, BIBA wanted to move beyond generic thank-you messages. Recognising how a woman's individuality often fades into an 'identity eclipse' once she becomes a caregiver, the #MakeMomsFeelSeen campaign turned attention to the invisible new mother. Through a poignant digital film, social amplification and a strong retail offer, the brand urged families to celebrate her as warmly as the baby. By reframing the occasion around the woman within the mother, BIBA strengthened emotional affinity and reinforced its role as a modern, empathetic women's wear brand.

BUILDING IMPACT

- An emotional hero film led the campaign across Meta, YouTube and LinkedIn, reaching homemakers and working mothers where they scroll, share and network.
- BIBA offered discounts on fresh stock across stores and website to drive immediate purchase.
- A print ad in leading dailies, along with in-store visuals and merchandising, repeated the #MakeMomsFeelSeen message, reinforcing the message.

BIG IDEA
When a child is born, a mother is born too.

CRITICAL INSIGHT
New motherhood triggers an 'identity eclipse' where the woman disappears.

CANVAS
Print, Digital, Social Media, Retail

RESULT

10M Views

3M+ Engagement

8-10% Increase in revenue

TEAM BRAND

At BIBA, we believe in celebrating women - their identity, strength and individuality. With our Mother's Day campaign, we spotlight the often-overlooked early days of motherhood, when a woman's own journey fades as attention shifts to the baby. Through a warm, honest narrative, we aimed to make new mothers feel seen, valued and supported during this beautiful yet challenging transition.

EKTA DUTTA
Head - Marketing, BIBA Fashion Ltd.

TEAM AGENCY

Our goal was simple: shift the spotlight back to the woman who too often disappears behind the newborn. This campaign was crafted to honour her transformation and remind families that a mother is born alongside every child. If the film moves people to celebrate her more consciously, we consider that a meaningful creative impact.

SINDHU SHARMA
National Creative Director, Enormous Brands

NO TRANSLATION REQUIRED

Uses everyday generosity to bridge India's linguistic divides.



BRAND : Cadbury Dairy Milk

AGENCY : WPP Media

ABOUT CADBURY DAIRY MILK

Cadbury Dairy Milk is a leading global chocolate confectionery brand positioned on the enduring value of generosity. Its key focus is to celebrate moments where simple acts of kindness foster connection and acceptance, aiming to deepen brand love and talkability in India.

ABOUT WPP MEDIA

WPP Media India Private Limited (formerly known as GroupM Media India) is the media investment arm of WPP plc in India. It is a large media investment group, responsible for managing a massive portion of the advertising spends in the Indian market.

OBJECTIVE

To activate Cadbury's 'Generosity' purpose by promoting inclusion amidst India's linguistic divide. The goal was to increase emotional relevance and drive impulsive consumption in a market with low chocolate penetration by positioning CDM as a bridge for social cohesion.

KEY CHALLENGES

Navigating a politically charged national language row without appearing patronizing. The brand had to promote acceptance without suggesting identity change while overcoming low per capita chocolate consumption through meaningful, year-round mental availability across diverse social strata and demographics.

UNITING INDIA, ONE SWEET STORY

Cadbury Dairy Milk addressed India's heightened social fragmentation by highlighting that 'sweetness' can melt cultural divides. Shifting from a 'have vs. have-nots' narrative to one of linguistic inclusion, the campaign used relatable storytelling to show that even imperfect gestures of kindness foster acceptance. By releasing the narrative during a peak political row, CDM reinforced its 'fabric-of-the-nation' status. This strategic pivot aimed to transform chocolate from an occasional treat into an essential emotional connector, driving brand health scores and modernising CDM's appeal as a cherished local sweet.

BUILDING IMPACT

- A poignant film featuring a North Indian woman speaking English to welcome a South Indian neighbour.
- 18,400 monthly spots (800 GRPs) via prime-time GEC and movie premieres.
- YouTube mastheads and Meta targeting; content was subtitled (not dubbed) to maintain universality.
- A 3-minute Kaun Banega Crorepati integration with Amitabh Bachchan.
- Content optimised for WhatsApp/Instagram sharing to leverage organic 'forwarding' behaviours during the topical language debate.

BIG IDEA

Small, generous acts bridge linguistic divides and foster national unity.

CRITICAL INSIGHT

Genuine human connection transcends language when sparked by intentional kindness.

CANVAS

TV, Digital, Social Media

RESULT

250M+
Views

5%
Business growth

TEAM BRAND

Cadbury Dairy Milk aims to foster shared happiness by inspiring people to look beyond differences. This campaign encourages embracing others with open hearts, as small acts of kindness and generosity spark powerful connections. Ultimately, the initiative serves as a reminder that opening our hearts enriches both our own lives and the lives of those around us.

NITIN SAINI
Vice President of Marketing at Mondelez India

TEAM AGENCY

Our journey from celebrating generosity to embracing acceptance hinges on a single, powerful idea: storty doing. This principle isn't just a tagline; it's the very foundation of our media strategy.

SHEKHAR BANERJEE
President, Client Solutions, WPP Media, South Asia

Canva

DESIGNING FEELINGS

Positions Canva as India's intuitive visual language for everyday expression.



BRAND : Canva India

AGENCY : Only Much Louder (OML)

ABOUT CANVA INDIA

Canva is a free online design and collaboration platform that empowers anyone to create visually. With an easy interface, rich templates, and a large library of photos, videos, audio, and tools, it helps individuals and teams design presentations, social content, and diverse visual formats quickly and creatively for modern communication.

ABOUT ONLY MUCH LOUDER

OML is a global creative and entertainment network specialising in content, branded entertainment, influencer marketing, and strategic solutions. For Canva's 'Dil Se, Design Tak' campaign, OML led end-to-end concept, production, and execution, delivering culturally resonant storytelling that connected the brand with audiences.

OBJECTIVE

To demonstrate the power of visual communication in everyday life and establish Canva as India's go-to design companion. The campaign aimed to inspire users to adopt design intuitively for personal, professional, and emotional storytelling, transforming ordinary moments into meaningful expressions.

KEY CHALLENGES

Making Canva's global platform feel culturally relevant in India. Encouraging adoption among users unfamiliar with design tools by making the products super accessible. Balancing storytelling across personal and professional settings. Maintaining authenticity and emotional resonance in narratives.

DIL SE, DESIGN TAK

Canva India launched its second 'Dil Se Design Tak' campaign with two distinct and heart-warming films titled 'Jaadu Dadu' and 'When Gen Z met Millennial', in partnership with OML. The film follows Canva's narrative of showcasing design as a deeply personal medium for communication in Indian homes and how it helps elevate your ideas at the workplace. The two stories beautifully narrate how, when words fail, visual communication can be used to express emotions. Through emotional storytelling that reflects real family dynamics, the films showcase the power of creativity in strengthening bonds.

BUILDING IMPACT

- Conceptualised and executed multi-language campaign films for the Dil Se, Design Tak Campaign.
- Leveraged OML's signature 'Brands as Creators' framework to portray Canva and demonstrate its wide applicability across personal and professional contexts.
- 12 Films were shot in 3 languages and dubbed in another 4 to create a total of 72 films to reinforce Canva's ease of use and emotional resonance, thus widening reach beyond Tier 1 audiences.



BIG IDEA
Democratising design to empower personal storytelling.



CRITICAL INSIGHT
Design is the language of feelings.



CANVAS
Digital, Social Media, OTT

RESULT



~425M
Total reach



1.3B
Completed views



4.7B
Impressions

TEAM BRAND

Design is emerging as a powerful way to create, connect, and communicate in India. With the second edition of 'Dil Se, Design Tak', we celebrate everyday creativity across homes and workplaces. The stories are broader, the communities more diverse, and we believe anyone can design. Whether student, freelancer, teacher, or small business owner, Canva empowers you to turn ideas into impact.

CHANDRIKA DEB
Country Lead–India, Canva

TEAM AGENCY

Design now shapes how India learns, builds, and celebrates. Partnering with Canva helped spotlight creativity in its most accessible, everyday form. 'Dil Se, Design Tak' shows how simple tools unlock powerful expression for professionals and first-time creators, positioning Canva as a relatable, enjoyable, and trusted creative partner for India's diverse ambitions. The campaign celebrates everyday creativity.

MANAV PAREKH
EVP, Creative at Only Much Louder

crocs

WHEN K-DRAMA MET BOLLYWOOD

Shows how brands can turn seasonal marketing into cultural storytelling.



BRAND : Crocs India

AGENCY : Kulfi Collective

ABOUT CROCS INDIA

Crocs, known for innovative casual footwear, is dedicated to the future of comfort. Since its inception in 2002, Crocs has sold over 300 million pairs in more than 90 countries. Crocs aims to unite style, comfort, and value, embodying an ethos of open-mindedness and celebration of individuality under its slogan: Come As You Are™.

ABOUT KULFI COLLECTIVE

Kulfi Collective is a creative studio that builds branded & original IPs that live in culture. We are a collective of creators with capabilities in branded, immersive and original content. We bring together talent, tech & data to create and distribute multi-format, multi-platform content from pitch to play.

OBJECTIVE

Crocs aimed to create a single, culturally resonant moment across seven Southeast Asian markets during the monsoon, connecting with Gen Z and millennials through a unifying idea that celebrated individuality, fandom, and self-expression while driving regional awareness and cultural relevance.

KEY CHALLENGES

The challenge was to create one emotionally resonant idea for seven culturally diverse markets, transform Crocs from a practical monsoon essential into a pop-culture symbol of self-expression, and stand out amid a flood of entertainment and influencer content during peak season.

YOUR CROCS. YOUR SPLASH.

The 'Your Crocs, Your Splash' campaign brought together Bollywood star Siddhant Chaturvedi and K-drama favourite Chae Soo-bin in a cinematic crossover that turned a monsoon footwear brief into a regional cultural moment. Blending K-drama romance with Bollywood flair, the film celebrated individuality and fandom through Crocs' signature style. Launched across seven Southeast Asian markets, it garnered 500M+ views, 2M+ social interactions, and #SooSid trended globally. By transforming practicality into pop-culture appeal and strategically tapping into fandoms, Crocs redefined itself as a trend-led, culturally fluent brand, proving that when it rains, it pours drama, personality, and unfiltered self-expression.

BUILDING IMPACT

- The campaign launched simultaneously across 7 Southeast Asian markets: India, Korea, Japan, China, Thailand, Indonesia, Philippines. It was executed over 6 weeks with localised adaptations of a unified visual and emotional narrative.
- A hero film starring Siddhant Chaturvedi and Chae Soo-bin combined K-drama aesthetics with Bollywood storytelling, crafted to feel like a cinematic crossover, not an ad. It was supported by a digital-first rollout, leveraging Crocs' global and local social handles, fandom pages, influencer collabs, and paid media.



BIG IDEA

A love-letter to fandoms: a cinematic celebration of monsoon.



CRITICAL INSIGHT

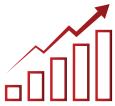
Crocs fused Asia's passions into one cultural moment.



CANVAS

Digital, Social Media, Retail

RESULT



579M+
Views across social media



15%
Revenue growth for Classic Clogs in India (Retail)



44.5K
New followers for Crocs India

TEAM BRAND

Monsoon is one of our most important moments across Asia, and Crocs is built for it, both functionally and emotionally. This campaign was a bold step in cultural storytelling, blending the rising influence of K-dramas with the timeless appeal of Bollywood through a pairing that's unexpected yet perfectly in sync. It further deepens local relevance, reflecting our commitment to tapping into meaningful moments with creativity and intent.

YANN LEBOZEC
Head of International Marketing, Crocs

TEAM AGENCY

With this campaign, we wanted to tap into the pulse of pop culture across Asia. By combining the emotional pull of K-dramas with the star power of Bollywood, we created something that feels deeply familiar yet fresh. It's a tribute to the fans, to the format, and to Crocs as a canvas for self-expression. This is cultural storytelling at its most playful and most powerful.

AKSHAT GUPT
Co-Founder and CCO, Kulfi Collective

SEALING OUT BACTERIA

Challenges unsafe food-wrapping habits with a hygiene-first message.



BRAND : Freshwrapp by Hindalco

AGENCY : Network Advertising Private Ltd.

ABOUT FRESHWRAPP BY HINDALCO

Freshwrapp from Hindalco Industries Ltd is one of India's most trusted household aluminium foil brands. It keeps food fresh and hygienic vis-à-vis traditional food-packaging methods. Freshwrapp retains food freshness long after the food is packed. Its Freshlock Shield blocks the bacteria and retains food moisture, aroma, and flavour.

ABOUT NETWORK ADVERTISING PRIVATE LTD.

Network Advertising is a 30-year-old independent and fully integrated communication agency with a team of over 120. It offers the entire suite of communication services spanning Brand Strategy, Design, Creative, Media (Strategy, Planning, Buying) and Digital (Content Architecture, UI/UX, Influencer Marketing, Paid Media, SEO, Tech).

OBJECTIVE

To persuade non-foil users to use Freshwrapp foils and strengthen the brand's positioning in the food-freshness space by amplifying usage benefits and safety aspects.

KEY CHALLENGES

Indian households often use cloth or paper or plastic to wrap and store food, overlooking bacterial growth. While awareness of aluminium foils was high among homemakers, actual household penetration and regular usage remained limited.

BACTERIA KI ENTRY KO ROKEY

The 'Bacteria ki Entry ko Rokey' campaign redefined aluminium foil from a freshness tool to a food-safety shield, highlighting that the real threat to food is bacterial entry. Strategically, the brand challenged habitual use of cloth, newspaper and tissue for wrapping by exposing their bacterial risks in India's warm climate. Backed by its Freshlock Shield, Freshwrapp positioned itself as the first line of defence against contamination. With Chef Vikas Khanna lending expert credibility and emotional reassurance to homemakers, the campaign strengthened trust, drove behaviour change, and elevated Freshwrapp as the safest modern kitchen choice.

BUILDING IMPACT

- An awareness-led campaign brought kitchen hygiene into everyday conversations through a DVC film featuring Chef Vikas Khanna.
- Statics & Reels were strategically layered to support the film, building social traction to drive higher engagement and website visits during the campaign.

BIG IDEA
A bacteria couple fails to invade food wrapped in Freshwrapp.

CRITICAL INSIGHT
Freshwrapp blocks bacteria, retains food flavour and keeps food fresh.

CANVAS
Digital, Social Media, Retail

RESULT

10M+ Views

1.3M+ Reach

224K+ Engagement

TEAM BRAND

At Hindalco, our vision of 'Engineering Better Futures' is not just about materials, it's about enabling safer, healthier everyday choices for families. Through Freshwrapp, we're helping engineer a better future, one kitchen at a time. With this campaign, we're not just showcasing the freshness and hygiene benefits of aluminium foil; we're encouraging families to rethink old habits. It's about making informed, healthier choices in the kitchen.

NILESH KOUL
Former Senior President & CEO Downstream Aluminium Business, Hindalco Industries Ltd

TEAM AGENCY

Freshwrapp's Fresh Lock Shield doesn't allow bacteria to break in. We came up with a story of a bacteria couple on a date to Chef Vikas Khanna's kitchen. We were clear on the non-use of AI/CG to do our storytelling. What you see is 100% organic, including the costume that was a blown-up version of how bacteria looks under a microscope, with a bit of creative liberty.

SHAYONDEEP PAL
Chief Creative Officer, Network Advertising

FATHERHOOD, BEYOND CLICHÉS

Ditches Father's Day clichés to celebrate the awkward, authentic Indian dad.



BRAND : Godrej L'Affaire

CONCEPT & SCRIPT : AGENCY09

PRODUCTION HOUSE : Represent Media

ABOUT GODREJ L'AFFAIRE

Godrej L'Affaire is Godrej's lifestyle and culture-focused platform that spotlights modern Indian living through trends, conversations, and content-led storytelling. It represents the group's broader lifestyle portfolio while building community through campaigns rooted in cultural insight and everyday experiences.

ABOUT AGENCY09

AGENCY09 scales brands with ideas for content, tech, design and data. Started in 2013, it's a Bandra-born independent agency, operating globally. With a purpose to create favourable change and creatively contribute towards progressive growth, the team makes ideas perform.

OBJECTIVE

To break the monotony of overly sentimental Father's Day ads and create a culturally relevant, humorous film that reflects real Indian dads while subtly integrating Godrej's lifestyle brands.

KEY CHALLENGES

A cluttered category filled with emotional, look-alike Father's Day films. The challenge was to stand out without mocking the sentiment, maintain humour without insensitivity, and integrate Godrej's brands organically while staying relatable to younger audiences.

DAD. NOT DADDY.

The campaign challenged the formulaic, sentimental Father's Day narrative by creating a mockumentary-style film that humorously breaks the fourth wall. Instead of glorifying fathers, it celebrated their real, awkward, endearing selves — while subtly weaving in Godrej's lifestyle brands. The creative approach mixed satire with authenticity to stand out in a cluttered festive moment. By tapping into relatable father–child dynamics and social insight, the campaign built strong cultural resonance among younger audiences, positioning Godrej L'Affaire as a platform that understands modern Indian families.

BUILDING IMPACT

- Creation of a short, fourth-wall-breaking film that parodies typical Father's Day tributes, while intentionally subverting every trope.
- The film was released across Godrej L'Affaire's Instagram and YouTube channels, supported by social cuts and conversational posts to spark sharing.
- Subtle product appearances were integrated naturally into scenes without overshadowing the story. The campaign ran through Father's Day week, building momentum through organic engagement and creator-led amplification.



BIG IDEA

A sarcastic, fourth-wall-breaking tribute to real Indian dads.



CRITICAL INSIGHT

Indian dads express love through actions, not overt affection.



CANVAS

Digital, Social Media, Influencer Marketing

RESULT



1.1M Views



872K+ Reach



178K+ Interactions

TEAM BRAND

At Godrej, we believe powerful storytelling comes from holding up a mirror to real life, not polishing it. This campaign challenged clichéd Father's Day sentimentality by spotlighting the real, imperfect Indian dad with humour and honesty. The involved teams shaped this insight into a bold narrative that cut through clutter, felt culturally relevant, and delivered strong results.

MICHELLE FRANCIS
Associate Vice President – Corporate Brand & Communications, Godrej Industries Group

TEAM AGENCY

Most Father's Day films rely on heavy emotion, but today's audiences recognise that template instantly. We wanted to break it with humour, self-awareness, and a dad who feels real. The film is our way of acknowledging how Indian fathers show love, not dramatically but through small, imperfect everyday moments.

KETAN SHIVADEKAR
Creative Director, AGENCY09

HONOURING THE UNSEEN

Highlights mothers' unseen labour and resilience through a social experiment.



BRAND : Himalaya BabyCare

AGENCY : Social Panga

ABOUT HIMALAYA BABYCARE

Himalaya BabyCare, from the trusted Himalaya Wellness Company, offers natural baby products. Made with pure herbal actives and Ayurvedic care, each product is crafted to nourish a baby's delicate skin, giving parents simple, reliable support for their baby's healthy development.

ABOUT SOCIAL PANGA

Social Panga is a marketing and advertising agency. It crafts bold ideas and smart strategies that help brands grow and connect with their audience. From concept to execution, it brings creativity, clarity, and results, making sure brands stand out across digital platforms and leave a lasting impact.

KEY CHALLENGES

Mothers' exhausting silent strength of love goes unnoticed. Their emotional and physical labour is rarely acknowledged or understood.

OBJECTIVE

To spotlight the unseen emotional and physical labour mothers endure during their 'second shift', using a social experiment to raise awareness, spark empathy, and honour their resilience, ultimately strengthening the brand's positioning as a supportive, understanding partner in motherhood.

STRENGTH OF LOVE

Himalaya BabyCare's Strength of Love campaign highlighted a mom's invisible 'second shift'. Participants were woken at odd hours and given caregiving tasks, mirroring the sleepless unpredictability mothers live every day. As exhaustion set in, the film revealed the quiet strength that keeps every mother going. A Love That Never Sleeps turned this everyday resilience into a simple, honest narrative that highlighted the true depth of a mother's love.

BUILDING IMPACT

- The campaign highlights the emotional and physical toll mothers endure, driving awareness, empathy, and deeper appreciation for their relentless, invisible labour.
- Content sharing and editorial coverage helped the film travel beyond owned platforms.
- With support from media publications, the campaign went beyond brand channels to become part of a wider cultural conversation around motherhood.

BIG IDEA

Making unseen maternal struggles visible through a powerful social experiment.

CRITICAL INSIGHT

A mother's love stays awake even after the world sleeps.

CANVAS

Digital

RESULT

20.13 CR
Impressions

4.87 CR
Views

5K+
New followers on Instagram

1K+
Comments across platforms

TEAM BRAND

Mothers are the heartbeat of every home, tirelessly giving, nurturing, caring without expectation. This Mother's Day, we pause to say thank you. Our campaign is a humble tribute to mothers who wake at odd hours, sacrifice comfort, and prioritise their child's well-being. At Himalaya BabyCare, we're grateful to join their motherhood journey.

CHAKRAVARTHI N V
Director – BabyCare, Himalaya Wellness Company

TEAM AGENCY

It was our attempt to honour the invisible nights and knights of motherhood. If even one person pauses to appreciate the nights their mother stayed awake for them, this campaign has done its job.

ARCHANA SUDARSAN
Senior Creative Director, Social Panga

FROM MOM, WITH LOVE

Uses food to recreate the comfort of home for students away from family.





BRAND : iD Fresh Food

AGENCY : Chord

ABOUT ID FRESH FOOD

iD Fresh Food is a ready-to-cook foods brand offering traditional Indian staples, including dosa batter, idli batter, and parathas. Its positioning centres on fresh, preservative-free ingredients and authentic home-style taste. The brand focuses on convenience, clean labels and helping families enjoy familiar comfort food without compromising quality or effort.

ABOUT CHORD

Chord is a creative agency specialising in brand strategy, brand presence management, creative marketing, content production and performance-led campaigns. For this project, Chord handled insight mining, creative concepting, scripting, production, editing and platform deployment, ensuring the campaign delivered emotional relevance, high engagement and cohesive storytelling across all consumer touchpoints.

OBJECTIVE

Campaign tapped into the emotional heart of Mother's Day, spotlighting the everyday "khaana khaaya?" that carries love, worry and care. The team aimed to ignite nostalgia, spark conversations and build brand affinity by linking iD with the warmth of home.

KEY CHALLENGES

The campaign operated on a limited timeline, required strong emotional storytelling without heavy production, and needed to stand out during Mother's Day clutter. Reaching women meaningfully while keeping brand integration subtle yet memorable was a key creative and audience challenge.

KHAANA KHAAYA MOTHER'S DAY CAMPAIGN

iD stepped in to bridge the distance between mothers and their children, turning nourishment into a powerful expression of love. Partnering with leading colleges and coaching centres, we created a simple but meaningful intervention: delivering fresh, wholesome iD meals carrying personalised notes and voice messages from mothers. Each meal became more than food, symbolising warmth, reassurance and emotional grounding for stressed students facing uncertainty away from home. The experience transformed a heavy moment into comfort and connection, reminding students to pause and care for themselves. Through food, the universal language of love, iD helped mothers nurture their children from afar.

BUILDING IMPACT

- Launched as a digital film, transforming "Khaana Khaaya?" into an emotional cue.
- Multiple duration cuts were produced for OTT, social and digital to match viewer behaviour and maximise retention. Motion-led captions and heartfelt messaging were crafted for silent autoplay environments. Sequenced rollouts maintained momentum.
- The media mix combined paid and organic pushes across platforms to ensure sustained visibility during the cluttered Mother's Day period.

BIG IDEA

To celebrate mothers' constant care through small moments.

CRITICAL INSIGHT

Stressed students forget self-care, mothers silently worry from afar.

CANVAS

Digital, Social Media, OTT

RESULT

17.3M Views

12.9M+ Reach

50K Conversions

TEAM BRAND

What the Chord team pulled off with a same-day shoot and release was nothing short of iconic. Watching an idea turn into a fully-executed campaign within 24 hours was remarkable, and collaborating so closely through that intense window made it even more special. It's a project we'll remember for a long time.

BHARATH RAM
Category Head Marketing India,
iD Fresh Food

TEAM AGENCY

This campaign reminded us why agility and heart matter just as much as strategy. Turning it around in 24 hours wasn't just about speed; it was about understanding the emotion behind the moment and honouring it with care. I'm incredibly proud of how our team showed up, and grateful to the brand for trusting us to bring this to life.

SHIVANGI SHEKHAR
Founder & Chief of Creative and
Strategy Officer, Chord

INDRIYA
ADITYA BIRLA | JEWELLERY

WHEN FESTIVITIES PAUSE FOR LOVE

Positions jewellery as a marker of stolen, meaningful moments during celebrations.



BRAND : Indriya - Aditya Birla Jewellery

AGENCY : Ogilvy India

ABOUT INDRIYA

Indriya is a fine jewellery brand by the Aditya Birla Group. With the brand name derived from the Sanskrit word for 'senses', the brand offers mesmerising jewellery, crafted with endless love to evoke the five senses. With contemporary jewellery pieces rooted in cultural heritage, Indriya is made for modern women.

ABOUT OGILVY INDIA

Ogilvy, founded 75 years ago by David Ogilvy, has created iconic, culture-shaping ideas that drive brand value. Today, it builds on this legacy through Borderless Creativity, bringing together advertising, PR, relationship design, consulting and health, with experts collaborating seamlessly across 120 offices in nearly 90 countries.

OBJECTIVE

To break the clutter and create impact in the jewellery market during the festive period. The campaign aimed to leverage multiple ATL and BTL channels for maximum impact during the festive season.

KEY CHALLENGES

The festive season is a crucial period for jewellery brands across the nation. In a cluttered market like jewellery, it is a challenge for a new brand to create impact and awareness among consumers.

INDRIYA FESTIVE CAMPAIGN 2025

With the core idea of cherishing special moments with loved ones amid grand celebrations, the campaign kicks off with a music video, Dil Abhi Bhara Nahin ft. Aditi Rao Hydari and Siddharth. A rendition of the timeless song, the video narrates a story of a couple stealing special moments in festive celebration, tied together with stunning jewellery. The campaign also launched Alka, Indriya's festive jewellery collection. The multimedia campaign was spread across five weeks. It was launched and amplified on various channels, including outdoor, print, social, digital and experiential innovations.

BUILDING IMPACT

- The campaign kicked off on social media, with the launch of the "Dil Abhi Bhara Nahin" music video, followed by ATL channels (print, OOH, radio, cinema, etc.) and digital channels (Meta, CTV, OTT, Pinterest, CRM, etc) and BTL channels across the country.
- It tapped micro and macro occasions, including Navratri, Dussehra, Karwa Chauth, Pushya Nakshatra, Dhanteras and Diwali Chhath Puja.
- On the eve of Dhanteras, Indriya illuminated the Bandra Worli Sea Link with a stunning jewellery showcase, garnering extensive social and PR coverage.



BIG IDEA
Stealing special moments amid grand celebrations



CRITICAL INSIGHT
Finding the 'us' within the 'we'.



CANVAS
Print, Social Media, Digital, Influencers, Experiential, OTT, Cinema, Retail, Radio, OOH

RESULT



640M+
Views for music video across social & digital channels



120K
Increase in followers on Instagram

TEAM BRAND

'Alka', inspired by the beauty and bountifulness of Alkapuri, the mythical abode of Kubera, the God of wealth. The collection embodies the warmth and prosperity of the festive season and a deep longing for loved ones. The campaign captures endless love through the chemistry between Aditi Rao and Siddharth. Indriya unveils the full version of the reimagined Dil Abhi Bhara Nahi.

SHANTISWARUP PANDA
Head of Marketing & Visual Merchandizing, Indriya

TEAM AGENCY

Indriya, which stands for endless love for her jewellery, we wanted to carve out a new, intimate space within the festive narrative. The film captures a sweet story of Aditi stealing a special moment with Siddharth during a Diwali party, using an Indriya ring, creating her own 'us' within the 'we'.

TANUJA BHAT
Senior ECD & Creative Head, Beauty & Luxury Collective, Ogilvy West

RECOGNITION, SET IN GOLD

Places emotions and recognition at the heart of jewellery storytelling.



BRAND : Jagannath Gangaram Pednekar Jewellers

AGENCY : ADbhoot

ABOUT JAGANNATH GANGARAM PEDNEKAR JEWELLERS

Jagannath Gangaram Pednekar Jewellers is a family-owned Indian jewellery brand, renowned in Maharashtra and Goa for its extensive range of gold, diamond, and silver ornaments that blend traditional craftsmanship with modern designs.

ABOUT ADBHOOT

ADbhoot is a brand strategy and content production company based in Mumbai, India. It specialises in creating ad films, branded content, web series, TV programming, and broadcast design for a variety of international, national, and regional brands.

OBJECTIVE

To establish brand assurance by leveraging an emotional narrative, positioning the certified quality of Jagannath Gangaram Pednekar Jewellers as analogous to the guaranteed, priceless achievement of the family's 'real jewel'.

KEY CHALLENGES

The key challenge was shifting deeply rooted perceptions of jewellery as mere adornment while introducing a progressive ritual in a way that felt authentic, culturally respectful and emotionally resonant, ensuring the narrative stood out in a cluttered jewellery advertising landscape.

OLAKH KHARYA DAGINYACHI

The film reframes jewellery as a symbol of achievement, self-respect and familial recognition rather than mere ornament. Going beyond the conventional jewellery advertising mould, the film subtly integrates the brand's diamond collection by aligning with Maharashtra's progressive cultural sentiment: When a woman is educated, the family progresses. It showcases men acknowledging women's success, upholding values of equality and trust. The narrative smartly repositions jewellery as representing milestones and values in life, to create a deeper, genuine emotional connection with contemporary, value-driven patrons.

BUILDING IMPACT

- Brought to life through a film that consciously broke convention, centring on a progressive moment where a husband honours his wife with Diya and Haldi Kumkum, a symbolic gesture of appreciation and equality. Reinforcing the brand's belief in jewellery as lived identity, the narrative sustains intrigue with a twist revealed at the end.
- The film premiered on YouTube, supported by organic engagement on Instagram and targeted distribution on Facebook, collectively creating a cohesive digital presence that amplified the message and emotional resonance.

BIG IDEA
Positioning jewellery as an expression of personal stories, values and identity.

CRITICAL INSIGHT
Modern families respond strongly to emotional recognition.

CANVAS
Digital, Social Media

RESULT

11%
Engagement Ratio

4L+
Views

81%
Growth in YouTube subscribers

TEAM BRAND

For us, jewellery is more than adornment; it signifies life's milestones and values. Honouring the woman of the family is vital to strengthening bonds, a belief this film brings to life with honesty and purpose.

DR. ANAND PEDNEKAR
Director, Jagannath Gangaram Pednekar Jewellers

TEAM AGENCY

With 'Result', we aimed to break away from conventional jewellery advertising. Appreciation strengthens family bonds, yet it is increasingly rare within households. Gender equality, too, is only partially visible. By portraying a man appreciating a woman, we sought to honour Maharashtra's cultural sentiment while presenting a contemporary narrative of equality, confidence, and progress.

VAIBHAV PANDIT
Founder and Creative Director, ADbhoot

FROM MATERIAL TO MEANING

Moves stainless steel out of the industrial lens and into culturally rooted storytelling.



BRAND : JSL

AGENCY : Social Panga

ABOUT JSL

Jindal Stainless is an Indian stainless-steel manufacturer operating across flat and long products for industrial and infrastructure applications. Founded in 1970, the company runs integrated manufacturing facilities in India and overseas, with a focus on operational efficiency, product diversification, and sustainable steelmaking using electric arc furnace technology.

ABOUT SOCIAL PANGA

Social Panga is a marketing and advertising agency. It crafts bold ideas and smart strategies that help brands grow and connect with their audience. From concept to execution, it brings creativity, clarity, and results, making sure brands stand out across digital platforms and leave a lasting impact.

OBJECTIVE

The campaign aimed to move the conversation beyond product functionality by highlighting the emotional and cultural significance of coins during Diwali, positioning Jindal Stainless as a brand that represents enduring value, trust, and legacy embedded in everyday Indian traditions.

KEY CHALLENGES

The key challenge was humanising a largely invisible, industrial product during a festive period, while avoiding functional messaging. The campaign created emotional relevance and cultural resonance for a B2B-led product, within a short digital format and cluttered Diwali communication landscape.

MORE THAN JUST CHANGE

The Diwali campaign 'More Than Just Change' used the cultural significance of coins to tell a human story rooted in Indian traditions. By following a single coin through moments of faith, care, and togetherness, the film reframed stainless steel from an industrial material to a symbol of trust, continuity, and legacy. The strategic approach moved away from functional product messaging to emotionally driven storytelling, allowing the brand's coin blanks to feature naturally within the narrative. Distributed across digital and social platforms, the campaign strengthened cultural relevance and reinforced the idea of enduring value across generations.

BUILDING IMPACT

- The Diwali film was the core asset of the campaign.
- Supported the launch with a strategic PR push to drive earned media coverage.
- Amplified the narrative through select influencer collaborations on social platforms.
- Rolled out internal office activations via email communications to build advocacy.

BIG IDEA
Coins symbolise enduring value, trust, legacy beyond currency.

CRITICAL INSIGHT
In India, coins represent blessings, continuity, and enduring cultural value.

CANVAS
Digital, Social Media

RESULT

23.18M
Reach

35.98M
Views

35.9K
Engagement

27K+
Hours of watch time

TEAM BRAND

For this Diwali, we wanted to move beyond product-led communication and focus on purpose. Coins hold deep emotional meaning in Indian culture, symbolising trust, prosperity, and continuity. Through this film, we aimed to celebrate stainless steel as a material that quietly endures across generations.

SONAL SINGH
Head – Corporate Communications, Jindal Stainless

TEAM AGENCY

With this campaign, the focus was to move away from functional messaging and build a story rooted in culture and emotion. By placing coins at the centre of the narrative, we connected everyday Diwali rituals with the enduring nature of stainless steel, allowing the product truth to emerge naturally through storytelling.

GAURAV ARORA
Co-Founder, Social Panga

FESTIVALS BEGIN AT HOME

Positions JSW at the heart of India's festivals.



BRAND : JSW Group

AGENCY : RepIndia

ABOUT JSW GROUP

JSW Group is a major Indian conglomerate with diversified businesses spanning steel, energy, infrastructure, cement, paints, and sports. Part of the O.P. Jindal legacy, it is headquartered in Mumbai and operates across India and globally, known for large-scale manufacturing, innovation, and significant contributions to core industrial sectors.

ABOUT REPINDIA

RepIndia is a full-service creative and digital agency where strategists, designers, tech experts, and content specialists work together to build impactful brand experiences. From brand identity and design to social media, ORM, SEO, and digital innovation, delivers integrated solutions that help brands stand out and thrive in a competitive market.

OBJECTIVE

Position JSW in the heart of culture, celebrations, and homes that bind people together.

KEY CHALLENGES

Capturing the true celebration during the peak of the festive season.

GHAR YANI JSW

The campaign explored India's biggest celebrations through the place where every emotion finds its beginning, the home. The films captured the various emotions of festivals through different tales associated with home and the people. Alongside the film, the team also connected with people through vox pop videos to bring out what these celebrations truly mean to them. For some, it's the one time of the year when every corner of the city feels like home; for others, the festivals themselves are a homecoming. The campaign brought to life how home always remains a constant witness to every special celebration of our lives.

BUILDING IMPACT

- Under Ghar Yani JSW, the team captured three of India's biggest festivals: Ganeshotsav in Mumbai, Durga Pujo in Kolkata, and Diwali across the country.
- Through heartfelt films, they highlighted how each celebration begins within the walls of a home before spreading into the streets.
- The Vox pops added real voices to the narrative, reinforcing that JSW is actually a part of Indian homes.



BIG IDEA
Celebrate the heart of homes.



CRITICAL INSIGHT
Home is where all festivals and celebrations truly begin



CANVAS
Digital

RESULT



30.8M+
Reach for Ganeshotsav film



58M+
Views for Ganeshotsav film



6.8M+
Reach for Durga Puja film



13.9M+
Views for Durga Puja film



4.3M+
Reach for Diwali film



7.7M+
Views for Diwali film

TEAM BRAND

For a brand like JSW, this makes the season especially meaningful. We leaned into this moment to tell human stories that feel real, familiar, and emotional. Our films reflected the spirit of festivals — prayer, family, and unity — capturing the warmth that brings people closer, not just to each other, but also to the homes they love and create.

PRASHANT RAO
Executive Vice President of JSW Group

TEAM AGENCY

The festive season is our biggest opportunity to humanise the brand and bring it closer to people's lives. It's a time when everyone returns home, leans into nostalgia, and gravitates toward the familiar. We wanted to capture those emotions honestly, with stories where the brand doesn't interrupt the moment, but blends into it naturally and meaningfully.

NEELANJAN DASGUPTA
NCD & Vice President of Repindia

CELEBRATING EVERYDAY MOMMERISMS

Turns familiar maternal quirks into moments of recognition.



BRAND : Mia By Tanishq

AGENCY : Social Panga

ABOUT MIA BY TANISHQ

Mia by Tanishq is a modern, design-forward jewellery brand crafted for the young, expressive woman of today. Positioned at the intersection of style, versatility, and everyday luxury, Mia creates fine jewellery that celebrates individuality and self-expression

ABOUT SOCIAL PANGA

Social Panga is a marketing and advertising agency. It crafts bold ideas and smart strategies that help brands grow and connect with their audience. From concept to execution, it brings creativity, clarity, and results, making sure brands stand out across digital platforms and leave a lasting impact.

OBJECTIVE

Celebrate everyday quirks, phrases, and habits inherited from mothers — inspire recognition of these "Mommerisms" as pure love expressions. Drive meaningful Mother's Day gifting by making small moments feel seen and cherished.

KEY CHALLENGES

Standing out in a crowded Mother's Day category was difficult. Bringing 'Mommerisms' to life in a way that felt authentic, which is not cliché or overly emotional, while still driving Mia By Tanishq as a meaningful gifting choice, was the primary challenge.

MOMMERISMS

The campaign celebrated the everyday quirks, sayings and habits — 'Mommerisms' — that shape who we become, shifting Mother's Day from generic appreciation to recognising the small, defining moments we inherit from our mothers. Strategically, the idea focused on emotional relatability, using simple, slice-of-life storytelling to spark nostalgia and personal recognition across audiences. By highlighting these universally familiar behaviours, the campaign encouraged people to pause, acknowledge their mothers more meaningfully, and choose thoughtful Mia gifting options to honour them. The approach cut through a crowded category with an insight that felt intimate, real and uniquely ownable, strengthening Mia's emotional connection with consumers.

BUILDING IMPACT

- Released a series of short digital films showcasing relatable 'Mommerisms' across Instagram, Facebook and YouTube, supported by cutdowns for Reels, Stories, and carousel adaptations.
- Ran Meta performance campaigns targeting young adults and working professionals in metro and Tier 1 cities, driving both engagement and Mother's Day gifting intent.
- Used influencer amplification, where creators shared their own 'Mommerisms', extending relatability and reach.

BIG IDEA

Turning familiar 'Mommerisms' into moments of appreciation and meaningful gifting.

CRITICAL INSIGHT

Small 'Mommerisms' shape us more deeply than big, obvious gestures.

CANVAS

Digital, Social Media

RESULT

1M+
Views

1.65M
Users reached

TEAM BRAND

For Mother's Day, we began with a simple insight: mothers shape us in ways we often realise only when we find ourselves repeating them.'Mommerisms' captures these small, everyday behaviours that pass naturally from one generation to the next. Grounded in real, lived moments, the idea brings fine jewellery into the rhythms of everyday life rather than reserving it only for milestones. Through this lens, Mia positions everyday jewellery as a thoughtful gifting choice, one that acknowledges influence, shared values, and relationships built over time.

AJAY MAURYA
Head - Product & Marketing, Mia by Tanishq

TEAM AGENCY

'Mommerisms' are those tiny, unplanned habits — inheriting your mom's tone, rules, and ways. One day, you catch yourself doing the same. This campaign celebrates that beautiful blur between 'her' and 'you.' Turn it into a Mother's Day moment: everyday fine jewellery saying thank you for mannerisms, memories, and lifelong love.

SUNITHA NATARAJAN
Director - Digital Strategy, Social Panga

SOUNDS OF ONAM AT HOME

Repositions milk from a commodity to the heartbeat of the festival.



BRAND : Muralya Dairy

AGENCY : PlainSpeak

ABOUT MURALYA DAIRY

Muralya Dairy is a relatively young, Kerala-based dairy brand offering fully automated, PET-bottled milk prioritised for freshness, safety, and convenience. Positioned as an accessible choice for everyday households, the brand focuses on purity, hygiene, and responsible production, aiming to build strong and consistent relevance across Kerala.

ABOUT PLAINSPEAK

PlainSpeak is an independent creative agency based in Kerala, driven by the philosophy of 'PlainSpeaking', delivering clarity through insight-led storytelling. We specialise in decoding regional nuances to build brands that don't just interrupt culture but become a part of it, blending strategic rigour with authentic, ground-up creativity.

OBJECTIVE

The goal was to transition Muralya from a functional commodity to an emotional brand-leader. We needed to own the Onam season, not just as a product on the shelf, but as an essential ingredient of the festive spirit and Sadhya.

KEY CHALLENGES

Onam advertising in Kerala is notoriously cluttered, dominated by state-backed legacy giants and high-budget retail-films. As a relatively young brand, Muralya had to break the 'festive montage' fatigue without a massive media spend, ensuring distinctiveness in a sea of sameness.

PAL KUDIKATTAY KERALAM

While the festive category often defaults to clichéd nostalgia, our approach was built on the festival's true, high-octane energy. The team realised that milk isn't just a kitchen ingredient; it fuels the kinetic energy of the celebration, from the spirited Pulikali dancers to the hurried Sadhya preparations. The Pal Kudikattay Keralam (Let Kerala Drink Milk) campaign strategy was to sonic-brand this consumption moment, creating a bespoke earworm, 'kudi kudi kudi paal kudi', which turned a colloquial phrase into an infectious anthem. This instantly shifted the brand from 'selling milk' to 'fueling the celebration'. The campaign successfully carved out a unique, premium niche, distinguishing Muralya sharply from the legacy competition.

BUILDING IMPACT

- The film deliberately moved away from generic, polished studio setups, instead embracing the colourful realism of authentic Kerala homes and community spaces. The 'Kudi-Kudi-Kudi-Paal-Kudi' jingle was crafted as its intrinsic rhythmic backbone.
- Execution began with a Meta-first launch. The film was then placed on YouTube, supported TV, cinema halls and radio aimed at family audiences during the critical pre-Onam period.

BIG IDEA

Turning a playful everyday phrase into Onam's festive rhythm.

CRITICAL INSIGHT

Onam is high-energy chaos; milk fuels the festival's tireless spirit.

CANVAS

TV, Social Media, Cinema, Radio

RESULT

583K
Views

16K
Likes across Instagram and YouTube

TEAM BRAND

Muralya has always stood for quality, but this campaign gave us a soul. The 'Pal Kudikattay' film didn't just announce our presence during Onam; it made us the rhythm of the festival. The response from the market has been overwhelming, marking a new chapter in our brand journey.

ARJUN ADICHAZHI VALAPPIL
Executive Director, Muralya Dairy Products Pvt. Ltd.

TEAM AGENCY

We wanted to show the noisy, energetic, sweaty side of the Onam because that's where the truth lives. By setting the film on a rhythmic jingle, we gave Muralya a voice that cut through the clutter. It wasn't about out-spending the competition, but out-shouting them with joy and authenticity.

LAJ SALAM
Founder & CEO, PlainSpeak

Myntra

OUTFITS FOR EVERY SHAADI

Turns outfit fatigue into fashion clarity with humour and nostalgia.



BRAND : Myntra Fashion

AGENCY : Only Much Louder (OML)

ABOUT MYNTRA FASHION

Myntra is a one-stop shop for all your fashion and lifestyle needs. Being India's largest e-commerce store for fashion and lifestyle products, Myntra aims at providing a hassle-free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal.

ABOUT ONLY MUCH LOUDER

OML is a global creative and entertainment network specialising in content, branded entertainment, influencer marketing, and strategic solutions. For Myntra's Ek Aur Shaadi campaign, OML crafted the narrative and co-produced the brand film, positioning Myntra as the go-to destination for wedding-season fashion.

OBJECTIVE

To capture the humour and stress of 'what to wear next' during multi-function weddings through a witty, relatable narrative. The objective was to establish Myntra as the easiest and most dependable solution for audiences planning their wedding-season fashion choices.

KEY CHALLENGES

Capturing the frantic, multi-event wedding season authentically. Translating wardrobe fatigue into a relatable story. Standing out amid high seasonal marketing noise. Ensuring a tone that blends humour and warmth without alienating serious shoppers.

EK AUR SHAADI

OML co-conceptualised and co-produced Myntra's 'Ek Aur Shaadi', a humour-led brand film starring Renuka Shahane that captures the relatable chaos of multi-event Indian weddings. Through witty storytelling, it highlights wardrobe dilemmas and 'what to wear next' moments, showcasing Myntra as the go-to wedding wardrobe partner. By combining culturally resonant humour with campaign timing during peak wedding season, the film reinforced Myntra's relevance in shoppable wedding fashion, amplified engagement across social video platforms, and strengthened the brand's association with effortless outfit discovery, variety, and fun for multi-event wedding dressing.

BUILDING IMPACT

- Created a hero film featuring Renuka Shahane that dramatises multi-function wedding chaos and wardrobe dilemmas.
- Employed humour and warmth to make the narrative relatable for large Indian family weddings.
- Launched during peak wedding season to maximise cultural resonance and situational relevance.

BIG IDEA

Transform wedding wardrobe stress into playful moments that inspire style.

CRITICAL INSIGHT

Multi-event weddings create relatable wardrobe stress and choice overload.

CANVAS

Digital, Social Media

RESULT

Increased emotional relevance and recall among wedding-season, strengthening consumer perception of Myntra as an easy, stylish solution for multi-event dressing.

12.5M

Views across YouTube and Instagram.

TEAM BRAND

This campaign reinforces Myntra as the go-to fashion destination for every celebration, especially during India's vibrant wedding season. With a humorous, relatable take on multi-event wedding chaos, we showcase how Myntra's wide selection and swift delivery help shoppers stay stylish across Haldi, Mehendi, Sangeet, or last-minute outfit needs, reflecting modern India's celebrations with flair, functionality, and seamless, character-driven storytelling.

MONALISA PANDA
Associate Director, Social Media Marketing and Creator Ecosystem, Myntra

TEAM AGENCY

At OML, our work is rooted in humour, culture, and authentic Indian insights. Wedding shopping stress is real, and Ek Aur Shaadi turned that chaos into an entertaining story. Instead of typical fashion montages, we created a relatable family world audiences can laugh with and share, highlighting how Myntra makes endless wedding looks effortless, fun, and creatively expressive.

KOBITA BANERJEE
Group Creative Director, OML

CELEBRATION FOR EVERYONE

Making festivities inclusive through empathy and genius ideas.



BRAND : Parle-G

AGENCY : Thought Blurb Communications

ABOUT PARLE-G

Parle-G is the world's largest-selling biscuit by volume. It is an 85-year-old legacy brand with deep roots in the Indian market and the diaspora. It is exported to countries around the world. Its focus spans multiple demographics and age groups.

ABOUT THOUGHT BLURB COMMUNICATIONS

Thought Blurb Communications is a full-service advertising and design agency. It is an independent 18-year-old agency, with a full complement of strategy and creative personnel. The company has handled the Parle-G brand, among others, from the stable for about 8 years.

OBJECTIVE

To include Indians of all hues across cultural and language lines into an integral market for the brand. Incorporating festivals, celebrations, and other dominant markers of a community makes it personal. Chhath Puja is one such festival.

KEY CHALLENGES

Across Bihar, Jharkhand, and eastern Uttar Pradesh, Chhath Puja holds deep emotional significance. Inspite of this massive audience, Chhath Puja is a regrettably under-served celebration. Conventional short format advertising fails to reach large swathes of people due to many constraints.

PARLE-G CHHATH PUJA FILM

Chhath Puja is celebrated by the residents of Bihar and adjacent areas of UP, Madhya Pradesh and other. However, the community is spread across the country and in the diaspora around the world. As a communal event, Chhath Puja is celebrated with aplomb in Bihar and in scattered form outside the region. This excludes a lot of the community from its celebratory enthusiasm. While geography may be forgiven for the separation, inability is not. The resolution of which contains the brand message, jo auron ki khushi mein paaye apni khushi.

BUILDING IMPACT

- The key insight of exclusion prompted the team to examine diverse situations.
- Leveraged digital media to target the community spread throughout the length and breadth of the country.
- Smart media targeting of people across socio-economic categories was a must.
- WhatsApp played a key role because heartland Indians, especially Biharis, didn't tire of sharing the film. Organic reach exponentially increased the reach of the film.



BIG IDEA

Genius is understanding what someone wants without them saying it.



CRITICAL INSIGHT

What Chhath means to those excluded from festivities.



CANVAS

Digital, Social Media, Influencers

RESULT



20.76M+
Reach



38.7M+
Views



62.5M+
Impressions

TEAM BRAND

Parle-G has always been an integral part of Indian festivals and family traditions, not just as a biscuit but as a companion in meaningful moments. This Chhath Puja, the campaign celebrates empathy, thoughtfulness, and small gestures that bring great joy. 'G Maane Genius' highlights these simple yet powerful acts that make life and festivals truly memorable.

MAYANK SHAH
Vice President, Parle Products

TEAM AGENCY

Celebration connects communities to their roots, and Chhath Puja is one such powerful example. With Chhath being considered for UNESCO's Intangible Cultural Heritage list, the team aimed to craft a story resonating across the diaspora. A simple, forgotten tongue twister added nostalgia and recall. The idea was stark, the execution candid, and the impact exceeded expectations, with news channels tracking its global reach.

VINOD KUNJ
CCO, Thought Blurb Communications

DIWALI, MADE PERSONAL

Moves Reliance Digital beyond price-led Diwali communication.



BRAND : Reliance Digital

AGENCY : BBH India

ABOUT RELIANCE DIGITAL

Reliance Digital, an electronics retailer, is built on trust, scale and the promise of making cutting-edge technology accessible to everyone. It stands for personalising technology and helping people form meaningful bonds.

ABOUT BBH INDIA

BBH India blends cultural insight with evocative storytelling to drive full-funnel effectiveness. For Reliance Digital, the agency reimagined the festive role of technology, uncovered the human tension shaping modern Diwali, and crafted a narrative that rose above discount noise. BBH led the strategy, creative idea and integrated rollout.

KEY CHALLENGES

Reliance Digital lacked emotional familiarity that legacy players enjoyed. During the festive season, the category became a discount battlefield where brands shouted the same offers. Our challenge was to win attention and emotional trust without openly joining the price race.

OBJECTIVE

Despite having over 400 stores nationwide, Reliance Digital was seen as a discount destination rather than a place of tech discovery. The objective was to shift perception by building deeper relationships and emotional relevance with consumers during the festive season.

2-MINUTE KI DIWALI BY RELIANCE DIGITAL

Reliance Digital was drowning in a discount-led festive season, while competitors enjoyed emotional equity built over the years. The team uncovered a Diwali worry: crackers, blinding lights and perfect photos were turning the festival into a spectacle, weakening its essence. So, the campaign flipped the narrative to show how the right technology can restore the spirit of Diwali. '2-Minute ki Diwali' told the heartfelt journey of a father and daughter racing across the city to bring Diwali to a mother who couldn't come home. Because even two minutes of togetherness, enabled by the right tech, can make a festival feel whole.

BUILDING IMPACT

- The film opened with urgency: a father and daughter getting ready and racing through the city. The tension built like a departure scene, until the reveal: they weren't catching a train, they were bringing Diwali to the mother who couldn't be home for the festivities.
- Launched pan-India and cut through the noise on YouTube and Meta.
- Every Reliance Digital store replayed the film across display screens, turning emotional storytelling into an in-store festive experience and giving the brand a human heartbeat amidst offer-heavy communication.



BIG IDEA

Right technology restores the sentiment, turning even small celebrations joyous.



CRITICAL INSIGHT

Spectacle has overtaken the sentiment in today's festivals and celebrations.



CANVAS

TV, Digital, Social Media, Retail

RESULT



44M
Impressions YouTube



52%
VTR



20M
Impressions Meta



2M 4S
Average watch time

TEAM BRAND

With this film, Reliance Digital celebrates the togetherness of Diwali. Even a few moments with the right people can become a memory of a lifetime. We tried to showcase how the right technology can bring more richness to your celebrations.

MANOJ JAIN
SVP & Head of Marketing, Reliance Digital

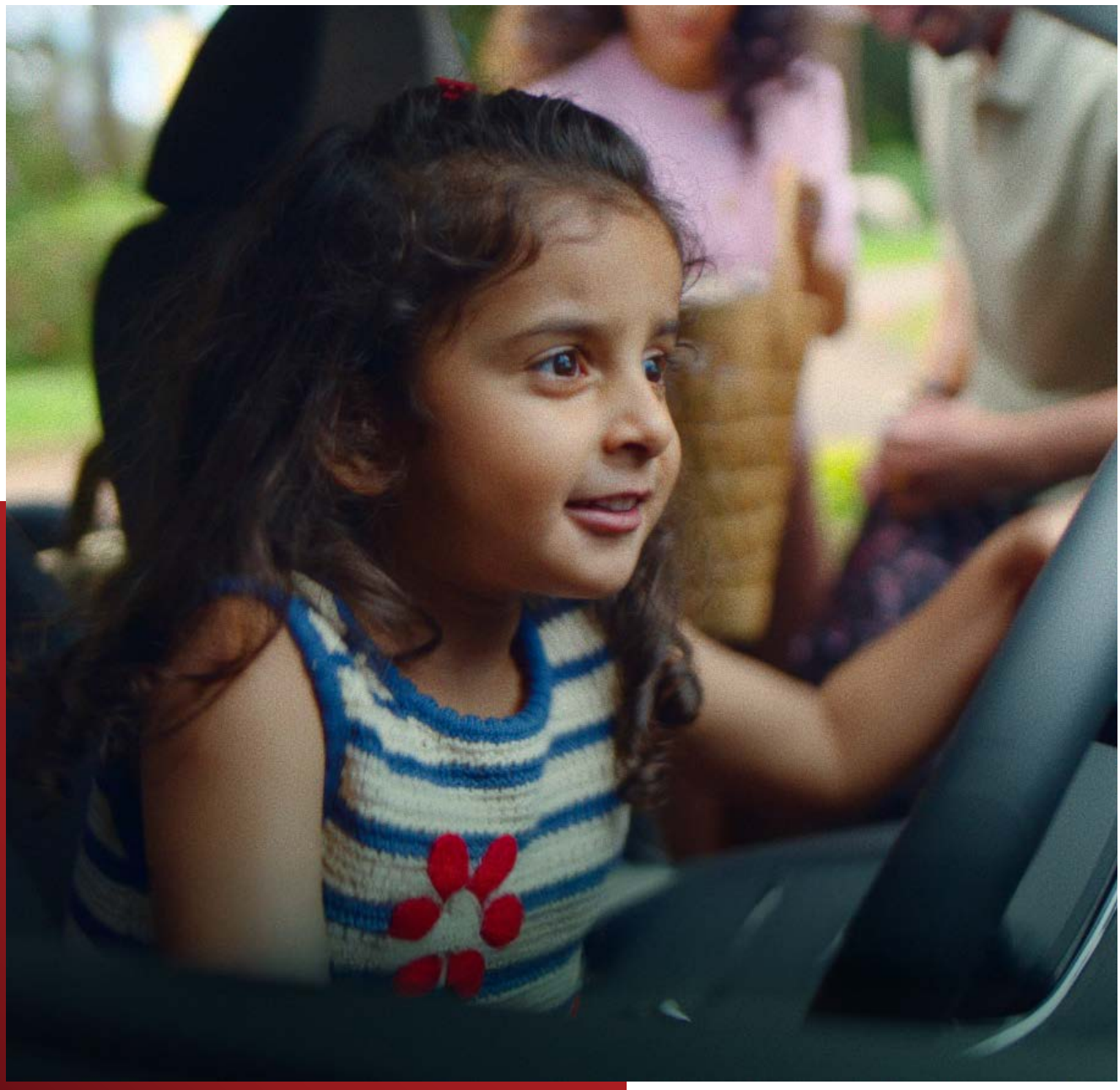
TEAM AGENCY

Amidst all the fervour of Diwali - lights, crackers, savouries, beautiful clothes, and something more than just homecoming. The core of this festival has always been family, and even 2 minutes with them makes it memorable. To give the story a delightful high, we chose a profession, represented by very few women in India, that also sets up for an emotional high.

PARIKSHIT BHATTACCHARYA
Chief Creative Officer, BBH India

DRIVING BRAND LOYALTY

Turns Škoda Auto India customers into the brand's most credible advocates.



BRAND : Škoda Auto India

AGENCY : BBH India (Creative agency) with Propagate India (Digital agency)

ABOUT ŠKODA AUTO INDIA

Škoda Auto, a global brand within the Volkswagen Group, operates in nearly 100 markets and employs over 40,000 people. Present in India since 2001, it is supported by 310+ touchpoints across 177+ cities, with a focus on engineering, safety, and design.

ABOUT BBH INDIA & PROPAGATE INDIA

BBH India is a creative agency focused on culture-first storytelling, while Propagate India is a full-stack digital agency within Publicis Groupe India. Together, they combine cultural intelligence with powerful storytelling to deliver creativity that creates value, influences behaviour and shapes brand perception.

FANS, NOT OWNERS

Despite strong engineering, safety, and design, non-buyers still hesitated. For many, Škoda ownership felt rare: visible, yet 'not meant for them'. So the campaign strategy centred on closing the emotional gap that rational messaging hadn't bridged in 25 years. The team turned to those who had already taken the leap: owners who spoke with warmth, affection, and genuine pride. They chose Škoda despite barriers that held others back, drawn by its simplicity and smartness. Beneath the metal lived a pride waiting to be voiced. Therefore, the campaign elevated owners as the brand's loudest advocates, transforming quiet love into public identity.

BUSINESS OBJECTIVE

Drive brand desirability in terms of YoY growth in sales and market share.

MARKETING OBJECTIVE

To strengthen brand awareness and affinity.

KEY CHALLENGES

Despite European engineering, safety and design credibility, perceptions of high ownership costs kept Škoda at just 1% market share in India after 25 years of operations. Thus, Škoda remained a niche in India: Admired from a distance.

BUILDING IMPACT

- A four-film series celebrated the bonds people form with their Škoda, tackling deep-seated hesitations through emotions and product cues. Maya from the launch film 'Doda' became the campaign's emotional anchor.
- Maya 'hacked' Škoda India's Instagram page, transforming the feed into a playful, human, childlike space that sparked widespread engagement.
- Dealerships were temporarily renamed 'Doda', igniting curiosity. 'I Love My Doda' anthem was played for new owners in dealerships.



BIG IDEA

In India, Škoda doesn't have owners; it has fans.



CRITICAL INSIGHT

People who buy a Škoda end up loving it.



CANVAS

TV, OOH, Digital, Social Media, Influencer Marketing

RESULT



96%
Surge in cumulative August-October sales YOY



1.75%
September market share, rising from 0.92% YOY



108%
Growth in customer enquiries



Highest-ever monthly sales in 25 years

TEAM BRAND

At Škoda Auto India, we've always believed that our customers are more than just owners. They're passionate fans who truly live the brand. 'Fans, Not Owners' is not just a celebration of our journey, but a reflection of the passion our fans bring to the brand, alongside the relentless commitment of our team and the strength of our dealer partners.

ASHISH GUPTA
Brand Director, Škoda Auto India

TEAM AGENCY

Škoda was never "just a car". It was always an emotion. With the 'Fans, Not Owners' campaign, we've tapped into the love and passion of fans. It celebrates 25 years of adoration and loyalty in a way that's real and heartfelt. These are exciting times for the brand and for all of us who get to be a part of this celebration.

PARIKSHIT BHATTACCHARYA
Chief Creative Officer, BBH India and Propagate India

SLEEPYCAT

PUTTING SLEEP FIRST

Uses an absurd beauty trend to highlight sleep as the simplest, most effective solution.



BRAND : SleepyCat

AGENCY : Shikha Gupta

PRODUCTION HOUSE : Mothership Films

ABOUT SLEEPYCAT

SleepyCat is an Indian D2C brand that manufactures mattresses, pillows and beds. It's been around for approximately seven years and is focused on making technically superior products, backed by great customer support.

ABOUT SHIKHA GUPTA

Shikha is an independent creative director with 17+ years of experience. She quit the agency world in 2015, considered starting one of her own in 2024, and gave up in 2025. She currently works out of a one-bedroom apartment where she delivers agency-quality work by her own lonesome self.

OBJECTIVE

To increase traffic to the website by getting people to sit up and take notice of the brand, and increase its top-of-mind recall among consumers looking for sleep solutions.

KEY CHALLENGES

Recent commercials by competition brands featured Bollywood A-listers. We were competing with them with a 45L budget. We also wanted to do the right thing by casting real Thai talent, which meant rehearsals had to take place over Zoom.

SLAP FACIAL

The Slap Facial film hinged on an absurd (and real!) beauty treatment - the Thai Slap Facial - to spotlight a simple truth: good sleep solves what extreme routines can't. The core idea was to contrast over-the-top wellness trends with the brand's promise of better sleep - something Indians don't get enough of thanks to our binge-watching and doom-scrolling habits. The ad's scroll-stopping visuals quickly delivered measurable impact, in addition to generating strong buzz, a high volume of shares, and distinct brand recall, helping SleepyCat stand out in a cluttered mattress category.

BUILDING IMPACT

- The brand and creative teams spent over 2 months refining the strategy and going over multiple different scripts and approaches before zeroing in on this route.
- While organic shares did a lot of the heavy-lifting in increasing brand search volumes, shorter edits across YouTube and Meta drove traffic and conversions.
- Sonakshi Sinha shared the film on Instagram, with the caption alluding to her famous 'Thappad Se Darr Nahin Lagta...' dialogue.

BIG IDEA
The simplest hack to ace life is sleep.

CRITICAL INSIGHT
We've made 'being better' complex, while ignoring fundamentals like sleep.

CANVAS
Digital

RESULT

1L+
Organic shares

15M+
Views across social media

21%
Increase in website conversions

~19%
Increase in brand search volumes

TEAM BRAND

Sleep has always been the most underrated wellness hack, and with this campaign, we simply held up a mirror to a truth we all know but rarely prioritise. In a world buzzing with productivity hacks and beauty fads, the ad put one truth front and centre: nothing works as powerfully as good sleep.

KANISHK ARYA
COO & CMO at SleepyCat

TEAM AGENCY

While the task at hand was to chase attention, the film also delivered impact. Seeing the work translate into real business growth proves what we're always fighting for as Creatives: what some brands call creative 'risk' is actually your safety net; it's what makes your brand stand out in a sea of sameness and has people think of you when it's time to buy what you sell.

SHIKHA GUPTA
Independent Creative Director

RECIPE FOR REASSURANCE

Positions insurance as an extension of familial warmth during celebrations.



BRAND : TATA AIG

AGENCY : Social Panga
PRODUCTION HOUSE : The Yellow Shutter

ABOUT TATA AIG

TATA AIG General Insurance is a leading insurance provider, offering comprehensive protection solutions across health, motor, travel, and home. Guided by its motto 'With You Like Family, With You Always', the brand stands for trust, care, and reassurance through services designed to protect what matters most.

ABOUT SOCIAL PANGA

Social Panga is a marketing and advertising agency. It crafts bold ideas and smart strategies that help brands grow and connect with their audience. From concept to execution, it brings creativity, clarity, and results, making sure brands stand out across digital platforms and leave a lasting impact.

OBJECTIVE

To reinforce TATA AIG's belief: true protection stems from understanding and care. Spotlighting simple Diwali gestures mirroring family reassurance built emotional affinity, showcasing how the brand delivers dependable support through services.

KEY CHALLENGES

The campaign's creative simplicity demanded actors conveying natural familial warmth. Finding the right chemistry and emotional authenticity in auditions proved challenging. The final cast made the story feel real, relatable, and true to everyday Indian homes.

DIWALI TRADITIONS | PANJIRI

The campaign brought alive the warmth of Diwali traditions through a simple, heartfelt story built around the making of Panjiri, a gesture symbolising love, care, and protection within families. Using this everyday act as a metaphor, the film connected emotional security at home with the assurance TATA AIG provides through its services. By showcasing unspoken moments of togetherness during festive preparations, the campaign reinforced the brand's belief that genuine protection goes beyond policies - it's about presence, understanding, and being there like family. The film positioned TATA AIG as a brand rooted in empathy and human connection.

BUILDING IMPACT

- The creative execution leaned into natural performances, warm lighting, and intimate moments that reflect real festive preparations. The central device - preparing Panjiri - served as a symbolic anchor to express familial reassurance.
- Production choices prioritised simplicity over spectacle, allowing emotions and relationships to take centre stage. The narrative was crafted to mirror relatable Diwali rituals, culminating in a message that ties emotional security within families to the protection TATA AIG offers through its services.

BIG IDEA

Simple gestures build emotional security, just like trusted protection.

CRITICAL INSIGHT

Reassurance grows through everyday moments of care and understanding.

CANVAS

Digital, Social Media

RESULT

25.6M

Views across social media

TEAM BRAND

At TATA AIG, insurance is about people, not just policies. This film shows genuine care at the heart of protection and relationships. Our Diwali campaign reminds everyone: our promise exceeds service — it's a family-like presence.

SHEKHAR SAURABH

SVP & Head - Marketing, TATA AIG

TEAM AGENCY

When we started developing this idea, we didn't want to create just another festive ad. We wanted to tell a story that feels like home, something that mirrors the small, reassuring gestures we often take for granted. This film reflects that thought beautifully. It's a tribute to the people who care for us, understand us, and make us feel safe.

GAURAV ARORA

Co-Founder, Social Panga

EQUAL JOURNEYS

Invites viewers to rethink the value of privilege and aspirations.



BRAND : Urban Company

AGENCY : Fundamental

ABOUT URBAN COMPANY

Urban Company is a technology-driven platform that connects you with trusted professionals for all your home and beauty needs, from cleaning and repairs to salon and spa services.

ABOUT FUNDAMENTAL

Fundamental is an independent agency founded in 2023 by Pallavi Chakravarti, Nishant Saurabh, Anand Murty and Neeraj Kanitkar. Based out of Mumbai, Fundamental believes 'good old advertising' still has life; aiming to rekindle what's fundamental to advertising: clarity, relevance, emotional resonance, and strategic depth.

OBJECTIVE

The fourth instalment of Urban Company's influential 'Dignity Of Labour' platform aims to subtly and unobtrusively but firmly challenge perceptions around blue-collar v/s white collar migration in modern-day India.

KEY CHALLENGES

The challenge was to highlight and start a conversation around the unspoken double standards around which one career or profession, or indeed one human, is subconsciously considered 'better' than the other.

DIGNITY OF LABOUR – CHHOTI SI DOORI

At a time when the global narrative around migration is undergoing intense scrutiny, the inherent 'blind-spotting' of waged, manual labour brings the conversation closer home. Juxtaposing the aspirational framing of a white-collar move from small town to big city against the involuntary bias surrounding blue-collar migrants, the film exposes the unspoken double standards around which one career or profession or indeed one human, is subconsciously considered 'better' than the other. Set in the microcosm of an urban living room and framed by everyday customer-technician banter, the story unfolds when a tech professional reflexively slips into a classist frame while comparing his journey versus the journey of the AC repair technician. Only to be disarmingly checked by the service professional whom he unintentionally disparages. It's a moment of quiet discomfort, not confrontation. No lecture. No sermon. Just a mirror held up to an inadvertent blindspot, which betrays an ingrained bias.

BUILDING IMPACT

- Set in the microcosm of an urban living room and framed by everyday customer-technician banter, the story unfolds when a tech professional reflexively slips into a classist frame while comparing his journey versus the journey of the AC repair technician. Only to be disarmingly checked by the service professional whom he unintentionally disparages.
- The film was widely shared and appreciated on social media by users and influencers.
- The campaign also became a talking point in political conversations during the lead-up to the Bihar elections.

BIG IDEA
All dreams, struggles and journeys are equally worthy.

CRITICAL INSIGHT
Make someone check their privilege without raising hackles.

CANVAS
Digital, Social Media

RESULT

2M
Organic views across YouTube and Instagram

~450,00
Views, Interactions & Engagement on posts from Zakir Khan and Mohammed Siraj

During the lead-up to the Bihar elections, the campaign was also quoted by various political parties.

TEAM BRAND

Our intent has been to reflect on the unconscious biases that influence the service economy. In this film, we explore the unconscious hierarchies that place one migrant's 'progress' above another's. Our platform exists to elevate every professional on equal footing, and this story is an invitation for viewers to recognise the shared pride.

TARUN MENON
Senior Director, Marketing, Urban Company

TEAM AGENCY

Are some dreams, struggles and journeys worthier than others? Different, sure. But there's an incredible kinship in the shared experience of "no matter where you are today, you're trying to get to a better tomorrow.

NEERAJ KANITKAR
Co-founder, Fundamental

VIDA

EV CHARGING, MADE SIMPLE

Makes electric mobility feel as simple as charging a phone.



BRAND : VIDA

AGENCY : White Rivers Media

ABOUT VIDA

VIDA carries forward Hero MotoCorp's legacy of trust into the electric era, focusing on practical, rider-first convenience. It blends dependable engineering with solutions designed to make EV ownership feel simple, intuitive, and instantly usable.

ABOUT WHITE RIVERS MEDIA

White Rivers Media is an independent, integrated digital agency crafting culturally fluent campaigns that blend strategy, storytelling, and social intelligence to keep brands meaningfully relevant in the internet age.

KEY CHALLENGES

Breaking the myth that EV charging requires bulky setups, cutting through the category's tech-heavy communication, and crafting a simple, playful narrative that makes a functional feature instantly understandable for everyday users in a crowded digital landscape.

OBJECTIVE

To highlight the VIDA V2's effortless charging using a standard 5A plug, showing it's as simple as charging a phone, while reinforcing EV convenience, reducing reliance on outdoor setups, and positioning electric mobility as a seamless part of daily life.

CHARGING SIMPLE HAI

India's hesitation around EVs isn't about technology; it's largely perception. First-time buyers imagine complicated setups, exposed wiring, and dependence on outdoor charging points. VIDA flipped this mindset, showing the V2 scooter charging effortlessly indoors via a standard 5A plug. Anchored by the tagline 'Charging Simple Hai,' the campaign used playful exaggeration in everyday domestic settings, with friends joking that if the scooter can charge at home, even a bat, shoes, or a banana could too. This light, relatable approach broke mental barriers, positioning VIDA as the brand making electric scooters an ordinary part of daily life.

BUILDING IMPACT

- The campaign brought VIDA V2's at-home charging to life through a fun, offbeat narrative to humorously show that if an EV can charge comfortably in a living room, almost anything could. The playful exaggeration, paired with clean, relatable domestic visuals, made the feature instantly clear, engaging, and memorable.
- A hero film, along with shorter social edits, rolled out across YouTube, Instagram, and Meta, supported by IPL mobile integrations and a Cricbuzz presence.

BIG IDEA
Make EV charging as easy as charging anything else.

CRITICAL INSIGHT
EV adoption rises when charging feels as familiar as home.

CANVAS
Digital, Social Media

RESULT

1.4B
Impressions

130M
Reach

TEAM AGENCY

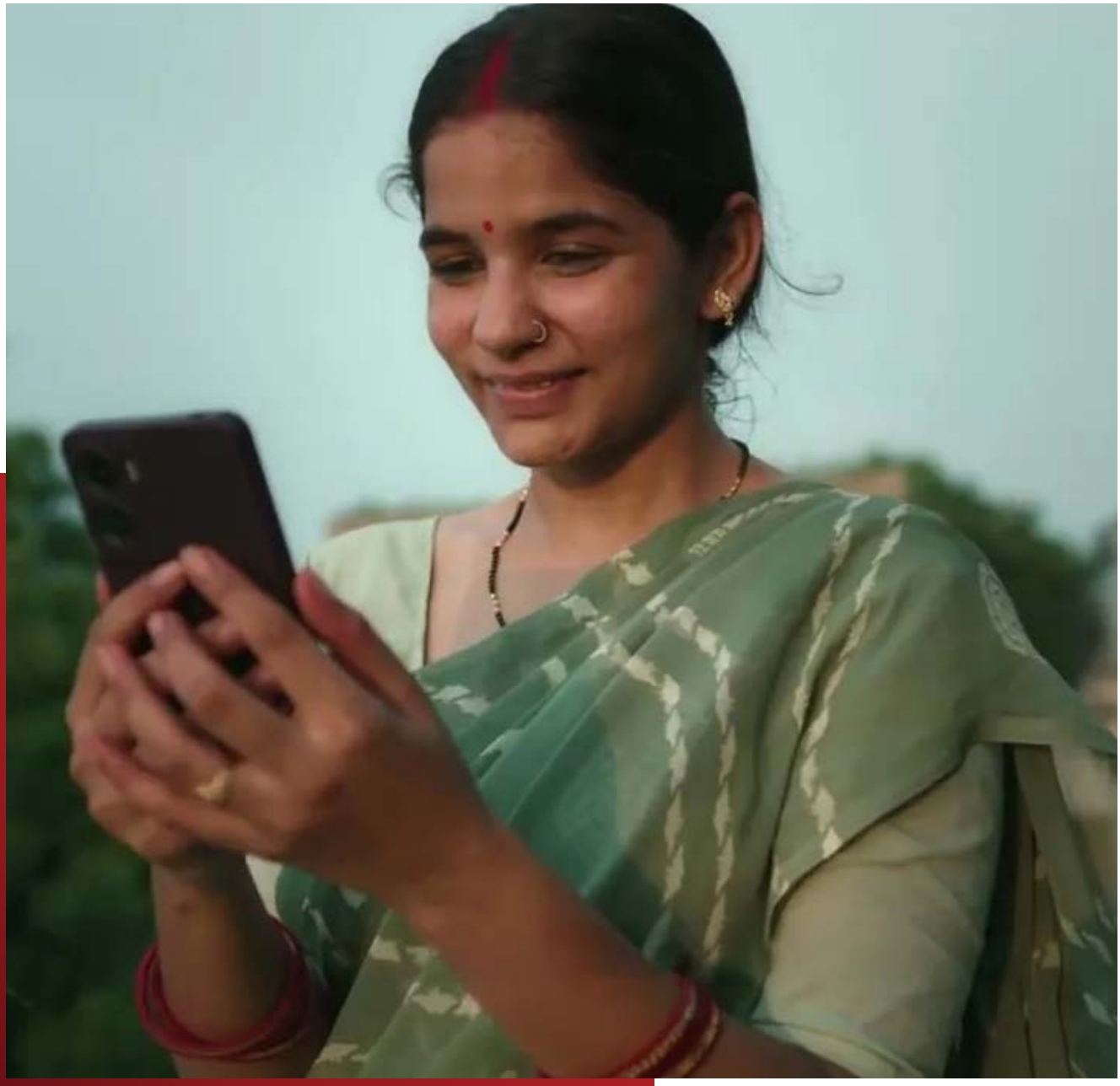
We realised the breakthrough wasn't in explaining the tech, it was in showing the behaviour. Charge it like your phone, in the same room, with the same plug. When we framed VIDA that way, the story wrote itself. Familiarity became the creative device, not just the message.

MITESH KOTHARI
Co-founder and CCO, White Rivers Media

WhatsApp

SPEAK YOUR HEART OUT

Positions voice and video notes as accessible tools for connection.



BRAND : WhatsApp

AGENCY : Fundamental

ABOUT WHATSAPP

WhatsApp is a free messaging and calling app owned by Meta Platforms, used by over 3 billion people in over 180 countries across the world.

ABOUT FUNDAMENTAL

Fundamental is an independent agency founded in 2023 by Pallavi Chakravarti, Nishant Saurabh, Anand Murty and Neeraj Kanitkar.

OBJECTIVE

To promote Voice Notes and Video Notes as stand-ins for text-based messaging for a rural cohort of Indians that is not proficient in reading and typing.

KEY CHALLENGES

Convincing the people who have never experienced the benefits of 'texting' that Voice Notes and Video Notes can over time build deep, meaningful bonds.

BAATAN HI BAATAN MEIN

The campaign launched with a cinematic short film called Baatan Hi Baatan Mein, which compresses and communicates the simple joys and deep bonds that casual messaging facilitates. Intuitive to many. Not so much to those who didn't grow up with texting. With a strong rural-focussed strategy, the campaign was screened in 240 villages in India, reaching over 14L people. The short film's narrative helped break barriers by depicting voice notes as an alternative to texting — for building meaningful bonds between people.

BUILDING IMPACT

- Baatan Hi Baatan Mein was distributed through an extensive screening plan tailor-made for rural India.
- Multiple tempos were transformed into 'Travelling Cinemas' and traversed across rural India.
- Rural single-screen theatres had roadblocks where only Baatan Hi Baatan Mein was played in conjunction with feature film releases.
- Baatan Hi Baatan Mein is also hosted on India's major online Video-on-demand platforms, such as Zee5 and JioHotstar, as a short film.

BIG IDEA

Breaking barriers by promoting Voice Notes as alternatives to texting.

CRITICAL INSIGHT

Helping make a union between strangers blossom into something special.

CANVAS

Digital, OTT Advertising, Cinema Advertising

RESULT

- With a rural-focussed screening strategy, the film was screened to over 14L people in more than 240 villages.
- The campaign's YouTube leg reached over 104.1 million sharply targeted views.

TEAM BRAND

One of WhatsApp's most ambitious campaigns for rural India aims to empower those who haven't taken to texting. It does this by positioning Voice Notes and Video Notes as alternatives to casual texting and, indeed, even calling. The campaign builds on WhatsApp's core belief of bringing the world closer together by enabling people to share their real selves in safe and private spaces.

META SPOKESPERSON

TEAM AGENCY

For the campaign idea, we arrived at the strategy of pebbling – voice/video notes as simple acts of love whose sum is greater than the parts themselves. Given the sharp focus on rural India, we knew we would need something audacious but also deeply human.

NEERAJ KANITKAR
Co-founder, Fundamental



DIGITAL

Platform-first ideas that feel native and intuitive, turning insights into interactive stories designed to engage, involve and drive action.

prime video

WATCH WHAT YOU FEEL

Turns emotions into instant content discovery on Prime Video.



BRAND : Amazon Prime Video

AGENCY : WPP OpenDoor

ABOUT PRIME VIDEO

Prime Video is a streaming entertainment service within the Amazon Prime ecosystem in India. It offers a wide array of movies, TV series, and Amazon Originals. The platform focuses on providing a comprehensive content library, including a strong emphasis on Indian and global productions, as a key value for its members.

ABOUT WPP OPENDOOR

WPP OpenDoor is a WPP agency specialising in strategic media planning, buying, and conceptualising innovative media solutions. Its core capabilities include driving creative thinking across OOH, digital, and other media. OpenDoor exclusively serves Amazon (Ecommerce and Prime Video), defining and executing media strategy for their campaigns.

OBJECTIVE

Extend Prime Video's 'Every kind of emotion. It's on Amazon Prime' communication through innovative executions on media that showcase Prime Video's vast catalogue, enabling effortless, emotion-led content discovery for the audience.

KEY CHALLENGES

To showcase Prime Video's emotional proposition and catalogue within the ad space itself, avoiding high drop-offs from external experiences, while delivering innovation that lived natively inside media formats.

EVERY KIND OF EMOTION. IT'S ON AMAZON PRIME

To launch the campaign, we created an industry-first, AI-driven, emotion-led banner, in partnership with Wootag, that delivered personalised content discovery directly within the ad unit, helping overcome the drop-offs typical of microsite-based innovations. Users expressed emotions through their device camera and instantly received mood-matched title recommendations. Each interaction surfaced three unique, non-repeating titles to showcase catalogue depth, with language-based localisation for southern markets. Example: A 'happy' expression triggered feel-good titles like Call Me Bae or Panchayat. The seamless, in-banner experience made Prime Video's emotional promise feel tangible and intuitive, achieving a 2.24% engagement rate, with 41% of users selecting 'happy'.

BUILDING IMPACT

- AI-enabled emotion-detection banner ran exclusively on IndiaTimes. Using Wootag's facial-expression technology, the banner read real-time emotions within the ad unit and matched them to relevant Prime Video recommendations.
- Nearly 100 movies and shows were mapped to specific emotions.
- Familiar faces anchored relatability, Manoj Bajpayee for Hindi-speaking markets and Samantha for South India, while content auto-localised by region, serving culturally relevant titles.

BIG IDEA
An AI innovation that reads your emotions and suggests shows!

CRITICAL INSIGHT
Consumers choose what to watch based on how they feel.

CANVAS
Digital

RESULT

12M
Impressions

2.35K+
Users engaged

2.24%
Interaction rate

TEAM BRAND

At Prime Video, everything starts with a simple human truth: people choose stories based on how they feel. This innovation turned that insight into an always-on discovery layer, embedded seamlessly into everyday browsing. By responding to moods with emotionally tuned recommendations, we showcased the depth of our catalogue without friction, reinforcing our brand promise through an experience that felt effortless and invisible.

CHIRAG SHARMA
Lead Digital Marketing, Prime Video IN & SEA

TEAM AGENCY

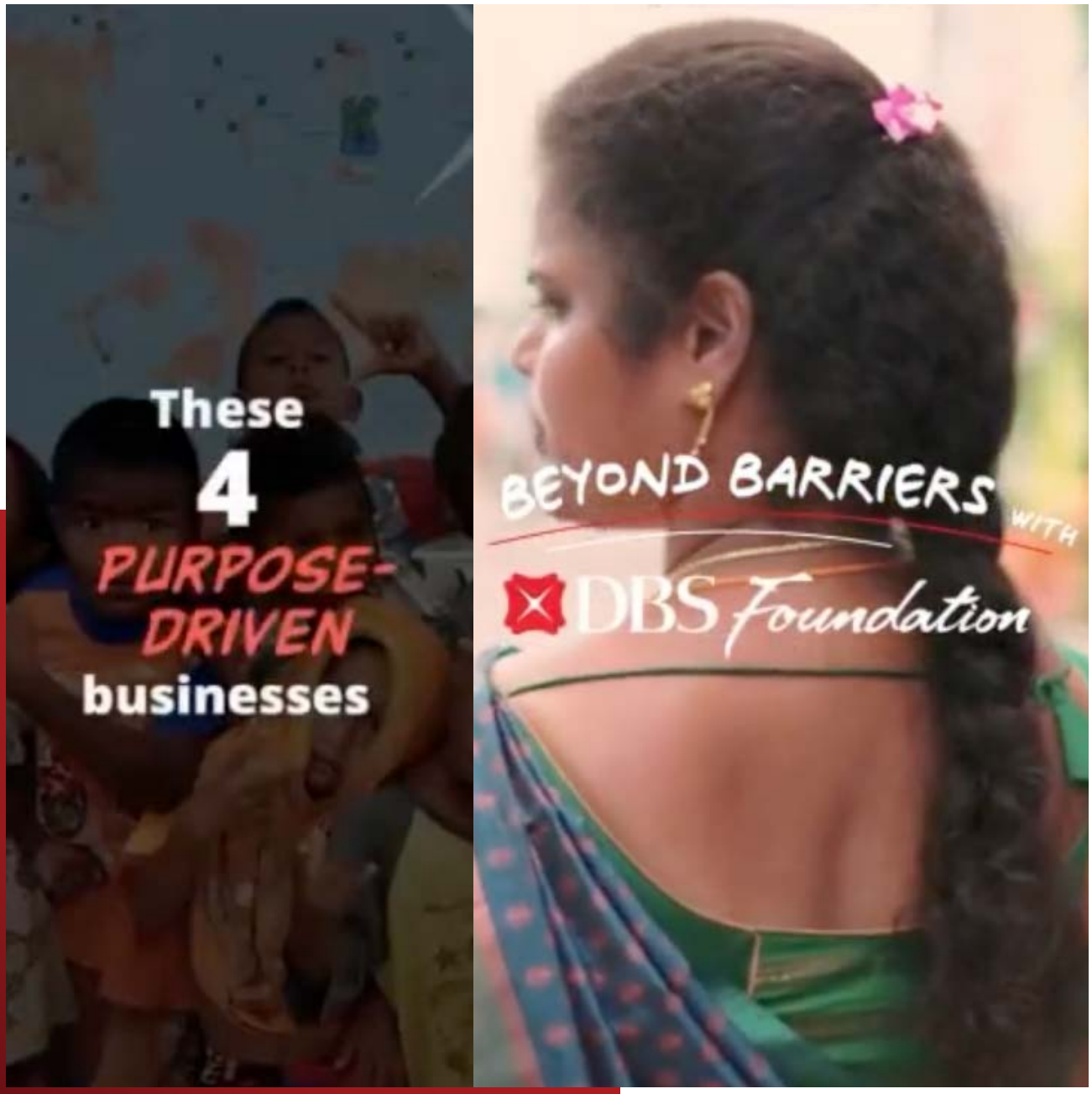
The challenge was not just to stand out in a crowded OTT landscape, but to do so in a meaningful and non-intrusive way. By turning a simple banner into an emotion-led discovery experience, we merged creativity, media, and innovation into a seamless interaction.

DEEPA JATKAR
Agency Head, WPP OpenDoor

DBS

BANKING ON RECALL

Strengthens brand awareness through consistent, full-funnel digital storytelling.



BRAND : DBS Bank India

AGENCY : Gozoop

ABOUT DBS BANK INDIA

DBS Bank India is a leading digital-first bank that focuses on simplifying financial experiences for consumers and businesses. With its promise of 'Live more, Bank less', the brand aims to create seamless, intuitive banking through technology, service excellence and purpose-driven communication.

ABOUT GOZOOP

Gozoop is an integrated digital agency specialising in strategy, content, creative, social and performance marketing. For DBS, the agency led platform strategy and content creation to build year-long consistency and digital recall.

OBJECTIVE

Strengthen top-of-mind awareness for DBS Bank and achieve a 10-point increase in brand awareness by reinforcing the brand promise, driving consistent visibility, and building recognition across digital channels.

KEY CHALLENGES

DBS operates in one of the world's most competitive banking categories, where digital sameness, low consumer attention, and category clutter make brand recall difficult. Creating year-round distinctiveness and emotional relevance was essential to break through.

LIVE MORE, BANK LESS

DBS aimed to achieve a 10-point rise in brand awareness by building year-long consistency around its promise, 'Live more, Bank less'. The campaign used a full-funnel content approach across Meta, X, YouTube, influencers, brand ambassadors and Google platforms. A unified visual language through DBS Spark strengthened recognition across touchpoints. Real stories, purpose-led films and platform-native content made the brand more relatable and memorable. The effort delivered strong impact, including a 34.4% earned engagement rate, 25.28% follower growth, 14.5% rise in positive net sentiment and a 10-point lift in brand awareness within one year.

BUILDING IMPACT

- Full-funnel content across Facebook, Instagram, X, YouTube, Google Display and DV360. Platform-native storytelling through short videos, ambassador-led films, influencer collaborations and purpose-driven content.
- Unified visual identity using DBS Spark across all posts, videos and formats.
- Strategic use of programmatic, Google DV360 and social media channels to maximise reach. Consistent presence across B2C and MSME audiences with contextual content tailored to their needs and behaviour.

BIG IDEA

Make 'Live more, Bank less' an instantly recognisable brand promise.

CRITICAL INSIGHT

Consumers recall banks that simplify life, not just services.

CANVAS

Digital, Social Media, Influencers

RESULT

1.5B+
Engagement

34.4%
Engagement rate

10 POINT
Increase in brand awareness

1.3B+
Reach across platforms

TEAM BRAND

At DBS, our ethos is simple: make banking effortless so people can focus on what truly matters. 'Live more, Bank less' brings this promise to life. This campaign strengthened our connection with customers, demonstrating that insight-driven, consistent efforts don't just simplify banking, they build lasting trust and relevance.

NEKZAAD VAKIL
Executive Director, Group Marketing & Communications, DBS Bank India

TEAM AGENCY

Our job was to turn 'Live more, Bank less' from a promise into a moment people actually remember. By aligning content, design, and platforms, we gave the brand a consistent, unmistakable personality across every touchpoint. The result? Creativity with purpose that doesn't just build awareness, it makes DBS impossible to forget.

JANHAVI IYER
Vice President – Brand Communications, Gozoop

Eat Sure
Foodcourt on an App

SIP WITHOUT PLASTIC

Makes sustainability opt-in, valued, and lasting.



BRAND : EatSure

AGENCY : Clarity Comms

ABOUT EATSURE

EatSure brings to India a first-of-its-kind experience with its 'Foodcourt on an App' philosophy, where it allows consumers to order from multiple trusted restaurants such as Faasos, Wendy's, Behrouz Biryani, OvenStory Pizzas, Sweet Truth, LunchBox, in a single order without any hassle.

ABOUT CLARITY COMMS

Clarity Comms is a Mumbai-based PR and communications firm with a pan-India network and global outlook. It builds strategies, drive thought leadership, manage digital communications, and strengthen stakeholder relations. Agile, young, and sharp, it delivers fresh ideas with clarity, backed by strong media relationships and industry expertise.

OBJECTIVE

To inspire a shift toward conscious consumption by offering reusable stainless steel straws, encouraging customers to choose sustainability and reduce plastic waste through small, meaningful everyday actions.

KEY CHALLENGES

Budget limitations made procuring steel straws challenging while balancing safety standards and cost. The logistics of ensuring the stock reached kitchens on time and dispatches synced with orders across locations were another challenge.

MAKE A SWITCH - DITCH THE PLASTIC

To turn awareness into action this World Environment Day, EatSure encouraged consumers to swap plastic straws for durable, reusable steel ones. Through a Rs 15 opt-in add-on at checkout, the campaign distributed 15K straws only to those who valued them, minimising waste and maximising impact. By making sustainability simple and teachable through behaviour, EatSure converted a daily habit into an eco-conscious choice, reinforcing its vision of food delivery that's good for the planet as well as people.

BUILDING IMPACT

- Sourced food-grade stainless steel straws and embossed them with the EatSure logo.
- Inventory was planned two months in advance and distributed to selected metro kitchens before launch. The straw was listed on EatSure as an add-on, promoting conscious adoption over free distribution.
- When customers opted in at checkout, kitchens automatically fulfilled the add-on with their order, ensuring seamless execution.

BIG IDEA

8M straws pollute oceans - choose metal, save turtles.

CRITICAL INSIGHT

Purpose × platform = conscious change in every order.

CANVAS

Digital, Social Media

RESULT

7.98L+
Reach

₹22L+
Advertising value equivalent

TEAM BRAND

Sometimes, the smallest choices create the biggest change. With this simple metal straw, we wanted to give our customers a gentle way to care for the planet with every sip. It's our little reminder that sustainability can be sweet, simple and part of everyday life.

SANIKA BHOSALE
Assistant Brand Manager EatSure | Rebel Foods

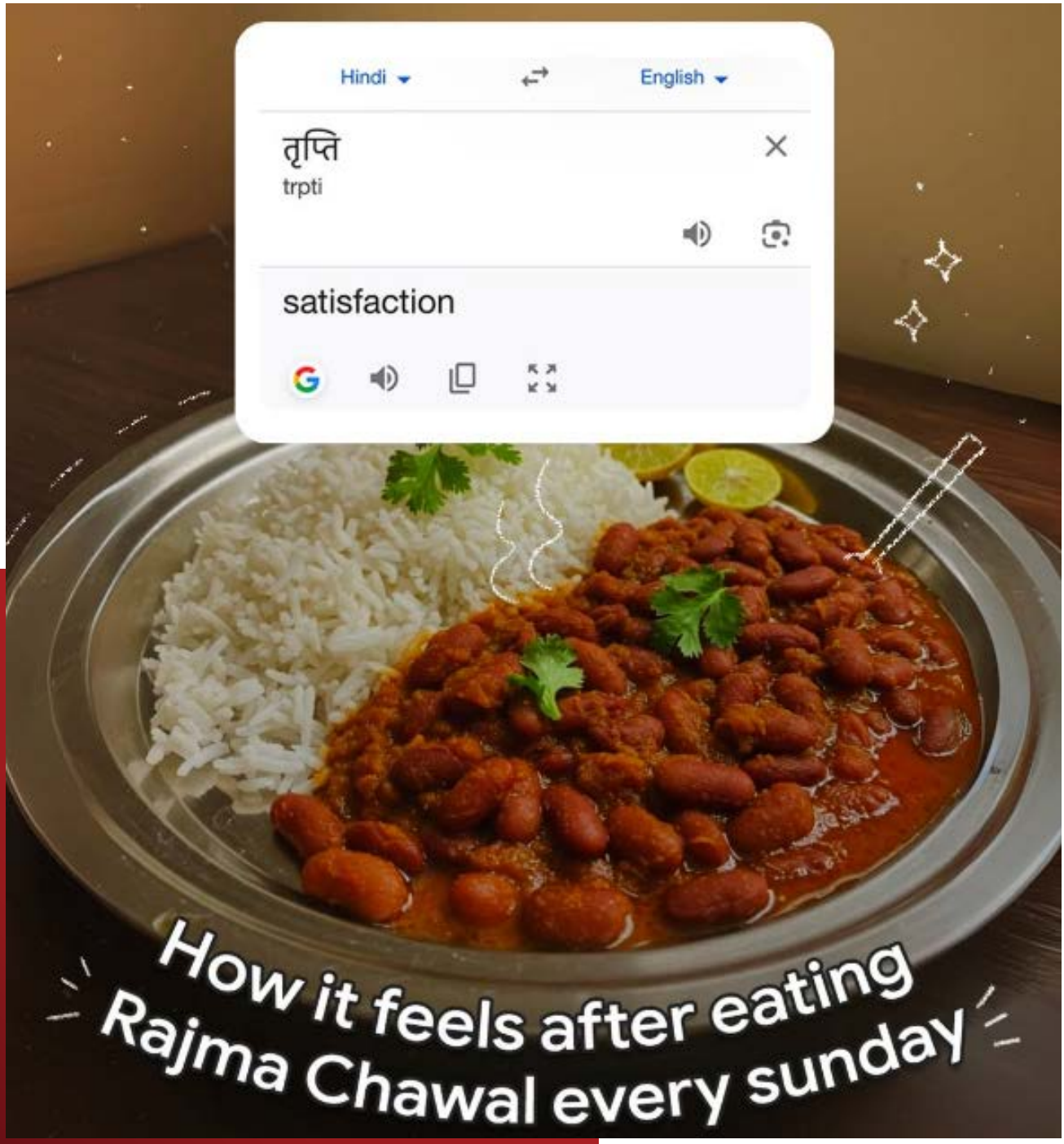
TEAM AGENCY

At EatSure, we believe food delivery can be a force for good. World Environment Day is a reminder that even small choices add up. Through this initiative, we're not just offering a sustainable alternative, we're encouraging more mindful habits, one order at a time. Sustainability for us isn't a one-day campaign; it's a long-term commitment. We're proud to serve not just food, but values that look ahead.

PRIYANKA SHETTY
Founder at Clarity Comms

INCLUSION, SPOKEN FLUENTLY

Turns familiar phrases into powerful representations of identity, powered by Google.



BRAND : Google India

AGENCY : Lesssgo

ABOUT GOOGLE INDIA

A platform for literally everyone - accessible across languages, cities, and stories - making access truly inclusive.

ABOUT LESSSGO

Lesssgo is a content agency that cooks chatpatta content for brands.

OBJECTIVE

To celebrate India's linguistic diversity through simple and relatable content in 13 Indian languages for International Mother Language Day, while highlighting how Google Search and Google Translate support everyday language use.

KEY CHALLENGES

Ensuring linguistic accuracy across 13 languages, maintaining cultural sensitivity, and capturing regional sentiments authentically, since language is a personal and emotional topic.

IMLD 2025

A celebration of India's linguistic diversity that resonated with audiences by reflecting everyday expressions and cultural nuances, while subtly highlighting how Google's products support language and learning.

BUILDING IMPACT

- The week-long campaign featured content across 13 Indian languages, engaging a diverse range of users.
- Each piece was built using culturally rooted insights and commonly used phrases to maximise impact.
- Relatable, simple and raw visual style kept the work approachable and shareable, increasing engagement significantly.
- The campaign leveraged subtle inclusion of Google Search and Google Translate in everyday scenarios to enhance the core narrative's relatability across audiences.

BIG IDEA

Celebrating India's linguistic diversity.

CRITICAL INSIGHT

Familiar phrases, cultural nuances and locally rooted expressions make people feel represented and encourage sharing.

CANVAS

Digital

RESULT

56M Reach

120M Views

3.19M Engagement

TEAM AGENCY

We wanted every language to feel genuinely represented. When the phrases feel true, people feel seen, and that made the campaign connect. We aimed to capture everyday moments that make each language unique while letting people feel pride in their own language and curiosity about others.

PRIYA PYDEE

Sr. Content Lead, Lesssgo

Google India

FROM FEATURE DROP TO FANDOM

Transforms Gemini's innovative features into viral moments, sparking organic discovery.



BRAND : Google India

AGENCY : Lesssgo

ABOUT GOOGLE INDIA

A brand that sets innovation-first trends and creates products used across the internet.

ABOUT LESSSGO

Lesssgo is a content agency that cooks chatpatta content for brands.

OBJECTIVE

To launch Gemini by spotlighting its innovative features, led by Nano Banana, Nano Banana 2.0, and Veo, through helpful content, organic product usage, as well as trends turned viral.

KEY CHALLENGES

Ensuring the content struck the right balance between maintaining brand connect and engaging the audience through relatable and inspiring routes.

GEMINI LAUNCH

By meeting audiences through relatable and wow-worthy visual content, Gemini's launch moved beyond a typical tech rollout and became an internet moment. Trend-led, relatable content helped people discover Gemini's capabilities organically, turning curiosity into real usage across India.

BUILDING IMPACT

- Trends got ignited with the Nano Banana figurine trend going viral first.
- People hopped from trend to trend, and Gemini picked up with tutorials and relatable content on the same. Brand collabs were extended for each trend.
- New trends were formed around topical days such as Navratri, Diwali and end-of-year sentiment.
- Content maintained a subtle Google Gemini connect, with insights and trends always leading the narrative.

BIG IDEA

Make Gemini's launch an internet moment.

CRITICAL INSIGHT

Gemini needed to show up with relatable insights, 'oh wow' results and humour for it to be relatable.

CANVAS

Digital

RESULT

17.27M
Engagement

439.8M
Reach

TEAM AGENCY

The success of AI-driven content lies in balancing powerful capability with intuitive use. With Gemini, we focused on natural human expression, backed by client trust that let us explore creatively across brands.

ANKITA GUPTA
Head of Operations & Sr. Group Account Manager, Lesssgo

HDFC BANK

ALWAYS-ON VIGILANCE

Shifts fraud prevention from advisories to active vigilance.



BRAND : HDFC Bank - Vigil Aunty

AGENCY : Kinnect Media Pvt. Ltd.

ABOUT HDFC BANK-VIGIL AUNTY

Vigil Aunty is India's first anti-fraud influencer and the MVP – Most Vigil Person at HDFC Bank. Her mission is to make India fraud-free and keep everyone vigilant against financial fraud.

ABOUT KINNECT MEDIA PVT. LTD.

Kinnect is an integrated creative agency building full-funnel, digital-first solutions that drive measurable business impact.

KEY CHALLENGES

Fraud communication is often ignored, seen as boring, repetitive, or fear-led. Audiences underestimate personal risk and tune out advisories. The challenge was to create high-retention, culturally engaging content that could break through tight attention spans and drive real behaviour change.

OBJECTIVE

To counter rising digital fraud by shifting consumer behaviour from passive awareness to active vigilance. This campaign aimed to demystify evolving frauds, build continuous fraud literacy, and empower audiences to recognise and avoid threats before they occur.

CONVERSATION WITH VIGIL AUNTY

The idea was to make fraud awareness a continuous cultural conversation through long-form, high-retention content. With podcast consumption surging in India, Vigil Aunty expanded her mission into a deeper, more immersive format that explains the 'why' and 'how' of emerging frauds. The approach combined expert insights, real victim stories and pop-culture relevance with voices like Karan Johar, Raj Shamani, Anupam Mittal and others. By breaking down real fraud tactics in an engaging, accessible way, the podcast strengthened understanding, built sustained vigilance, and added a powerful new layer to HDFC Bank's fraud-prevention ecosystem.

BUILDING IMPACT

- Rolled out on YouTube and social platforms, supported by shorter cutdowns for reach.
- Each episode dissected real fraud scenarios with crisp dialogues, quick pacing, and Vigil Aunty's signature tone to maximise watch-through.
- The creative approach combined humour, expert storytelling, cultural cues, and real-case discussions, packaged in high-retention video formats.
- Episodes were released periodically for always-on relevance.

BIG IDEA

Make fraud awareness culturally sticky through storytelling and credible voices.

CRITICAL INSIGHT

Fraud prevention isn't a message; it's a continuous mindset.

CANVAS

Digital, Social Media, Influencers

RESULT

18.1M+
Engagement

270M+
Reach

450M+
Views

30%
Completion rate

TEAM BRAND

Fraud prevention is about changing behaviour, not just sharing information. We chose the podcast format for CONversation with Vigil Aunty because it enables deeper, lasting conversations. It doesn't just inform people about fraud — it empowers them to recognise it and outsmart it.

JAHID AHMED
Senior VP & Head of Digital Acquisition, Website, Social Media & Content Marketing at HDFC Bank

TEAM AGENCY

Fraud awareness has always been treated like a warning label - useful, but forgettable. We wanted to change that. CONversation with Vigil Aunty takes vigilance out of leaflets and puts it into stories, the kind people actually remember. Because the more people listen, the harder it gets for fraudsters to hijack conversations.

SAVIO BANERJEE
ECD, Kinnect Media Pvt. Ltd.

HIBISCUS MONKEY

A DRINK FOR THE SKIN

Turns Roohafza nostalgia into a viral bodycare launch.



BRAND : Hibiscus Monkey

AGENCY : In-house Creative Team

ABOUT HIBISCUS MONKEY

Hibiscus Monkey is a body specialist brand that brings highly targeted solutions to niche problem areas on the body. The brand brings face-grade care to body skin concerns like keratosis pilaris, ingrown hair, acne, etc. Founded by a mother, a CA, and her twins, who graduated from Harvard and MIT.

ABOUT IN-HOUSE CREATIVE TEAM

Hibiscus Monkey's in-house creative team leads brand strategy, design, product storytelling and campaign development. The team conceptualised and executed the Velvet Spray Sharbat launch end-to-end, grounding the narrative in cultural nostalgia and social-first engagement.

OBJECTIVE

To introduce a nostalgic, roohafza-inspired edition of the viral in-shower moisturiser, Velvet Spray. Transform a body moisturiser into a cultural moment, sparking intrigue, driving virality, and deepening emotional connection by blurring the line between a drink, a ritual, and skincare.

KEY CHALLENGES

The brand needed to stand out in a cluttered skincare category and explain a unique in-shower moisturising format. Additionally, communicating a beverage-style sensorial story for a skincare product required careful narrative framing to ensure curiosity without causing consumer confusion.

VELVET SPRAY SHARBAT LAUNCH CAMPAIGN

Velvet Spray Sharbat body moisturiser taps into nostalgia, inspired by the beloved Roohafza drink. Leveraging a bold narrative twist, the campaign commenced with an announcement that Hibiscus Monkey was taking a "sabbatical from skincare" to enter the beverage industry. The brand even revealed its new identity as a beverage company - sparking instant conversation and virality. After 48 hours of buzz, they unveiled the truth: a drink...for your body. Through founder-led storytelling, Instagram-first content, community reactions, and sensorial language, Sharbat became an emotional cultural moment. The variant instantly sold out and proved so popular that the limited edition was permanently brought back.

BUILDING IMPACT

- The campaign launched with a disruptive announcement, instantly capturing attention: Hibiscus Monkey was taking a sabbatical from skincare to enter the beverage industry.
- Over several days, founder-led storytelling, teasers built intrigue around the brand's "first-ever drink." The reveal introduced Velvet Spray Sharbat, positioned as a drink for the skin, inspired by Roohafza.
- Leveraged Instagram reels, nostalgic copywriting, community reactions, and sensorial product visuals to drive desire.

BIG IDEA

A drink for your skin inspired by nostalgic Roohafza memories.

CRITICAL INSIGHT

Indians associate rose sharbat with comfort, nostalgia, and summer relief.

CANVAS

Digital, Social Media

RESULT

449K+ Views

400+ Comments

1.1K+ Shares

2.4K+ Likes

TEAM BRAND

Our goal was to introduce Velvet Spray Sharbat in a way that sparked curiosity while staying true to our storytelling-first approach. The 'sabbatical into beverages' narrative helped us create cultural intrigue before revealing the product's true identity. This strategy, paired with sensorial content and strong community engagement, made the launch both emotionally resonant and commercially impactful.

ROSHNI MEHTA
Co-Founder, Hibiscus Monkey

TEAM AGENCY

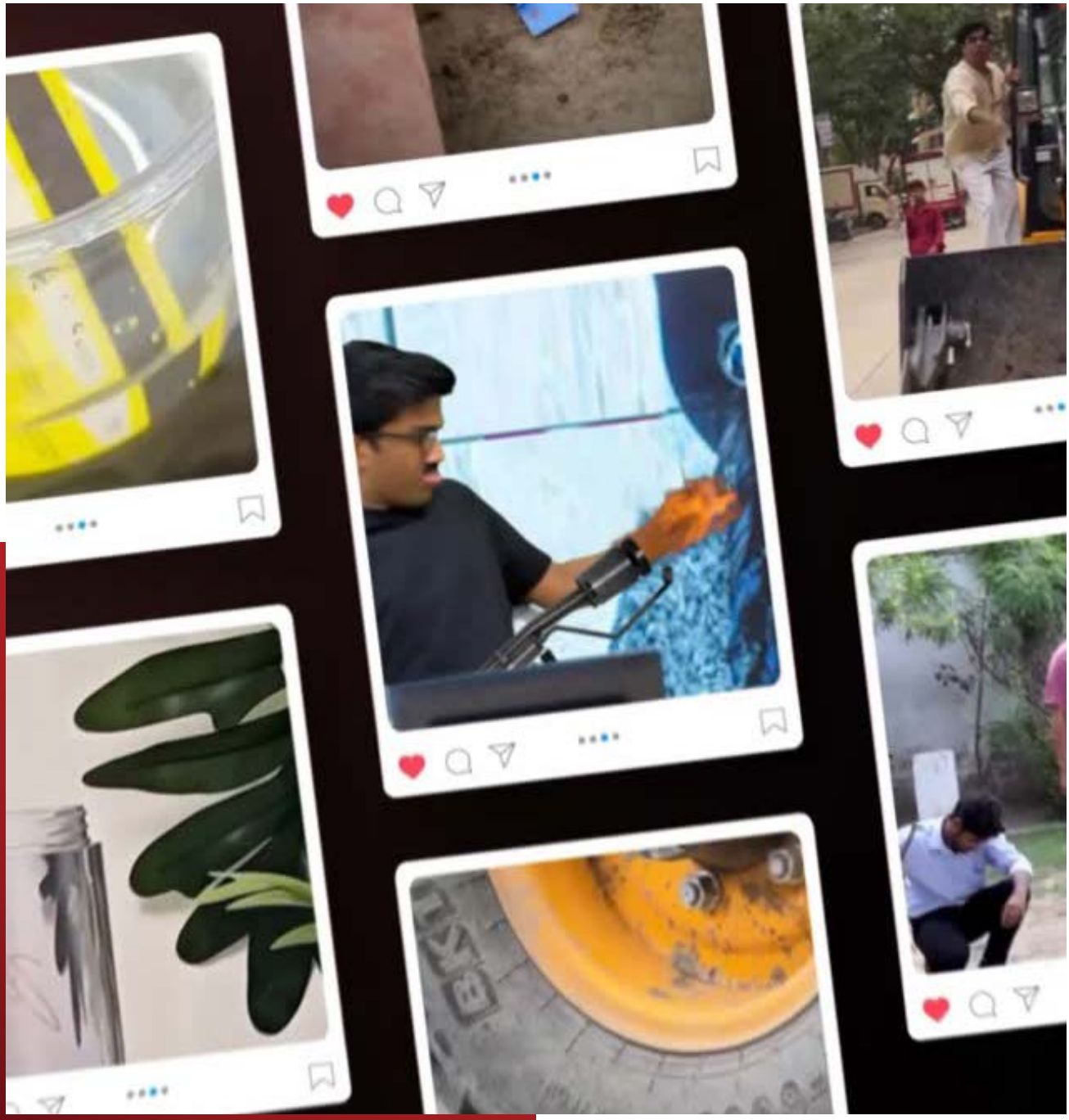
Velvet Spray Sharbat began as a playful summer experiment, but the response turned it into something much bigger. By blending nostalgia, innovation, and sensorial care, we created a product that felt familiar yet new. The 'drink for your skin' idea reimagined how bodycare can delight. Seeing people buy multiples and fold it into family rituals has been truly meaningful.

NAINA MEHTA
Co-Founder, Hibiscus Monkey

Jupiter

NO FINE PRINT

Makes transparency the loudest voice in India's credit card market.



BRAND : Jupiter Money

AGENCY : White Rivers Media

ABOUT JUPITER MONEY

Jupiter Money is an Indian neo-banking app that offers savings accounts, credit cards, loans, investments, and bill payments through regulated partners. The platform focuses on simple money management with features such as expense tracking, smart insights, and direct mutual fund investing.

ABOUT WHITE RIVERS MEDIA

White Rivers Media is an independent, integrated digital agency crafting culturally fluent campaigns that combine strategy, storytelling, and social intelligence to keep brands meaningfully relevant in the internet age.

OBJECTIVE

Rebuild trust in India's credit card market by making transparency the product and the message, shifting young users from deep scepticism to open advocacy.

KEY CHALLENGES

A category built on fine print and confusion, low trust among young users, and a cluttered credit-card market crowded with reward-driven gimmicks.

#ROASTYOURCARD CHALLENGE

India's credit card ecosystem was built on hidden terms and complicated rewards. Jupiter flipped the script with a bold idea: make transparency the loudest voice in the category. The brand invited users to help shape the ideal credit card in public, sparked cultural outrage through RJ Naved's roast, turned frustration into protest with mass card-cutting videos, and showed clarity can be cheeky with billboard-style social posts. The movement reached 25M+ views and reframed Jupiter Edge+ as India's most transparent cashback card.

109

BUILDING IMPACT

- Started with a public Google Doc for people to list what the 'ideal credit card' should include, and it blew up into 600+ pages of pure card manifestation.
- Partnered with RJ Naved for a sharp, relatable roast capturing how deceptive credit cards feel. Added an honest, comedic voice through Anmol Garg's content.
- Kickstarted a cultural rebellion where creators and users cut their old cards on camera, fuelling 25M+ views.
- Rolled out bold, billboard-style social posts calling out category jargon and hidden charges.

BIG IDEA
Transparency as the disruptor.

CRITICAL INSIGHT
People trust brands that speak plainly.

CANVAS
Digital, Social Media, Influencers, Experiential

RESULT

10M+
Views in the first week

1M+
Organic engagement

25M+
Cumulative views from creators and meme pages

TEAM BRAND

Transparency has always been our north star, but this campaign showed how strongly young Indians wanted to claim it for themselves. The response proved that clarity isn't just good design, it's what builds trust in a category that lost it. The movement pushed the industry forward, and we're glad Jupiter played a catalyst.

ADITYAN KAYALAKAL
VP Marketing, Jupiter Money

TEAM AGENCY

Credit cards rarely spark cultural conversations, but honesty did. The campaign worked because Jupiter didn't whisper transparency; it put it on blast. By opening the creation process and then letting creators lead the rebellion, the brand showed how trust is built today: in public, with people.

MITESH KOTHARI
Co-founder and CCO, White Rivers Media

MiMiQ

HONOURING NATURAL BEAUTY

Challenges stigma by celebrating vitiligo as a powerful expression of identity.



BRAND : Mimiq

AGENCY : Decision Pinnacle

ABOUT MIMIQ

Mimiq is a specialised long-lasting camouflage makeup brand for vitiligo and skin blemishes, offering waterproof, transfer-proof coverage that mimics real skin.

ABOUT DECISION PINNACLE

Decision Pinnacle is a creative agency building brands through strategy, design and culture-led campaigns. From identity to launch and ongoing storytelling, it turns brands into memorable experiences.

OBJECTIVE

To reshape perceptions around vitiligo and build trust with the community, positioning Mimiq as championing the cause.

KEY CHALLENGES

The challenge was creating something neither like a PSA nor a typical BPC commercial. The campaign framed vitiligo as a unique, blessed identity.

GORA TEEKA

The campaign takes a cultural symbol, the kala teeka (beauty spot) meant to protect people from negativity, and reimagines it as a gora teeka to honour and celebrate vitiligo skin. With a simple but powerful visual moment, the video reimagined beauty and skin as something to be embraced because My Skin, My Choice. The message connected deeply and organically, gathering 816K+ views and opening space for representation, pride, and gentle self-acceptance in the vitiligo community.

BUILDING IMPACT

- The campaign used topicality of World Vitiligo Day (June 25) to create a timely cultural moment.
- Visual storytelling focused on choice and confidence with the message: My Skin, My Choice. The narrative began with the Gora Teeka film, followed by real-life stories of Gauthami, Niha, Anusha, and Shivam, under the brand platform: Spotlight Stories.
- Cross-channel amplification via social (Reels, Stories), influencer tie-ups, supported by PR & launch content to establish authority in the inclusive segment.

BIG IDEA
Vitiligo patches reimagined as a proud beauty mark.

CRITICAL INSIGHT
Society celebrates a created mark but shames a natural mark.

CANVAS
Digital, Social Media

RESULT

816K+
Views

TEAM BRAND

At Mimiq, we make camouflage concealers for real-life situations. Mimiq as a brand doesn't need to exist, but today it does because social stigma still does. Our aim is to raise awareness around vitiligo so that one day no one feels the need to camouflage it.

HARSHA SOUNDARARAJAN
Founder, Mimiq

TEAM AGENCY

This campaign was built with responsibility and heart. Mimiq isn't just a product. It's a reminder that everyone deserves the freedom to choose how they show up in the world. My Skin, My Choice was crafted so that when this message reaches younger audiences, it teaches pride, not insecurity.

DEEPTI KARTHIK
Founder, Decision Pinnacle

nasher miles

WHEN STYLE MEETS SALE

Positions Nasher Miles luggage as expressive, confident, and hard to miss.



BRAND : Nasher Miles

AGENCY : itch

114

ABOUT NASHER MILES

Nasher Miles is a brand that cares about bringing colour to the boring world of luggage and doing it while looking great.

ABOUT ITCH

itch is a new-age creative partner focused on work that feels real, relevant and hard to scroll past. They combine insight-led thinking with platform-first creativity to help brands show up smarter every day.

OBJECTIVE

Strengthen Nasher Miles' colour-led identity to stand out in a cluttered category, drive festive-season sales, and build stronger brand awareness and connect.

KEY CHALLENGES

Standing out in a cluttered, price-driven festive marketplace, making colour a meaningful differentiator in a largely functional category, and driving recall among younger audiences during Big Billion Days, where competition and attention fragmentation are at their peak.

WHY SO BORING BRO?

Flipkart's Big Billion Days sale is when consumers make their biggest, most considered purchases. Travel and gifting peak, along with the desire to stand out. Nasher Miles used this moment to reframe luggage from a functional buy into a style statement. Through playful, relatable films calling out dull, look-alike bags with "Hey Sakshi, why so boring bro?" and "Hey Ayush, why so boring bro?", colour became a reason to choose, not just a feature.

115

BUILDING IMPACT

- The campaign was executed through two high-impact films supported by a dedicated photoshoot, bringing the idea to life with humour and cultural relevance.
- All content was designed Flipkart-first, adapted into performance-led assets optimised for discovery and conversion during BBD. From video to static formats, each asset was tailored to the platform's shopping behaviour, ensuring visibility at high-intent moments.

BIG IDEA
Making luggage as expressive as the people carrying it.

CRITICAL INSIGHT
Travellers want style everywhere, even at baggage claim.

CANVAS
Digital, Social Media

RESULT

10M+ Views

4M+ Reach

450K Engagement

6.5M+ Impressions

TEAM BRAND

At Nasher Miles, we believe style goes beyond what you wear. It extends to what you carry. 'Why So Boring?' was built on the idea that travel essentials should reflect the same colour, confidence, and personality as the people using them. Through playful storytelling with Sakshi and Ayush, the campaign encouraged travellers to choose boldness, in luggage and in life.

SHRUTI KEDIA DAGA
Co-Founder & CMO, Nasher Miles

TEAM AGENCY

Too often, people express their true style through what they wear, only to carry bags that feel dull and lifeless. We wanted to make a clear statement: your bag should be as full of colour, fashion, and personality as you are.

NAMAN AGARWAL
Co-founder, itch

FANDOM TAKES A DAY OFF

Transforms workplace humour into participatory hype for a live music experience.



BRAND : Sony Music Entertainment India, BookMyShow Live

AGENCY : Yuvaa

ABOUT SONY MUSIC ENTERTAINMENT, BOOKMYSHOW LIVE

Sony Music Entertainment is a global recorded music company representing iconic international superstars and local talent across genres. BookMyShow Live, the live entertainment experiential division of BookMyShow, has brought some of the world's biggest live experiences to India.

ABOUT YUVAA

Yuvaa is India's first Gen-Z driven youth media, data-insights, and impact organisation. It creates socially conscious short and long-form content for young Indians, from chat shows and videos to podcasts and on-ground campus activations that spark meaningful conversations.

OBJECTIVE

To create a viral cultural moment around Travis Scott's Circus Maximus Stadium Tour 2025 (Mumbai), produced and promoted by BookMyShow Live, by tapping into India's leave-taking humour and giving fans a socially acceptable way to 'Apply for Sicko Leave' to attend a weekday concert.

KEY CHALLENGES

Driving attendance for a mid-week concert was a challenge, along with seamlessly integrating content, technology, ticketing, and amplification across partners without diluting the core idea.

SICKO LEAVE

Sicko Leave was designed by Yuvaa, Sony Music Entertainment India and BookMyShow Live as a cultural build-up. In light of Travis Scott's Circus Maximus Tour concert happening in Mumbai on a weekday, a conversation began on LinkedIn where a post about an employee asking for 'Sicko Leave' to attend a Travis Scott concert sparked debate around honesty and generational work culture. As the phrase entered internet vocabulary, meme culture on Instagram and X amplified familiarity before any brand intervention. Responding to this moment, BookMyShow Live launched a Gen-AI-powered Sicko Leave generator microsite, enabling fans to actually apply for 'sicko leave'.

BUILDING IMPACT

- Workplace humour surfaced on LinkedIn, highlighting generational differences around leave culture. Meme-led amplification across Instagram and X embedded 'Sicko Leave' into internet vocabulary.
- BookMyShow Live enabled participation through a Gen-AI microsite featuring 600+ culturally coded excuses. BookMyShow further amplified the campaign through targeted consumer outreach.
- Creators, including @prishisnotreal, @anuj.mp4 @bhavya.mp4 and @aparnaupadhyay, alongside campus activations and platforms, scaled momentum.

BIG IDEA
Turn leave-taking into a cultural moment.

CRITICAL INSIGHT
Gen Z is rewriting leave culture with honesty, humour, and zero guilt.

CANVAS
Digital

RESULT

15M+
Overall reach

35%
Streaming surge

25.5K+
Unique fan entries

TEAM BRAND

The response to Travis Scott's India tour has been truly phenomenal. With 'Sicko Leave', we set out to channel that same electrifying energy: bold, witty and rooted in fan passion, into a playful cultural moment. The campaign reflects the raw, unfiltered essence of Travis Scott's universe, giving fans a creative outlet to celebrate anticipation long before the first beat drops in Mumbai. As India's live entertainment landscape evolves, 'Sicko Leave' embodies our ambition: experiences that feel fan-first, invite participation, blur the line between audience and culture, and transform every major live show into a shared, memorable moment for fans everywhere today.

DOLLY DAVDA
Head - Marketing, BookMyShow

TEAM AGENCY

With Sicko Leave, our aim was to build culture, not just content. Travis Scott's fandom already had momentum - we gave it an Indian, internet-native expression. Watching fun local Travis moments take off, we knew the Mumbai leg needed to feel bigger. Co-creating this with SME India and BookMyShow Live, and seeing 'Sicko Leave' enter common parlance was the cherry on top.

NEHA MATHEWS
Head of Business Development & Partnerships, Yuvaa



SOCIAL MEDIA

Always-on storytelling built for real conversations, shaping culture-led content that connects with communities in the moments that matter.

MAD ABOUT TRIANGLE

Turns a geometric shape into Mad Angles' boldest asset.



BRAND : Bingo! Mad Angles

AGENCY : Tonic Worldwide

ABOUT BINGO! MAD ANGLES

Bingo! Mad Angles is a popular Indian snacking brand from the ready-to-eat category, known for its bold flavours and iconic triangular chips. Positioned toward young, flavour-seeking consumers, the brand focuses on distinctive taste experiences and visual identity, aiming to stand out in a highly competitive snack market.

ABOUT TONIC WORLDWIDE

Tonic Worldwide is a digital-first integrated agency operating across India, the US, and the Middle East for over 18 years. With a unique AI+HI growth framework and interconnected platforms, they build and shape brands for tomorrow's connected world.

OBJECTIVE

To reclaim the triangle as Mad Angles' unique brand asset and build salience among Gen Z by sparking cultural conversations around its iconic shape, driving organic engagement and participation without paid media, while improving business results and purchase intent.

KEY CHALLENGES

A cluttered snack market weakened shape-based distinctiveness. Gen Z attention shifted toward trend-led brands. The campaign required organic virality through creators, memes, and participation, while proving measurable business impact within limited budgets.

CHIEF TRIANGLE OFFICER

The campaign positioned the triangle shape as a distinctive cultural asset for Bingo! Mad Angles. A fictional Chief Triangle Officer, played by Raghu Ram, humorously defended triangles through rants, triangle violations, and creator-led spoofs. The idea sparked meme culture, triangle-spotting trends, and organic UGC across Instagram. Instagram-first content, creators, and meme pages built momentum through viral Reels and participation mechanics. The campaign drove 14.5M reach, 7.8M engagements, and over 1,000 UGC posts, contributing to a 13% quarterly sales growth and a two-point lift in purchase intention.

BUILDING IMPACT

- Content was rolled out in phases to build intrigue, create viral moments, and sustain momentum.
- Influencer collaborations added credibility and scale, while meme pages helped organically spread the narrative.
- Real-time reactions and trends were tracked to steer content formats.
- Amplified formats and influencers that performed best, ensuring relevance and maximum impact.

BIG IDEA

Create a triangle gatekeeper who humorously enforces Mad Angles' shape ownership.

CRITICAL INSIGHT

Gen Z values bold, meme-worthy identities they can co-create with.

CANVAS

Digital, Social Media, Influencers

RESULT

14.5M Reach

7.8M Engagement

16.5M Views

1K+ UGC triangle-spotting posts

TEAM BRAND

Bingo! Mad Angles has always broken the clutter with its campaigns and has built a memorable connection with the youth with its new-age, wacky humour. With the "Mad About Triangle" campaign, we plan to further amp up the madness we are known for. Raghu's energetic and bold persona perfectly aligns with the disruptive nature of Bingo! Mad Angles, making this campaign a memorable treat for our consumers.

SURESH CHAND

VP and head of marketing, Snacks, Noodles & Pasta, Foods Division, ITC

TEAM AGENCY

With Chief Triangle Officer, we wanted to take Mad Angles most powerful asset, the triangle, and push it back into culture with unapologetic swagger. Instead of talking flavour, we built a character who made the shape impossible to ignore. The momentum was entirely organic because Gen Z doesn't follow ads; they follow entertainment. Reclaiming the triangle wasn't just a campaign; it became a behaviour shift for the brand.

SUDISH BALAN

Co-founder & Chief Creative Officer, Tonic Worldwide

LUXURY IN MOTION

Positions the BMW X3 as the SUV for high-performance lives.





BRAND : BMW

AGENCY : Pollen

ABOUT BMW

BMW (Bayerische Motoren Werke) is a German luxury automotive manufacturer known for precision engineering, performance-driven design, and premium lifestyle automobiles. Established in 1916 and headquartered in Munich, BMW is a global leader in the premium car segment.

ABOUT POLLEN

Founded in 2019, Pollen is a full-service influencer marketing ecosystem that cultivates and nurtures new-age creators and creator ecosystems.

OBJECTIVE

The BMW X3 facelift was overshadowed by the new iX1, so the objective was to reignite attention, rebuild conversation, and refresh its social presence by partnering with creators whose lifestyles reflect ambition and premium values to restore the X3's spotlight.

KEY CHALLENGES

The BMW X3 facelift saw limited visibility at its January launch as the iX1 dominated category conversations. Selecting creators who aligned authentically with the X3 persona, while differentiating content for those previously linked to competitor car brands, added execution complexity.

BMW X3: MASTER EVERY MOMENT

To revive excitement around the BMW X3, we created a creator-led campaign built around the idea of 'Master Every Moment'. The narrative positioned the X3 as the SUV for individuals who excel in fast-paced, high-performance lives. Four creators, Jayesh Sachdev, Smaran Sahu, Durjoy & Avantika, and Prerna Mehra, brought the story to life through visually rich, matchcut-driven 'Day in My Life' films. Each creator seamlessly blended their craft, lifestyle moments, and personal style with the BMW X3, showcasing the SUV as an extension of their ambition, creativity, and everyday movement.

BUILDING IMPACT

- Each film was built on creator-specific matchcuts: Jayesh's art strokes aligning with the X3's design, Smaran's coffee-to-car transition, Prerna's watch-to-commute sequence, and Durjoy & Avantika's blend of golf, travel, and family moments.
- The cinematic transitions made the X3 feel naturally integrated into their routines. Through tight coordination, tailored treatments, and rapid creator-led edits, the campaign delivered a polished, high-performance visual identity.

BIG IDEA
Master Every Moment with the BMW X3.

CRITICAL INSIGHT
People choose cars that mirror their drive, ambition, and identity.

CANVAS
Social Media

RESULT

492K
Reach

24K+
Engagement

1.4M+
Views

4.94%
Average engagement rate

TEAM BRAND

The BMW X3 creator campaign turned everyday moments into standout brand touchpoints by pairing the SUV with storytellers who excel in travel, lifestyle, art, and performance. Their dynamic, on-the-go narratives showcased how effortlessly the new BMW X3 fits into every journey. The campaign reignited excitement around the latest X3 launch and delivered engagement metrics that exceeded expectations.

VITESH BARAR
Director - Marketing, BMW India

TEAM AGENCY

For the BMW X3 campaign, we focused on creators who naturally embody modern luxury and movement, allowing them to narrate 'master every moment' through their own visual language. The match-cut storytelling and creator-led production offered authenticity, dynamism, and premium aesthetic depth. This approach not only strengthened brand desire but also delivered high-impact engagement across niche, high-affinity audiences, elevating BMW's narrative across platforms.

HARIN JOSHII
Influencer Marketing Manager, Zoo Media

CAPTURING REAL SMILES

Showcases 144+ moments of joy and connection at the Maha Kumbh.



BRAND : Britannia Good Day

AGENCY : Schbang

ABOUT BRITANNIA GOOD DAY

Britannia Good Day is a leading biscuit brand in India, positioned around everyday cheer and the belief that a smile can transform moments. With a focus on warmth, optimism and simple joys, the brand aims to spark positivity through its products and storytelling, becoming synonymous with 'smile-first' experiences.

ABOUT SCHBANG

Schbang is a leading Creative, Media, Technology Transformation company in India. For this campaign, Schbang collaborated on end-to-end creative development, ensuring cohesive storytelling, asset creation, and seamless deployment across platforms.

OBJECTIVE

The campaign aimed to capture genuine human moments at Maha Kumbh by immersing photojournalists in the crowd, documenting joy, kindness, connection and amplifying these stories through creators to build a collective movement of positivity preserved for future generations.

KEY CHALLENGES

The challenge was to stand out at a large cultural gathering, cut through digital noise, and capture authentic human stories, requiring agile storytelling and seamless amplification across creators, platforms, and diverse audience behaviours.

A GOOD DAY AT MAHAKUMBH

Good Day at Maha Kumbh' captured the emotional core of the once-in-144-years gathering by documenting genuine moments of joy, kindness and human connection. A team of photojournalists immersed themselves on-ground to chronicle 144+ stories, which were later amplified through influencers, meme pages and social platforms. The campaign transformed real smiles into a national movement of positivity, positioning Britannia Good Day as a brand that celebrates shared human warmth. With 129 million online smiles and widespread earned media, the initiative strengthened cultural relevance while preserving the spirit of the Maha Kumbh through a lasting digital archive of happiness.

BUILDING IMPACT

- 12+ creators documented authentic human stories over 45 days at Maha Kumbh. These stories were amplified through 50+ influencers, meme pages and creators to drive nationwide reach.
- A dedicated microsite, makeitagoodday.in, served as the archive of all 144+ stories.
- Social media content, reels, and photo-led posts extended the emotional experience beyond the event. PR collaborations ensured widespread coverage across news and marketing platforms.

BIG IDEA

Capturing and amplifying real human smiles from the Maha Kumbh.

CRITICAL INSIGHT

Shared joy spreads fastest when rooted in genuine human moments.

CANVAS

Social Media

RESULT

1.2M+ Reach

2.5M+ Impressions

2M+ Engagement

TEAM BRAND

Britannia Good Day is built with the belief that happiness lies in the little things-those small moments of joy, making every day a good day. At Maha Kumbh, we sought to illuminate hundreds of such moments, brought to life through the human spirit, reflected in smiles, stories, and shared experiences. Together, they inspire us to rediscover joy in the simplicity of everyday moments.

ARCHANA BALARAMAN
General Manager, Marketing, Britannia

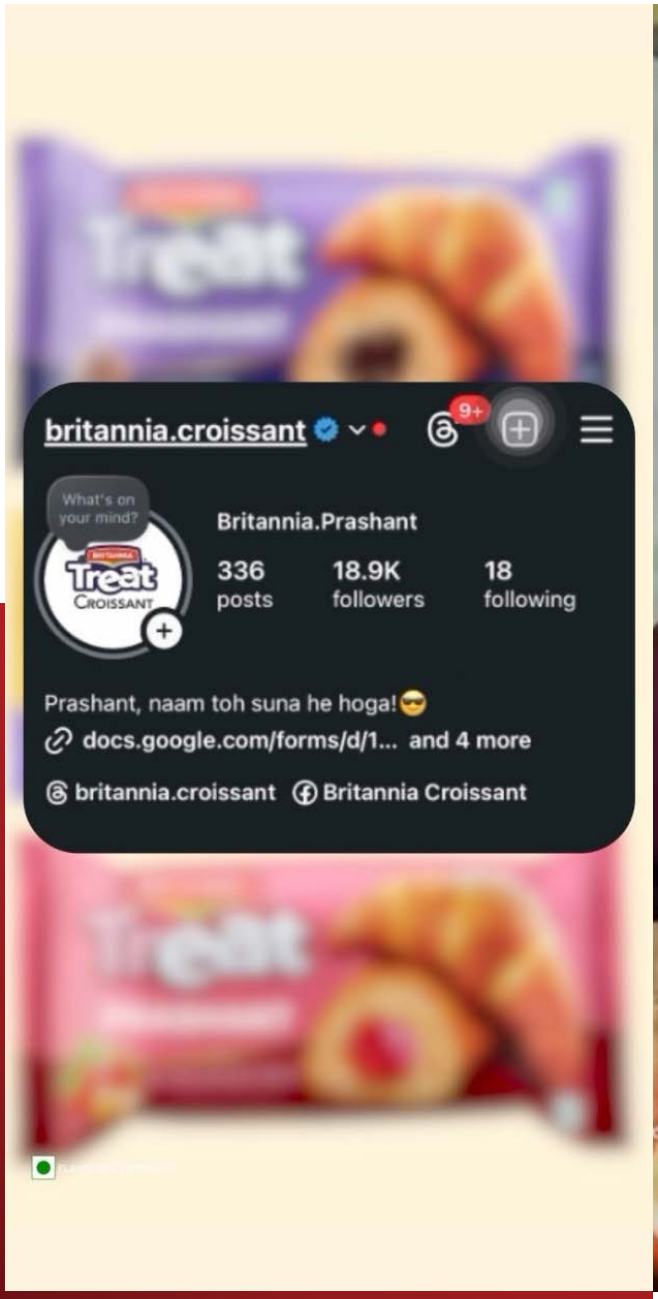
TEAM AGENCY

This Mahakumbh was truly special because it came after 144 years. While most brands focused on crowds and sadhus, we chose to spotlight the people. We captured 144 real stories that revealed moments of joy, resilience, and connection. With a crew of 12+ creators, we wove these stories into a goosebump-inducing film and preserved them on a platform where they live forever.

DIPSHIKA RAVI
National Creative Director, Schbang

CROISSANT, NOW PRASHANT

Converts a viral mispronunciation into brand love and sales momentum.





BRAND : Britannia Treat Croissant

AGENCY : Schbang & Tilt Brand Solutions

ABOUT BRITANNIA TREAT CROISSANT

Britannia Treat Croissant is a packaged bakery snack brand within the croissant segment, positioned as a richly indulgent treat with flavoured cream fillings. The brand aims to build the category among young, on-the-go consumers while reinforcing Britannia's leadership in this space.

ABOUT SCHBANG & TILT BRAND SOLUTIONS

Schbang and Tilt Brand Solutions collaborated on the Prashant campaign, combining strengths in storytelling, trend-led content and audience engagement. Together, they executed a multi-platform rollout that amplified fan participation, integrated influencers seamlessly, and maximised reach to ensure strong resonance across social and digital touchpoints.

KEY CHALLENGES

A major hurdle to awareness and trial was the product's pronunciation, which created hesitation, added friction at the point of consideration and slowed the category's shift from curiosity to mainstream acceptance.

OBJECTIVE

Croissants in India are still an emerging, under-penetrated category with limited awareness and trial. The mandate was to strengthen brand and category salience for Britannia Treat Croissant and spark greater consumer curiosity and search interest across digital and social platforms.

BRITANNIA PRASHANT (CROISSANT)

The campaign transformed the viral mispronunciation of 'Croissant' as 'Prashant' into a cultural bridge for a category still finding its foothold. By owning the meme, collaborating with its creator and rebranding across social platforms, Britannia used humour, participation and creator-led storytelling to make the croissant feel unmistakably familiar. The approach leaned into meme culture, agile content, and community involvement, supported by influencers and keyword-driven q-commerce ads for 'Prashant'. The impact: 100M+ views, 450K+ engagements, Rs 50 crore in earned media with minimal spends, a 174% surge in brand searches, 150% category search growth, and over a quarter jump in sales.

BUILDING IMPACT

- Recast 'croissant' as 'Prashant' across social platforms, refreshing the handle, bio, and identity. Built momentum through short-form videos and community interactions.
- Collaborated with comedians Anubhav Bassi and Harshath Khan for creator-first edits.
- Released limited-edition Prashant packs and drove participation via 'Tag a Prashant' prompts. Deployed keyword-led quick commerce ads against 'Prashant' searches.
- With minimal spends, boosted high-performing edits to convert attention into sales.



BIG IDEA

Positioning croissant as 'Prashant' to create immediate Indian cultural familiarity.



CRITICAL INSIGHT

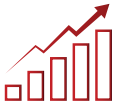
India adopts foods faster when names feel rooted, relatable, and familiar.



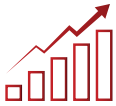
CANVAS

Social Media, Influencers.

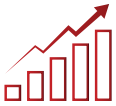
RESULT



100M+
Views



5K+
UGC



450K+
Engagement



₹50 CR
Earned Media



174%
Growth in brand searches



150%
Growth in category searches

TEAM BRAND

The campaign was part of a broader vision to familiarise consumers, in an engaging way, with a novel product offering. Rebranding our social media identity to Britannia Prashant was a deliberate effort to promote the packaged croissant, a category nascent in India. By tapping into the viral Prashant–Croissant meme, we built a connection to drive category awareness and Britannia's leadership.

SHEKHAR AGARWAL
General Manager, Marketing – Britannia Industries

TEAM AGENCY

Prashant started as a small croissant joke and became a full-blown cultural moment. As a creative, you can't plan virality like that; you can only create with honesty, stay tuned into the internet's pulse, and back the idea with everything you've got. We're just happy India adopted Prashant as one of its own.

PURU AGARWAL
Creative Director - Schbang Digital Solutions Pvt. Ltd.

CARAVELA®
BEACH RESORT
VARCA, GOA

FROM STAY TO SAVOUR

Repositions the resort's restaurants from hotel dining to a food-tourism experience.





BRAND : Caravela Beach Resort, Goa

AGENCY : Adfactors PR

ABOUT CARAVELA BEACH RESORT, GOA

Caravela Beach Resort, Goa, is an upscale hospitality brand in the leisure travel category, positioned as a premium beachfront getaway. The resort focuses on guest-centric experiences, family-friendly stays, and creating memorable moments. It is also known as an ideal destination for weddings, celebrations, and group gatherings.

ABOUT ADFACTORS PR

Adfactors PR is a leading communications consultancy known for its expertise in strategic storytelling, media relations, and integrated reputation management. For this campaign, the agency developed the communication strategy, managed execution across platforms, and ensured cohesive messaging to strengthen the brand's visibility and engagement with its target audiences.

OBJECTIVE

Showcase Caravela's chef-led cuisine, unique dishes, seasonal produce, and local expertise to attract diners beyond hotel guests. The campaign aimed to position the resort's restaurants as a Goa food-tourism destination and increase on-property F&B footfall.

KEY CHALLENGES

The campaign had to break through Instagram's saturated food and travel content to make Caravela's culinary stories stand out, driving real restaurant footfall despite platform limits, audience fatigue, and strong competition from Goa's dynamic dining scene.

CHEF'S SPECIALS

The campaign spotlighted Caravela's chefs as storytellers behind signature dishes, creating a more personal and memorable culinary narrative. By showcasing diverse preparations — vegetarian, non-vegetarian, baked specialities, and seasonal produce — the team highlighted the property's breadth of cuisine. Engaging social content helped break through platform clutter, spark curiosity, and reposition the restaurants from typical 'hotel dining' to a compelling food-tourism experience. The strategy encouraged audiences to visit not just for a stay but for the chefs, their craft, and their unique dishes. The campaign reinforced Caravela's association with culinary excellence and boosted on-property F&B interest and footfall.

BUILDING IMPACT

- The campaign followed an Instagram-first approach, supported by YouTube and Facebook for extended reach.
- Chef-led Reels were released once a month, with each video introducing a chef and highlighting a signature dish.
- Trending music, smooth transitions and vibrant food visuals enhanced engagement.
- Seasonal relevance was added through timely creations, such as a Navratri thali and a Christmas dessert.

BIG IDEA

Spotlighting expert chefs to forge personal connections with signature dishes.

CRITICAL INSIGHT

Audiences engage more when content highlights real personalities, like chefs.

CANVAS

Social Media

RESULT

2.8M+
Reel Impressions

16.5K+
Engagement

2.7%
Engagement Rate

TEAM BRAND

Caravela has long been known for premium leisure and luxury, but Goa's culinary soul needed stronger spotlighting. This initiative aimed to honour Goan cuisine by celebrating the chefs who bring it to life. By showcasing their craft and passion, we hoped to deepen the connection between diners, the food, and the people behind it.

SOURAV PANCHANAN
General Manager - Caravela Beach Resort, Goa

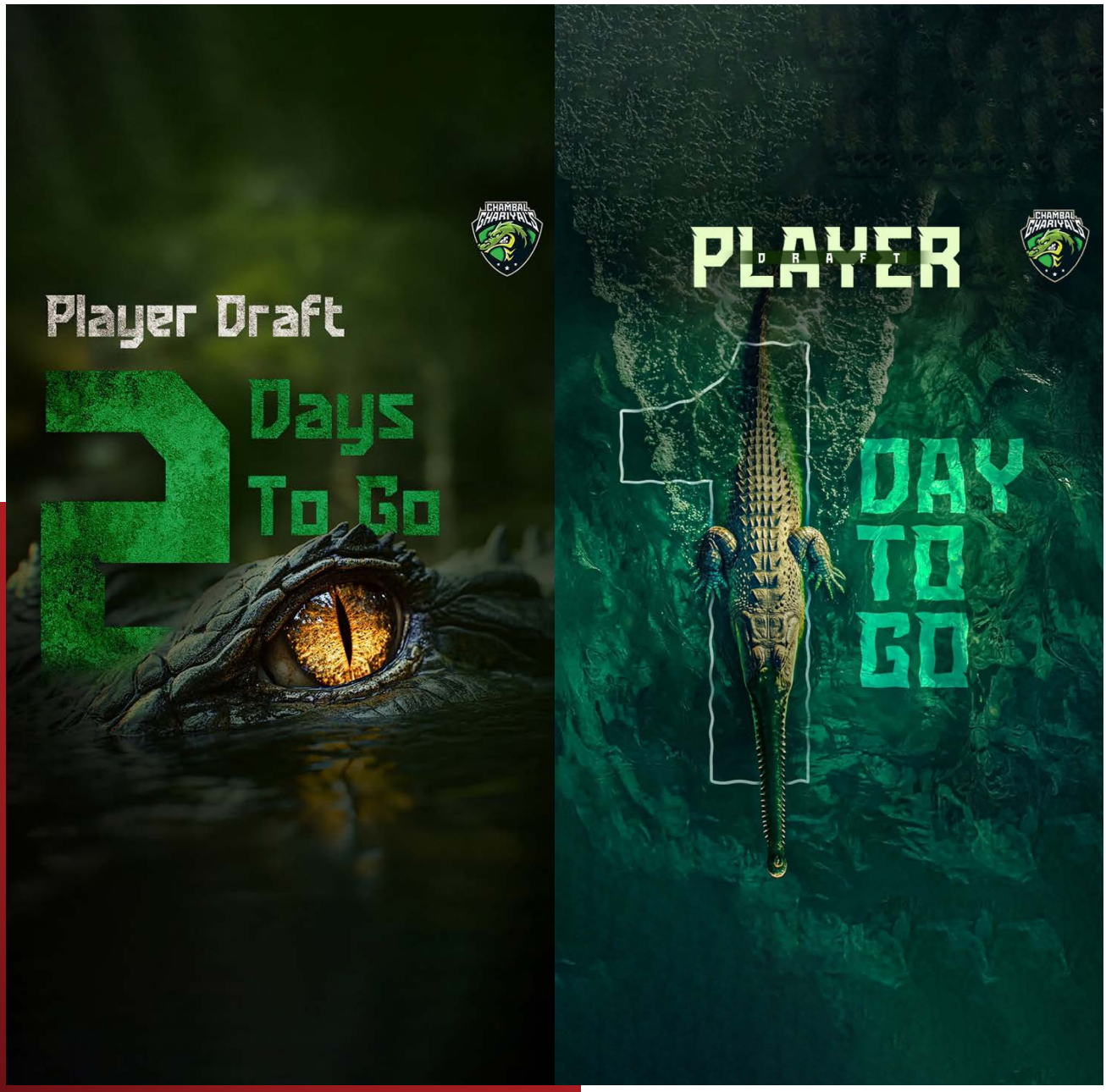
TEAM AGENCY

From the start, the brief was clear: Don't just show the food: make people feel it. Most brands highlighted dishes visually but missed the emotion and craft behind them. We refocused on the chefs, their expertise, personalities, and inspiration, helping us cut through clutter, build familiarity, and drive real interest in the resort's diverse F&B offerings.

MINALI JATAV
Senior Account Manager, Adfactors PR

MORE THAN A DEBUT

Introduces Chambal Ghariyals through emotion-led team storytelling.



BRAND : Chambal Ghariyals

AGENCY : Digital Latte

136

ABOUT CHAMBAL GHARIYALS

Chambal Ghariyals is a cricket franchise competing in the Madhya Pradesh League T20 Scindia Cup. It entered the league as one of the two new teams in 2025, establishing a unique identity for both the men's and women's teams.

ABOUT DIGITAL LATTE

Digital Latte is a 14-year-old full-service creative digital agency based out of Mumbai, India. With core expertise in digital, design, development and production, the agency brews fresh ideas for ambitious start-ups as well as multi-national companies.

OBJECTIVE

The primary objective was to establish Chambal Ghariyals as a powerhouse in MPL Season 2, igniting passion and loyalty for both the men's and women's teams, and creating an electrifying buzz around their historic debut season.

KEY CHALLENGES

The campaign faced the challenge of introducing Chambal Ghariyals as a new team in a competitive league, building fan loyalty for both men's and women's teams, while outshining established teams with pre-existing fan bases and managing budget limitations.

CHAMBAL KI SHAAN - CHAMBAL GHARIYALS

The campaign focused on building Chambal Ghariyals' identity from scratch, creating emotional connections with fans through behind-the-scenes content, player stories, and team-centric narratives. The strategic approach involved a pre-season buzz, real-time engagement during matches, and motivational posts to build excitement. It drove organic content growth while fostering connections with both men's and women's teams. The campaign resulted in 4.3 million accounts reached, 2.4 lakh engagements, and 4K+ new followers, successfully establishing the team's presence in the MPL Season 2 and laying a foundation for future fan loyalty.

137

BUILDING IMPACT

- Emotional storytelling through BTS content, player features, and team-building narratives on Instagram and Facebook.
- Teasers, countdown posts, and team anthem to build pre-season anticipation.
- Use of trending reels, dynamic match day creatives, and exclusive BTS content to keep fans connected.
- Pre-season buzz from April, live updates through June, managing both men's and women's team tournaments simultaneously, and post-tournament celebration until campaign end.



BIG IDEA

Crafting an iconic identity for Chambal Ghariyals through fan passion.



CRITICAL INSIGHT

True team strength emerges from the story behind the scenes.



CANVAS

Social Media

RESULT



4.3M
Reach



1M+
Views



2.4L+
Interactions



4K+
New Followers

TEAM BRAND

Our goal was to create a unique identity for Chambal Ghariyals and build a connection with fans through engaging content. We aimed to bring fans closer to the team, fostering loyalty and excitement, both on and off the field.

SANJAY
Team Manager, Chambal Ghariyals

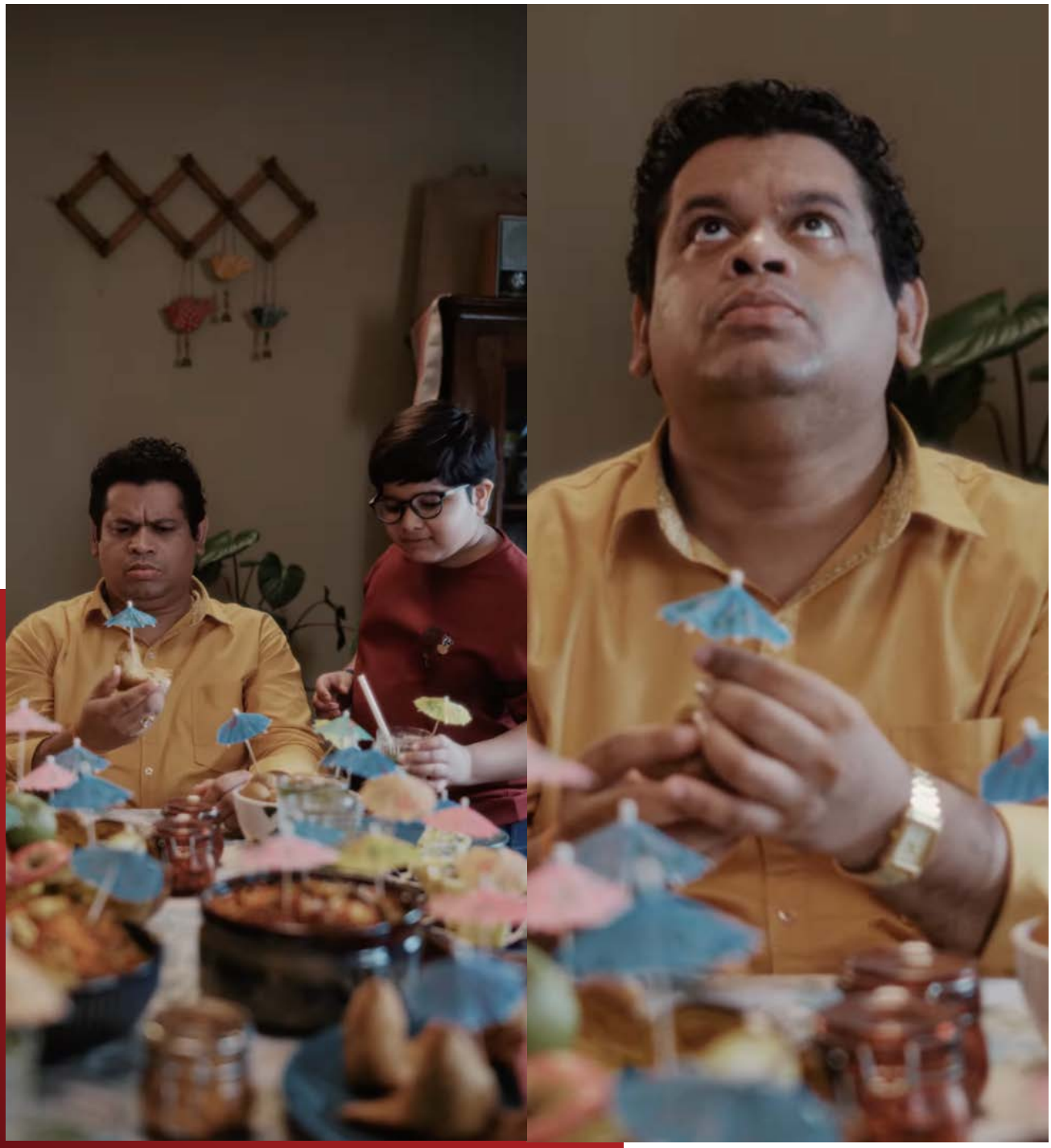
TEAM AGENCY

Our approach was to establish Chambal Ghariyals as a fresh, dynamic team by leveraging a strong mix of emotional storytelling, behind-the-scenes content, and match-day updates. We focused on driving engagement through creative and interactive content to build long-term fan loyalty.

CHINTAN VORA
Founder & CEO, Digital Latte

NO MORE JUGAAD

Turns humour into authority for long-lasting waterproofing.



BRAND : Dr. Fixit

AGENCY : Schbang

ABOUT DR. FIXIT

Dr Fixit is a leading Indian waterproofing solutions brand addressing leakage, dampness and structural protection needs across homes and buildings. Positioned as an expert in waterproofing, it focuses on educating homeowners, supporting contractors, and promoting long-lasting, reliable construction practices.

ABOUT SCHBANG

Schbang is a leading Creative, Media, Technology Transformation company in India. Schbang also specialises in digital-first creativity, content strategy, and platform-native storytelling. For Dr Fixit, it conceptualised and executed this campaign, leveraging humour and everyday observations to drive awareness and engagement around waterproofing.

KEY CHALLENGES

The key challenge was addressing India's vast linguistic and cultural diversity. We needed a universal idea that transcended regions. The solution: a dialogue-free film with a simple end-frame line, translated across 11 languages for nationwide relevance.

OBJECTIVE

The campaign aimed to shift homeowners away from short-term jugaad fixes and encourage timely, expert-led waterproofing. By positioning Drs Fixit as 'Waterproofing ka Baap', the objective was to strengthen trust, drive consideration, and influence proactive waterproofing decisions.

WATER PROOFING KA BAAP HAI DR. FIXIT

Water seepage and cracks are universal household issues, yet most Indians try to manage them with makeshift jugaads. Our campaign used this insight to create a witty, dialogue-free reel series that showed the humour and futility behind everyday hacks used to hide wall damage. This allowed the message to cut across linguistic and cultural diversity. With a powerful end-frame line translated into 11 languages, the campaign reinforced Dr. Fixit's position as the "Baap of Waterproofing." The work sparked engagement, reshaped consumer behaviour, and strengthened the brand's authority by making expert waterproofing the obvious choice over temporary fixes.

BUILDING IMPACT

- Rolled out as a 5-Reel series, each showcasing a different quirky household scenario where families hid cracks, leaks or seepage. Each Reel ended with a bold, memorable brand mnemonic reinforcing Dr Fixit as the 'Baap of Waterproofing'.
- Pre-buzz posts, humorous Q&As, meme amplification and creator interactions were deployed to extend engagement.
- The campaign was further localised with multilingual end frames and pushed through performance marketing.

BIG IDEA
Exposing India's love for jugaad to champion real waterproofing expertise.

CRITICAL INSIGHT
We Indians choose jugaad first instead of real, lasting solutions.

CANVAS
Digital, Social Media

RESULT

97M+
Reach

230M+
Views

394K+
Total Engagement

TEAM BRAND

This campaign grew from something we all know as Indians - our knack for jugaad. For every problem, small or serious, we find a quick fix. But for our homes, we wanted to humorously remind people that some things deserve more than temporary solutions. With Dr. Fixit as the 'Waterproofing ka baap', we reassured homeowners that there's a trusted, long-lasting answer, shifting mindsets from patchwork fixes to real protection.

SANDEEP TANWANI
Chief Marketing Officer, Pidilite Limited

TEAM AGENCY

Jugaad is every Indian's birthright. Regardless of class or background, it's a universal language across homes. This psychological insight became the hero of our mini-videos. And in a category like waterproofing, the best way to grab attention is through relatable household scenes that save you from embarrassing leakage moments. As the 'Baap of Waterproofing,' Dr. Fixit steps in to bridge that gap with quirky, engaging 20-second films.

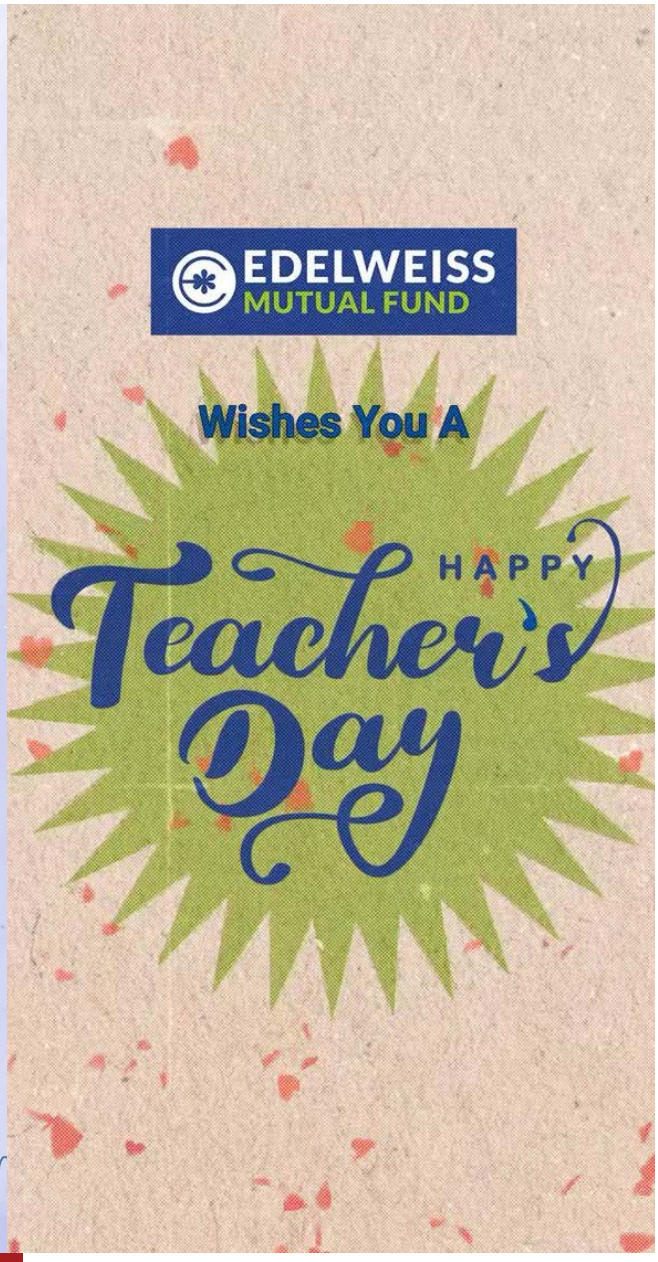
DIPSHIKA RAVI
National Creative Director, Schbang

EDELWEISS MUTUAL FUND

FITTING IN THE FEED

Reimagines mutual fund marketing through scroll-first occasion content.





BRAND : Edelweiss Mutual Fund

AGENCY : Punctuate Productions

ABOUT EDELWEISS MUTUAL FUND

Edelweiss Mutual Fund is an Indian mutual fund house managed by Edelweiss Asset Management Limited, part of the Edelweiss Financial Services group. It offers a broad range of investment products across equity, debt, hybrid, passive and target-maturity funds designed to suit different investor goals and risk profiles.

ABOUT PUNCTUATE PRODUCTIONS

Punctuate Productions is a creative video solutions studio focused on crafting compelling visual stories that connect deeply with audiences. With a blend of strategic insight and elevated execution, Punctuate brings ideas to life across films, branded content, documentaries and campaigns that resonate culturally and emotionally.

KEY CHALLENGES

To stand out in a clutter of campaigns and communication that enter the market during occasions. To create regular communication that helps punctuate occasions with content that is not just creative but also cost-effective.

OBJECTIVE

To build a consistent, culturally relevant brand presence during key occasions by creating insight-led, scroll-worthy content that humanises investing, strengthens emotional connection with audiences, and reinforces Edelweiss MF. And, to experiment with creative formats that not only appeal but also surprise and excite end users.

EDELWEISS MF OCCASION MARKETING

Edelweiss MF Occasion Marketing was a series of insight-led, occasion-specific content pieces that reimagined how a financial brand shows up during cultural moments. By grounding each occasion in a relatable human truth and pairing it with innovative execution formats, the campaign cut through festive clutter with warmth and creativity. The work helped humanise investing, strengthened emotional connections with audiences, and reinforced Edelweiss Mutual Fund as a culturally aware, modern brand that speaks to real life rather than marketing moments.

BUILDING IMPACT

- Four short-form videos were created for specific occasions: Navratri, Teacher's Day, Raksha Bandhan and Friendship Day.
- For Navratri, a stop motion allowed the festival's fluidity and fun to shine.
- Collage motion graphics were used to create a nostalgic narrative for Teacher's Day.
- Sibling quirks were brought to life with a paper stop-motion for Raksha Bandhan.
- For Friendship Day, interactive cards were used to create a crisp and cute wish that fit into the users' organic scrolls.

BIG IDEA

To use a mix of relevant insights, industry truths and creative execution formats.

CRITICAL INSIGHT

Consumers don't wait for brands to show up; brands must fit into their scroll.

CANVAS

Digital

RESULT

21.6M Views

455.9K Likes

204 Comments

TEAM AGENCY

What excited me about this project was how insight-led the thinking was from the very start. Each occasion wasn't treated as a mandatory calendar post, but as a real human moment to build from. That gave us the freedom to play, experiment and have genuine creative fun across formats like stop motion, collage motion graphic, and interactive craft-led ideas. In Edelweiss Mutual Fund, we found a partner that trusted the process and allowed us to push craft while still keeping the work impactful and relevant to everyday consumer behaviour.

PRASH DALVI

Co-Founder, Punctuate Productions

Flipkart

HOMES THAT FEEL LIKE YOU

Drives home inspiration through reels, creators, and cultural moments.

Flipkart

Aaj bhog ka prasad
Sharma ji ka beta hi layega!



BRAND : Flipkart Homes

AGENCY : Three Fourth Solutions

ABOUT FLIPKART HOMES

Flipkart Home offers comprehensive home solutions, from furniture and decor to kitchenware, storage, and home improvement, designed for diverse Indian lifestyles. Combining practicality with style, it empowers customers to create homes that reflect their identity. With a wide portfolio and frequent value-driven events, the brand ensures quality and accessibility for all.

ABOUT THREE FOURTH SOLUTIONS

Three Fourth Solutions is an integrated marketing agency delivering creative, strategic solutions to business challenges. With 85+ specialists, the agency offers brand consultancy, digital campaign planning, and experiential marketing, creating cohesive, fully integrated consumer experiences across relevant media, ensuring impactful and effective brand engagement.

OBJECTIVE

To put Flipkart Home on the digital map, carve out a distinct identity from Flipkart, boost awareness, spark community engagement, and position it as a trusted, stylish, and accessible destination for all home-living needs.

KEY CHALLENGES

The campaign navigated a cluttered market, low initial brand awareness, and crowded home-decor content. Regional preferences and platform algorithms demanded adaptable creative strategies to sustain visibility, engagement, and consistent brand recall, all while staying within budget.

DESIGNED FOR HOME GLOWUPS

Turning everyday homes into stylish, personalised spaces, the campaign used a digital-first approach combining relatable storytelling, community engagement, and high-impact short-form content to boost brand recall. Sub-campaigns like Big Billion Days, Flip the Invite, Mother's Day, and Father's Day blended timely, culturally relevant narratives with product showcases, driving interaction and visibility. Over nine months, the Instagram community grew to 100K+ organically, strengthening aspirational perception and positioning Flipkart Homes as the go-to destination for home décor, furniture, and lifestyle solutions.

BUILDING IMPACT

- Multi-channel digital strategy emphasising engagement, storytelling, and community growth with Instagram, Pinterest, influencers, media collaborations.
- Reels-first creativity with styled home edits, moodboards, and lifestyle moments.
- Community-driven sharing, story amplification, proactive DM responses, and media partnerships boosted visibility.
- Sub-campaigns like Big Billion Days, Flip the Invite, Mother's Day and Father's Day enhanced reach, while paid ads and contests were leveraged to drive conversions.

BIG IDEA

Inspiring everyday Indian homes through style, practicality, and engagement.

CRITICAL INSIGHT

Consumers seek stylish, practical home solutions that reflect personal identity.

CANVAS

Social Media, Influencers

RESULT

9M+
Reach for Father's Day, Mother's Day, Flip the Invite

20K
Engagement for Father's Day, Mother's Day, Flip the Invite

16.3M
Reach for Big Billion Days

78.9K
Engagement for Big Billion Days

TEAM BRAND

Flipkart Homes set out to build a meaningful digital presence that reflects how today's consumers discover and aspire to shape their living spaces. This campaign helped us connect authentically with diverse audiences, strengthen our brand identity, and drive deeper engagement across key moments like The Big Billion Days. The response validates our commitment to offering stylish, accessible home solutions.

SIMRANN BHAMBANI
Assistant Brand Manager Marketing, Flipkart Homes

TEAM AGENCY

Our focus was to craft a digital narrative that blended creativity, community, and consistent value. By leveraging short-form content, cultural moments, and platform-native storytelling, we built an identity that resonated across audiences. The campaign's performance reflects the impact of a cohesive strategy anchored in relevance, aesthetics, and data-driven execution.

SIDDHANT JAIN
Partner at Three Fourth Solutions

Gates Foundation

LIGHTS BEYOND DIWALI

Reframes the festival to spotlight grassroots progress at scale.



BRAND : Gates Foundation India

AGENCY : Organic By MSL (Part of Publicis Groupe)

Yearbook

ABOUT GATES FOUNDATION INDIA

Gates Foundation India is the Indian arm of the Gates Foundation. Founded by Bill Gates and Melinda French Gates, the foundation is a global philanthropic organisation improving health, reducing poverty, and advancing equity through innovation, partnerships, and evidence-driven solutions that create sustainable, scalable impact.

ABOUT ORGANIC BY MSL

Organic by MSL is the digital division of MSL, a creative powerhouse crafting engaging digital stories. The team comprises social media strategists, creatives, programmers, and media specialists, working across digital content, social media and integrated campaigns to build brand love, reputation and measurable impact.

OBJECTIVE

To showcase how the spirit of Diwali mirrors grassroots-level progress across India. Spotlight the nation's frontline workers as the real #LightsOfChange, and highlight their work in enabling healthier, more empowered, and digitally inclusive communities.

KEY CHALLENGES

Getting access to authentic, untold stories of grassroots changemakers. Coordinating logistics for individual shoots with each of the 10 changemakers featured, across remote and rural locations. Securing media coverage during the festive season, when slots are limited.

LIGHTS OF CHANGE

#LightsOfChange reimagined Diwali's symbolism of light to spotlight progress made by frontline workers at the grassroots level across India. Steeped in authentic storytelling, the campaign showcased their efforts that drive real impact and empower communities. The campaign was executed with a multi-format strategy, spanning across a teaser, a hero film, video stories of ten changemakers, influencer collaborations, UGC and media activation, ensuring the narrative is kept active throughout the festive season. It generated 60M+ reach, 118M+ impressions, 109.9M+ video views and 46M+ engagements, elevating visibility for individuals driving transformation across health, economic opportunities, gender equality and financial inclusion.

BUILDING IMPACT

- Launched with a teaser and built up to a hero film.
- A multi-format ecosystem across reels, carousels, motion graphics, statics and UGC kept the campaign visible and dynamic.
- Influencers expanded reach with relatable storytelling, supported by campaign pins and a custom Instagram sticker that reinforced the campaign's visual identity.
- Instagram Stories sustained engagement, while local print and e-media coverage amplified credibility.

BIG IDEA

Celebrating grassroots changemakers as the real lights shaping India's progress.

CRITICAL INSIGHT

Diwali's symbolism of light mirrors progress driven by everyday heroes.

CANVAS

Social Media

RESULT

60.1M Reach

118M Impressions

109.9M Video views

46M Engagement

TEAM BRAND

Lights of Change reflects our belief that progress begins with people. By celebrating frontline workers and grassroots changemakers, we aimed to honour those who illuminate India's path toward better health, equity and opportunity. Their dedication inspires us, and this campaign, driven by our digital partner, MSL, is our tribute to the quiet, consistent efforts driving real impact.

KIRAN ANTONY
Lead – Brand & Content Strategy, Gates Foundation

TEAM AGENCY

Inspired by the spirit of Diwali, Lights of Change set out to spotlight the real heroes lighting up India's future. By bringing their stories to light with emotional depth and regional nuance, we were able to showcase the impact of everyday community champions. Through consistent storytelling across platforms, the campaign built a strong connection with audiences and delivered meaningful engagement at scale.

VIDHI THAKUR
Chief Operating Officer, Organic by MSL

Gates Foundation

STOPPING THE SCROLL FOR HEALTH

Breaks stigma around TB through emotionally accessible short-form storytelling.



BRAND : Gates Foundation India

AGENCY FOR CREATIVE REELS : Punctuate Productions

AGENCY : MSL

ABOUT GATES FOUNDATION INDIA

Gates Foundation is one of the world's largest philanthropic organisations, working to reduce inequity and improve health, education and economic opportunity globally. In India, the Foundation focuses on strengthening public health systems, accelerating disease elimination efforts such as tuberculosis, and supporting scalable, evidence-led solutions.

ABOUT PUNCTUATE PRODUCTIONS

Punctuate Productions is a creative video solutions studio focused on crafting compelling visual stories that connect deeply with audiences. With a blend of strategic insight and elevated execution, Punctuate brings ideas to life across films, branded content, documentaries and campaigns that resonate culturally and emotionally.

OBJECTIVE

To build awareness about tuberculosis among urban audiences in consumable, bite-sized content formats that educate without intimidating audiences.

KEY CHALLENGES

To make a topic as serious as tuberculosis palatable for a format as light and fun as Reels, while grabbing attention in the first 3 seconds and still creating impact that lingers enough for the audience to take action.

TB KO HUM HARAYENGE

TB Ko Hum Harayenge was a short-form content campaign by the Gates Foundation India that reimagined tuberculosis awareness for urban audiences through craft-led, insight-driven storytelling. By combining accurate information with visually engaging, experimental formats, the campaign broke stigma, corrected misinformation and made critical TB messaging accessible without being intimidating. Across 10 distinct reels, the work transformed a serious public health issue into content that was scroll-worthy, human and emotionally resonant, driving both high reach and meaningful conversation.

BUILDING IMPACT

- The campaign was executed through 10 short-form films, each using a distinct visual and storytelling format that strengthened the campaign's core message.
- Instead of relying on a single visual language, every reel was treated as its own creative experiment.
- A real-world vox pop was used to highlight the information gap among urban audiences, reinforcing why awareness remains crucial even in metro cities.



BIG IDEA

Wrap factual information in visually engaging, easy-to-consume formats.



CRITICAL INSIGHT

Education works best when it feels simple, visual and emotionally accessible.



CANVAS

Digital

RESULT



28.6M
Views



46.4K
Likes



270
Comments

TEAM AGENCY

Working on TB Ko Hum Harayenge reminded us that even the most serious subjects can be communicated with warmth, craft, and empathy. The intent was never to simplify the issue, but to make the information feel less distant and more human. Every reel was built with care, patience and a lot of hands-on effort. Seeing audiences ask real questions, share advice and engage with the topic told us that the work had travelled beyond the screen. For a public health campaign, even helping one person understand TB a little better makes the entire effort worth it. We found a great partner in the Gates Foundation, who not only trusted us with such crucial messaging but also encouraged us to push the envelope with each reel.

PRASH DALVI
Co-Founder, Punctuate Productions

UNBOXING INSURANCE CONFIDENCE

Simplifies life insurance through relatable, education-led storytelling.



BRAND : Generali Central Life Insurance Company Ltd

AGENCY : Sparkt

ABOUT GENERALI CENTRAL LIFE INSURANCE COMPANY LTD

Generali Central Life Insurance Company Limited, headquartered in Mumbai, is one of the leading insurance companies in India. It brings together the global leadership and legacy of Generali and the strength of the Central Bank of India, one of the oldest nationalised banks in India.

ABOUT SPARKT

Sparkt is a creative collective combining data science and emotional intelligence to deliver innovative, experiential solutions for brands and consumers. Positioned at the intersection of culture, design, and technology, Sparkt focuses on creating world-class experiences, fostering a strong internal culture, and building an extraordinary creative workforce for the future.

OBJECTIVE

The aim of #UnboxWiseChoices, under the platform 'Sekho. Samjo. Safe Raho.', was to build an awareness campaign covering life insurance education and fraud prevention. Through the campaign the team simplified concepts, promoted vigilance, and made insurance relatable and engaging across audiences.

KEY CHALLENGES

Balancing education with entertainment while maintaining fraud vigilance credibility was critical. Ensuring consistent messaging across multiple platforms and driving engagement without diluting the seriousness of financial awareness added complexity to the #UnboxWiseChoices campaign under the platform 'Seekho. Samjho. Safe Raho.'

#UNBO WISECHOICES

The 'Unbox Wise Choices – Seekho. Samjho. Safe Raho' campaign simplifies complex life insurance concepts through two relatable characters, Jagruti and Chaukanna. It inspires individuals to learn, understand, and stay protected. Focused on life insurance solutions, the campaign combines education with entertainment, making financial literacy easy and approachable. By promoting awareness and vigilance, it empowers consumers to make informed decisions and secure their future with confidence and clarity. Unbox Wise Choices transforms life insurance from intimidating to intuitive, helping people choose wisely and live worry-free.

BUILDING IMPACT

- Digital films and shorts simplified complex insurance concepts like policy terms, riders, and fraud awareness through engaging, light-hearted storytelling, extended into bite-sized reels during National Insurance Awareness Month.
- Social media amplified relevance with topical posts and festive tie-ins.
- Reached customers through branch collaterals and CRM nudges.
- Interactive quizzes, checklists, and infographics made learning fun and shareable.

BIG IDEA

Turning complexity into clarity with #UnboxWiseChoices and trusted guidance.

CRITICAL INSIGHT

Simple, relatable messaging drives adoption of safe financial practices.

CANVAS

Digital, Social Media

RESULT

8.4L+
Users reached

1.5L+
Customers engaged

TEAM BRAND

#UnboxWiseChoices reflects our commitment to making financial literacy simple, engaging, and accessible. Through Jagruti and Chaukanna, we have transformed complex insurance concepts into relatable stories, empowering customers to learn, understand, and stay protected. This campaign is more than awareness; it's about building trust and confidence, ensuring every individual can make informed decisions for a secure future.

GEETANJALI CHUGH KOTHARI
Chief Marketing Officer, Generali Central Life Insurance

TEAM AGENCY

This campaign was built on a simple truth that insurance doesn't suffer from a lack of products; it suffers from a lack of understanding. Jagruti and Chaukanna allowed us to simplify complexity and tackle mistrust at the same time. We built them as long-term brand assets, creating an education-first ecosystem designed to scale across content, platforms, and eventually always-on digital experiences.

ADITYA CHANDRA
Managing Director & CEO, Sparkt

HYATT CENTRIC BALLYGUNGE KOLKATA

PUJO'S MAGICAL RHYTHM

Places Hyatt Centric at the heart of Kolkata's Pujo celebrations.



BRAND : Hyatt Centric Ballygunge Kolkata

AGENCY : Black Cab

ABOUT HYATT CENTRIC BALLYGUNGE

A vibrant-lifestyle hotel in the heart of Kolkata's Ballygunge, part of the global Hyatt Centric portfolio. It offers modern rooms and suites, locally inspired décor, and social-style public spaces, all to connect guests to Kolkata's culture and nightlife, perfect for travellers who want comfort + city immersion.

ABOUT BLACK CAB

Black Cab is a network of multidisciplinary creative agencies marked by strategic clarity and striking storytelling. Through a unique integrated ecosystem of specialist units, it delivers solutions across branding, design, digital strategy, the creation of identity, and innovation in content.

OBJECTIVE

Durga Puja in Kolkata is never experienced in one place. It's a celebration defined by movement, guiding people from pandal to pandal, ritual to ritual, and moment to moment, creating vivid memories that stay long after the festival ends.

KEY CHALLENGES

Working from a Mumbai office to authentically capture Kolkata's cultural universe came with challenges, yet it became a journey of learning and discovery.

PUJOR POTHIK: A CENTRIC JOURNEY

The campaign set out to celebrate Pujo through the eyes of the Pujor Pothik — curious, emotional, and always exploring, bringing the city's rituals, food, art, and spirit alive intimately and authentically and build an emotional connect as a part of the city's festive rhythm - where the dhaak echoes, memories gather, and every journey begins.



BUILDING IMPACT

- The campaign captured the magical rhythm of Kolkata's Pujo through vivid street-inspired visuals, subtle motion graphics, and illustrative elements rooted in the spiritual journey of the festival.
- Muted pastels, golden accents, and textured layers add a refined yet festive warmth.
- Animations of ornate pandals, light-filled streets, and cultural symbols flow through the frames, blending tradition with a modern, exploratory lens.

BIG IDEA

Position Hyatt Centric as the cultural heartbeat of Pujo.

CRITICAL INSIGHT

Harness cultural emotion to drive intent, transforming celebration from a feeling into a choice.

CANVAS

Social Media

RESULT

2.05M+
Engagement

3.56M+
Video views

200+
Verified reservation leads

TEAM BRAND

For us, Pujor Pothik was a love letter written to Kolkata, an attempt to hold the warmth, nostalgia, and emotion of Pujo within a visual story. I urged the team to honour the city's spirit with authenticity, and they rose to the moment with exceptional craft, making the narrative feel alive at every step.

ANWESHA BHATTACHARYA
Marketing Communications Manager, Hyatt Centric Ballygunge Kolkata

TEAM AGENCY

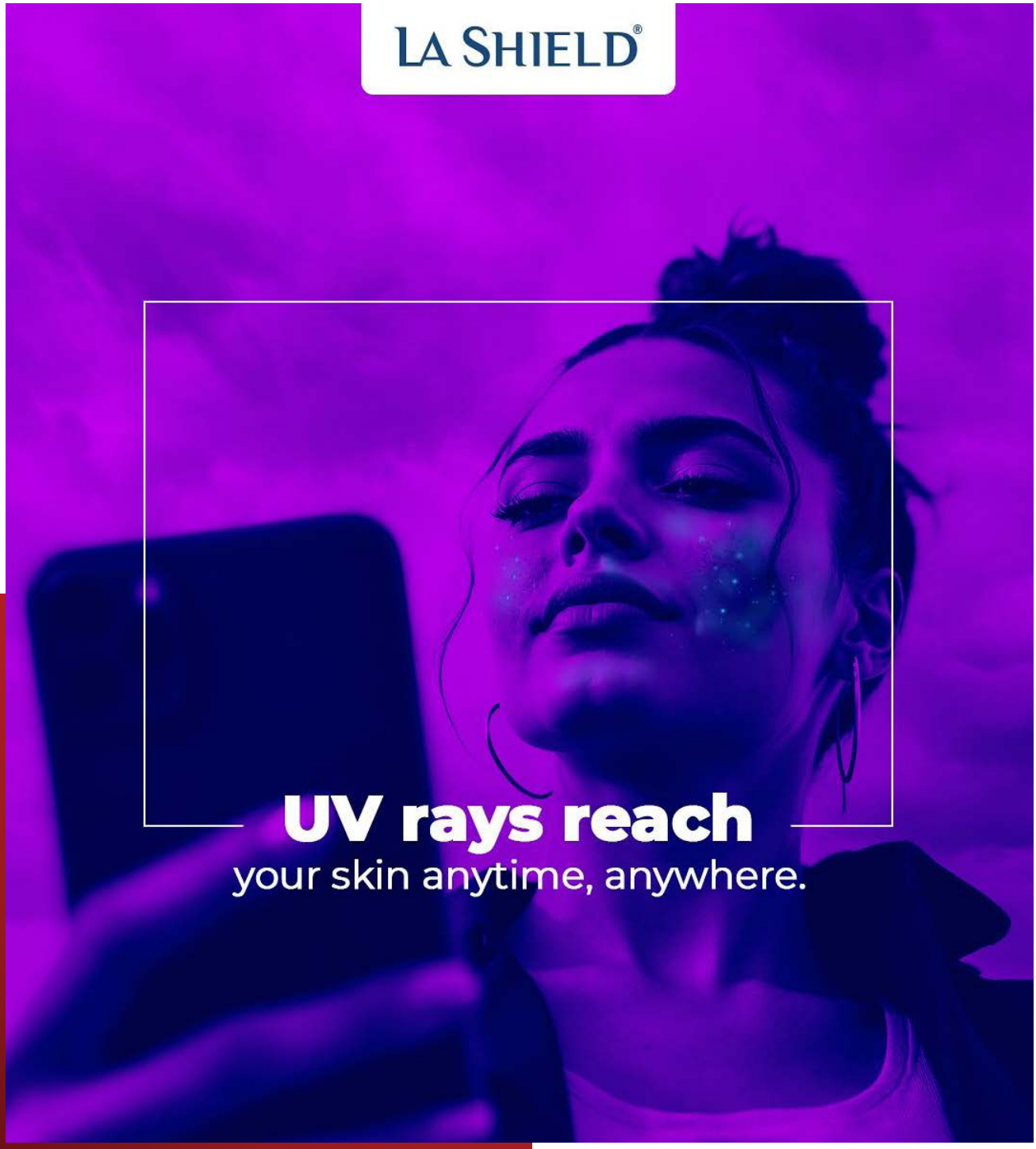
Pujor Pothik is one of our most heartfelt campaigns - built on a deep dive into the city, collaborative thinking, and a phase-by-phase approach that let us honour Kolkata's culture with care. From mapping the narrative arc to crafting assets that were rolled out in prebuzz, main and sustenance phases, the journey reflected the same spirit of exploration we hoped to capture in the work.

SIDDHARTHA SINGH
Co-Founder of Black Cab Agency Network

LA SHIELD®
EXPERT URBAN PROTECT

SPOTLIGHTING THE INVISIBLE

Turns unseen UV damage into a moment of realisation.



BRAND : La Shield by Glenmark

AGENCY : White Rivers Media

ABOUT LA SHIELD BY GLENMARK

La Shield is Glenmark's dermatologist-prescribed sunscreen brand positioned as a science-backed, everyday sun protection solution. Operating in the skincare and dermatology category, the brand focuses on broad-spectrum UV defence with clinically-tested formulations. La Shield emphasises daily protection against invisible UV damage for Indian skin types and climate conditions.

ABOUT WHITE RIVERS MEDIA

White Rivers Media is a digital-first creative agency specialising in social media strategy, influencer marketing, and content-driven campaigns. The agency's core capabilities include digital storytelling, creator partnerships, and performance-driven social campaigns. For this initiative, White Rivers Media led the complete campaign strategy, creative execution, and influencer coordination.

OBJECTIVE

To shift consumer perception of sunscreen from a summer fix to a daily habit by revealing invisible UV damage through UV camera tech, positioning La Shield as reliable, all-weather, everyday protection.

KEY CHALLENGES

The challenge was battling low interest in daily sunscreen use driven by the unseen nature of UV damage, breaking the belief that sunscreen matters only in summer or outdoors, and creating urgency on cloudy days or indoors, where risks remain.

NATIONAL SUNSCREEN DAY

La Shield leveraged National Sunscreen Day to transform how Indians perceive sun protection. Using UV camera technology, the campaign revealed hidden skin damage invisible to the naked eye, making the abstract threat of UV rays tangible and urgent. The brand executed a bold purple visual takeover across Instagram, archiving existing content to create a striking 9-grid metaphor for invisible damage. Strategic collaborations with dermatologists and lifestyle influencers delivered science-backed storytelling with emotional resonance. The campaign extended to children's protection through a Disney's Moana partnership for La Shield Kids, creating a comprehensive narrative around everyday sun safety backed by clinical credibility.

BUILDING IMPACT

- Archived entire Instagram feed and replaced it with a purple UV-filtered 9-post grid, creating visual disruption and sparking curiosity.
- A second 9-grid featuring product messaging and dermatologist insights was put up.
- Influencers included Dr Ankur Sarin, Mahek Mithare, Kanupriya Gupta, Amanjyot Kaur and Sameera Reddy.
- Hero digital video content demonstrated UV damage on real people.
- La Shield Kids launched via Disney's Moana collaboration and parent influencer integrations with themed sticker kits.



BIG IDEA

Making invisible UV damage visible through purple-powered scientific storytelling.



CRITICAL INSIGHT

People may not see the damage, but their skin does.



CANVAS

Digital, Social Media, Influencers

RESULT



2X

Increase in organic search for 'La Shield sunscreen'



7.5M+

Reach across platforms



10.9M+

Total views

TEAM BRAND

National Sunscreen Day gave us the platform to reframe sun protection as a daily ritual. By making invisible UV damage visible, we sparked curiosity, shifted perception, and reinforced La Shield's role as a trusted, science-led skincare partner. The impact showed that meaningful behaviour change begins with meaningful storytelling.

ANKITA SHIRKE

Digital Manager, Glenmark Pharmaceuticals Ltd

TEAM AGENCY

People rarely worry about UV damage until they can see it. So we made it visible. The purple takeover grabbed attention and reset how users viewed sunscreen. Our influencer setup mixed clinical authority with everyday storytelling. This wasn't science for show; it had real consequences. That's why the audience didn't just engage; they changed behaviour.

MITESH KOTHARI

Chief Creative Officer, White Rivers Media

CO-CREATING BIRTHDAY CELEBRATIONS

Transforms Pokochan's birthday into a participative, real-time Instagram experience.



BRAND : MamyPoko Pants (Unicharm)

AGENCY : Grapes Worldwide

ABOUT MAMMYPOKO PANTS

Powered by premium Japanese technology and driven by care and love towards the parents and their little ones, MamyPoko Pants aims to support the growth of every baby, ensuring their happiness, health, and hygiene at every stage of their development.

ABOUT GRAPES WORLDWIDE

Grapes, an independent integrated communications agency, delivers strategy-led, creativity-driven solutions across paid, earned, and owned platforms. With deep digital expertise, agile talent, and 200+ specialists, it sets sharp KPIs, innovative campaigns, and turns consumers into evangelists, consistently outperforming expectations with impactful, insight-led communication for brands across markets and categories.

OBJECTIVE

Drive brand awareness and engagement through Pokochan's AI-powered Instagram takeover, leveraging real-time, relatable content, timed drops, short-format videos, and audience prompts to create interactive, immersive experiences and set a benchmark in AI-led digital storytelling.

KEY CHALLENGES

Ensuring seamless real-time translation of live audience suggestions into visuals, while maintaining Pokochan's and its friends' visual avatars, consistency across every frame, and balancing creative spontaneity with AI precision to deliver an engaging, coherent, and immersive Instagram takeover experience.

POKO'S DAY OUT: BIRTHDAY EDITION

For Pokochan's Birthday, Grapes Worldwide executed a one-day, AI-powered Instagram takeover, creating 23 real-time assets: 13 static posts and 10 videos in 12 hours, all generated in real time via their proprietary AI tool, ThreeZinc. Leveraging AI ensured rapid content turnaround, visual consistency, and cohesive storytelling across formats. The campaign transformed passive audiences into active participants, encouraging interaction through comments, shares, and saves. In total, it achieved 632 saves, 591 audience-driven comments, 363 shares, and 1,232 new followers, highlighting how AI-driven, real-time content can deliver immersive, personalised digital experiences that drive engagement, amplify brand presence, and set new benchmarks for interactive social storytelling in a single-day activation.

BUILDING IMPACT

- The execution hinged on precision, AI operational readiness, and rigorous AI platform fluency built through structured pre-campaign tool training and multiple test sprints.
- On the activation day, the team generated immersive visual outputs from live audience prompts, seamlessly converting them into static and video formats within minutes.
- Adaptive AI workflow ensured narrative coherence, accelerated production cycles, and enabled dynamic content switching based on audience behaviour.

BIG IDEA

Using AI to redefine immersive Instagram storytelling and audience participation.

CRITICAL INSIGHT

Modern audiences like to co-create with brands.

CANVAS

Digital, Social Media, Experiential.

RESULT

934K+
Unique Reach

17%
Engagement Rate

1.7M+
Post Engagement

10M+
Impressions

TEAM BRAND

Pokochan has always embodied comfort and trust, and his birthday offered the perfect moment to reimagine how families engage with him. Partnering with Grapes Worldwide and leveraging the AI-powered Three Zinc platform, we transformed audience suggestions into real-time narratives. 'Poko's Day Out' set a new benchmark in two-way brand engagement, where technology, creativity, and consumer participation converged to craft an immersive experience.

MUGDHA THAREJA
Digital Head, Unicharm

TEAM AGENCY

Poko's Day Out marks a defining moment for Grapes Worldwide, where technology and real-time storytelling converged to elevate digital engagement. Using our proprietary AI tool, Three Zinc, we translated audience prompts into immersive narratives within minutes. By turning viewers into co-creators, the campaign proved how AI-enabled formats can deepen connection, accelerate content creation, and set a new benchmark for interactive brand experiences.

SHRADHA AGARWAL
Co-founder & Global CEO, Grapes Worldwide

SCOOPS AND SIXES

Transforms cricket predictions into a high-engagement brand IP.



BRAND : NIC Honestly Crafted Ice Cream

AGENCY : Social Pill

ABOUT NIC HONESTLY CRAFTED ICE CREAM

A range of honestly crafted Ice-creams that take your taste buds on a culinary adventure. Each of the 50+ flavours is crafted with 100% milk, no artificial colours, flavouring agents or preservatives. Its signature 500ml tubs & 100ml cups have become central to its brand identity. Available in 150+ with parlours in 35 cities.

ABOUT SOCIAL PILL

An award-winning holistic media agency that builds brands digitally via Social Media, SEO, Digital Advertising, Performance Marketing, Website Development, Video Production and AI Solutions.

KEY CHALLENGES

Standing out during the cricket season and sustaining engagement for three months is key. Furthermore, logistics pose a challenge, with issues like coupon code errors and ensuring winners reside within NIC's serviceable cities.

OBJECTIVE

To participate in the cultural moment of cricket season by creating an interactive and highly anticipated brand IP. The goal is to drive massive community growth, boost engagement, and cement NIC as a top-of-mind brand during the cricket season.

NIC SUMMER LEAGUE

The NIC Summer League leverages the national excitement around cricket, transforming the founder's passion for the sport into a major annual brand IP. The campaign successfully drives immense community growth and engagement, having evolved into an eagerly anticipated event. It is a three-month-long prediction contest that invites fans to guess the winning team of upcoming matches for a chance to win weekly vouchers and grand prizes.

BUILDING IMPACT

- The campaign ran over the course of three months.
- Every Tuesday, the team posted about the upcoming Saturday's match and invited people to predict the winning team.
- Each week, 100 winners stood a chance to win vouchers and grand prizes.
- The 3 winners of the grand prize were sifted through 48K+ comments, and those who predicted the most correctly won the grand prize.



BIG IDEA

Turning cricket predictions into a gamified, community-building ritual.



CRITICAL INSIGHT

NIC turns cricket passion into a fun, interactive community engagement activity.



CANVAS

Social Media

RESULT



26M+
Reach



38M+
Total views



48K+
Comments

TEAM BRAND

The NIC Summer League turned our passion for cricket into an exciting, interactive community experience. By blending the thrill of cricket with our ice cream flavours, we created a fun ritual that brought fans together. The overwhelming participation and campaign reach reinforced NIC Ice Creams' deep connection with our fans, celebrating fun through every scoop and prediction.

RACHIT CHAUDHARY
Brand Manager, Walko Food Company Pvt. Ltd.

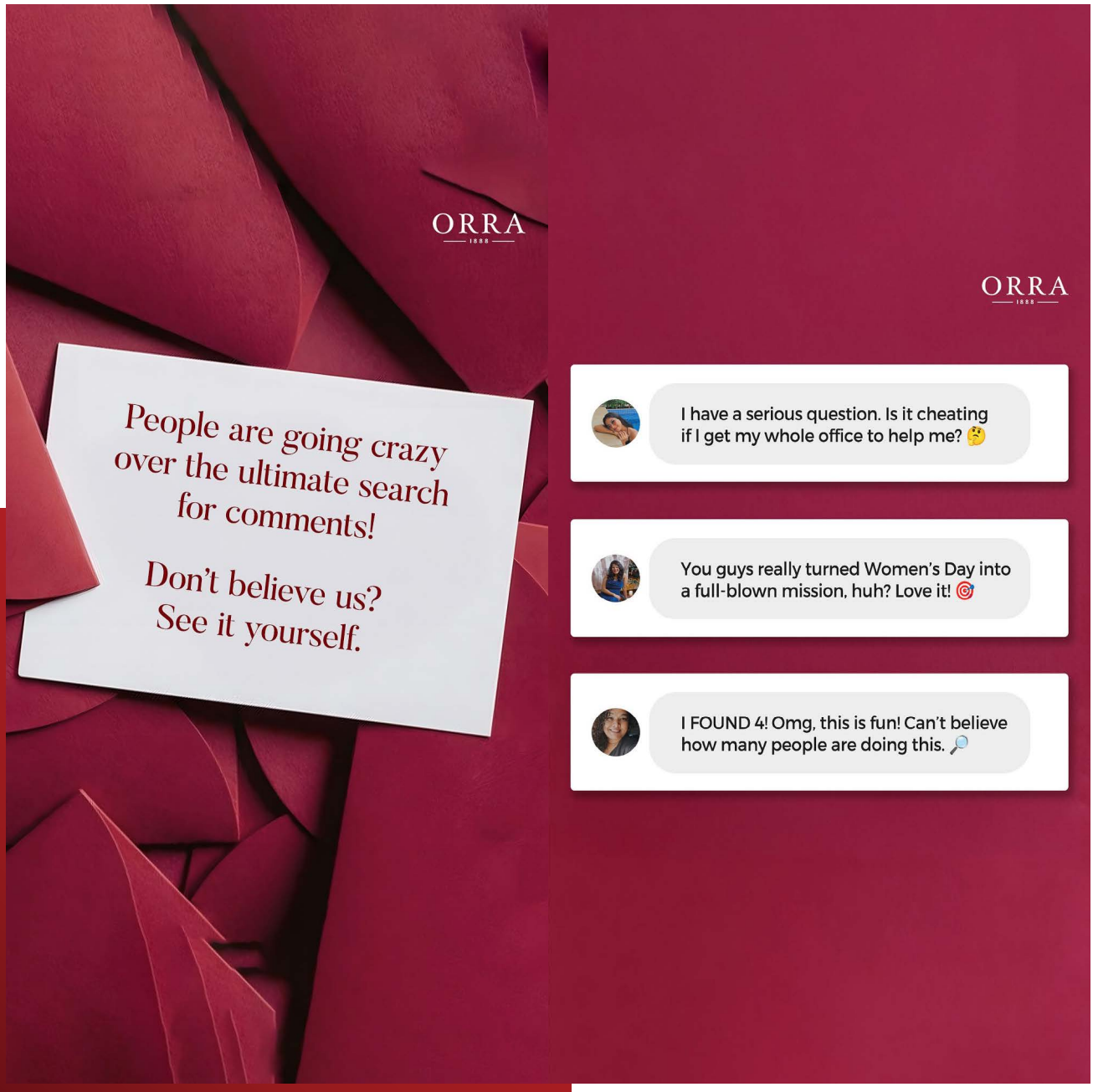
TEAM AGENCY

Our approach was to turn NIC Ice Cream's social presence into an interactive experience where predictions and flavour-based teams built a vibrant, loyal community. The campaign has seen strong year-on-year growth, with returning participants requesting its comeback when it paused. Most importantly, it was shaped by our strong partnership with the NIC team, allowing us to create work that moved the brand forward and genuinely excited the audience.

ADITYA PREMANI
Co-Founder & Head of Social, Social Pill

COMMENTING WITH PURPOSE

Transforms Instagram comments into a high-engagement Women's Day moment.



BRAND : ORRA Fine Jewellery

AGENCY : Gozoop

ABOUT ORRA FINE JEWELLERY

ORRA is a premium fine jewellery brand known for its superior diamond craftsmanship, contemporary designs, and signature 73-facet Crown Star diamond. The brand focuses on wedding jewellery, everyday diamonds, and elevated gifting.

ABOUT GOZOOP

Gozoop is a full-service integrated agency offering strategy, creative, digital, and media solutions. The team led this campaign's creative development, social media execution, and digital amplification to deliver high engagement and meaningful brand impact.

OBJECTIVE

To cut through the Women's Day clutter where every brand celebrates women in similar ways, the objective was to spark a fresh, meaningful conversation that honoured women while standing out with a more community-driven approach.

KEY CHALLENGES

Women's Day is a highly cluttered category with brands using similar emotional cues. Achieving standout talkability without heavy media spend and competing with larger lifestyle and jewellery brands made differentiation and organic visibility the biggest challenge.

CELEBRATE THE CELEBRATORS

The campaign was built on a simple idea: Women's Day isn't just about celebrating women, but also acknowledging the brands and communities that celebrate them. Strategically, we shifted focus from traditional brand-centric messaging to platform-centric participation by using Instagram comments as the campaign's core touchpoint. By engaging directly with other brands' Women's Day posts and dropping subtle clues through stories, we encouraged users to explore, interact, and discover. This approach sparked organic conversations, boosted cross-brand visibility, and drove high engagement without paid amplification, turning a traditionally crowded moment into an interactive, community-driven celebration.

BUILDING IMPACT

- Hand-picked ten standout campaigns, from Ariel and Nykaa to Prega News, and slipped in uplifting, brand-aligned comments under each campaign post.
- Gamified the engagement over seven days by posting riddles on our IG Stories, each directing the audience straight to one of the brand's comments.
- Users reply to the brand's comment, screenshot it and DM them for a chance to win a bespoke diamond pendant.

BIG IDEA

Reimagining Women's Day by celebrating those who celebrate women.

CRITICAL INSIGHT

Women's Day conversations are loud, but genuine appreciation is often overlooked.

CANVAS

Social Media

RESULT

2.1M+
Total views

4K+
New followers on Instagram

1.8M+
Reach across Instagram feeds and Stories

TEAM BRAND

We set out to create a Women's Day moment that genuinely connected people, brands, and stories. By contributing meaningfully to conversations started by other brands, we saw strong organic engagement and a community that responded with enthusiasm. It reaffirmed that thoughtful participation can outperform even high-spend marketing.

CECIL DE SANTA MARIA
Chief Operating Officer, ORRA Fine Jewellery

TEAM AGENCY

At a time when every brand is trying to outshout the other on Women's Day, we chose to out-think instead. We turned Instagram's comment sections into a playful discovery engine, celebrating women while uplifting other brands. The innovative treasure hunt showed that when community is at the heart, real engagement follows, and sometimes, the simplest ideas create the biggest impact.

PRARDHANA CHILLARIGE
Creative Director, Gozoop

REST OVER ROSES

Shifts celebration into meaningful support for moms.



BRAND : Parachute Advansed Baby

AGENCY : Tonic Worldwide

ABOUT PARACHUTE ADVANSED BABY

Parachute Advansed Baby is a premium baby care brand rooted in pure coconut nourishment. Focused on safety, softness, and gentle care, it offers science-backed products for modern parents seeking trust, comfort, and meaningful daily rituals that support a baby's well-being, healthy development, and everyday moments of care with love always.

ABOUT TONIC WORLDWIDE

Tonic Worldwide is a digital-first integrated agency operating across India, the US, and the Middle East for over 18 years. With a unique AI+HI growth framework and interconnected platforms, they build and shape brands for tomorrow's connected world.

OBJECTIVE

To address the often-overlooked emotional strain of sleep deprivation among new mothers by offering moments of rest and comfort, while shifting Mother's Day communication from celebration to meaningful support that builds deeper emotional resonance and brand affinity.

KEY CHALLENGES

Mother's Day messaging is crowded with clichés, making genuine differentiation difficult. The challenge was to move beyond celebration, acknowledge maternal exhaustion as a real truth, and offer something mothers truly needed while preserving sensitivity, credibility, and depth without appearing tokenistic.

GIFT OF SLEEP

'Gift of Sleep' redefined Mother's Day by shifting focus from celebration to care. Instead of another greeting, Parachute Advansed Baby created the first-ever lullaby for mothers, crafted from real baby sounds, to bring comfort to sleep-deprived moms. The emotional film launched across digital, social, and influencer channels, amplified through mom communities and BabyNama experts. The campaign sparked widespread conversation around unseen maternal fatigue, generating over 3.6 million organic views and reaching 735,000 mothers through influencer storytelling. It established the brand as one that understands and supports mothers beyond the surface.

BUILDING IMPACT

- Released a soothing lullaby for mothers using real baby sounds: giggles, coos, and heartbeats.
- Launched on Mother's Day across YouTube, Instagram, and Spotify.
- Partnered with leading parenting influencers and BabyNama experts to share personal stories of exhaustion and comfort.
- Encouraged moms to use, share, and reflect on the lullaby within their communities.
- Content spread organically through reels, stories, and parent groups, building emotional relatability and meaningful engagement.

BIG IDEA
A lullaby for mothers created with baby's gurgles & coos.

CRITICAL INSIGHT
Mothers sacrifice sleep so their babies can dream.

CANVAS
Digital, Social Media, Influencers.

RESULT

3.6M+
Organic video views across platforms

735K+
Moms reached with influencer partnerships

TEAM BRAND

Our understanding of modern parenting drives us to create meaningful brand moments. Through this initiative, we honour new mothers by giving them a rare gift, a moment of rest, wrapped in the most powerful lullaby of all. By transforming a baby's coo into an emotional anchor, we celebrate the tender bond between mother and child in its purest form.

ASHISH GOUPAL
CEO – India Core Business, Marico Limited

TEAM AGENCY

We know a baby's cries can make a mother lose sleep, but the baby's gurgles and coos can make her smile and feel relaxed. We used this insight to create a lullaby with baby sounds to pay tribute to sleep deprived new moms. The sounds were curated by music experts to ensure the lullaby works and makes moms feel special and rewarded.

ANJALI MALTHANKAR
Global Strategy Director, Tonic Worldwide

Philips
OneBlade

BUILT BY STUDENTS

Wins Gen Z trust through creator-led authenticity.



BRAND : Philips OneBlade India

AGENCY : Under25

ABOUT PHILIPS ONEBLADE INDIA

Philips OneBlade is a next-gen grooming solution that blends innovation with simplicity for trimming, edging and shaving with ease. Engineered for performance and skin comfort, it brings reliable results with minimal effort. With its sleek, travel-friendly design and youth-focused appeal, OneBlade has become a favourite among today's fast-paced, style-conscious consumers.

ABOUT UNDER25

Under25 is India's largest youth-powered media and community network, connecting millions of students and young creators. With deep expertise in Gen Z culture, creator ecosystems, and community-led storytelling, the agency led strategy, execution, and creator activation for the Phillips One Blade, turning it into a grassroots, youth-driven cultural movement.

OBJECTIVE

Position them as the go-to grooming brand for Gen Z in India by driving mass awareness without traditional ads. Use creator-led storytelling by activating India's youth community. To make OneBlade feel like a staple among GenZ, without a marketing campaign.

KEY CHALLENGES

The campaign operated in a super-dynamic grooming category where Gen Z seeks authenticity over polished influencer ads. The opportunity was to create a community-led content wave that felt real, trustworthy, and youth-driven, allowing OneBlade to stand out through genuine participation.

PHILIPS ONEBLADE X UNDER25

Gen Z doesn't trust ads, they trust authenticity. The team tapped into this by launching a UGC-first campaign for Phillips OneBlade, driven by student creators, real grooming stories, and campus-led content. Starting as a 100-video pilot, the campaign scaled to 2000+ UGCs with subtle, natural product integration and zero traditional ad formats. The result: 20M+ views, 16M+ reach, and a 7.8%. OneBlade went from product to campus phenomenon, turning Gen Z users into storytellers.

BUILDING IMPACT

- The campaign embraced a UGC-first strategy, activating Under25's strong student creator network to champion real grooming moments with Philips OneBlade.
- Students shared their own routines, transformations, and product experiences through native short-form videos on Instagram and campus communities.
- Starting as a 100-video pilot, the enthusiasm and relatability drove rapid participation, scaling the campaign to 2000+ UGC videos.

BIG IDEA

Let Gen Z define the product through real, creator-led stories.

CRITICAL INSIGHT

Gen Z connects most with authentic, relatable, peer-driven storytelling online.

CANVAS

Social Media

RESULT

2K+ UGC videos

20M+ Views

16M+ Reach

7.8% Engagement rate

TEAM BRAND

With our OneBlade campaign, the goal was to fit seamlessly into the everyday grooming journeys of our young consumers. And partnering with Under25 enabled us to do exactly that. This campaign highlighted how giving complete creative freedom to young creators can translate into brand stories that are more genuine and impactful than anything scripted. Alongside Under25, we didn't just reach Gen Z, but learnt from them, too.

AABIA PHUTELA
Category Marketing Manager, Philips OneBlade

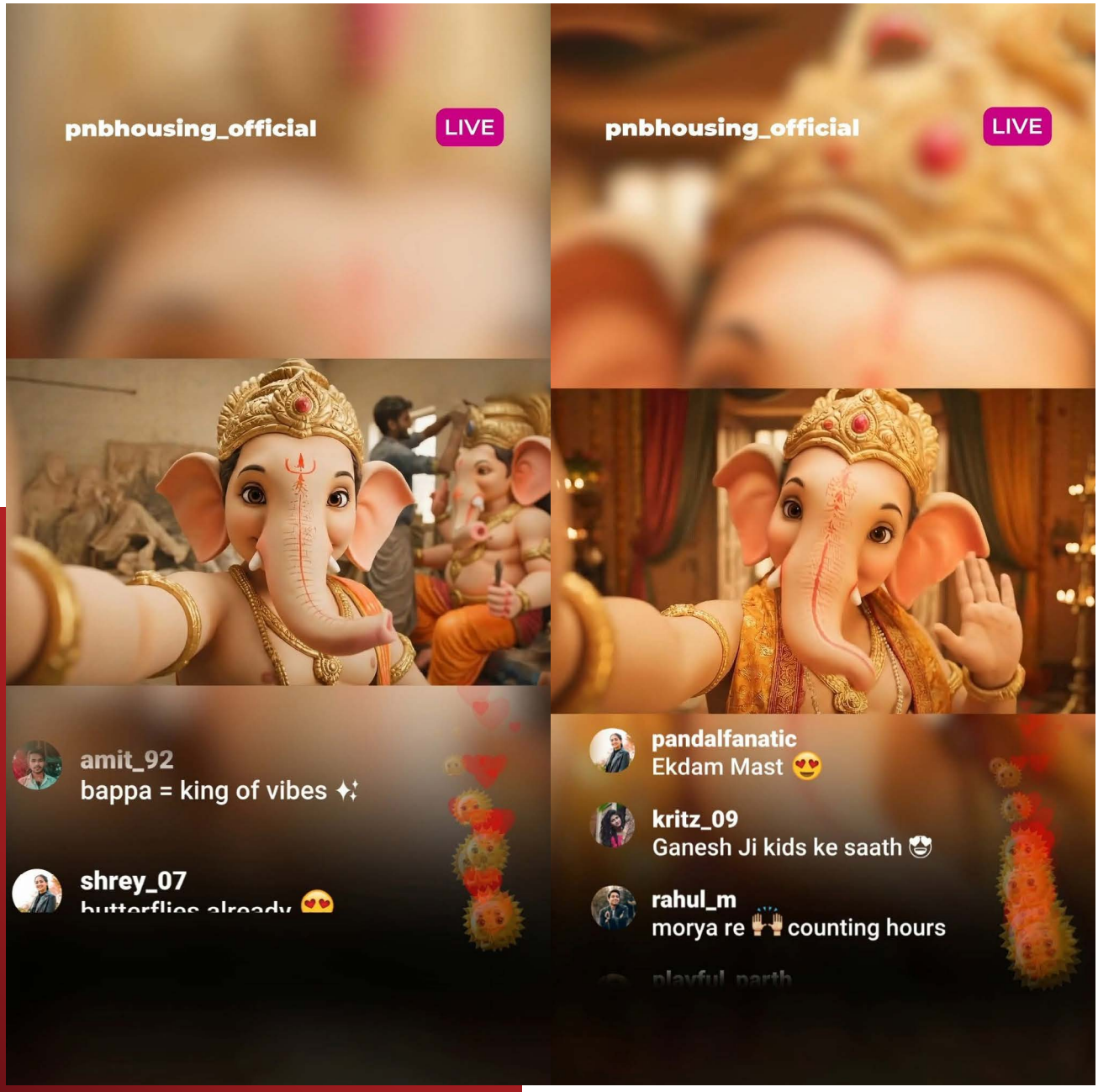
TEAM AGENCY

The campaign proved that the impact of a Gen Z-led narrative is instant and unmistakably authentic. Letting the students take charge of creating content from their own everyday lives resulted in a wave of relatable stories made for Gen Z, by Gen Z. This demonstrated that when brands speak how young people actually communicate: they build trust and conversation. They create genuine, lasting connections that traditional advertising simply can't replicate.

JEEL GANDHI
CEO at Under25

REIMAGINING HOME FINANCE

Reframes housing finance through emotion, culture, and celebration.



BRAND : PNB Housing Finance

AGENCY : Adfactors PR

ABOUT PNB HOUSING FINANCE

PNB Housing Finance, established in 1988 and promoted by Punjab National Bank, is a listed housing finance company with nationwide presence. With over three decades of expertise, the company offers housing loans, commercial property loans, loans against property and plot loans – enabling customers to access seamless financing for diverse home and property needs.

ABOUT ADFACTORS PR

Adfactors PR is a leading PR firm and a trusted specialist in critical reputation and advisory work in India. Founded in 1997, it serves 600-plus clients across 40 cities – delivering high-impact communication solutions for corporations, financial institutions, governments and start-ups – navigating complex, high-stakes challenges.

OBJECTIVE

Create positive conversations about PNB Housing Finance during Ganesh Chaturthi celebrations among prospective home-buyers in Western India.

KEY CHALLENGES

The onset of the festive season in India typically sees a clutter of ads. The challenge was to overcome this clutter and create an emotional connect between aspiring homeowners and PNB Housing Finance.

GANNU KI GHAR YATRA

Gannu Ki Ghar Yatra began with a simple cultural extension of imagining Ganesh visiting devotees' homes instead of families bringing in the deity. It allowed PNB Housing Finance to create an emotional connect with those aspiring homeowners in Western India, who were also Ganesh devotees. The campaign's narrative featured Ganesh/Gannu stepping into different households and extolling the pride, warmth, and emotional significance of owning a home of one's own. Rooted in tradition and told with playful warmth, the narrative moved home-loan conversations away from paperwork and apprehension. In doing so, PNB Housing Finance was positioned as a supportive partner.

BUILDING IMPACT

- The campaign unfolded as a 10-day, vlog-style festive journey, using new-age AI tools to depict Ganesh visiting real Indian homes.
- Each day showcased familiar rituals, intimate family moments, and the pride of hosting Ganesh, all captured through short reels and micro-stories.
- Content was optimised for Instagram, Facebook, YouTube Shorts, and LinkedIn, with WhatsApp forwards and emailers extending reach into personal and community networks.

BIG IDEA
Turning Ganesh Chaturthi homecomings into journeys towards owning a home.

CRITICAL INSIGHT
Lord Ganesh's arrival marks new beginnings, hope and home aspirations.

CANVAS
Social Media

RESULT

5M+ Views

3M+ Reach

270+ Inquiries

313K Engagement

TEAM BRAND

Ganesh Chaturthi resonates deeply with our target group. So, this time we let our beloved Gannu share his story. With Gannu Ki Ghar Yatra, we gave Ganesh a relatable personality and took people along in his journey. His excitement to enter each home, mirrored a new homeowner's joy and belief in a brighter future. Last but not least, the enthusiastic response from prospective customers showed that when brands celebrate culture creatively, those become part of people's lives.

BHAVYA TANEJA
CMO, PNB Housing Finance

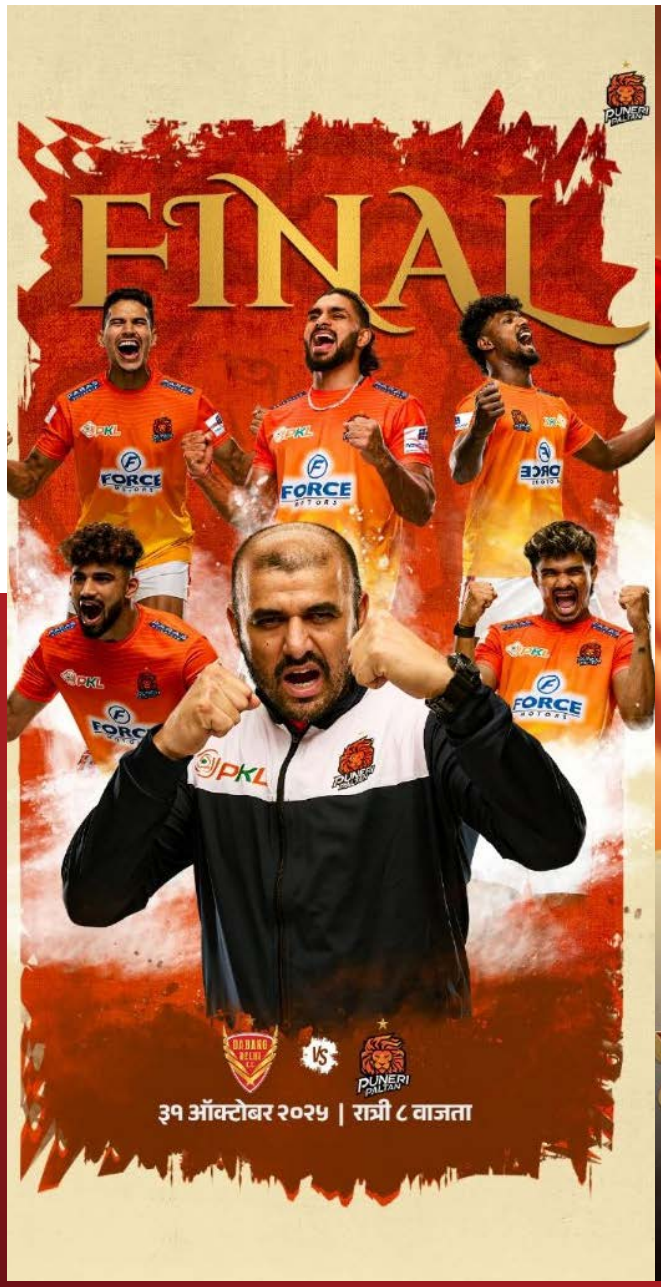
TEAM AGENCY

Brands win trust when their values reflect lived realities. Our narrative not only stemmed from an original thought but also reflected the agency's DNA of understanding cultural aspects of Bharat. This simple narrative made the story credible while addressing consumer's hesitancy around home loans. Most importantly, we garnered significant mindshare for PNB Housing at a time when families are most receptive to the idea of owning a home.

ARWA HUSAIN
Director, Adfactors PR

OUR SEASON, OUR CITY

Unites fans through culture-led season storytelling.





BRAND : Puneri Paltan

AGENCY : Digital Latte

ABOUT PUNERI PALTAN

Puneri Paltan has been a Pro Kabaddi League team since its inception. The team emerged as the Champion in Season 19 and was a proud finalist in Seasons 9 and 12.

ABOUT DIGITAL LATTE

Digital Latte is a 14-year-old full-service creative digital agency based out of Mumbai, India. With core expertise in digital, design, development and production, the agency brews fresh ideas for ambitious start-ups as well as multi-national companies.

OBJECTIVE

To significantly increase Instagram and YouTube fan base and cultivate positive team sentiment by positioning our players as larger-than-life heroes, thereby building a strong, engaged online kabaddi community.

KEY CHALLENGES

Stiff competition from 11 rival teams, including regional giant U Mumba, complicates the goal of becoming Maharashtra's biggest team. This was compounded by the strict constraint of 100% organic promotion throughout the entire season.

CHAMBAL KI SHAAN - CHAMBAL GHARIYALS

The core idea, MH12, was a tribute to Pune's glorious legacy, fueled by the vow to deliver what fans deserved after the previous season's heartbreak. The strategic approach transformed Season 12 into an epic narrative, positioning players as modern torchbearers of the city. The team created a bridge across centuries of Pune's pride by weaving every creative from retentions to the final through distinct city eras, ranging from the Swarajya period to Modern Hip-Hop. This deep historical and cultural integration fostered immense fan pride and engagement.

BUILDING IMPACT

- Deepened fan identity by building a sustained, season-long, historical storytelling-led narrative arc tied to Pune's cultural history a league first.
- Utilised extensive AI for creatives and narrative videos. Matchday posters were designed as larger-than-life movie posters to elevate players' stature.
- Primarily focused on Instagram and YouTube to deliver consistent, high-quality, thematic content.

BIG IDEA
MH12 - Our Season, Our City

CRITICAL INSIGHT
Team's Season 12 journey reflects Pune's history and modernity.

CANVAS
Social Media

RESULT

1.31L+
Followers added

42 CR
Total views

3.7CR
Campaign reach

35
Posts crossed 1M views

TEAM BRAND

The Vision for MH12 was to reach out to all the Kabaddi fans across India through the lens of Pune's history and legacy.

SIDDHANT SUVARNA
Marketing Lead - Insurekot Sports, Puneri Paltan

TEAM AGENCY

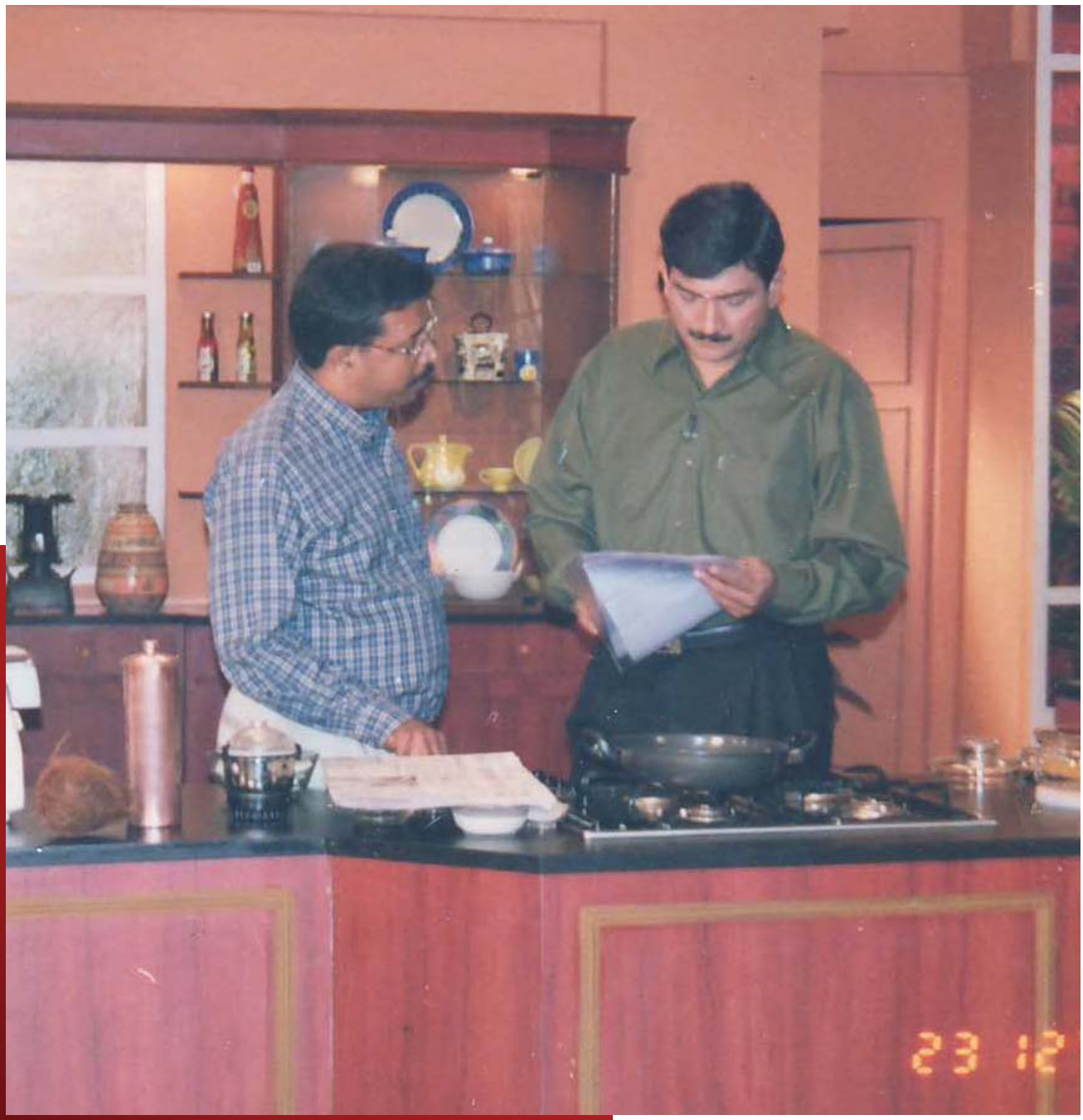
Sports marketing is evolving in a rapid pace, MH12 created a unique identity for Kabaddi fans in India. Puneri Paltan was rewarded with a loyal fan base, who stuck with the team through highs and lows.

ANESH BENDRE
GAM - Digital Latte

SANJEEV KAPOOR

BEYOND THE RECIPES

Shares untold stories that shaped chef Sanjeev Kapoor's career.



BRAND : Sanjeev Kapoor

AGENCY : Black Cab

ABOUT SANJEEV KAPOOR

Sanjeev Kapoor is an Indian celebrity chef, television presenter, cookbook author, and entrepreneur. With many national and international awards to his credit, he has starred in multiple culinary shows and authored numerous cookbooks, simplifying cooking for Indians. His illustrious and iconic career has spanned decades.

ABOUT BLACK CAB

Black Cab is a network of multidisciplinary creative agencies marked by strategic clarity and striking storytelling. Through a unique integrated ecosystem of specialist units, it delivers solutions across branding, design, digital strategy, the creation of identity, and innovation in content.

OBJECTIVE

Kahani Khazana campaign aims to reveal the untold, heartfelt stories of Chef Sanjeev Kapoor, diving beyond recipes to explore the passion, journey, and personal moments that shaped his career, creating a deeper emotional connection with audiences.

KEY CHALLENGES

The challenge was to humanise him on social platforms and share his legacy with the newer generation, beyond just recipes.

KAHANI KHAZANA

Kahani Khazana is a storytelling series that dives deep into the untold stories of Chef Sanjeev Kapoor, highlighting the personal journey, challenges, and achievements that have shaped his iconic career. Through candid anecdotes and emotional insights, the series goes beyond food, focusing on the passion and experiences that define Chef Sanjeev Kapoor.



BUILDING IMPACT

- By spotlighting Chef Sanjeev Kapoor's personal journey, the series shifts perception from a celebrated chef to a relatable storyteller, strengthening emotional affinity across generations.
- The campaign leveraged authentic, first-person storytelling to build long-term trust, reinforcing Chef Sanjeev Kapoor's credibility beyond recipes and television. It also positioned him as a mentor and thought leader.



BIG IDEA

Unveiling Sanjeev Kapoor, the chef within.



CRITICAL INSIGHT

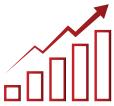
Celebrate culinary excellence; inspire future chefs through shared challenges and victories.



CANVAS

Social Media

RESULT



17L+
Views



43K+
Engagements

TEAM BRAND

For us, Kahani Khazana was an opportunity to deepen our relationship with our audience. By shifting from purely instructional content to intimate storytelling, we were able to showcase the authenticity and warmth that truly define the Sanjeev Kapoor brand. Blackcab helped package and portray Chef's nostalgic anecdotes and learning from his journey for a new-age audience that can benefit from them.

RACHITA KAPOOR
Legal and Digital Manager, Khana Khazana India Pvt. Ltd.

TEAM AGENCY

Kahani Khazana was built on a simple belief: people connect with people, not just content. Our strategy was to bring forward the person behind the celebrated chef by using storytelling and emotionally grounded narratives. The aim was to shift his digital presence from instructional to immersive, allowing audiences to experience his journey in a way that felt personal and relevant.

SIDDHARTHA SINGH
Co-Founder, Black Cab Agency Network

TATA CAPITAL

SKILL OVER COMMENTARY

Shifts the spotlight from opinions to performance.



BRAND : Tata Capital

AGENCY : MRM

ABOUT TATA CAPITAL

Tata Capital is a diversified financial services company offering lending, investment and wealth solutions. Positioned as a trusted partner for individuals and businesses, the brand focuses on simple, transparent products and works to advance financial empowerment through responsible, customer-first innovation.

ABOUT MRM

MRM is global relationship marketing agency that connects tech, data, creative, and strategy to make relationships between brands and people more valuable, building long-term growth.

OBJECTIVE

To create waves about the Women's Premier League and get more people to be a part of this event.

KEY CHALLENGES

Persistent gender bias framed cricket as a 'gentleman's game', limiting credibility for women's cricket. The challenge was shifting entrenched mindsets, breaking clichéd women-centric narratives of constant justification, and moving beyond comparisons or sassy comments to portray women as inherently capable.

GAME BOLEGA

Tata Capital, a sponsor of the Women's Premier League, has consistently aimed to spark meaningful conversations around women's cricket. This year, we observed that women cricketers and brands spend disproportionate effort responding to opinions and criticism. We questioned the need for justification — these athletes have already achieved what most critics cannot imagine. Their skill, discipline and performance speak louder than words. This insight aligned with Tata Capital's belief that truth and talent speak for themselves. Designed for maximum reach, the campaign created intrigue and conversation, followed by a powerful reveal. Game Bolega silenced trolls by letting the game talk loudly alone.

BUILDING IMPACT

- Sparked buzz through 'leaked' press conference videos shared via paparazzi and cricket pages, showing players walking away from provocative questions.
- The reveal came as a high-energy rap anthem for WPL 2025, tapping into India's love for cricket and music.
- To scale impact, influencers across geographies reposted the anthem with their views.
- Trend-led, game-based content showcased players beyond cricket, drawing in new audiences.

BIG IDEA

Letting performances speak more than words, every single time.

CRITICAL INSIGHT

Women continuously defend themselves despite proving their capabilities repeatedly.

CANVAS

Social Media, Influencers

RESULT

16CR+ Reach

36CR+ Views

32L+ Engagement

TEAM BRAND

Our vision for the Game Bolega campaign was to redefine the narrative, to change past stereotypes and champion the skill, spirit and grit of women cricketers. By anchoring the campaign in authenticity and real on-field performances, we created a message that truly connected with fans. Game Bolega didn't remain just a campaign. It grew into a movement celebrating the resilience and determination that define these exceptional athletes.

KAUSHIK CHAKRABORTY
Head of Marketing and Corporate Communications, Tata Capital

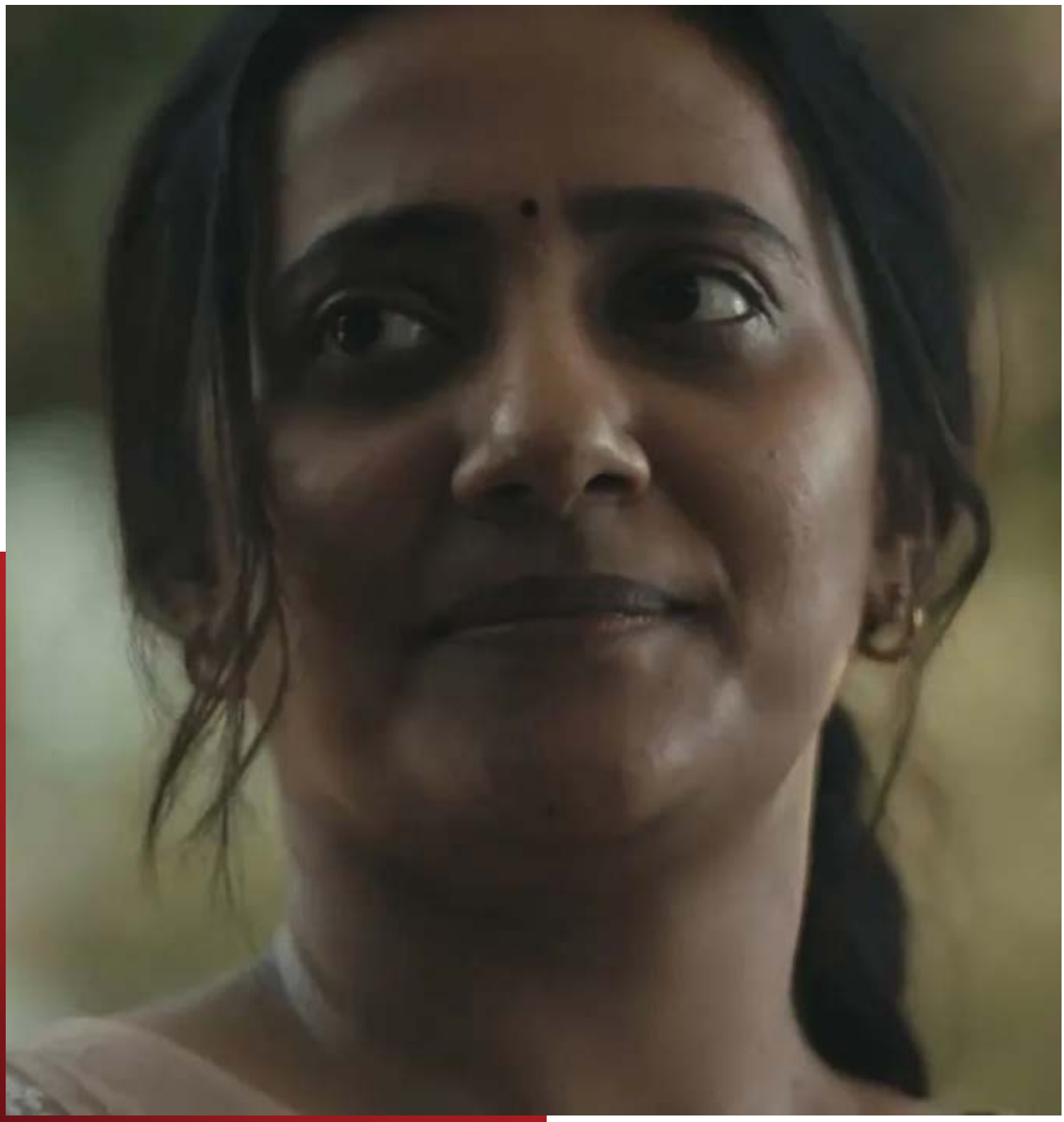
TEAM AGENCY

Let your work do the talking is aptly encapsulated in the campaign, Game Bolega. Indian Women Cricketers have been widely subjected to demoralizing comments but rather than respond endlessly with words, they chose to focus on work instead. This campaign was launched with a powerful anthem intensifying a war cry, Game Bolega, followed by a solid amplification on social media.

BIDISHA MUKERJEA
Head of Creative, MRM, Mumbai

WINNING AGAINST SILENCE

Reframes cervical cancer testing as an act of self-belief and strength.



BRAND : Tata Trusts

AGENCY : RepIndia

ABOUT TATA TRUSTS

Tata Trusts is amongst India's oldest, non-sectarian philanthropic organisations. The Trusts own two-third of the stock-holding of Tata Sons Limited, the apex company of the Tata group of companies. The wealth that accrues from this asset supports an assortment of causes, institutions and individuals in a wide variety of areas.

ABOUT REPINDIA

RepIndia is a full-service creative and digital agency where strategists, designers, tech experts, and content specialists work together to build impactful brand experiences. From brand identity and design to social media, ORM, SEO, and digital innovation, delivers integrated solutions that help brands stand out and thrive in a competitive market.

OBJECTIVE

Amplify campaign film that turns symptoms into a starting point for people to get tested for cervical cancer.

KEY CHALLENGES

Craft communication so women address the symptoms instead of ignoring them as 'kuch nahi' before it's too late.

KHUD SE JEET

'Khud Se Jeet' is a powerful awareness campaign by Tata Trusts encouraging women to overcome fear and prioritise their health by getting tested for cervical cancer. Built around a compelling brand film, the campaign aims to replace fear with facts and stigma with self-care. Through honest storytelling and relatable real-life narratives, 'Khud Se Jeet' reframes the act of testing as a moment of courage — an act of winning against one's own hesitation. The campaign leverages social platforms to normalise conversations around cervical cancer, urging women to take charge of their well-being and choose awareness over anxiety.

BUILDING IMPACT

- Executed across Tata Trusts' digital channels, 'Khud Se Jeet' used emotionally resonant film content supported by short clips, testimonials, and informative posts designed for social sharing.
- Each asset emphasised the importance of early detection and regular screening, countering myths with clear, factual communication.
- The campaign's tone balanced sensitivity with empowerment, using real voices and medical experts to build trust.

BIG IDEA
Reminding our audience to choose logic instead of fear.

CRITICAL INSIGHT
Fear and guilt controlled matters of health instead of reason.

CANVAS
Social Media

RESULT

221K+
Reach Tata Trusts witnessed

240K+
Engagement

229K+
Views across platforms

TEAM BRAND

Khud Se Jeet was shaped by listening to women — their silences, fears, the stigma they endure and the hesitation long before any illness. Cervical cancer isn't only medical; it's emotional, wrapped in doubt and misconceptions. We realised access isn't the only barrier, self-doubt is. The campaign became a gentle push to think about testing. Post-test research showed women connecting with the insight, the storytelling format and the simple elucidation of symptoms.

SHILPI GHOSH
Head, Brand and Marketing Communications, Tata Trusts

TEAM AGENCY

This campaign reminds us that behaviour change doesn't start in a clinic — it starts in the mind. By grounding the narrative in women's lived realities rather than just medical facts, we created a connection that feels immediate, personal, and far more powerful.

NEELANJAN DASGUPTA
National Creative Director, Rep India

ACTIVATING MATCH-DAY CHEERS

Tap into India's excitement for cricket to spark high-frequency participation.



BRAND : TVS NTORQ

AGENCY : Dentsu Creative Webchutney

ABOUT TVS NTORQ

TVS NTORQ is a performance scooter brand in India's two-wheeler category, positioned for young, tech-savvy urban riders. It focuses on sporty design, enhanced connectivity features, and a rider-centric experience. The brand aims to deliver convenience, style, and engaging mobility solutions for everyday city commuting and leisure riding.

ABOUT DENTSU CREATIVE WEBCHUTNEY

Dentsu is a global creative and marketing agency network with capabilities across brand strategy, digital communication, content creation, and integrated campaign execution. For this campaign, the team led the creative approach, social media activation, and real-time engagement strategy to connect TVS NTORQ with its audience during the ICC World Cup.

KEY CHALLENGES

While it wasn't a formal challenge, the idea was to tap into something the brand's audience was genuinely excited about and spark natural interactions.

OBJECTIVE

TVS NTORQ stands as a youth-first performance scooter brand, built on the pillars of style, innovation, and tech-led convenience. The campaign aimed to increase awareness for the brand and engage young audiences while tapping into the nation's cricket fever.

INDIAN COMMENTS CHALLENGE

During the ICC World Cup, TVS NTORQ tapped into the nation's cricket fever with a simple, organic engagement activity on Instagram. Without a formal challenge or paid push, the brand sparked conversations through relatable, timely prompts, driving strong participation, boosting visibility, and strengthening its connection with the youth by engaging them around something they genuinely cared about.

BUILDING IMPACT

- The campaign tapped into the nation's cricket fever in real time, with an organic activity, engaging young audiences and fans on Instagram.
- Posting every 1-2 hours, the brand asked users to drop fun, simple comments, rewarding the highest commenters with exclusive NTORQ merch.
- The brand would switch off the comments after an hour of posting the question to create FOMO and urgency, driving engagement.



BIG IDEA

Turn fandom into organic participation.



CRITICAL INSIGHT

Fans engage when brands meet them where their passions are.



CANVAS

Social Media

RESULT



4.2M
Reach



42.1K
Engagement



35.4K
Comments

TEAM BRAND

The idea was to engage our young audience in the most natural way, by joining the cricket excitement they were already a part of. The rapid posting format kept the energy high and encouraged continuous participation. It not only amplified our visibility during a key cultural moment but also strengthened our brand's relationship with fans through fun, organic interaction.

ABHINAV SHARMA
Brand Manager, TVS NTORQ

TEAM AGENCY

Our strategy was to stay agile and tap into a moment India was already celebrating. By posting every 1-2 hours during World Cup matches, we turned simple interactions into a fun, real-time contest. It was a low-lift, culture-driven idea that delivered high organic traction and deeper brand engagement with youth.

SHALINI GUPTA
Account Manager, Dentsu Creative Webchutney

PATAKAS FOR DIWALI

Positions UNO as the go-to card game for modern festive gatherings.



BRAND : UNO India

AGENCY : Life And Half

ABOUT UNO INDIA

UNO India is a leading player in the play & entertainment category, positioned as a social-first, youth-centric brand that sparks connection through quick, competitive fun. Its key content focus areas include digital-native content, cultural relevance, community-driven campaigns, creator collaborations, and constant gameplay innovation to stay iconic for Gen Z.

ABOUT LIFE AND HALF

L&H is a Bombay/Delhi-based full-suite brand strategy & creative services agency that specialises in always-on channels like social media and O2O communication. For UNO, the agency led the Only Patakas Play UNO Diwali campaign, driving PR design, influencer strategy, and in-house festive content to deliver culturally sharp, high-impact engagement.

OBJECTIVE

The campaign set out to make UNO a Diwali ritual, shifting behaviour from traditional taash nights to a modern, high-energy alternative. The goal was to spark a dialogue that positioned UNO as a relevant choice for Diwali.

KEY CHALLENGES

Key challenges included breaking through Diwali content clutter, shifting audiences from taash traditions to UNO, ensuring pan-India cultural relevance and driving a campaign with organic content only.

ONLY PATAKAS PLAY UNO

'Only Patakas Play UNO' reimagined Diwali and the idea of a 'Pataka' to celebrate the fun, cool energy of every UNO player. Tapping into culturally plugged-in humour, taash-night nostalgia (minus tash), creator partnerships and a catchy custom audio, the campaign seamlessly fits UNO into festive moments, from safai jokes to rangoli banter and family parties. An offline game with Jumma Ki Raat added community buzz. This strategic mix of insights and creator-led storytelling drove strong organic traction on Instagram, earning 4.15M+ views, 7%+ engagement and 300+ creator reels.

BUILDING IMPACT

- Rolled out Instagram-first, backed by PR seeding, creator content, an offline event partnership and community-driven UGC.
- Media mix spanned creators across tiers, PR gifting, UGC amplification and owned content. Timelines moved from pre-Diwali build-up to peak festive storytelling, followed by a mid-campaign PR push and sustained UGC.
- Notable tactics included trending audio, diverse creators, culturally rooted micro-moments and a Pataka Giveaway box that fueled buzz.

BIG IDEA

Celebrating Diwali's 'Pataka spirit' by uniting relationships through UNO.

CRITICAL INSIGHT

Gen Z seeks clean, inclusive, gambling-free fun - UNO naturally fills this gap.

CANVAS

Social Media, Influencers

RESULT

4.4M
Organic views

300+
Creator and fan reels

7%+
Engagement

TEAM BRAND

With Only Patakas Play UNO, we set out to position UNO as a catalyst for festive togetherness, turning Diwali moments into laughter, competitiveness and connection. Our goal was to elevate UNO from a casual pastime to a cultural staple families reach for during celebrations. Seeing people weave UNO into their Diwali traditions confirmed our aim: to make festive joy more interactive, spirited and unmistakably UNO.

SIDDHARTH KAR
Category Marketing Head Dolls & Games, Mattel India

TEAM AGENCY

'You're a pataka' is the most used compliment (& caption) during the festive season. As a brand, we want UNO to be associated with all patakas - it is truly the coolest, non-gamble, card game you can play during Diwali. We enjoyed advocating for gamble-free card parties and unconditional fun that brings people together regardless of their age, over a game of UNO!

ANJALI SINGH
Brand Strategy & Growth, Life and Half

CELEBRATING SMILES

VITHOBA
More From Earth

Shifts oral care from clinical claims to human celebration.



3rd October 2025 - Volume 01 | Edition 2025

VITHOBA
जड़ से जुड़ो

Vithoba Times

Smile day News.
All smiles across

Legacy of over 25+ years | Household name | Premium ayurvedic oral care | Vithoba Healthcare

Spotted:
The City's Best Smiles Get Awarded

BRAND : Vithoba Healthcare

AGENCY : OktoBuzz Brand Solutions

ABOUT VITHOBA HEALTHCARE

Vithoba Healthcare is a leading Indian Ayurvedic oral and personal care brand with a legacy of over 25 years. Starting with tooth powder in 2001, they've expanded into toothpaste, skincare, haircare, and pain relief products. It combines traditional Ayurvedic wisdom with modern manufacturing standards through herbal, nature-rooted formulations.

ABOUT OKTOBUZZ BRAND SOLUTIONS

Oktobuzz, founded in 2013 by Hemal and Neha Majithia, is a Mumbai-based, strategy-first agency delivering measurable results. Ranked among India's top 14 most effective independent digital agencies by the Effie Index, they maintain 92.8% client retention through data-backed creative solutions guided by: When the client wins, we win.

OBJECTIVE

In a competitive oral care market focused on functional benefits, Vithoba needed to differentiate by elevating conversation from awareness to celebration, deepening brand love across diverse age groups, while connecting oral care's functional benefits to authentic emotional outcomes throughout life.

KEY CHALLENGES

Most oral care marketing remained clinically focused and impersonal, targeting narrow demographics. The challenge was creating real-world emotional impact across generations, moving beyond digital engagement to position Vithoba as celebrating authentic happiness at every life stage.

HAR SMILE EK JEET HAI

Vithoba transformed World Smile Day into a celebration of authentic human moments across generations. The Smile Squad surprised real people across iconic Mumbai locations, from children playing by the sea to elderly citizens at juice stands, awarding them certificates, trophies, and sashes for their genuine and spontaneous smiles. This guerrilla marketing approach skipped product features entirely, focusing instead on the confidence and joy that oral health enables at every life stage. The film documented genuine reactions, creating shareable moments that resonated emotionally. Reached millions across digital with overwhelmingly positive sentiment as audiences appreciated seeing oral care marketing celebrate everyone authentically.

BUILDING IMPACT

- The Vithoba Smile Squad surprised real people across iconic Mumbai locations like Marine Drive, Carter Road in Bandra, and Fort, awarding spontaneous smiles with certificates, trophies, and sashes.
- The documentary-style content captured genuine reactions across age groups, from excited children to elderly citizens, with a hook-driven opening and emotional narrative arc.
- Short-form reels optimised for Facebook, Instagram, and YouTube showcased intergenerational appeal through authentic, selfie-style documentation.

BIG IDEA

Every smile is special and deserves recognition.

CRITICAL INSIGHT

Genuine everyday smiles across all ages go unnoticed and unappreciated.

CANVAS

Social Media

RESULT

20M Views

14M Reach

5M Engagement

TEAM BRAND

Vithoba has always stood for oral health and wellness, but more importantly, we stand for the confidence and happiness that come from a healthy smile. This campaign is a reflection of our purpose: to make every smile matter. By celebrating people and rewarding their smiles, we want to remind everyone that a simple smile can spread joy and positivity.

SUDARSHAN SHENDE
Managing Director, Vithoba Healthcare

TEAM AGENCY

At OktoBuzz, we believe the most powerful campaigns emerge at the intersection of creativity and human emotion. With this World Smile Day activation, we transformed something as simple as a smile into a celebration. By surprising people in their everyday lives and rewarding them for their joy, we created an unforgettable experience that aligns the brand with happiness and positivity.

HEMAL MAJITHIA
Founder and Chief Oktomind, OktoBuzz



INFLUENCERS

Creator-led narratives that feel personal and credible, transforming everyday experiences into brand stories people trust and relate to.

REAL HAIR, REAL TALK

Position Bombae as a bold, stigma-free grooming ally.



BRAND : Bombae by Bombay Shaving Company

AGENCY : Social Tweebs

ABOUT BOMBAE BY BOMBAY SHAVING COMPANY

Bombae is a bold personal-care brand redefining women's grooming with products designed to be efficient, comfortable, and stigma-free. Positioned as playful, empowering, and unapologetic, Bombae aims to normalise conversations around body hair and celebrates real, raw beauty experiences for women across India.

ABOUT SOCIAL TWEEBS

Social Tweebs is an influencer-driven digital agency specialising in creator strategy, audience intelligence, and culturally resonant storytelling. For Bombae, the agency led influencer discovery, content strategy, and full campaign execution.

OBJECTIVE

To challenge beauty stereotypes by showcasing Bombae's SmoothAF, badass grooming solutions through creators who normalise real, raw body experiences. The campaign aimed to spark conversation and position Bombae as the go-to brand for women seeking powerful, playful, unapologetic grooming.

KEY CHALLENGES

Finding influencers comfortable showing real underarms and facial hair grooming on social media, while maintaining authenticity and brand safety, made creator selection unusually challenging.

BOMBAE BAESHARAM

The Baesharam campaign spotlighted Bombae's 6-in-1 trimmer through creators who showcased real grooming moments - PCOS hair, underarms, facial hair, post-workout touch-ups, and spontaneous plans. Instead of avoiding body hair, creators leaned into it, celebrating raw, unfiltered stories that normalised everyday grooming. Data-led selection surfaced high-engagement regional creators like Koyal Bhattacharjee, whose content delivered exceptional uptake. Formats included POV, ASMR, outdoor moments, and movement-led content shot beyond bathroom settings to break stereotypes. The campaign's bold storytelling positioned Bombae as a trusted grooming BFF for women seeking authenticity, confidence, and stigma-free conversations.

BUILDING IMPACT

- Ten creators were chosen across key markets: Maharashtra, Karnataka, Tamil Nadu, Kerala, Gujarat, Delhi, Telangana, and UP.
- Instagram served as the primary platform. Content showcased authentic grooming scenarios - pre-event fixes, lifestyle-led moments, and honest product demos. Real hair visibility and candid storytelling were essential requirements.
- The campaign ran for 30 days, with creators producing raw, relatable, high-engagement Reels that aligned with Bombae's unapologetically bold brand voice.



BIG IDEA

Celebrate unapologetic, real grooming moments.



CRITICAL INSIGHT

Authentic regional creators often outperform volume-driven strategies.



CANVAS

Influencers

RESULT



5.5M
Views



29%
Average Engagement

TEAM BRAND

The Bombae Creator Collab campaign tapped a lever that's now a critical opinion driver for our TG, delivering both awareness and consideration. We chose creators with an authentic, bold voice, comfortable showing the 6-in-1 trimmer in action. Real hair, real conversations, and honest usage translated into strong search lift and ROAS.

RESHMA HARIKUMAR
Head, Marketing Communications, Media & Partnerships

TEAM AGENCY

This campaign demanded creators who embraced authenticity without hesitation. Our team collaborated closely to identify bold voices aligned with Bombae's unapologetic ethos while ensuring strong engagement and audience relevance. Through coordinated discovery, planning, and content management, we delivered storytelling that was raw, empowering, and truly clutter-breaking. The execution reflected the team's shared commitment to honest, stigma-free grooming narratives.

ANIKET SHAH
Co-Founder, Social Tweebs

CEEW
THE COUNCIL

MAKING CLEAN ENERGY RELATABLE

Positions solar energy as an everyday, trustworthy household choice.



BRAND : CEEW

AGENCY : IPLIX Media

ABOUT CEEW

CEEW (Council on Energy, Environment and Water) is leading India's push for Residential Rooftop Solar, driving mass awareness as the country targets 500 GW of renewable energy by 2030. Through digital storytelling and creator-led narratives, the campaign aims to make rooftop solar a trusted, mainstream household choice.

ABOUT IPLIX MEDIA

IPLIX Media is a fast-growing, full-stack creator economy company helping Indian creators build scalable personal brands, launch ventures, and collaborate with leading global brands.

OBJECTIVE

The campaign raised awareness about the PM Surya Ghar Muft Bijli Yojana, highlighting the economic and environmental benefits of Rooftop Solar. Simple, real-life storytelling, showcased easy installation for independent homes and encouraged people to adopt clean energy for smarter, sustainable living.

KEY CHALLENGES

Working with major creators like Soha Ali Khan and Archana Puran Singh was rewarding but technically demanding, especially given the campaign's complexity, from understanding subsidies and calculations to meeting precise technical requirements. It is an important topic, but discussing it could be boring due to the sheer amount of details and technicalities involved.

PM SURYA GHAR MUFT BIJLI YOJANA

The core idea was to position the PM Surya Ghar Muft Bijli Yojana as an empowering service that helps households transition to clean energy. The strategic approach focused on relatable, creator-led storytelling to simplify technical details and connect with a sustainability-minded audience. This delivered strong awareness, improved understanding of subsidies and long-term benefits, and encouraged people to view rooftop solar as a practical and impactful step toward sustainable living.

BUILDING IMPACT

- The campaign was executed through dedicated YouTube videos, using creators with strong credibility and deep audience connection to ensure authentic communication.
- The creative approach focused on building organic interest through storytelling before seamlessly integrating RTS, allowing viewers to stay engaged while understanding the benefits. Content strategically addressed common myths, highlighted subsidies, and simplified technical details.
- To enhance authenticity, several videos featured real consumers and long-term RTS users, along with vendors sharing their experiences.

BIG IDEA

Promoting the service to the right, sustainability-minded audience.

CRITICAL INSIGHT

To reach an audience who is aware of sustainability and development.

CANVAS

Influencer Marketing

RESULT

2.5M+ Views

3.25% Engagement

95.6% View rate

TEAM BRAND

IPLIX has been one of the most reliable partners I've worked with. The team understands creators, communicates clearly, and handles every collaboration with care and professionalism. It's been a pleasure creating with them this year.

CHHAVI SHARMA
Communication Consultant at CEEW

TEAM AGENCY

PM Surya Ghar Muft Bijli Yojana scheme can be technical when it comes to understanding solar panels and the subsidies offered under the scheme. So we used trusted, well-known faces and real consumer stories by turning complex details into relatable narratives, helping people understand how clean energy and rooftop solar in particular can genuinely benefit their homes and daily lives.

SRISHTI BETALA
Associate Director - Operations at IPLIX

FROM HACKS TO HABITS

Uses creators to popularise effective, everyday acne care.



BRAND : CeraVe

AGENCY : Only Much Louder (OML)

ABOUT CERAVE

CeraVe is a dermatologist-developed skincare brand, founded in 2005 (now owned by L'Oréal), famous for its affordable, barrier-repairing products technology for long-lasting hydration, targeting various skin types and concerns from dryness to acne with cleansers, moisturisers, and sunscreens.

ABOUT ONLY MUCH LOUDER

OML is a global creative and entertainment network with expertise in content, branded entertainment, influencer marketing, and strategic solutions. For CeraVe, OML turned viral creator content into a cultural moment, producing the DVC and leading experiential initiatives that shifted acne care perceptions.

KEY CHALLENGES

Countering entrenched skincare hacks and online misinformation. Persuading audiences to adopt proper acne care. Crafting educational content that felt culturally relevant and entertaining. Driving sustained creator participation without making the topic preachy.

OBJECTIVE

To introduce CeraVe's Blemish Control Range and shift behaviour from harmful home remedies to proper Treat & Repair. The campaign aimed to educate consumers through creator-led conversations and experiential moments, normalising effective acne care and correcting persistent myths.

CERAVE BLEMISH CONTROL RANGE LAUNCH

OML partnered with CeraVe to launch the Blemish Control Range in India via a creator-led cultural campaign anchored in Treat & Repair. The film began with Kaneez Surka's reel about an "acne care leave", which ignited creator conversations and drew in Agasthya Shah and Sakshi Shivdasani. OML invited participants to the CeraVe Acne Academy and staged the Skinscare Awards, where creators publicly rejected skincare hacks and embraced effective routines. OML also produced a DVC that aired on Meta and OTT, turning a creator moment into an educational movement.

BUILDING IMPACT

- Initiated with Kaneez Surka's candid reel to spark an authentic creator conversation.
- Amplified dialogue by engaging creators Agasthya Shah and Sakshi Shivdasani, who joined the full-blown cultural moment.
- Convened the CeraVe Acne Academy as an educational experiential activation, culminating in the Skinscare Awards to debunk hacks.
- Supported the launch with social cut-downs, creator content and community engagement to sustain conversation and learning.

BIG IDEA
Debunk harmful acne hacks, reinforce Treat & Repair.

CRITICAL INSIGHT
Effective acne care comes from long-term skincare, not temporary hacks.

CANVAS
Digital

RESULT

9.7M+ Reach

39.2M Organic Views

2.18% Engagement Rate

TEAM BRAND

Our goal with CeraVe's Blemish Control Range was to shift acne conversations from home remedies to proper Treat & Repair routines. Partnering with OML turned creator-led moments into a cultural movement, from Kaneez Surka's reel to the Acne Academy Masterclass, normalising effective acne care, challenging myths, and making skincare guidance relatable, trusted, and accessible for all.

RAMI ITANY
Director, L'Oréal Dermatological Beauty

TEAM AGENCY

Working on CeraVe's Treat & Repair campaign blended creativity with education. A single creator reel became a multi-platform cultural movement, debunking myths while making skincare approachable and entertaining. Experiential activations like the Acne Academy and Skincare Awards showed authentic acne care in action, demonstrating how creator-led storytelling drives behavioural change and builds brand trust.

ROYCIN DSOUZA
OML Entertainment Pvt. Ltd.

FEASTING, THE INDIAN WAY

Captures India's wedding buffet behaviour through relatable characters.



BRAND : ENO

AGENCY : itch

ABOUT ENO

Eno is a popular OTC antacid brand, trusted for its fast & effective relief from acidity. Known for its quick 6-second action, ENO is widely used by Indian consumers who want quick relief from acidity without interrupting their food & life moments.

ABOUT ITCH

itch is a new-age creative partner focused on work that feels real, relevant and hard to scroll past. They combine insight-led thinking with platform-first creativity to help brands show up smarter every day.

KEY CHALLENGES

Position ENO as a beloved partner for wedding buffet indulgence, reminding Indians pre-emptively, not post-discomfort. Create relatable content that cuts through wedding clutter, making ENO an indispensable part of joyous feasts.

OBJECTIVE

To make ENO relevant, we culturally integrated it into India's biggest food-love occasion: weddings. Elevating its role beyond acidity relief, the aim was to ensure Indians eat joyfully and worry-free at celebrations, with ENO as their unforgettable companion.

SHAADI KI BUFFETBAAZI

ENO exists to champion one's appetite for life, and Weddings are the biggest appetite occasions India has, where uninhibited food-love and acidity converge. By turning 5 real buffet personalities into culturally iconic characters across Instagram & YouTube, ENO made wedding indulgence fun, relatable & confident. The brand moved from functional relief to becoming the celebratory partner of India's most loved food moment.

BUILDING IMPACT

- A Sunil Grover master film introduced the Buffetbaazi universe, followed by character films and reels featuring Mallika Dua as Ms. Chatori, Gaurav Gupta as Vasooli Pro, Manvi Gagroo as the Reels Queen, Amit Tandon as Jugaadu Ji, and Naman Arora as Gyaani Baba.
- Content was built natively for Instagram and YouTube through snackable, short-form reels designed for humour, relatability & shareability.
- Media planning focused on high-frequency, entertainment-first storytelling through the wedding season.

BIG IDEA

Bring India's wedding buffet behaviours to life via relatable characters.

CRITICAL INSIGHT

Wedding buffets: universally relatable Indian eating habits instantly revealed.

CANVAS

Digital, Social Media, Influencers

RESULT

4% VTR

60% TOM

91% SPONT

2.1M Engagement

4.7% Increase in awareness

5.5 PTS Increase in ad recall

TEAM BRAND

ENO's campaign honours Indian weddings' vibrant cultural and culinary diversity, celebrating the abundant food indulgence through relatable buffet characters. It symbolises joy and hospitality. ENO understands the pleasure of uninterrupted 'Buffetbaazi', ensuring nothing, not even acidity, mars the feasting.

BINEET JAIN
Category Head, Digestive Health, Haleon India

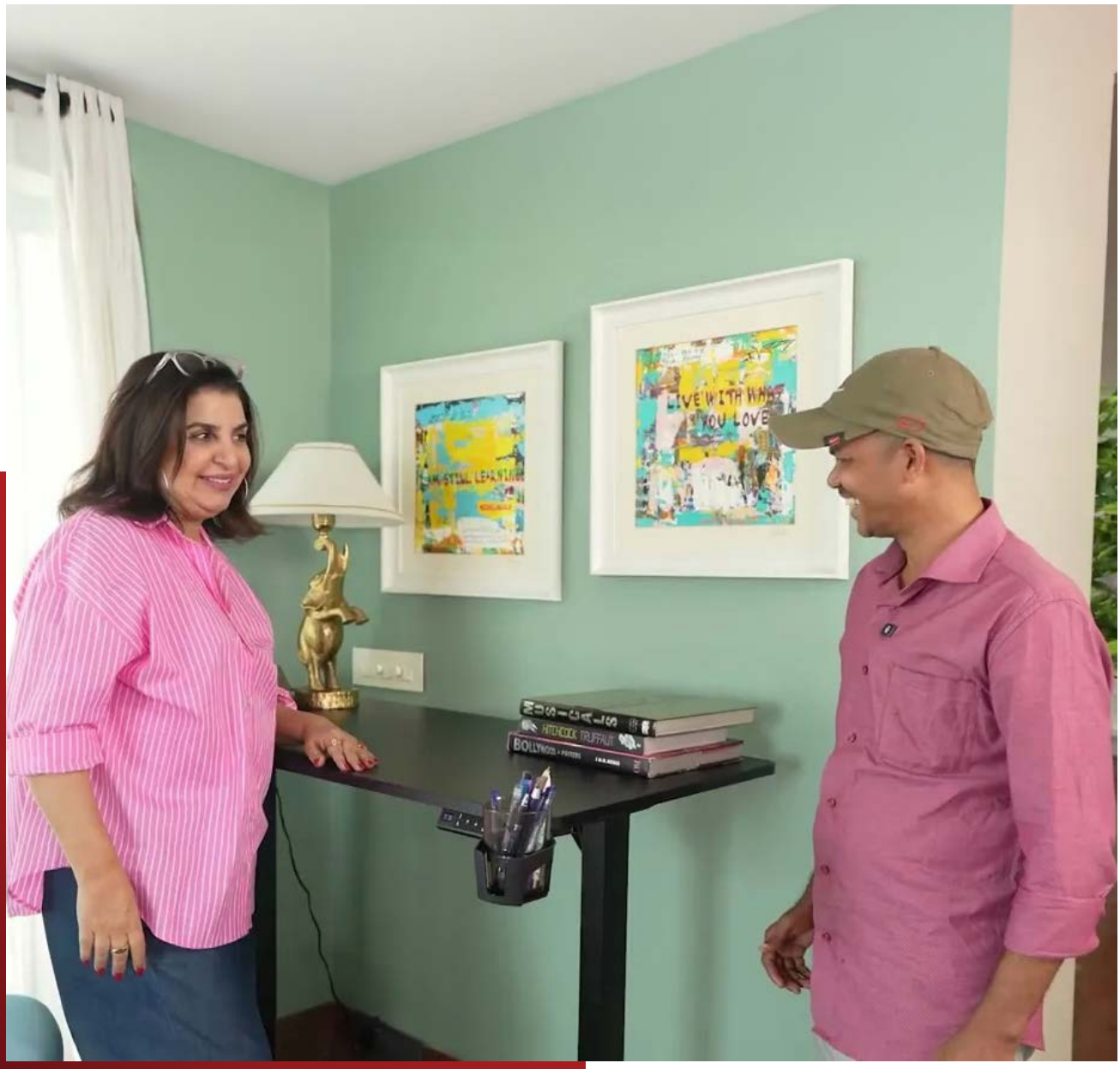
TEAM AGENCY

Great ideas come from observing life, those honest, everyday moments we all recognise. With Buffetbaazi, we tapped into wedding memories we all share, that one relative, that friend at the chaat counter, those small, unforgettable behaviours that make buffets iconic. The campaign is our ode to these truths, told with humour and warmth, with ENO landing naturally as the hero after the indulgence.

NAMAN AGARWAL
Co-founder, itch

FURNITURE THAT FITS REAL LIFE

Drives consideration by placing products inside authentic, everyday narratives.



BRAND : GreenSoul

AGENCY : IPLIX Media

ABOUT GREENSOUL

GreenSoul creates ergonomic, well-designed and ergonomic furniture for modern work and home setups. With a focus on posture, durability, and everyday comfort, it offers office chairs, gaming chairs, recliners, and workstation essentials that support use over long hours. Its direct-to-consumer model delivers high quality without mark-ups, making healthier workspaces accessible to India.

ABOUT IPLIX MEDIA

IPLIX Media is a fast-growing, full-stack creator economy company helping Indian creators build scalable personal brands, launch ventures, and collaborate with leading global brands.

OBJECTIVE

To boost visibility for GreenSoul's product and drive attention and engagement.

KEY CHALLENGES

To create awareness and position GreenSoul as a go-to brand for comfortable, ergonomic furniture for modern work and home set-ups.

PROMOTING GREENSOUL DURING SALES

GreenSoul, a leading furniture brand known for gaming chairs and recliners, partnered with IPLIX Media for its large-scale Sale Phase. The three-phase rollout opened with a high-impact stand-up set by Gaurav Gupta, earning strong appreciation and audience response. Building on this momentum, we collaborated across product categories, engaging entertainment, couple, lifestyle and gaming creators. Each video focused on organic integration with minimal callouts and seamless storytelling. The campaign delivered 23M+ views and a strong CPV of 0.4.

BUILDING IMPACT

- The three-phase rollout opened with a high-impact stand-up set by Gaurav Gupta, earning strong appreciation and audience response.
- Building on this momentum, the team collaborated across product categories, engaging entertainment, couple, lifestyle, and gaming creators.
- Each video focused on organic integration with minimal callouts and seamless storytelling.

BIG IDEA

Bring products to life through authentic creator-led storytelling.

CRITICAL INSIGHT

Audiences engage when brand messaging blends naturally into creators' lives.

CANVAS

Influencer Marketing

RESULT

23M+ Views

0.4 CPV

7%+ Engagement rate

TEAM BRAND

The campaign execution was smooth and well thought through from start to finish. Timelines, coordination, and planning all felt effortless. The content was designed to build awareness across our multiple product range, and it really connected with the audience. The response was strong, and every campaign was handled with professionalism, making it a truly rewarding experience.

SRISHTI MISHRA

Sr. Social Media Executive, Green Soul

TEAM AGENCY

We realised early on that people connect best with content that feels real and relatable. So instead of pushing hard promotions, we focused on everyday moments that naturally fit GreenSoul. Working with diverse creators/ known faces, we built stories that felt honest, and that's exactly why the campaign resonated so strongly with audiences.

SRISHTI BETALA

Associate Director - Operations (Influencer Marketing) at IPLIX

WHEN CREATORS DRIVE TRUST

Establishes confidence in VIDA VX2 through candid creator reviews.



BRAND : Hero MotoCorp

AGENCY : Social Tweebs

ABOUT HERO MOTOCORP

Hero MotoCorp is one of India's leading two-wheeler manufacturers, known for innovation, reliability, and accessible mobility solutions. With its VIDA electric mobility division, the brand aims to shape the future of sustainable commuting. Hero focuses on modern, efficient, and consumer-friendly vehicles designed for evolving urban lifestyles.

ABOUT SOCIAL TWEEBS

Social Tweebs is an influencer-first digital agency specialising in creator management, on-ground automotive events, and platform-led content strategy. The agency excels at coordinating large-scale creator experiences and delivering authentic reviews. For the VIDA VX2 campaign, Social Tweebs handled creator curation, event execution, and digital amplification across platforms.

OBJECTIVE

To facilitate exclusive ride experiences for the VIDA VX2 electric scooter and gather candid reviews from 30 creators, building awareness and trust while highlighting its value, performance, and strong price-to-benefit proposition.

KEY CHALLENGES

Creating excitement around an electric scooter category and emphasising its strong value at the launch price. Co-ordinating 30 creators while ensuring consistent messaging and positive ride experiences added to the operational challenge.

VIDA VX2 RIDE & REVIEW LAUNCH CAMPAIGN

The VIDA VX2 campaign focused on building trust through real experiences. Hero MotoCorp offered exclusive rides to 30 automotive and lifestyle creators, enabling them to test the scooter firsthand and share unbiased impressions. The goal was to spark excitement around electric mobility while highlighting the VX2's strong value at its price point. Positive relationships with creators played a key role, they willingly supported the campaign and delivered genuine, relatable content. Through on-ground interaction and digital amplification, the campaign boosted awareness and helped position VIDA VX2 as a smart, future-ready investment.

BUILDING IMPACT

- 30 creators were invited for an exclusive ride event where they tested the VIDA VX2 in real conditions.
- Each influencer captured reviews, ride impressions, design highlights, and value-focused takeaways.
- The content was then distributed through reels, vlogs and stories, driving wide visibility across platforms.
- Strong coordination ensured the event ran smoothly, and creators felt supported. Their candid, experience-led content helped communicate both performance and affordability authentically.

BIG IDEA

Exclusive ride experiences lead to honest, creator-driven reviews.

CRITICAL INSIGHT

Strong creator relationships drive authentic, impactful automotive storytelling.

CANVAS

Influencers, Experiential

RESULT

62M
Views

TEAM BRAND

The VX2 creator ride was designed to deliver an authentic product experience at scale. By engaging 30 relevant creators in a real-world ride format, the campaign generated credible reviews and high-quality content, driving strong digital conversations and a measurable increase in dealership enquiries. The seamless on-ground structure ensured creators could focus on the product, translating experience into effective advocacy.

BRAND SPOKESPERSON

TEAM AGENCY

This campaign relied heavily on authentic creator experiences and seamless coordination. Our team worked closely with 30 influencers, ensuring each received a meaningful ride experience that translated into honest, high-impact content. Strong relationships and clear guidance helped creators highlight the VX2's value and performance naturally. The collective effort delivered a credible, relatable launch moment for VIDA.

FAUZAN RAHIM
Founder, Social Tweebs

kotak Life Insurance

FREEDOM, PLANNED

Repositions retirement from distant worry to a foundation for living life on your own terms.





BRAND : Kotak Life Insurance

AGENCY : Fame Keeda

ABOUT KOTAK LIFE INSURANCE

Kotak Life Insurance, or Kotak Mahindra Life Insurance Company Ltd., is a private life insurance company in India that was established in 2001 as part of the Kotak Mahindra Group. It offers a wide range of products, including savings, ULIPs, and term insurance plans, and provides optional riders to enhance coverage.

ABOUT FAME KEEDA

Fame Keeda is a technology-driven digital and influencer marketing agency, known for innovation, automation, and insight-led strategies. With a strong presence across the tech, automobile, and finance sectors, the agency has consistently delivered measurable growth in visibility, engagement, and ROI for top brands

OBJECTIVE

To reposition retirement planning for urban and semi-urban Indians aged 28-45 by connecting it to themes of autonomy, passion, financial clarity, and long-term life design.

KEY CHALLENGES

Targeting and engaging young adults for retirement financial planning. Younger professionals today are not motivated by fear-based financial messaging.

FINANCIAL PLANNING CAMPAIGN

Retirement communication in India typically leans on caution, fear, and 'future worry'. Kotak Life and Fame Keeda redefined that narrative by anchoring it in something younger audiences care about today: freedom, purpose, and choice. The team identified creators whose own life decisions reflected the outcome of long-term planning. Instead of selling retirement as a distant safety net, the campaign reframed it as the foundation that enables a life shaped on one's own terms. Authentic creator storytelling made the message feel lived. Turning retirement planning into a relatable, aspirational, and emotionally resonant conversation.

BUILDING IMPACT

- The campaign used narrative-style creator content, where the creators reflected on the turning points in their careers, how planning gave them stability to take risks, why long-term financial clarity reduces worry and how retirement planning supports the life they've designed.
- The brand's message was woven subtly but authentically, while ensuring compliance with SEBI and ASCI guidelines.
- The process included script-mapping, clause crosswalks and multi-layer QA.



BIG IDEA

Preparation and planning are what make freedom possible.



CRITICAL INSIGHT

Retirement becomes more meaningful when not positioned as 'the end'.



CANVAS

Influencer Marketing

RESULT



8.23M
Views



5.9X
Amplification



2.6%+
Engagements



5.8K
Shares/Reports

TEAM BRAND

Retirement isn't an ending. It's the beginning of the life you want to choose. By partnering with creators who've already redefined their paths, we showed that preparation is what makes freedom possible.

RITIKA KHAROLA
AVP, Marketing

TEAM AGENCY

The Kotak Life x Fame Keeda campaign proved that retirement conversations become powerful when built on authenticity. When real people use real stories to show what long-term planning unlocks, retirement stops being a distant milestone and becomes a blueprint for living life on your own terms.

KRISNEIL PERES
Co-Founder, Fame Keeda

KRAFTON
INDIA

UNLOCKING NEW GAME WORLDS

Brings cultural infrastructure to life through humour, creators and play.





BRAND : KRAFTON India

CREATIVE AGENCY : tgthr.

ABOUT KRAFTON INDIA

BGMI is a leading mobile battle royale game by KRAFTON India, blending competitive gaming with social interaction. It has become a cultural phenomenon in India, attracting millions of active players and fostering a vibrant community that engages with updates, events and digital experiences beyond traditional gaming.

ABOUT TGTHR.

tgthr. is a full-funnel creative and media agency built to solve real business challenges through insight-led strategy, digital-first creativity and execution across performance, content and production. For this campaign, the agency led content strategy, idea, and execution to drive engagement and brand love.

OBJECTIVE

To introduce India's first digital stepwell within BGMI in a culturally immersive way, sparking curiosity, conversation and in-game exploration among millions of players through engaging digital content.

KEY CHALLENGES

Unlike previous in-game updates, this marked the first time BGMI introduced a historical and cultural asset. Therefore, it was imperative to excite and engage the young gaming audience in a way that felt quintessentially BGMI.

DESTINATION BGMI STEPWELL

Destination BGMI Stepwell is a digital tourism campaign that transformed an in-game stepwell into 'India's hottest tourist destination, not on any map'. Instead of a montage-led film filled with beautiful shots of the stepwell, the brand tapped into the well-loved format of vlogs. To lead the series, top influencers and gamers like Scout, Dynamo, Punkk, Admino, LoLzZz, Zgod, Naman Arora, Abhishek Jain, Shiv Thakare, Arun Mashettey, Adarsh UC and Arohi Khurana, were brought on board. Hosted on YouTube, each vlog highlighted the cultural stories behind India's stepwells, delivered with the humour and banter quintessential to BGMI.

BUILDING IMPACT

- Identified and engaged influencers from diverse genres to appeal to a wide BGMI audience as part of the campaign.
- Ideated scripts that highlighted BGMI's contextual banter and fun while exploring the stepwell.
- Produced vlog-style content videos showcasing the stepwell's interactive elements.
- Hosted videos on YouTube and amplified on social media to reach millions of players and spark conversation.

BIG IDEA

Transforming the in-game stepwell into India's hottest tourist destination.

CRITICAL INSIGHT

Gamers appreciate cultural exploration when delivered with humour and interactivity.

CANVAS

Digital, Influencers

RESULT

540M+
Views on Instagram

32K+
Followers gained on Instagram

3.1M+
Views on YouTube

8.3K+
Entries for UGC Contest

TEAM BRAND

Introducing the stepwell in BGMI is our way of blending gaming with India's cultural heritage. BGMI has always been about discovery, and this update adds a new layer of meaning for our players. With the campaign, we are excited to see this landmark not just played but celebrated like a true cultural hotspot inside the game.

SRINJOY DAS
Associate Director of Marketing, KRAFTON India

TEAM AGENCY

Content isn't just storytelling anymore. It's about authenticity. It's about real people saying real things, not sanitised brand-speak. Destination BGMI Stepwell is about history, but it isn't a history lesson. Instead, it's about the kind of content gamers relate to. The banter between friends and digs between players. The beauty lies in packaging the brand's message within the mess, without making the message a mess.

PRAGATI RANA
Head of Originals, Regional Creative Officer – West & Founding Partner, tgthr.

TURNING CHIPS INTO A CHALLENGE

Turns Pringles' iconic chip shape into a playful, participation-led social trend.





BRAND : Pringles India

AGENCY : Social Panga

ABOUT PRINGLES INDIA

Pringles is an iconic snacking brand, known for its unique stackable chips, bold flavours, and instantly recognisable packaging. With a playful, youthful personality at its core, Pringles has consistently positioned itself as a brand that sparks fun, self-expression, and social connection.

ABOUT SOCIAL PANGA

Social Panga is a marketing and advertising agency. It crafts bold ideas and smart strategies that help brands grow and connect with their audience. From concept to execution, it brings creativity, clarity, and results, making sure brands stand out across digital platforms and leave a lasting impact.

OBJECTIVE

Engage Millennials and Gen Z with fun, authentic, shareable content. Build brand love via everyday humour and social trends. Spark UGC spotlighting the iconic chip & can. Amplify reach with daily rewards.

KEY CHALLENGES

To transform a simple product truth, the iconic Pringles chip shape into an engaging digital-first idea that could cut through clutter, resonate with meme culture, and drive high participation across social platforms.

PRINGLES DUCK LIPS

The Pringles Duck Lips campaign sparked a true social movement. Simple, curiosity-driven, it invited everyone to join via playful poses mimicking the chip shape. Mega influencers ignited quirky content; macro, mid-tier creators, and office challenges sustained buzz with relatable humour. Nano influencers made it inclusive, while in-store promoters turned shopping into shareable fun. Community reposts celebrated real users, transforming marketing into an irresistible craze.

BUILDING IMPACT

- The brand launched the Pringles Ducklips Challenge with a simple brief: 'Have fun, get creative, and showcase the iconic Pringles Ducklips in your own authentic style'. This encouraged maximum inclusivity and gave participants the freedom to express themselves across formats.
- To keep the momentum alive and drive daily engagement, the brand introduced a powerful incentive, a ₹10,000 Amazon voucher for one winner every day.

BIG IDEA
Revive Duck Lips: Pringles UGC for Gen Z shares.

CRITICAL INSIGHT
Nostalgic, low-effort expressions spark high Gen Z and Millennial participation.

CANVAS
Social Media

RESULT

270M
Reach

6K+
Entries

2M+
Engagement

12%+
Increase in sales

TEAM BRAND

Pringles has always stood for self-expression, and the Ducklips Challenge was our way of bringing that spirit to today's social-first, Millennials and Gen-Z audience. Seeing people rediscover this iconic gesture and make it their own reaffirmed how deeply the brand connects across generations.

DRIV VOHRA
Head- Digital Marketing, Pringles Kellanova

TEAM AGENCY

Our goal was to turn a simple product truth into a cultural moment. By tapping into nostalgia, humour and creator energy, we built a challenge that felt effortless, fun and distinctly Pringles. The scale of participation proved that the best ideas are the ones everyone wants to be part of.

GAURAV ARORA
Co-Founder, Social Panga

DISCOUNTS TAKE A BACKSEAT

Repositions an affordable, mass brand as a festive fashion destination.





BRAND : Super Saravana Stores

AGENCY & DIGITAL AGENCY : 88GB

ABOUT SUPER SARAVANA STORES

Super Saravana Stores is a legacy retail brand from Tamil Nadu, offering over one million products across fashion, jewellery, home essentials, and electronics. Known for value-driven pricing and a wide assortment, the brand is deeply rooted in regional shopping culture and seasonal buying behaviour.

ABOUT 88GB

88GB is a creative and digital agency specialising in social content, influencer-led campaigns, and digital brand execution. The agency was responsible for campaign strategy, creative direction, and digital rollout for Super Saravana Stores.

OBJECTIVE

To reposition Super Saravana Stores from an affordable, mass brand to a festive fashion destination by showcasing contemporary styles, diverse age representation, and culturally rooted Diwali celebrations.

KEY CHALLENGES

Breaking the long-standing perception of the brand as only price-driven, while standing out during Diwali when fashion, emotion, and cultural relevance dominate consumer decisions.

HAPPY DIWALI SUPER DIWALI

The Diwali Campaign focused on refreshing the brand's festive perception by spotlighting fashion-led storytelling. Content moved beyond offers to celebrate music, dance, cooking, and multi-generational participation, reflecting how Diwali is truly experienced in Tamil Nadu. Studio-led fashion visuals, comedy skits, and influencer collaborations helped position Super Saravana Stores as a culturally relevant fashion destination during the peak festive season.

BUILDING IMPACT

- Influencer reels across music, dance, and cooking genres were leveraged by the brand, along with comedy skits and offer-based videos.
- Studio-shot fashion snippets with diverse age groups were were also leveraged.
- Consistent festive visual language was maintained across campaign assets.
- The campaign was executed with a high-frequency social media publishing strategy during Diwali.

BIG IDEA

Making Diwali fashion joyful, inclusive, and contemporary.

CRITICAL INSIGHT

Diwali shopping combines fashion, celebration and self-expression.

CANVAS

Digital, Social Media, Influencers

RESULT

3.5M+
Reach

75K+
Engagement

TEAM BRAND

Diwali is an emotional and cultural moment for our customers. This campaign allowed us to showcase fashion, celebration, and inclusivity while staying true to how families in Tamil Nadu prepare for the festival. It helped reinforce Super Saravana Stores as part of the Diwali celebration, not just the shopping moment.

YOGESH SREE RATNAM
MD, Super Saravana Stores

TEAM AGENCY

Our focus was to reflect Diwali as it's lived, through fashion, humour, music, and family moments. By using varied content formats and diverse creators, we built a culturally relevant narrative that went beyond offers and positioned the brand naturally within festive conversations.

ARJUN DHANANJAYAN
Founder, 88GB

vijay sales

OWNING THE ROAST

Owns internet humour to build modern brand affinity.



BRAND : Vijay Sales

AGENCY : White Rivers Media

ABOUT VIJAY SALES

Vijay Sales is a 58-year-old consumer electronics retail chain known for trust, service, and family-first retail values, now bridging its legacy with new-age digital relevance.

ABOUT WHITE RIVERS MEDIA

White Rivers Media is an independent, integrated digital agency crafting culturally fluent campaigns that blend strategy, storytelling, and social intelligence to keep brands meaningfully relevant in the internet age.

OBJECTIVE

To strengthen Vijay Sales' relevance among modern audiences by responding to a viral cultural moment with wit and honesty, turning roast into a sharp digital conversation and proving that a confident, authentic voice can spark a stronger connection than a cosmetic overhaul.

KEY CHALLENGES

Consumer electronics conversations are crowded with aggressive promotions and constant rebrands. The challenge was to cut through with personality, not price or polish, and earn organic relevance among younger audiences without altering the brand's familiar identity.

VIJAY REELS

When comedian Biswa Kalyan Rath roasted Vijay Sales' 'no-effort' branding in a viral set, the brand didn't flinch; it winked back. Instead of going silent or rebranding, Vijay Sales leaned in with a clever collaboration featuring Biswa himself. The brand embraced its old-school aesthetic and turned it into a punchline everyone loved. In an age where over 100 brands have rebranded for relevance, Vijay Sales stayed the same: Black. White. Bold. Italics. The result: a cultural win that proved humour and honesty build more recall than any redesign.

BUILDING IMPACT

- White Rivers Media spotted the viral moment and pitched a bold, self-aware comeback, a sketch where Biswa walks into a Vijay Sales store expecting a rebrand meeting, only to meet the same classic salesman energy he roasted.
- Shot inside an actual store, the content launched across platforms with no heavy media push.
- What followed was an organic avalanche of memes, reposts, and brand shoutouts, with 50+ meme pages joining in.

BIG IDEA
Own the roast. Don't defend it.

CRITICAL INSIGHT
Humour builds faster brand affinity than advertising.

CANVAS
Digital, Social Media, Influencers

RESULT

Vijay Sales' perception flipped from traditional to culturally tuned-in, proving a witty response can build modern relevance faster than any rebrand.

27M+ Views

600K+ Engagement

TEAM BRAND

Working with a stand-up comedian let us lean into the humour, own the punchlines, and show that as a brand, we're not afraid to laugh at ourselves. It opened up a refreshing new space for us one that audiences and our teams loved.

KARAN GUPTA
Director, Vijay Sales

TEAM AGENCY

This campaign worked because the brand didn't shy away from the joke, they stepped into it with clarity and confidence. Once that intent was set, the collaboration became seamless. The warmth we saw from social conversations proved how strongly self-aware storytelling resonated.

MITESH KOTHARI
Co-founder and CCO, White Rivers Media



MOMENT MARKETING

Timely ideas shaped by cultural relevance, turning live moments and trends into meaningful brand participation.

TRADITION, REFRAMED

Cuts through festive wishes with a globally recognisable cultural twist.



BRAND : Kerala Tourism

AGENCY : Stark Communications Pvt Ltd.

ABOUT KERALA TOURISM

Kerala Tourism has crafted one of India's most respected destination identities by combining culture, nature and human stories into a globally loved narrative. As God's Own Country, it embodies harmony, authenticity and responsible travel, setting benchmarks in emotional, creative storytelling that inspires travellers to connect with Kerala truly.

ABOUT STARK COMMUNICATIONS PVT LTD.

Kerala's rise as a globally admired destination comes from sustained strategy and storytelling by Kerala Tourism and Stark Communications, its agency for over 25 years. Beyond shaping Kerala's brand, Stark has led major tourism platforms and worked with India Tourism and multiple state tourism boards nationwide.

OBJECTIVE

To leverage real-time cultural moments, and trending topics to positively build Kerala Tourism's brand voice and strengthen its identity as a culturally rich, welcoming, and globally relevant destination.

KEY CHALLENGES

Onam feeds are cluttered with repetitive visuals, making standout engagement difficult. The challenge was to create a culturally rooted yet globally relatable idea that cut through the festive noise and presented the kasavu saree in a fresh, contemporary, shareable way.

KERALA - STATE OF HARMONY

The 'Mona Lisa in Kasavu' post creatively merged global art with Kerala's Onam tradition, presenting the kasavu saree as elegant, timeless and universally relatable. Designed as a high-impact festive moment, the post elevated Kerala's cultural identity, sparked wide social sharing, and positioned the State as a harmonious blend of heritage and creativity.

BUILDING IMPACT

- A digitally illustrated Mona Lisa was re-interpreted wearing Kerala's traditional kasavu saree and jasmine flowers.
- Paired with the caption 'Timeless. Graceful. Iconic', the post was released strategically during Onam with curated hashtags.
- The post's simplicity, cultural relevance and global familiarity made it highly shareable across platforms, driving strong festive engagement.

BIG IDEA
Mona Lisa reimagined in Kasavu, infusing global art with tradition.

CRITICAL INSIGHT
Global icons gain impact when reinterpreted with cultural elements.

CANVAS
Social Media

RESULT

1.1M Impression

41K Engagement

TEAM BRAND

Onam is a celebration of heritage and harmony. Reimagining the Mona Lisa in Kerala's kasavu allowed us to present our tradition in a way that feels both contemporary and universally recognisable, reinforcing Kerala's cultural elegance while speaking to audiences far beyond our borders.

SIKHA SURENDRAN IAS
Director, Department of Tourism, Government of Kerala

TEAM AGENCY

Our goal was to create a festive visual that cut through the clutter yet remained deeply rooted in Kerala's identity. By blending a global icon with the kasavu saree, we crafted a moment that felt fresh, relatable, and unmistakably Kerala, proof that tradition can also be culturally global.

SEETHA JAYAUMAR
Creative Director, Stark Communications

KERALA, HARD TO LEAVE

Uses wit and timing to convert online buzz into brand love.



BRAND : Kerala Tourism

AGENCY : Stark Communications Pvt Ltd.

ABOUT KERALA TOURISM

Kerala Tourism has built one of India's most admired destination identities by combining culture, nature, and human stories into a globally loved brand narrative. Known as God's Own Country, it stands for harmony, authenticity, and responsible travel, consistently showcasing Kerala's traditions, landscapes, and people with creative excellence.

ABOUT STARK COMMUNICATIONS PVT LTD.

Kerala's rise as a globally admired destination comes from sustained strategy and storytelling by Kerala Tourism and Stark Communications, its agency for over 25 years. Beyond shaping Kerala's brand, Stark has led major tourism platforms and worked with India Tourism and multiple state tourism boards nationwide.

OBJECTIVE

To leverage real-time cultural moments, and trending topics to positively build Kerala Tourism's brand voice and strengthen its identity as a culturally rich, welcoming, and globally relevant destination.

KEY CHALLENGES

The challenge was to react quickly to a fast-evolving news moment, turn a grounded jet's situation into a positive, viral brand opportunity, and craft humour that stayed respectful while keeping Kerala Tourism's voice authentic, timely, distinctive, and universally relatable.

THE VIRAL JET MOMENT

When a UK F-35 fighter jet was grounded at Trivandrum Airport, online chatter quickly turned it into a national talking point. A meme page joked that the jet was happily vacationing in Kerala, tagging Kerala Tourism in the process. Instead of ignoring or reacting cautiously, Kerala Tourism amplified the moment with a witty creative showing the jet giving Kerala a five-star review, saying it didn't want to leave. The simplicity, humour, and timing made the post instantly viral, travelling across national and international media. It became a standout example of moment marketing rooted in cultural intelligence and brand maturity.

BUILDING IMPACT

- Kerala Tourism monitored the growing online buzz around the stranded fighter jet and recognised its potential as a cultural moment.
- Drawing inspiration from a meme that joked about the jet enjoying Kerala, the team created a clean, humorous visual of the aircraft giving a five-star rating to the state.
- The post was published at the peak of the conversation, making it instantly relevant.

BIG IDEA

Jet reviews Kerala, turning its delay into a playful tourism moment.

CRITICAL INSIGHT

Humour turns unexpected events into relatable stories that audiences love sharing.

CANVAS

Social Media

RESULT

54M

Reach ~ equivalent to ₹80L of media spent

TEAM BRAND

This moment proved how a simple, timely idea can spark global conversations. We aimed to respond with lightness and pride while preserving Kerala's welcoming spirit. The jet meme helped us embrace public humour and turn it into a positive message for the destination. Its worldwide traction shows how creativity and cultural awareness can carry a story far beyond borders to audiences worldwide.

SIKHA SURENDRAN IAS

Director, Department of Tourism, Government of Kerala

TEAM AGENCY

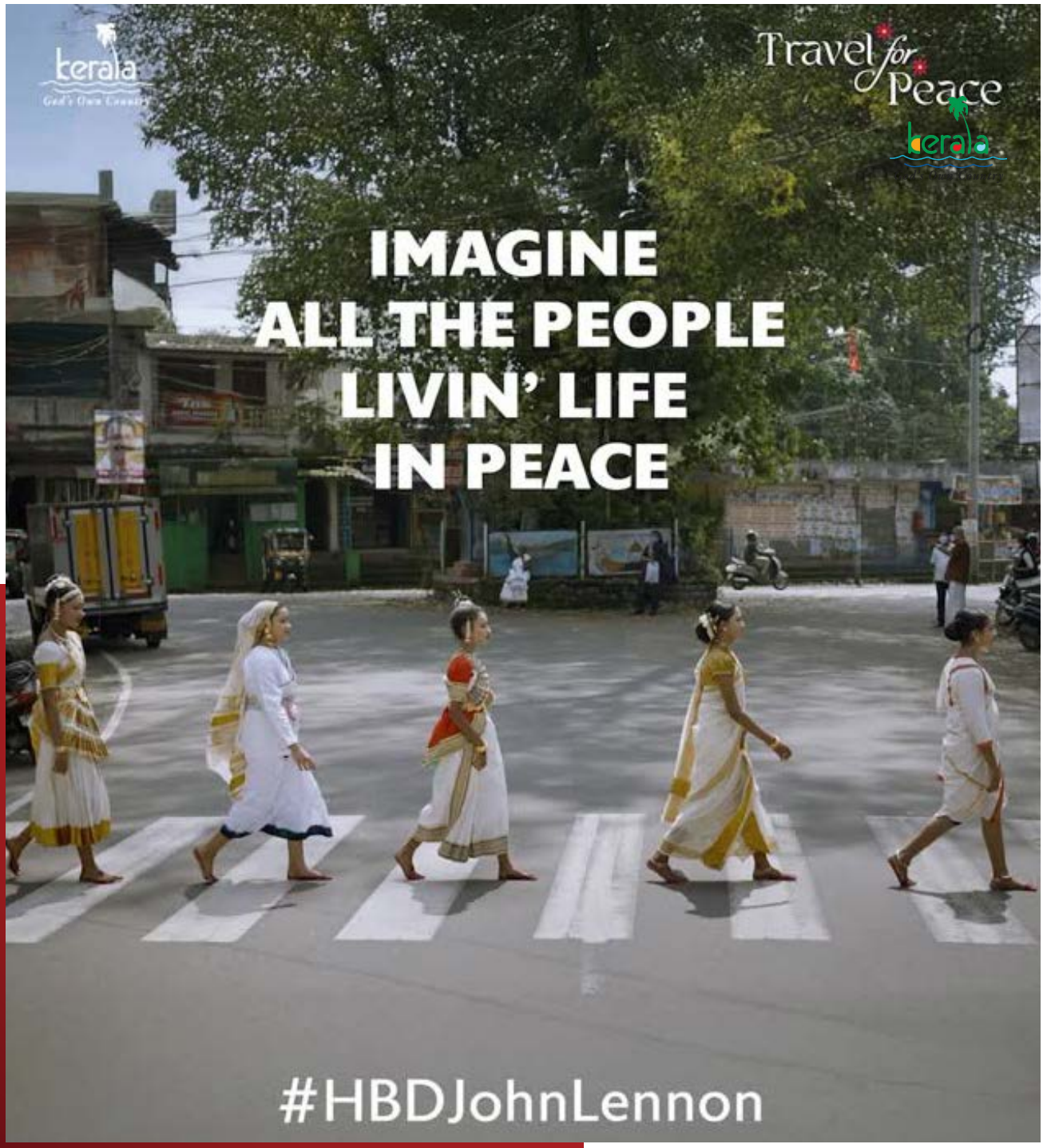
Kerala is known for its hospitality, and in Trivandrum, people often say that once you visit, you'll want to settle here. We used that idea because it genuinely feels hard to leave Kerala after experiencing it. With conversations already active online, we responded in a simple, light way. Turning a technical issue into a fun moment showed how far timely, quick thinking can travel.

SHELTON PINHEIRO

Executive Creative Director, Stark Communications

WALKING FOR PEACE

Reimagines a global symbol to express Kerala's harmony.



BRAND : Kerala Tourism

AGENCY : Stark Communications Pvt Ltd.

ABOUT KERALA TOURISM

Kerala Tourism has crafted one of India's most respected destination identities by blending culture, nature and human stories into a globally loved narrative. As God's Own Country, it embodies harmony, authenticity and responsible travel, setting benchmarks in emotional, creative storytelling that inspires travellers to truly connect with Kerala.

ABOUT STARK COMMUNICATIONS PVT LTD.

Kerala's rise as a globally admired destination comes from sustained strategy and storytelling by Kerala Tourism and Stark Communications, its agency for over 25 years. Beyond shaping Kerala's brand, Stark has led major tourism platforms and worked with India Tourism and multiple state tourism boards nationwide.

KEY CHALLENGES

There were doubts about whether audiences would recognise the reference or find it too niche.

OBJECTIVE

To leverage real-time cultural moments and trending topics to positively build Kerala Tourism's brand voice and strengthen its identity as a culturally rich, welcoming, and globally relevant destination.

TRAVEL FOR PEACE: JOHN LENNON'S BIRTHDAY POST

The Abbey Road-style crossing by Kerala dancers conveyed peace, highlighting harmony within Kerala's cultural diversity and ensuring the idea remained clear, inclusive, and widely understandable. The idea helps present Kerala not only as a scenic destination but as a genuine state of peace that travellers can feel and carry with them. It reinforces the message that visiting Kerala is about experiencing harmony, calm, and cultural balance in a way few places offer in the world.

BUILDING IMPACT

- A frame already prepared for Lennon's birthday was paired with a line inspired by his song 'Imagine', bringing visual and lyrical references together seamlessly.
- The final step was adding music to complete the tribute, creating a simple, meaningful creative that connected instantly with audiences familiar with Lennon's message of peace.
- The post helped reinforce Kerala's positioning as a scenic destination where travellers can experience harmony, peace, calm and a unique cultural balance.

BIG IDEA
Simple Lennon tribute aligned perfectly with already prepared layout visuals.

CRITICAL INSIGHT
Travel is about feelings, and today the world craves peace.

CANVAS
Social Media

RESULT

8.17L
Impressions

45K
Engagement

TEAM BRAND

John Lennon's message of peace resonates across generations, and Kerala shares that same spirit through its culture and people. Re-imagining the iconic Abbey Road moment with dancers in Kerala's traditional dance-form costumes allowed a simple expression of harmony through a universal visual language. The response demonstrated how effectively global symbolism and local identity can meet when presented with clarity and heart to every viewer today.

SIKHA SURENDRAN IAS
Director, Department of Tourism, Government of Kerala

TEAM AGENCY

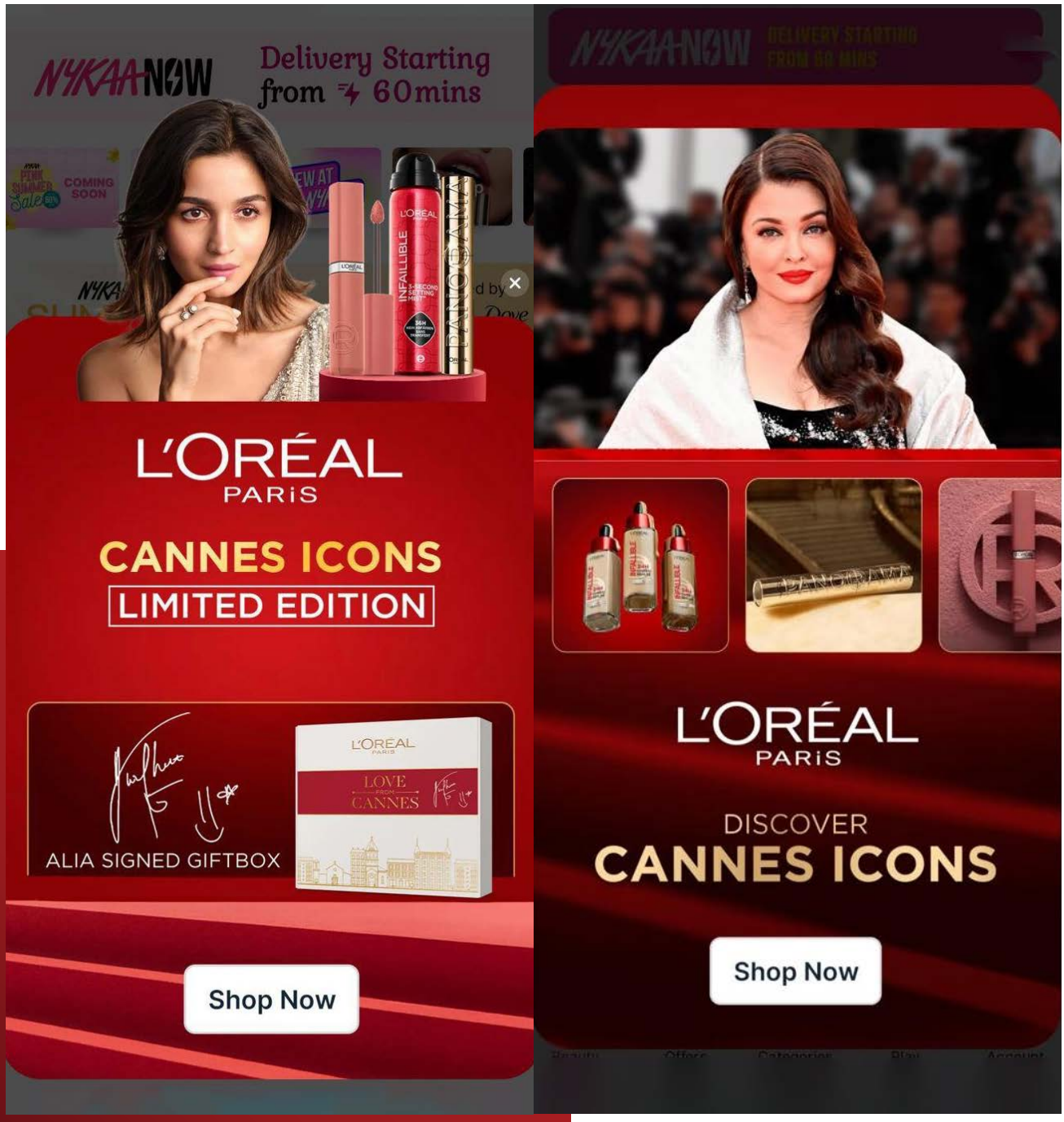
Our intention was to create something warm, simple, and instantly relatable, connecting Lennon's call for peace with Kerala's diverse cultural heritage. The Abbey Road-inspired crossing by Kerala dancers helped express that idea clearly and beautifully. It demonstrated that a thoughtful cultural interpretation can evoke strong emotional engagement without requiring complicated explanations or context for audiences, and helped the message travel widely across diverse audiences.

AJITH GOPINATH
National Creative Director, Stark Communications

L'ORÉAL PARIS

BRINGING CANNES HOME

Transforms red carpet moments into real-time commerce.



BRAND : L'Oréal Paris

AGENCY : Tonic Worldwide

ABOUT L'ORÉAL PARIS

L'Oréal Paris is a global beauty brand offering innovative haircare, skincare, and makeup solutions. Positioned around accessibility and science-backed beauty, the brand focuses on empowering consumers with high-quality products, trend-led innovation, and inclusive representation across categories.

ABOUT TONIC WORLDWIDE

Tonic Worldwide is a digital-first integrated agency operating across India, the US, and the Middle East for over 18 years. With a unique AI+HI growth framework and interconnected platforms, they build and shape brands for tomorrow's connected world.

OBJECTIVE

To make the global Cannes experience accessible to Indian beauty consumers by enabling participation with instantly shop-worthy celebrity looks and immersive engagement, bridging the gap between admiration and active involvement while driving brand affinity and business impact.

KEY CHALLENGES

Transforming a traditionally aspirational, distant global event into an engaging experience for Indian audiences, managing rapid real-time content production, integrating instant commerce with platform partners, and sustaining high engagement during a culturally global but locally disconnected moment.

CANNES X L'ORÉAL PARIS 2025

Cannes x L'Oréal Paris 2025 turned a distant global event into a participatory moment for Indian beauty consumers. Through a strategic partnership with Nykaa, users could explore Cannes-inspired digital zones, shop ambassadors' looks as they launched, and engage with themed gamified experiences. Rapid content creation converted every key appearance into assets placed across digital and retail environments. The campaign delivered strong business outcomes, significant market share growth, and record-breaking engagement, bridging aspiration with access and positioning L'Oréal Paris as a brand that connects global beauty culture to Indian consumers in a timely and meaningful way.

BUILDING IMPACT

- Loréal Paris launched a Cannes-themed takeover on Nykaa with modules like 'find the postcard' and celebrity look memory games.
- Created and delivered real-time shoppable content including GIFs, banners, videos, and ambassador-led moments.
- Synced L'Oréal Paris ambassador appearances with instant e-commerce integration, enabling users to shop looks as they dropped.

BIG IDEA
L'Oréal Paris makes Cannes accessible with Nykaa.

CRITICAL INSIGHT
Indians admire beauty at Cannes and crave participation.

CANVAS
Digital, retail

RESULT

10X
Sales surge v/s Cannes 2024

1.2M
Visits to the Cannes store

4.12%
Engagement rate

42M+
Reach

TEAM BRAND

For Indian beauty consumers, Cannes is about aspiration and red carpet glamor. Our aim was to bring that glamour into shoppers' hands through real-time content, shoppable celebrity looks and interactive discovery on e-commerce. The strong engagement affirmed what we believe at L'Oréal Paris: when beauty feels inclusive, a global spectacle becomes a moment people can truly engage.

DARIO ZIZZI
General Manager L'Oréal Paris India

TEAM AGENCY

For Indian beauty consumers, the Cannes Film Festival has felt iconic yet distant. With L'Oréal Paris, our aim was to bridge that gap by making the red carpet experience shoppable and interactive. By turning celebrity moments into discovery, we brought glamour closer. The response proved that when people feel included, transactions at the last mile convert into lasting relationships.

UNMISHA BHATT
Co-Founder & Chief Strategy Officer, Tonic Worldwide

ZOFF
ZONE OF FRESH FOOD

WHEN HALDI WENT VIRAL

Turns a fleeting Instagram trend into sustained UGC momentum.



BRAND : ZOFF Foods

AGENCY : In-house marketing team

ABOUT ZOFF FOODS

ZOFF Foods was started in 2018 by brothers Akash Agrawal and Ashish Agrawal, also known as the 'Spice Brothers'. Based in Raipur, the company has quickly become one of India's leading spice brands, offering a wide range of products including whole spices, powdered spices, blended spices, dry fruits, 5-minute gravy and marinade mix.

ABOUT IN-HOUSE MARKETING TEAM

The campaign was conceptualised and executed by ZOFF Foods' in-house marketing team.

OBJECTIVE

Leverage a popular Instagram trend to drive organic engagement on ZOFF's page.

KEY CHALLENGES

The trend was short-lived, so timing and speed of execution were critical. It was also important to ensure the content didn't feel forced or over-branded. It was also challenging to drive participation with minimal instructions.

#GOLDENGLOW WITHZOFF

The #GoldenGlowWithZOFF campaign proved that sometimes, keeping it simple works best. By riding on a trending reel format — turmeric glow water — the brand turned a popular visual trend into a full-fledged engagement campaign. What started as a simple idea quickly gained momentum through UGC entries and organic shares. The campaign demonstrated how a timely, relatable trend could spark genuine engagement and boost brand presence without overcomplicating the message.

BUILDING IMPACT

- ZOFF spotted the turmeric glow water trend and quickly tested it with a simple in-house reel using ZOFF Haldi, which gained strong organic traction.
- Followers were encouraged to recreate the trend with #GoldenGlowWithZOFF.
- The social media team tracked entries, monitored engagement, and shortlisted the best-performing reels.
- ZOFF then announced winners via Stories and rewarded them with spice hampers.

BIG IDEA
A trend can become a movement if timed right.

CRITICAL INSIGHT
An opportunity to showcase its Haldi product in action, without hard-selling.

CANVAS
Social Media

RESULT

50K+
Total views across platforms

1.2K+
News followers gained

30+
UGC entries received

TEAM BRAND

#GoldenGlowWithZOF The campaign showed us that with the right cultural hook and simplicity of execution, engagement can be both organic and impactful. This is just the beginning. We look forward to building more such interactive formats that blend authenticity, brand love, and real kitchen moments.

AKASH AGRAWALLA
Co-founder, ZOFF Foods



PERFORMANCE

Data-driven storytelling focused on impact, combining sharp targeting and optimisation to turn attention into measurable growth.

MAKING SKINCARE PRODUCTS DISCOVERABLE

Aligns Cetaphil's digital ecosystem with how consumers search for skincare concerns.





BRAND : Cetaphil

AGENCY : NP Digital India

ABOUT CETAPHIL

Cetaphil offers science-led cleansers, moisturisers and formulations for sensitive skincare needs. Its digital ecosystem plays a crucial role in educating users, guiding skincare journeys, and influencing product decisions across multiple categories.

ABOUT NP DIGITAL INDIA

NP Digital India is a full-service digital marketing agency driving measurable growth through data-led strategy, creative excellence, and performance execution. Backed by Neil Patel's global network, it offers SEO, paid media, social, content, web development, and analytics to deliver scalable solutions and make marketing a predictable growth engine.

OBJECTIVE

Cetaphil aimed to improve early-funnel visibility by appearing when users searched for skin concerns, ingredients, and routines. The objective was to shift from product-led discovery to intent-led engagement, strengthen high-intent surfaces, and drive stronger organic and AI-driven search visibility.

KEY CHALLENGES

As skincare search behaviour shifted toward concern-led and ingredient-based queries, Cetaphil needed to strengthen its visibility earlier in the discovery journey. While the brand had a strong product foundation, expanding category and ingredient content was essential to capture high-intent organic and AI-driven search opportunities.

REBUILDING SKIN HEALTH DISCOVERABILITY

Cetaphil faced a visibility gap at the start of the skincare journey, where users search by concerns, ingredients, and routines rather than by product names. The strategy focused on rebuilding the digital ecosystem around real user intent. High-intent category and ingredient pages were transformed with depth-rich, search-aligned content, supported by structured metadata and FAQs to strengthen relevance across traditional search and AI surfaces. Concern-led and ingredient-led destinations were introduced to capture rising queries. This intent-first architecture improved discoverability, aligned the brand with genuine user behaviour, and strengthened early-funnel presence, enabling Cetaphil to appear meaningfully in key discovery moments.

BUILDING IMPACT

- Category and collection pages were re-designed with depth-rich, search-aligned content. New ingredient-led destinations captured rising research behaviour.
- Structured metadata, long-tail mapping, and FAQ optimisation strengthened visibility across search and emerging AI surfaces.
- Execution focused on high-intent surfaces, aligning content with concern-led journeys. Implementation followed a phased approach, prioritising high-impact pages first and expanding into ingredient clusters to drive discoverability and early-funnel influence.

BIG IDEA

Rebuild content to match how consumers search for skin concerns.

CRITICAL INSIGHT

Consumers start skincare journeys searching concerns, not specific product names.

CANVAS

Digital

RESULT

174% Growth in clicks

191% Growth in impressions

130% Growth in sessions

125% Growth in users

TEAM BRAND

In the skincare category, users usually start their digital journey by researching concerns and ingredients rather than specific brands. We realised that to be a true authority, our digital ecosystem had to bridge the gap between user intent and scientific expertise. NP Digital India was instrumental in executing this strategic shift, rebuilding our architecture around concern-led discovery and depth-rich content. This partnership turned genuine user behaviour into a predictable growth engine, delivering a 2.7x growth in clicks and nearly tripling our organic traffic.

KANCHAN KUMARI
Digital Marketing Manager, Galderma

TEAM AGENCY

Cetaphil's openness to innovation is what made this collaboration so successful. By focusing on how consumers actually navigate the complex world of skincare, we were able to move quickly and prioritise the touchpoints that drive real impact. This trust in the process allowed us to bridge the gap between their scientific heritage and digital discovery, leading to a much more visible and authoritative presence for the brand.

RUBEENA SINGH
MD, NP Digital India

BUILDING HYPE IN PARTS

Turns staggered artist drops into sustained hype and ticket sales.



BRAND : Cherry Blossom Festival 2025

PERFORMANCE MARKETING AGENCY : Blackcoffee.media

ABOUT CHERRY BLOSSOM FESTIVAL 2025

Cherry Blossom Festival is a large-scale cultural and live-music property featuring global artists across pop, EDM and hip-hop. Positioned as a youth-first entertainment experience, the festival unites music enthusiasts across metros and the Northeast.

ABOUT BLACKCOFFEE.MEDIA

Blackcoffee.media is a performance-focused creative and media agency specialising in insight-driven digital strategy, content innovation and full-funnel campaign execution. For this campaign, the agency led audience strategy, creative rollout, multi-phase media planning, and conversion-focused optimisation across platforms.

OBJECTIVE

To drive large-scale awareness, cultural relevance, and high-intent ticket sales for the Cherry Blossom Festival by strategically revealing artists in phases, activating audience cohorts, and converting excitement into measurable purchase behaviour across the full-funnel journey.

KEY CHALLENGES

Low initial brand familiarity, diverse audience cohorts across regions, high ticket price sensitivity, and the need to sustain interest over a long pre-event cycle while balancing hype creation, mid-campaign reactivation, and final conversion pressure.

STAGGERED REVEAL PERFORMANCE CAMPAIGN

The campaign used a phased reveal strategy to build cultural excitement and convert momentum into scalable ticket sales. Starting with high-impact headliner announcements, we targeted music tribes across metros and the Northeast through curated digital cohorts. Mid-campaign artist reveals reignited curiosity, drove re-engagement, and deepened artist affinity. The final phase shifted sharply to conversion optimisation with high-intent remarketing, urgency messaging and multi-channel retargeting. The structured funnel moved audiences from early intrigue to purchase at peak intent. The campaign delivered strong cultural relevance, measurable behavioural shifts and high-ticket sales through strategic pacing and precision media.

BUILDING IMPACT

- **Phase 1:** Announced global headliners, building top-funnel credibility. Ran audience mapping across music lovers, nightlife communities, pop/EDM/hip-hop cohorts and Northeast-based enthusiasts.
- **Phase 2:** Opened ticket sales at high-intent zones using warm audiences.
- **Phase 3:** Released more names of popular artists to peak curiosity. Leveraged frequency layering, retargeting loops, urgency creatives, and price-tier nudges. Executed multi-channel remarketing across social, video, and programmatic to convert high-intent audiences. Closed with performance-heavy BOF optimisation driving final-ticket uptake.

BIG IDEA
Staggered artist reveals to transform hype into structured conversions.

CRITICAL INSIGHT
Curiosity peaks when information is released progressively with cultural cues.

CANVAS
Digital, Social Media

RESULT

2M+
TOF reach with 6 frequency

1.2M+
Engagements during reveal phases

₹2.5CR+
Revenue from performance remarketing

TEAM BRAND

The Cherry Blossom Festival thrives on cultural energy, and this campaign helped us channel that excitement into real participation. The phased reveal structure kept our audiences engaged throughout, ultimately driving strong attendance and national relevance. The strategy ensured every announcement became a moment, and every moment translated into measurable impact.

MESHWA
POC, Cherry Blossom Festival

TEAM AGENCY

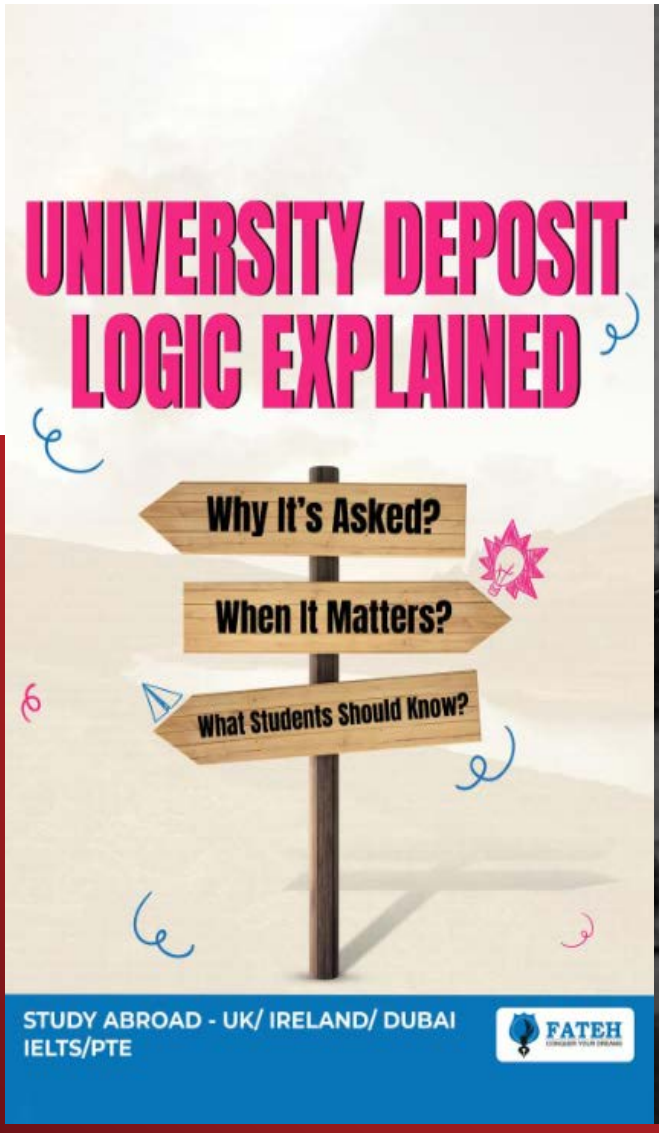
Our approach was built on understanding audience behaviour - how hype builds, peaks and converts. By mapping this journey and pacing reveals strategically, we ensured both cultural traction and business outcomes. The campaign demonstrated the power of structured attention, precision targeting and full-funnel optimisation.

SAIRINDHRI SENGUPTA
Creative Director, Blackcoffee.media

FATEH
CONQUER YOUR DREAMS

ESTABLISHING AUTHORITY WITH SEARCH

Strengthens Fateh Education's presence across high-intent student searches.





BRAND : Fateh Education

AGENCY : NP Digital India

ABOUT FATEH EDUCATION

Fateh Education is a leading study-abroad and test-preparation consultancy with over two decades of experience helping students pursue global education opportunities. With partnerships across top universities and specialised expertise in IELTS, TOEFL, and other test prep, Fateh guides thousands of students each year in achieving their overseas education goals.

ABOUT NP DIGITAL INDIA

NP Digital India is a full-service digital marketing agency driving measurable growth through data-led strategy, creative excellence, and performance execution. Backed by Neil Patel's global network, we offer SEO, paid media, social, content, web development, and analytics to deliver scalable solutions and make marketing a predictable growth engine.

OBJECTIVE

To solve Fateh's non-branded discoverability gap by increasing visibility across high-intent student searches. The goal was to own early-stage demand, shift perception from a known brand to a category authority, and drive growth through funnel-aligned SEO and AI Overview optimisation.

KEY CHALLENGES

Fateh lacked visibility for non-branded, high-intent queries where students began their search. Competitors dominated early discovery. Market misalignment, thin content depth and limited trust-building assets created conversion gaps, causing students to drop off before counsellor interaction.

RECLAIMING VISIBILITY WHERE STUDENTS BEGIN THEIR SEARCH

Fateh Education faced a major discoverability challenge: students searching generic, high-intent queries like study abroad consultants or IELTS coaching never found the brand, allowing competitors to dominate early consideration. The campaign strategy repositioned Fateh as the go-to answer for every student query by shifting from fragmented SEO to a funnel-aligned content system mapped to real search intent. The team strengthened authority across IELTS, scholarships, visas, and UK-Ireland admissions, enhanced technical SEO, and adapted content for AI Overviews. This transformation unlocked a visibility surge, capturing non-branded demand, improving trust, and establishing Fateh as a category authority across the student search journey.

BUILDING IMPACT

- Execution included SEO, content hubs, blogs, and structured on-page frameworks and continued optimisation to drive visibility across high-intent student searches.
- Fixed the technical architecture and strengthened internal linking across destination and program clusters.
- When Google rolled out AI Overviews, the team adapted instantly by adding Key Highlights, entity coverage, and expanded FAQs to secure placements.

BIG IDEA

Create funnel-aligned content system answering high-intent student queries.

CRITICAL INSIGHT

Students search for answers, not brands; we weren't the answer.

CANVAS

Digital

RESULT

+1.4%
Non-branded clicks

18 TO 89
Growth in AI Overview ranking

+272%
Total clicks

+4.5%
Impressions

TEAM BRAND

We hadn't focused on SEO at all for a very long time. Since we got NPDI on board for this campaign, our organic traffic has increased, and we have started generating leads from AI Search Overviews on Google and other AI Search Engines through this campaign.

SUNEET SINGH KOCHAR
CEO and Co-Founder, Fateh Education

TEAM AGENCY

Collaborating with Fateh was a rewarding experience because they truly value data and new ideas. By focusing on where students are actually searching, we were able to move quickly and stay ahead of changing digital habits. This openness to experimentation meant we could align our strategy with real-time behaviour, leading to a much stronger and more visible presence for the brand.

RUBEENA SINGH
MD, NP Digital India

homecentre

SEARCH STARTS HERE

Builds a content ecosystem that guides users from ideas to purchase, organically.



BRAND : Home Centre

AGENCY : HiveMinds

ABOUT HOME CENTRE

Home Centre, part of the Landmark Group, is a leading home-decor and furniture brand offering stylish, affordable, and functional products for modern Indian homes. With a focus on quality, design, and value, it provides an extensive range of furniture, furnishings, and home accessories across its online platform and nationwide stores.

ABOUT HIVEMINDS

HiveMinds is a data-driven digital marketing agency under Madison World, specialising in performance marketing, SEO, Branding, SMM, e-commerce, and analytics. It has a strong presence in Bangalore, Mumbai, and the Delhi-NCR region.

OBJECTIVE

To strengthen Home Centre's organic presence in a search category dominated by marketplaces by expanding keyword coverage, addressing user intent through content, and driving high-intent traffic that improves visibility, engagement, and conversions while reducing reliance on paid channels.

KEY CHALLENGES

Competing against marketplace giants with massive SEO dominance, limited content depth on high-intent keywords, fragmented user journeys, and a need for visually rich, authoritative content that bridges inspiration and purchase while scaling organic visibility within restricted budgets.

WINNING ORGANIC SEARCH

The campaign transformed Home Centre's organic presence by building a search-first content ecosystem rooted in high-intent consumer behaviour. Research showed users sought design ideas, fabric guidance, and layout inspiration, not just products. The team mapped user journeys from inspiration to purchase and created visually rich lookbooks, buying guides, comparison pages, and keyword-driven content clusters. An internal linking architecture boosted authority, while amplification through social channels, Pinterest and bloggers expanded reach. It helped Home Centre win key intent spaces, increase rankings and traffic, and significantly grow organic revenue in a category dominated by marketplaces.

BUILDING IMPACT

- Conducted deep keyword, intent, and competitor gap analysis to identify high-impact clusters and create content assets.
- Developed a structured internal linking model connecting inspiration, comparison and product pages. Continuously optimised pages to strengthen rankings.
- Used high-quality creatives to improve SERP CTR and page engagement.
- Rollout executed in phased sprints over multiple months for scalable impact.

BIG IDEA

Create a search-led content ecosystem answering every core-business user query.

CRITICAL INSIGHT

Users seek inspiration and guidance, not just products or categories.

CANVAS

Digital

RESULT

126% Surge in organic traffic

44% Increase in sessions

50% Increase in users

81% Increase in non-brand impressions

65% Increase in keyword coverage

56% Increase in organic revenue

TEAM BRAND

The strategy successfully leveraged the insights that customers seek inspiration and buying guidance, not just products, to build a powerful search-led content ecosystem. It involved deep keyword search analysis, creating diverse and high-authority content assets, and relevant interlinking by the team. This approach, amplified by off-page optimisation, delivered a 56% increase in organic revenue.

ABHISHEK ALAKAT
Digital Lead, Home Centre - Landmark Group

TEAM AGENCY

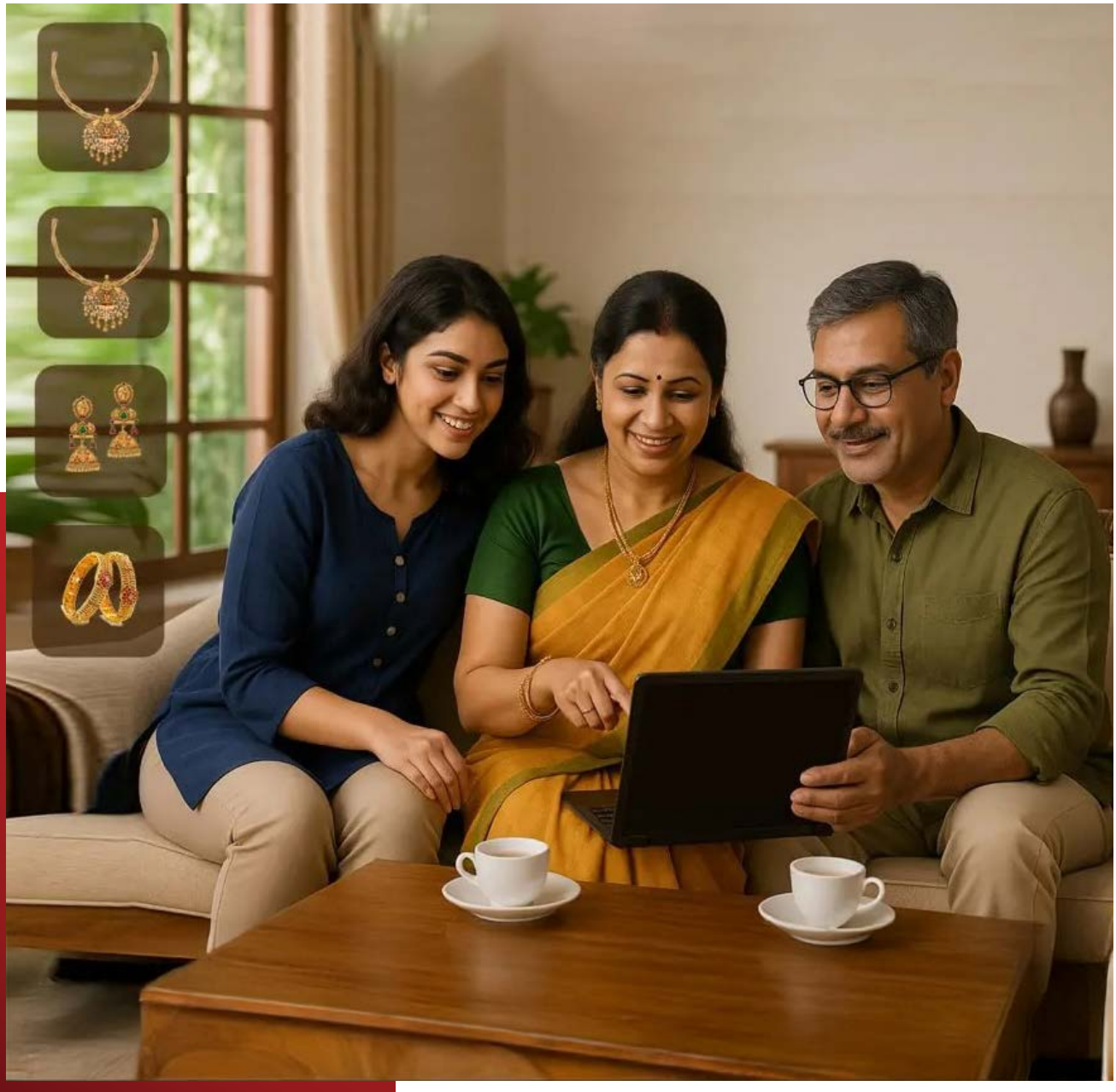
This achievement demonstrates strategic excellence and shows how integrating strong organic content with advanced AI visibility delivers measurable, scalable impact. Despite tough competition, we didn't just meet goals, we set a new performance benchmark. This case study now serves as a blueprint for brand growth across digital touchpoints, proving that Home Centre's digital ecosystem is built for high performance, stronger visibility, and sustained brand recognition.

VIJAY KUMAR CHINNI
Senior Account Director, HiveMinds

VAIBHAV JEWELLERS

BUILDING CATEGORY AUTHORITY

Uses hyperlocal precision to drive visibility, trust and conversions.



BRAND : Manoj Vaibhav Gems N Jewellers Ltd

AGENCY : HiveMinds

ABOUT VAIBHAV JEWELLERS

Vaibhav Jewellers is a leading South Indian jewellery retailer with a strong omnichannel presence. Known for trust, craftsmanship and transparency, the brand focuses on gold, diamond and silver jewellery. It also serves as a reliable source for daily gold rate updates across its 20 store cities.

ABOUT HIVEMINDS

HiveMinds is a digital marketing agency focused on strategy, creativity and data-driven execution. It helps brands strengthen their online presence, improve customer journeys and achieve sustainable growth. With a collaborative, insight-led approach, it delivers campaigns that create measurable impact and long-term value.

OBJECTIVE

Reclaim visibility for gold rate searches across 20 cities, counter SERP dominance by large finance sites and AI answers, and drive higher conversions by building a trusted, location-specific gold rate ecosystem for Vaibhav Jewellers.

KEY CHALLENGES

Finance portals dominated rankings, AI tools were answering gold rate queries instantly, voice search was rising, and users needed city-specific gold rate accuracy. The brand risked losing trust and conversions without improved visibility.

DOMINATING THE GOLD SEARCH SEGMENT

Vaibhav Jewellers rebuilt its gold rate category by launching 20 city-specific gold rate pages supported by structured data, semantic SEO, revamped UX and deep optimisation for AI Overviews, chatbots and voice search. The campaign aimed to counter large finance domains and AI answers that were eroding visibility. By combining technical SEO with hyperlocal content and AI-first enhancements, the brand achieved 24× traffic growth, record impressions and clicks, and became the top trusted source for gold rate queries across its markets.

BUILDING IMPACT

- Launched 20 hyperlocal gold rate pages with unique insights per city.
- Implemented structured data for enhanced indexing and SERP visibility.
- Revamped UI/UX on gold rate pages to boost engagement and product conversions.
- Fixed technical issues impacting crawlability and performance.
- Optimised for voice search, semantic intent, AIO, Gemini and ChatGPT visibility.
- Created content aligned with AI models to expand presence across chatbot platforms.

BIG IDEA
Deliver accurate, updated city-wise gold rate content.

CRITICAL INSIGHT
Gold rate intent is deeply local and trust-driven.

CANVAS
Digital

RESULT

326.9K Clicks

49.2M Impressions

9X Growth in AIO visibility

24X Traffic growth (Jan '25 vs Oct '25)

11X Growth in impressions

TEAM BRAND

This campaign helped us close a major trust gap in gold rate searches. Using hyperlocal SEO, structured data, and AI-ready content, we delivered accurate, city-specific gold rates across 20 markets. It's a proud moment to see customers increasingly trust Vaibhav Jewellers for updated gold prices on search engines and emerging AI platforms.

IRFAN ANSARI
Sr. SEO And PPC Expert, Manoj Vaibhav Gems N Jewellers Ltd.

TEAM AGENCY

The results achieved for Vaibhav Jewellers set a new benchmark for organic performance. Our strategic mix of high-value content and advanced AI visibility tools drove a remarkable 24x traffic surge. Most importantly, we re-gained category authority, positioning Vaibhav Jewellers as the trusted source for local gold rates and driving strong conversion growth.

VENU GOPAL H G
SVP- Client Success & Operations, HiveMinds Innovative Market Solutions Pvt. Ltd.

CLICKS OVER COUNTERS

Turns offline habits into digital action.



BRAND : redBus

AGENCY : LS Digital

ABOUT REDBUS

redBus is India's leading bus and train ticket booking platform for over 18 years and 56+ million satisfied users. It offers a seamless online ticket booking experience for millions of people. With 5200+ bus operators and 730K+ routes on redBus, travellers can easily find buses to their destinations.

ABOUT LS DIGITAL

LS Digital is a leading independent Digital Business Transformation company, uniting powerhouse entities: LS Digital, Langoor, f1studioz, Social Panga, Data Quark, and .fear-LS (a JV with .fearless). With over 1200 experts across India, UAE, UK, USA, and Australia, it delivers holistic digital solutions that empower brands to grow and thrive.

KEY CHALLENGES

Offline booking was the norm with low online adoption. Very low awareness of redBus' features and benefits. Winning emotional trust and breaking deeply entrenched offline booking habits.

OBJECTIVE

To capture the untapped potential of Madhya Pradesh by driving awareness, consideration, and new user acquisition in a region dominated by offline bus booking.

THE MADHYA PRADESH BREAKTHROUGH

A market-shifting campaign that blended humour, functional storytelling, dynamic creatives, and multi-platform reach to unlock one of the most underpenetrated bus markets in India.

BUILDING IMPACT

- Audience strategy included in-market, affinity and lookalike targeting.
- YouTube, Meta, Display, Spotify and JioSaavn comprised the channel mix.
- Ad mix consisted of 65% long-form videos (RTBs), 15% short-form (reach) and the rest were display ads (conversion).
- Narrative was built using reasons-to-buy videos focused on seat selection, live tracking and free bus change. Dynamic creative optimisation prevented ad fatigue.

BIG IDEA

Humour highlights redBus as a smart, time-saving travel choice.

CRITICAL INSIGHT

Culture-led storytelling solves real travel pain points, driving behaviour change.

CANVAS

Digital

RESULT

15%
YoY market share improvement in 2 months

11X
Category growth v/s the industry

TEAM BRAND

Our strategy in Madhya Pradesh and Chhattisgarh was driven by deep regionalisation: selecting state-preferred platforms and crafting culturally relevant narratives around local offline booking pain points. By using colloquial language and hyper-local insights, we delivered stronger engagement, driving a 42% uplift in CTR in Madhya Pradesh and an 89% reduction in CAC, validating the power of region-specific communication.

VIKESH JAIN
Director Marketing, Redbus

TEAM AGENCY

At LS Digital, we transformed redBus's regional ambition into a high-performance media engine. Through localised storytelling and a sharp programmatic mix across Spotify and JioSaavn, we shifted travellers from offline behaviours to online bookings. The full-funnel approach delivered 11X category growth and reduced acquisition costs by 89%, proving the power of precise targeting and regional relevance in driving market disruption.

SHANTANU BHATTACHARYA
Chief Client Officer, LS Digital

SKINN by TITAN

OWNING FRAGRANCE DISCOVERY

Turns search intent into premium consideration.



BRAND : Skinn By Titan

AGENCY : HiveMinds

ABOUT SKINN BY TITAN

Skinn by Titan is a fragrance brand offering perfumes for men and women. Positioned in the accessible premium segment, it focuses on contemporary olfactive profiles, quality ingredients, and everyday wearability to meet evolving consumer preferences across diverse occasions.

ABOUT HIVEMINDS

HiveMinds is a leading digital marketing and performance media agency known for expertise in SEO, paid media, and data-led growth. It focuses on building scalable, ROI-driven strategies that strengthen brand visibility, improve acquisition efficiency, and accelerate long-term digital success.

KEY CHALLENGES

Skinn by Titan faced rising category competition, declining brand intent, and seasonal volatility, while discount-led aggregators captured high-intent traffic. Limited content depth and technical constraints demanded a focused SEO overhaul to rebuild authority, strengthen visibility, and drive stronger purchase intent.

OBJECTIVE

Campaign aimed to position Skinn by Titan as a leading premium fragrance brand by reversing visibility drops, capturing high-intent search demand and driving stronger purchase consideration through a focused SEO strategy that improved rankings, discovery and strengthened overall category authority.

DOMINATING THE PREMIUM FRAGRANCE MARKET

To reinforce its leadership in the fragrance category, Skinn by Titan implemented a data-driven SEO strategy. The focus was on optimizing Product Listing Pages with conversion-oriented content, improving technical SEO, and maintaining SERP hygiene. A quadrant-based internal linking framework was also introduced to strengthen keyword relevance and site authority. This approach drove notable growth in organic visibility and high-quality traffic, enhancing brand credibility and influencing purchase consideration in a competitive market.

BUILDING IMPACT

- The creative approach focused on high-intent, conversion-focused content tailored to premium fragrance buyers.
- Site speed improvements, structured data, SEO hygiene, and crawlability enhancements were made. 6-month phased rollout audit, keyword mapping, content & technical optimisation, performance monitoring.
- Quadrant-based interlinking connecting high-value keywords to relevant pages, continuous iterative refinements, and targeted SEO strategies were leveraged to capture category-defining search intent, driving visibility, traffic, and engagement.

BIG IDEA

Building category authority through intent-led content and high-impact SEO storytelling.

CRITICAL INSIGHT

Google Search initiates discovery for nearly 30% of fragrance shoppers.

CANVAS

Digital

RESULT

3X
Increase in organic traffic

4X
Growth in revenue

TEAM BRAND

We aimed to ensure Skinn by Titan was discovered first by high-intent shoppers. Through a focused SEO-first approach, we strengthened visibility, improved keyword dominance, and delivered measurable organic growth, helping the brand stand out in a highly competitive category.

SMRITI GAUR
Brand Communication Manager,
Titan Company Limited

TEAM AGENCY

Our strategy for Skinn by Titan focused on leveraging data-driven SEO to enhance visibility and capture high-intent search demand. Through deep PLP optimization, technical SEO enhancements, and a quadrant-based interlinking framework, we connected consumers with relevant content, driving measurable growth in traffic, revenue, and category authority.

SACHIN SHAJI KALLOOTHARA
Senior Account Director, HiveMinds

Thomas Cook

TRAVEL WITHOUT BORDERS

Elevates the forex card from function to feeling.



BRAND : Thomas Cook

AGENCY : LS Digital

ABOUT THOMAS COOK

Thomas Cook Ltd. is an Indian travel agency, headquartered in Mumbai, India, offering travel services that include foreign exchange, international and domestic holidays, visas, passports, travel insurance, and MICE services.

ABOUT LS DIGITAL

LS Digital is a leading independent Digital Business Transformation company, uniting powerhouse entities: LS Digital, Langoor, f1studioz, Social Panga, Data Quark, and .fear-LS (a JV with .fearless). With over 1200 experts across India, UAE, UK, USA, and Australia, it delivers holistic digital solutions that empower brands to grow and thrive.

KEY CHALLENGES

A travel category where attention is short and competition is intense. Forex cards are perceived as purely functional products.

OBJECTIVE

To position the Forex Borderless Card as the most trusted modern companion for global travellers, driving awareness, consideration, and engagement through mobile-first storytelling.

BORDERLESS MOMENTS

A mobile-first, programmatic storytelling innovation that transformed a functional product into an aspirational travel essential, creating a benchmark for mobile-led performance narratives.

BUILDING IMPACT

- Programmatic Intelligence with dynamic sequencing based on engagement signals.
- Layered Storytelling (60s, 45s, 15s edits) tailored for awareness, recall, and benefits.
- Smart Targeting of affluent clusters, intent segments, and 1P data.
- Creative Mix across YouTube skippable/ non-skippable, verticals, and native formats.
- GMP Stack Integration for consolidated measurement and cross-device efficiency.



BIG IDEA

Celebrity-led mobile storytelling transforms features into emotional travel journeys.



CRITICAL INSIGHT

Mobile video storytelling builds trust, engagement, and consideration.



CANVAS

Digital

RESULT



+3.1%
Brand lift



+246%
Search surge for "Forex Card"



+19%
Incremental reach

TEAM BRAND

In a difficult year where the category had a negative growth, our card sales grew by 8% consecutively for 3 months during the campaign. More Importantly our cash-to-card switch ratio improved by roughly 10% in the period.

AVINASH JANJIRE
Senior Vice President, Thomas Cook (India) Limited

TEAM AGENCY

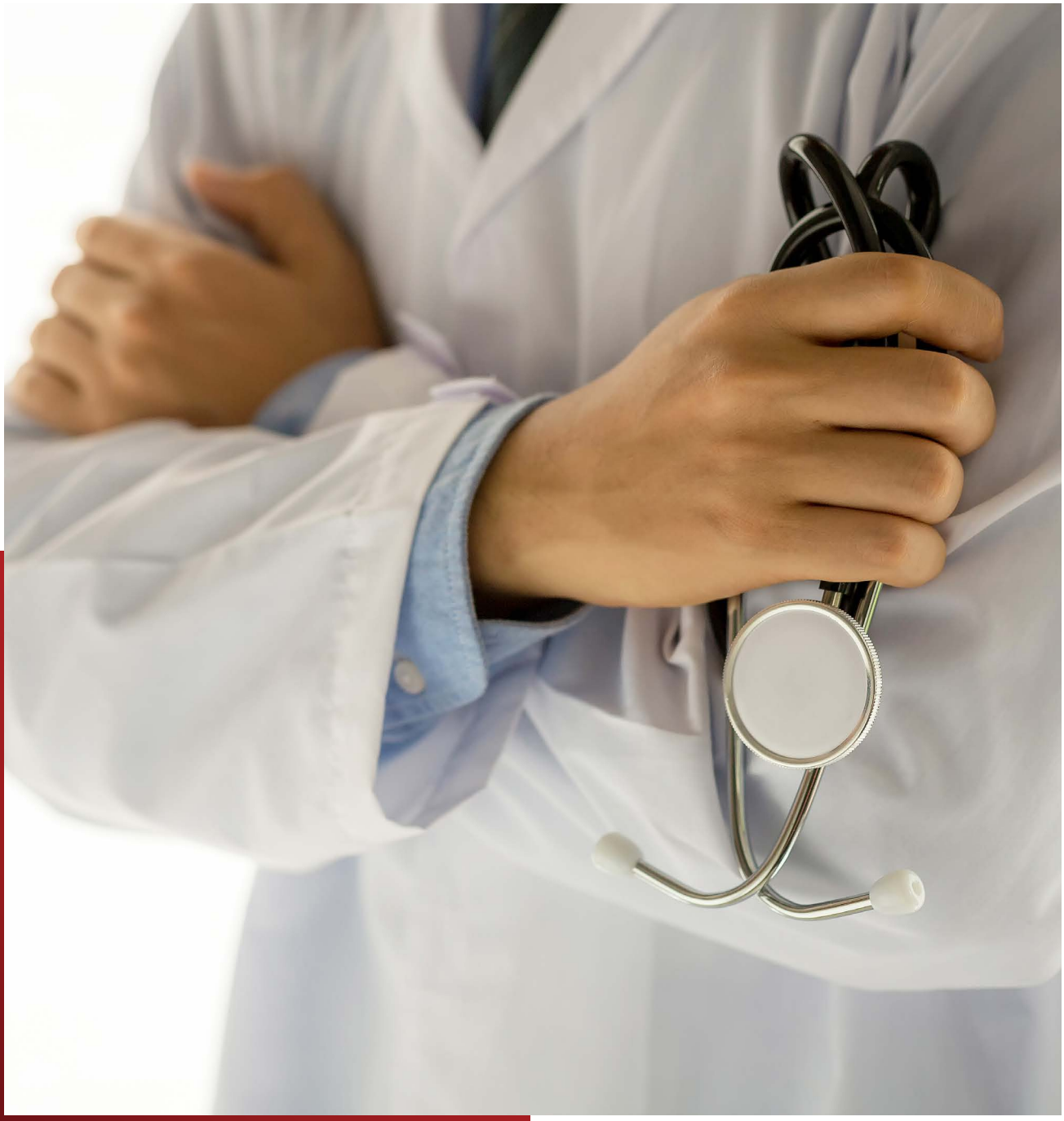
In today's fragmented media landscape, our #MediaAlchemy approach at LS Digital brings data, technology, and creativity together with purpose. For Thomas Cook, this meant pairing compelling storytelling with programmatic intelligence and a unified technology stack to move beyond impressions and deliver meaningful business outcomes.

SHANTANU BHATTACHARYA
Chief Client Officer, LS Digital

VIJAYA DIAGNOSTIC CENTRE

BUILT TO BE FOUND

Scales organic visibility through intent-led SEO.



BRAND : Vijaya Diagnostic Centre

AGENCY : HiveMinds

ABOUT VIJAYA DIAGNOSTIC CENTRE

Vijaya Diagnostic Centre, a leading integrated diagnostic chain, has 200+ centres across 6 states. With 40+ years of expertise, our 3000+ professionals deliver accessible and trusted diagnostics through technology, compassion and reliable patient care.

ABOUT HIVEMINDS

HiveMinds is a digital marketing agency specialising in strategy, creativity, and data-driven execution. Through a collaborative, insight-driven approach, it delivers campaigns that generate measurable results and lasting value.

OBJECTIVE

The campaign aimed to boost non-brand visibility and organic clicks across 24 cities by improving content relevance, resolving technical SEO, and optimising local search performance to drive traffic and increase Vijaya Diagnostic Centre market reach, particularly during the upcoming seasonality.

KEY CHALLENGES

Challenges included adapting to Google SERP changes for different demographics and overcoming the advantage of local players who benefit from location-based search results. Mapping content to match user intent across multiple locations was another challenge in a competitive market.

RECLAIMING ORGANIC LEADERSHIP THROUGH SCALABLE SEO

Vijaya Diagnostic Centre, aiming to improve organic visibility, partnered with HiveMinds to optimise SEO. By targeting high-volume non-brand queries, addressing technical SEO issues, and optimising for seasonal keywords, the campaign achieved significant growth in organic traffic and visibility. The brand improved its search rankings, addressed location-specific content gaps, and expanded its reach across multiple cities. The strategy drove higher engagement, allowing it to capture new customers and strengthen its position in a competitive diagnostic market.

BUILDING IMPACT

- The campaign enhanced core page structures and on-page elements to strengthen discoverability.
- Developed scalable content frameworks to support broader geographic and category coverage. Implemented technical enhancements to improve indexing, navigation, and user flow. Introduced experience-focused updates to improve engagement across devices. Added supporting content to improve search relevance.
- Maintained continuous monitoring and iterative optimisation to refine performance throughout the campaign.

BIG IDEA

Optimise content for high-intent, location-based queries to drive growth.

CRITICAL INSIGHT

Ranking for top generic queries to drive new user acquisition.

CANVAS

Digital

RESULT

2X
Increase in non-brand clicks

177%
Rise in impressions

3.5X
Increase in non-brand impressions

55%
Rise in clicks

TEAM BRAND

We leveraged targeted SEO strategies and technical enhancements to transform our online presence. By improving our content relevance and user experience, we were able to achieve a significant increase in both traffic and impressions, reinforcing Vijaya Diagnostic Centre as a top choice for diagnostics.

RAVINDRA CHAND
Head of Digital Marketing, Vijaya Diagnostic Centre

TEAM AGENCY

Our strategy focused on optimising non-brand keywords and resolving technical SEO issues to enhance visibility. By creating content aligned with user intent and improving page indexing, we were able to achieve remarkable growth in traffic and impressions, positioning Vijaya Diagnostic Centre as a leader in organic search.

SACHIN SHAJI KALLOOTHARA
Sr. Account Director, HiveMinds

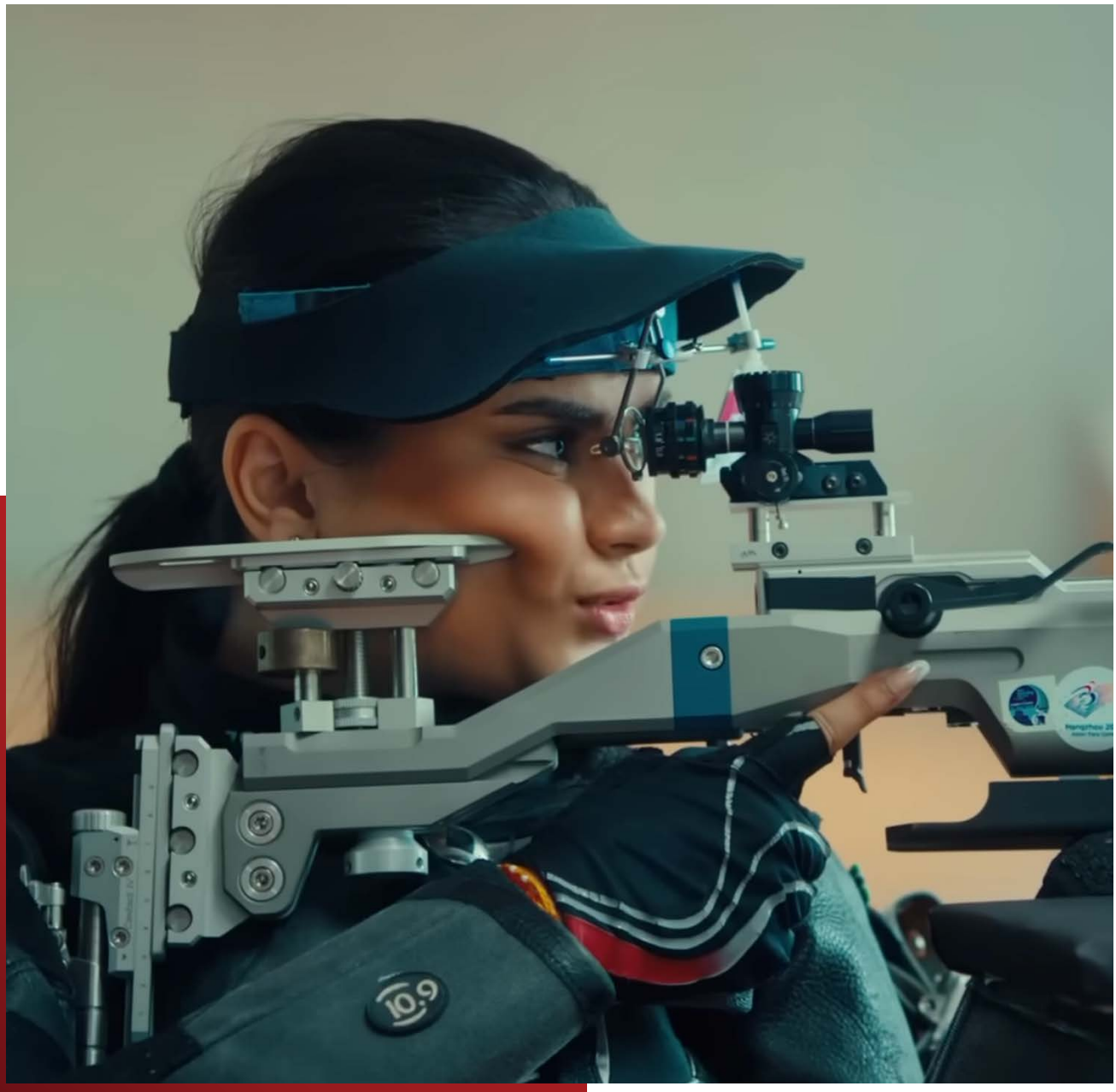


RETAIL & LAUNCHES

High-impact launch narratives that build anticipation and urgency, guiding audiences seamlessly from awareness to action.

WHEN GOLD CAME HOME

Re-engineers an iconic biscuit to honour extraordinary precision.



BRAND : Britannia Marie Gold

CREATIVE AGENCY : Talented

ABOUT BRITANNIA MARIE GOLD

Britannia is a market leader in the bakery category in India with an annual revenue of over Rs 165 billion. Its two focus categories include bakery and dairy, with trusted & iconic brands such as Good Day, Marie Gold, Milk Bikis & Nutrichoice.

ABOUT TALENTED

Talented is a full-service creative agency built on radical yet simple principles: crediting culture, fair pay, equity ownership, and pricing creativity fairly. It's on course to become an iconic global creative company and create a new creative economy.

OBJECTIVE

Despite India's historic success in Paris 2024 shooting, viewership and recognition remain limited, especially for para-athletes. Applause fades if the audience doesn't understand the achievement. The campaign aimed to honour Avani's achievements and reinforce Marie Gold's belief in Do More. Be More.

KEY CHALLENGES

To bring Avani's precision to life, Britannia re-engineered its biscuit for the first time in 18 years. Early prototypes went through multiple iterations before a breakthrough using 3D printing enabled the creation of 10 unique biscuits etched with her exact gold-winning shots.

BRITANNIA MARIE GOLD'S - AVANI'S GOLD

Britannia Marie Gold, which champions women and their undying desire to Do More. Be More., honoured Avani Lekhara, India's first female athlete to win double gold, by transforming her story into a nationwide experience. The brand re-engineered its iconic 5.5 cm biscuit after 18 years, resizing it to match Avani's precise 4.55 cm target. Etched with her exact gold-winning shots, the biscuit allowed consumers to physically experience her achievement. The campaign turned a biscuit into a powerful symbol of national pride.

BUILDING IMPACT

- Britannia re-engineered its biscuit for the first time in 18 years using 3D printing, enabling 10 unique biscuits etched with her exact gold-winning shots.
- Each ₹ 10 pack included 22 resized biscuits, packaging that featured Avani, making her the first on an Indian FMCG product.
- Each order on Swiggy Instamart included a 10-meter tape, inviting people to recreate Avani's Olympic distance at home, turning homes into personal bullseye arenas.

BIG IDEA

Re-engineer Marie Gold etched with Avani's gold-winning shots.

CRITICAL INSIGHT

To grasp how big Avani's feat was, India had to feel how small her target was.

CANVAS

Digital, Social Media, Influencers, Experiential, Retail

RESULT

10.4M
More Marie Gold packs were sold during the campaign month v/s previous month

184
Publications covered the campaign globally

57M
Reach

$370K
Earned media

TEAM BRAND

Britannia Marie Gold has always stood for women's empowerment, celebrating their resilience and ambition. Avani's achievement exemplifies what Indian women can accomplish when given the right opportunities. This special edition was a tribute to her and to every woman striving to make history.

SIDDHARTH GUPTA
General Manager - Marketing, Britannia Industries

TEAM AGENCY

By transforming the very shape of Britannia Marie Gold, we aim to offer India a powerful, tangible way to appreciate Avani's feat. This campaign not only celebrates a pioneering athlete and furthers intersectional feminism but also highlights the underrepresented sport of Air Rifle shooting.

JAVAAD AHMED & TERESA SEBASTIA
Creatives at Talented

RETURN OF ROMANCE

Launches a romance novel like an entertainment blockbuster.



BRAND : Chetan Bhagat & Harper Collins

AGENCY : OktoBuzz Brand Solutions

ABOUT CHETAN BHAGAT & HARPER COLLINS

Chetan Bhagat is one of India's most influential contemporary storytellers, known for shaping youth culture and inspiring blockbuster film adaptations. This campaign was executed in collaboration with Chetan Bhagat and HarperCollins, a leading global publishing house under News Corp and one of the world's largest English-language publishers.

ABOUT OKTOBUZZ BRAND SOLUTIONS

Oktobuzz, founded in 2013 by Hemal and Neha Majithia, is a Mumbai-based, strategy-first agency delivering measurable results. Ranked among India's top 14 most effective independent digital agencies by the Effie Index, they maintain 92.8% client retention through data-backed creative solutions guided by: When the client wins, we win.

OBJECTIVE

The goals were simple. Make reading cool again. Make the book a #1 Bestseller. Dominate digital conversations before and on launch day. Convert emotional buzz into sales, rankings, and cultural relevance.

KEY CHALLENGES

Did a digital-savvy audience still crave romance from him? Could the comeback feel modern, loud, and unmissable? Could reading a book be made cool?

LAUNCH 12 YEARS - MY MESSED-UP LOVE STORY

The campaign unfolded as a three-phase love story: anticipation, collision, and continuation. It featured romance-led reels, bold quote creatives, cinematic cutdowns, creator amplification, and direct reader interactions led by Chetan Bhagat. Early credibility was built through book clubs and romance communities sharing honest reactions and reviews, while Chetan openly led the narrative on social media, positioning the book as his authentic, emotionally raw return to romance.

BUILDING IMPACT

- The campaign was executed like an entertainment launch to create buzz and ensure high reach and engagement.
- The launch campaign involved three phases to maximise impact: anticipation, collision, and continuation.
- Using romance-led reels, bold quote creatives, cinematic cutdowns, creator collaborations, and direct reader interactions led by Chetan Bhagat dominated the feeds, sparked conversations and kept the book culturally relevant across every stage of the launch.

BIG IDEA

Building Chetan's long-awaited comeback to romance fiction.

CRITICAL INSIGHT

Romance audiences engage when books reflect pop culture's emotional pull.

CANVAS

Digital, Social Media

RESULT

660K+
Video views across digital platforms

10.12%
Average engagement rate on social media

TEAM BRAND

Working with OktoBuzz on my return to romance felt different from any previous launch. They understood this wasn't just a love story, but a statement on messy, unconventional relationships. Their bold, scroll-stopping creatives brought the story alive even before readers opened the book, creating standout buzz in a crowded content landscape and making this comeback truly unforgettable.

CHETAN BHAGAT
Author

TEAM AGENCY

At OktoBuzz, we treat every book launch like a blockbuster. Chetan Bhagat's return to romance wasn't just a new release; it was a cultural moment. Our focus was on authenticity through bold, honest storytelling that reflected modern love. Watching it become a #1 bestseller and sustain its ranking for weeks reinforced our belief in making great stories impossible to ignore.

HEMAL MAJITHIA
Founder and Chief Oktomind, OktoBuzz

ONLY CRAVINGS MATTER

Turns everyday misnaming into unmistakable brand recall.



BRAND : Chinese Wok

AGENCY : Brandmovers India

ABOUT CHINESE WOK

Chinese Wok is India's largest home-grown Desi Chinese QSR brand, known for bold flavours, affordable pricing, and a youthful vibe. With 250+ outlets across 45+ cities, it has redefined how India enjoys street-style Desi Chinese, making it the go-to destination for everyday cravings.

ABOUT BRANDMOVERS INDIA

Brandmovers India is an integrated creative agency known for culturally rooted, insight-led campaigns that drive brand recall and business impact. With strong expertise across QSR, FMCG, and youth-focused brands, Brandmovers blends sharp strategy with disruptive storytelling to create high-impact, memorable advertising.

OBJECTIVE

To make "Chinese bole toh Chinese Wok" the unmistakable mental shortcut for Indian consumers whenever they think of Chinese food, across age groups and occasions.

KEY CHALLENGES

Operating in a cluttered Desi Chinese QSR category with high name confusion, low unaided recall, and short attention spans. The challenge was to break through festive noise, deliver humour, and build memory within tight, high-impact media windows.

CHINESE BOLE TOH CHINESE WOK

In India, Desi Chinese isn't a cuisine of hunger; it's a cuisine of craving. And cravings don't speak formally. The insight was simple yet culturally sharp: when Indians crave Chinese food, they often misname the restaurant, but the craving itself is clear. 'Chinese Fork', 'Chinese Rock', and 'Chinese Moonwalk' aren't confusing; they signal recall without ownership. Instead of correcting consumers, the brand embraced the mistake and turned it into humour. By owning these everyday mix-ups, it converted misnaming into a powerful brand hammer, making one truth unmistakable: when Chinese is mentioned, Chinese Wok is the name that sticks.

BUILDING IMPACT

- Each campaign film opened with a relatable craving trigger, escalated the misnaming into exaggerated humour and landed sharply on the mnemonic hook.
- The creative device allowed brand linkage in 5 seconds, repeated the brand name without feeling repetitive and created strong sonic and visual memory structures.
- Designed for native digital consumption; the campaign was supported by memes, influencer adaptations, tongue-twisters, and in-store extensions.
- The campaign effectively increased brand recall among target audiences.

BIG IDEA

Turn everyday Chinese food name mix-ups into brand recall device.

CRITICAL INSIGHT

Indian Chinese cravings are clear, brand names often aren't.

CANVAS

OOH, Digital, Social Media, Influencers, OTT, Cinema, Retail, Radio

RESULT

18% Ad recall lift

9% Brand association lift

62% Video completion rate

TEAM BRAND

Our challenge wasn't awareness; it was ownership. People craved Desi Chinese instinctively, but the category name was generic. With 'Chinese Bole Toh, Chinese Wok', YouTube helped us turn a cultural habit into a memory structure, driving strong ad recall and unmistakable brand association at scale.

VIKAS IYER
Head of Marketing, Chinese Wok

TEAM AGENCY

Our brief was simple: when India craves Desi Chinese, Chinese Wok should be the name that comes to mind. We used humour and quirk not as entertainment alone, but as deliberate memory devices, reinforcing the brand name repeatedly to build a strong, unmistakable linkage within just 20 seconds.

SUVAJYOTI GHOSH
Founder & MD, Brandmovers India

GLOBAL DRINK, LOCAL CONNECT

Transforms a product drop into a cultural moment.



BRAND : Instamart

CREATIVE AGENCY : Lesssgo

ABOUT INSTAMART

Instamart is that one brand on the internet that loves to have fun. If something brain-rot-worthy is trending, Instamart usually finds a way to play with it, delivering everything people need when they need it.

ABOUT LESSSGO

Lesssgo is a content agency that likes to cook chatpate ideas for brands. If it makes people smile, stop, react or send it to a friend, the team usually knows they are on the right track.

OBJECTIVE

Launch PRIME, the energy drink, on Instamart and get people talking about it. Simple, but with the challenge of making a global product feel instantly Indian.

KEY CHALLENGES

PRIME already had hype internationally, but not everyone in India connected with it. The team needed a launch idea that would feel fun and familiar, not just another promo. And, they had to make it work on a small budget, where the costliest thing was the drink itself.

PRIME BHANDARA

Bhandaras are something everyone has seen while growing up. They are simple, welcoming and always draw a crowd. People instantly get the visual, the energy, the vibe. Launching an international drink through such a local tradition made the idea feel warm and approachable. PRIME went from being a 'global internet thing' to something people could now experience in the most Indian way possible. And since the goal was to create noise, not sales, this approach felt right to the team.

BUILDING IMPACT

- Set up a PRIME Bhandara cart in Mumbai to create buzz for the energy drink.
- Designed posters and handouts with Instamart-style humour, building brand recall for the energy drink.
- Invited creator Divya Foofani to do a vox-pop style video that felt natural and playful, engaging audiences, offline and online.
- Let meme pages and people on the internet take the campaign and the narrative forward on their own.

BIG IDEA

Introducing a premium drink in a space for the masses.

CRITICAL INSIGHT

People instantly connect with the visual and vibe of a bhandara.

CANVAS

Digital, Social Media

RESULT

4M
Views across channels

35+
Organic features and memes

TEAM BRAND

Instamart x Prime Bhandara showed how adding a desi twist to a western brand can open it up to more people. You don't need to be a Logan Paul fan to want PRIME, and this activation proved that perfectly.

ANISHA WILKINSON
Social Media Head at Swiggy

TEAM AGENCY

Distributing PRIME in a bhandara is unusual enough to make people ask: 'prompt kya tha'.

MANOJ MEHTA
Co-Founder, Lesssgo

★ PRET ★

WAIT, WHAT?

Uses disbelief to make a premium sandwich offer impossible to ignore.



BRAND : Pret A Manger

AGENCY : AGENCY09

ABOUT PRET A MANGER

Pret A Manger was founded in London in 1986. Its sandwiches, salads, and wraps are freshly made each day in shop kitchens using high-quality ingredients. In June 2022, it announced a strategic partnership with Reliance Brands Limited to launch and build the brand in India.

ABOUT AGENCY09

AGENCY09 scales brands with ideas for content, tech, design and data. Started in 2013, it's a Bandra-born independent agency, operating globally. With a purpose to create favourable change and creatively contribute towards progressive growth, the team makes ideas perform.

OBJECTIVE

To raise brand awareness and drive a long-term increase in store walk-ins and online orders in Pret's delivery radius in T1 cities, with an unbelievable offer: Sandwiches at ₹149.

KEY CHALLENGES

The challenge was to highlight a value-driven ₹149 offer without diluting Pret's premium positioning. The team had to communicate affordability while reassuring consumers that the craftsmanship, ingredients, and overall Pret experience remained unchanged.

REALLY?

When Pret briefed the agency on the offer, their reaction was: "Really?" and they decided to communicate this to the audience. The objective of "Really" is to grab attention even from a person scrolling in a hurry (or speeding past the OOH). The campaign taps into a simple, deep-seated human reaction to an unbelievable phenomenon, sparking curiosity and pushing consumers to check Swiggy and Zomato. And of course, it's real, and it's live on these apps - leading to brand discovery, impulsive orders and a much happier day.

BUILDING IMPACT

- Launched on OOH, social and in-store simultaneously in early August.
- The content highlighted the word 'Really?' and the number 149 in massive letters.
- The launch video contained people reacting to the offer with a shocked 'Really?'.
- Leveraged puns, social trends, vivid imagery and even Pret's staff to make 'Really?' more authentic, relatable and pull in organic traction.
- The campaign is being sustained with sticky Reels.

BIG IDEA

We bit into the sandwich and exclaimed: Really? Just 149?

CRITICAL INSIGHT

Pret is considered expensive. So, 149 sounds unbelievable.

CANVAS

OOH, Digital, Social Media, Influencer Marketing, Retail

RESULT

6%
Walk-ins increased

523%
Sandwich sales increase

32%
Number of online orders increased

1L
Views per day for 5 OOH activations (approx)

TEAM BRAND

Pret A Manger, along with AGENCY09, understood how crucial this offer was to us and how to hook the consumer with disbelief, even if they glanced at our billboard for a second. Our content was a creative mix of great visuals, striking copy and relatable, fun videos that pulled people into our stores in addition to spiking online orders.

SPOKESPERSON
Reliance Brands Ltd.

TEAM AGENCY

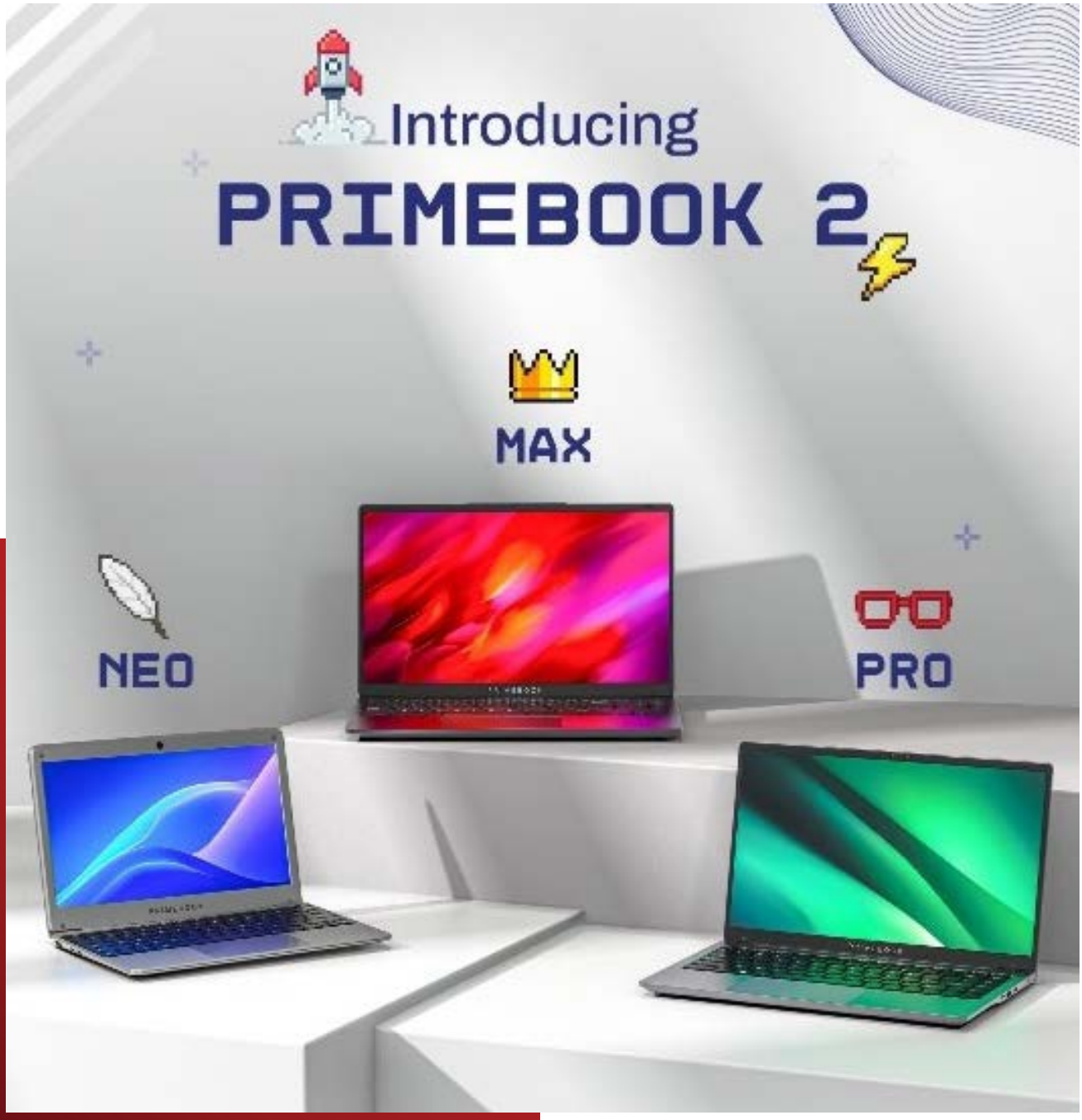
It was quite an exciting opportunity to work with Reliance Brands to help India discover Pret A Manger. They have a unique proposition in that they're food-first rather than coffee-first, differentiating them from the sea of cafes cluttering metro cities. And what better way to communicate this than with a great value offer on food?

GAUTAM ANAND
Co-Founder & Head of Content, AGENCY09

Primebook

REWRITING COMPUTING

Builds a youth-led, made-for-India laptop culture beyond specs.



BRAND : Primebook India

AGENCY : Primebook's In-House Marketing Team

ABOUT PRIMEBOOK INDIA

Primebook is India's first youth-centric laptop brand, designed for students, professionals and creators. Powered by our proprietary PrimeOS, built on the familiar Android ecosystem, Primebook blends screen-aware AI, integrated Cloud PC, and mobile-first simplicity to make modern, seamless computing accessible and future-ready for young India.

ABOUT PRIMEBOOK'S IN-HOUSE MARKETING TEAM

Primebook's in-house marketing team is a young collective of writers, designers, editors, and creators working in close proximity to product, sales, and after-sales teams. This inside-out understanding of the brand and its users enables them to craft a youth-first strategy, storytelling, and design that shape Primebook's 360-degree cultural and product identity.

KEY CHALLENGES

In a category shaped by global giants, the challenge was to build trust for an India-made ecosystem and shift young users from premium-led bias. The team had to make Primebook 2 feel credible, culturally cool, and understood beyond traditional laptop expectations.

OBJECTIVE

With Shark Tank momentum, Primebook used Gen-2 launch to champion an Aatmanirbhar, designed-for-India computing ecosystem. The team aimed to disrupt traditional laptop narratives and reposition Indian computing as youth-cool, credible, and homegrown, proving India can build its own modern laptop culture.

BE YOUR PRIME

'Be Your Prime' repositioned Primebook from value-tech to a youth-first cultural brand by showcasing a belief, not specs: that India can build its own modern computing culture. The campaign combined identity-led storytelling, real student ambassadors and creator narratives, alongside hyper-specific use-cases of the youth with a playful Darwinian lens in its brand film. By contrasting the slow, clunky tech older generations endured with the expressive, instant behaviour of today's youth, Primebook 2 was reframed as a credible, homegrown ecosystem built for how young India explores, imagines, learns, works, creates, and expresses itself.

BUILDING IMPACT

- 20+ young Indian creators, including Slayy Point and Shetty Brothers, translated the narrative into humorous, authentic, internet-first storytelling beyond traditional tech communication.
- With Under25, the team activated a Campus Ambassador Programme across 24+ colleges, integrating Primebook into campus life.
- Performance marketing across Meta, YouTube, and Google built discovery and a youth-led community. An experiential media showcase sparked word-of-mouth among top publications.

BIG IDEA

Reimagining computing for Young India through culture, innovation, and accessibility.

CRITICAL INSIGHT

Young India outgrew functional tech; seeking brands they can befriend.

CANVAS

Digital, Social Media, Influencers, Experiential

RESULT

13.4M
Social reach

33%
Increase in website search volume

94.6%
Increase in conversion

TEAM BRAND

#BeYourPrime showed that when you build a computing ecosystem from the ground up for Young India, culture and performance move together. The campaign reached 13.4 million people and grew our community by 73%, proving that young Indians don't need high-end machines for seamless computing. They need technology designed for their pace, ambition, and creativity, and that's what Primebook stands for.

AMAN VERMA
Co-Founder & COO, Primebook India

TEAM AGENCY

While shaping the Gen-2 launch, one truth stood out: Young India feels they are in their Prime and expect technology to match that pace. So we built a campaign, celebrating their energy, with the device as an enabler, not the hero. Once young creators joined, the shift was visible: Primebook became a youth-backed computing ecosystem in a space long dominated by legacy brands.

TATHAGATA RAY
Content Head, Primebook

EXCLUSIVITY, DESIGNED FOR TRAVEL

Positions Samsonite x Manish Malhotra as a limited-edition luxury collectable.



BRAND : Samsonite

AGENCY : Social Beat

ABOUT SAMSONITE

Samsonite India is a premium travel luggage and accessories brand. Its positioning emphasises durability, innovation, and quality, targeting affluent travellers and business professionals. Key focus areas include expanding retail footprint, developing sustainable products, and implementing digital personalisation strategies to enhance the customer journey.

ABOUT SOCIAL BEAT

Social Beat is a digital growth partner and performance marketing agency with a strong focus on ROI and innovation. Core capabilities include integrated digital media planning, creative strategy, influencer marketing, and SEO. The agency drove a 360-degree digital strategy across platforms to build brand awareness and luxury positioning for Samsonite.

OBJECTIVE

To establish the Samsonite x Manish Malhotra collection as the epitome of exclusive, aspirational luxury travel gear, driving high-value pre-orders and sell-out among a niche, discerning audience of affluent consumers.

KEY CHALLENGES

To elevate luggage from utility to a coveted luxury accessory (Category Barrier), balancing exclusive rarity with aspiration for a niche audience, and seamlessly merging Samsonite's durability with Malhotra's high-fashion form (Creative Hurdle).

SAMSONITE X MANISH MALHOTRA

The core idea was that exclusivity is the foundation of true luxury, appealing to consumers who seek rarity and identity over mere products. The strategic approach involved layering the campaign like a luxury pyramid: leveraging Manish Malhotra's design and celebrity to create buzz and signal exclusivity from day zero, supported by an intense three-pronged pre-buzz strategy (organic sightings, PR burst, and influencer posts). The campaign delivered significant visibility with a total reach of 29.2M and 90.1M views across social platforms.

BUILDING IMPACT

- The strategic approach layered the campaign like a luxury pyramid, leveraging Manish Malhotra's icon status to spark buzz and signal exclusivity from day zero.
- The campaign was executed via a three-pronged pre-buzz strategy: organic paparazzi sightings, PR burst, and influencer posts.
- The Samsonite x Manish Malhotra campaign redefined luggage, a travel essential, as a desirable collectable.

BIG IDEA

Exclusivity is the foundation of true luxury.

CRITICAL INSIGHT

In the world of luxury, exclusivity is the foundation.

CANVAS

Digital, Social Media, Influencers, Retail

RESULT

228.1K
Content Interactions

44K HR
YouTube Watch Time

90.1M
Views

29.2M
Reach

TEAM AGENCY

We treated this launch with the same discipline as a limited-edition drop. By engineering scarcity and leveraging cultural icons, we created a 'pull' effect that drove over 90 million views. It proves that when the strategy is precise, the scale is inevitable.

VIKAS CHAWLA
Co-founder, Social Beat

ULTRAVIOLETTE

ACCELERATING EV ADOPTION

Addresses charging access gaps holding back EV two-wheeler adoption.



BRAND : Ultraviolette Automotive

CREATIVE AGENCY : tgthr.

ABOUT ULTRAVIOLETTE AUTOMOTIVE

Ultraviolette is a new-age Indian EV brand focused on high-performance electric motorcycles. Positioned in the premium segment, it appeals to riders seeking futuristic, energy-efficient mobility. In a category dominated by scooters, Ultraviolette targets customers upgrading from electric scooters or shifting from traditional two-wheelers, while addressing critical barriers like range anxiety.

ABOUT TGTHR.

tgthr. is a full-funnel creative and media agency built to solve real business challenges through insight-led strategy, digital-first creativity, and execution across performance, content, and production. For this campaign, the agency led media architecture and full-funnel optimisation to drive both online sales and offline store intent.

OBJECTIVE

Expand relevance and consideration for Ultraviolette by solving the category's biggest barrier; limited 2W charging infrastructure. By enabling two-wheelers to access Type-2 car chargers, the campaign aimed to grow sales, increase consideration, and strengthen positive sentiment for the brand.

KEY CHALLENGES

EV two-wheelers faced slow adoption due to limited charging access. This gap created severe range anxiety, hurting category growth and restricting Ultraviolette's relevance among EV intenders, EV scooter upgraders, and future electric motorcycle buyers.

UV LYNC

India's EV 2W riders faced a major barrier: only 3,000 charging points served them compared to 1,04,000 for electric cars. This limited infrastructure created range anxiety and slowed EV 2W adoption. Ultraviolette addressed this category-wide challenge with UV Lync, a compact device that converts any Type-2 car charger into a compatible socket for all electric two-wheelers. Priced at Rs 2,999 and available to every EV rider, the innovation expanded the 2W charging ecosystem by 3,367%. With digital-first communication and support from riders and online communities, UV Lync built relevance, increased consideration and sentiment, and drove 100% sales growth.

BUILDING IMPACT

- Since 85% of consumers begin their buying journey online and nearly half are open to purchasing their vehicles digitally, the team leveraged forums, search platforms, and influencers to maximise reach.
- Collaboration with influential social channels and personalities, such as Prakash Choudhary, Tanisha Arora, Nitish Patil, Autocar India, and Jagran HiTech, ensured an active presence through long-form videos on YouTube and short-form content on Meta.

BIG IDEA
Unlock India's EV car-charging network for EV two-wheelers.

CRITICAL INSIGHT
Two-wheeler EV riders feel invisible at India's charging points.

CANVAS
Experiential, Influencers

RESULT

12.12%
Increase in brand consideration

11%
Increase in brand advocacy among users

97%
Increase in positive sentiment

₹10M
Earned media generated

TEAM BRAND

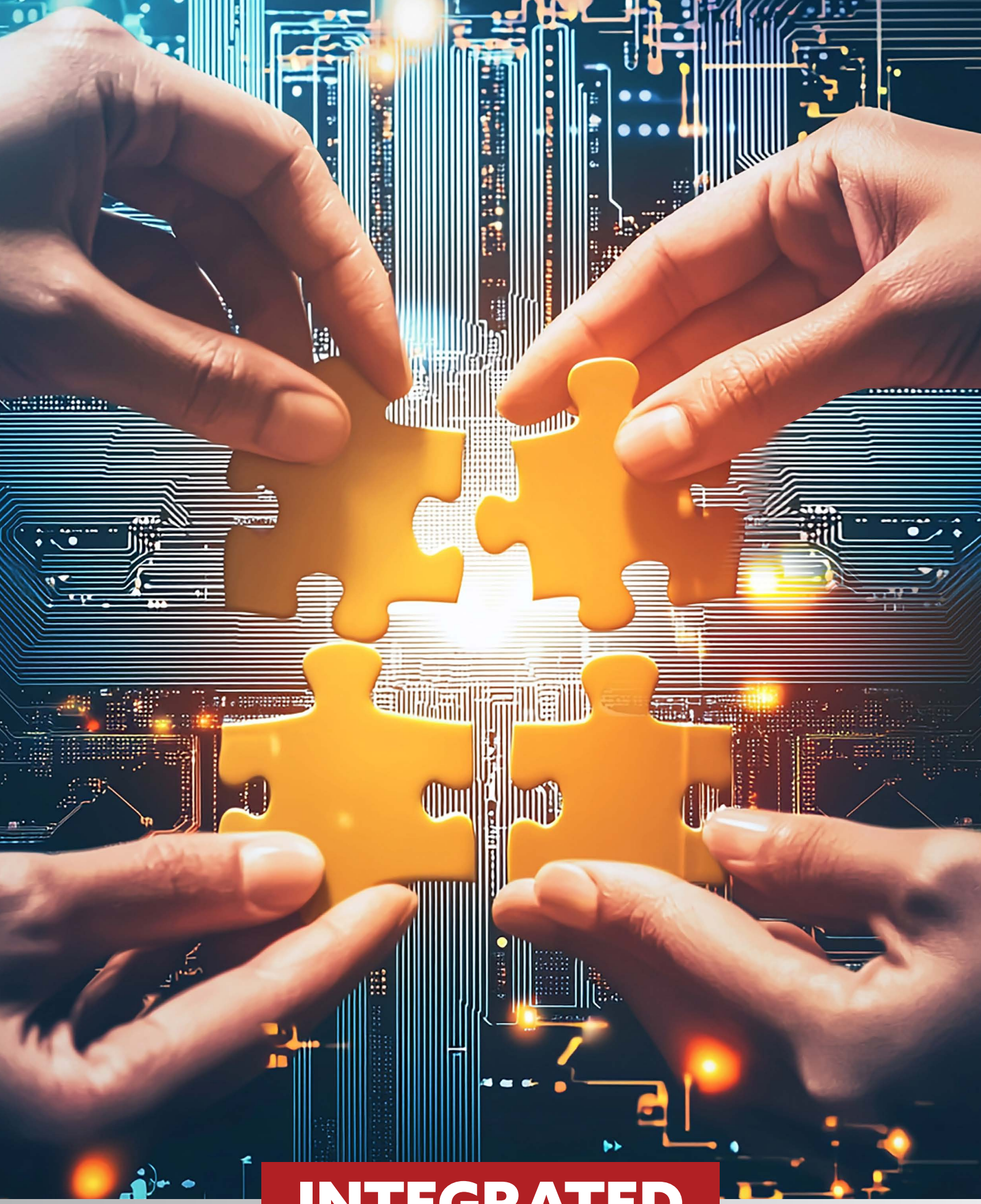
UV Lync reflects our commitment to solving real problems for EV riders. By transforming India's extensive Type-2 car charging network into accessible points for two-wheelers, we addressed a critical barrier holding the category back. Making the device available to every EV user, not just Ultraviolette customers, helped build trust, credibility and long-term relevance for our brand.

NARAYAN SUBRAMANIAM
CEO, Ultraviolette Automotive Pvt. Ltd.

TEAM AGENCY

Our approach was simple: solve the biggest friction in EV two-wheeler adoption. UV Lync expanded charging access overnight and created relevance for Ultraviolette at every charging point. By focusing on digital platforms, riding communities and real-world demonstrations, we built credible advocacy and strengthened the brand without heavy media spending.

AALAP DESAI
Co-founder and CCO, tgthr.



INTEGRATED

Unified brand ideas designed to travel across platforms, creating consistent and cohesive storytelling at every touchpoint.

LEGACY IN MOTION

Transforms yellow taxis into a living Pujo museum.



BRAND : Asian Paints

AGENCY : Madison Public Relations

ABOUT ASIAN PAINTS

Asian Paints is India's leading paint and décor company, operating across 14 countries. Positioned as a design-led, solutions-driven brand, it offers decorative and industrial paints, waterproofing, wood finishes, and an expanding home décor portfolio.

ABOUT MADISON PUBLIC RELATIONS

Madison Public Relations is an independent communications agency with expertise across FMCG, beauty, healthcare, finance, technology, lifestyle, décor, hospitality and consumer sectors. With strengths in media relations, influencer outreach, crisis management and integrated communications, the agency led the campaign's strategy, content creation and execution to deliver impactful visibility.

OBJECTIVE

To reinforce Asian Paints' long-standing cultural connection with Kolkata's Durga Pujo and its 40-year Sharad Shamman legacy through a tribute to the iconic yellow taxi, symbolising the brand's shared journey and deep bond with the city.

KEY CHALLENGES

Durga Puja's cluttered cultural landscape required authentic storytelling while balancing tradition with innovation. With only 40 transformed taxis, scale had to be built through digital and experiential amplification. Intense festive-season competition further challenged visibility, impact and meaningful audience engagement.

THE YELLOW TAXI PROJECT

Asian Paints Sharad Shamman marked its 40th year by transforming Kolkata's yellow taxis into a moving museum, with each taxi depicting a decade of Pujo's evolving artistry. The strategy blended cultural preservation, public art and hyperlocal relevance by turning a disappearing city icon into a living archive. The idea was amplified through a focused media strategy with 67 journalists at the launch and top lifestyle and A&M media flown down for exclusives. National and regional coverage, along with strong social and influencer engagement, drove nationwide awareness, city-wide participation and reinforced Asian Paints' leadership in culture and design.

BUILDING IMPACT

- Hosted a high-impact launch event featuring two popular Kolkata celebrities to anchor the cultural narrative of the Yellow Taxi Project.
- Activated a strong media mix by engaging top A&M, AID, lifestyle, and regional publications for on-ground and post-event coverage.
- Leveraged targeted outreach across Kolkata community pages to build strong local resonance and drive organic buzz.
- Consistent amplification across print, digital, and social channels.

BIG IDEA
Celebrating Sharad Shamman's legacy with yellow taxis.

CRITICAL INSIGHT
Emotional connection to Pujo is strongest in Kolkata's local icons.

CANVAS
Print, Digital, Social Media

RESULT

465
Total exposures

₹17.15 CR
ME value

TEAM BRAND

For us at Asian Paints, Kolkata has always been more than a city; it has been a muse, shaping our understanding of colour as culture and of homes as worlds of meaning. An everyday companion of Pujo that has carried families, artisans, and stories across the city. This is our 'Royale Tribute to Kolkata'.

AMIT SYNGLE
MD and CEO of Asian Paints Ltd.

TEAM AGENCY

Asian Paints Sharad Shamman has long been a cultural moment for Kolkata, and for its 40-year milestone, we ensured the story reached audiences with the scale and emotion it deserved. By amplifying Pujo's evolving creativity from deep-rooted traditions to youthful energy, tapping into culture and community voices extended its reach beyond Kolkata to a national audience, resonating with admirers old and new.

AMRITA SADHU
Senior Vice President of Madison PR

BUILDING A REGIONAL BRAND ANTHEM

Uses music, creators and culture to drive regional relevance and organic adoption.



BRAND : Bingo! Tedhe Medhe

AGENCY : Hoopr Brand Solutions

ABOUT BINGO! TEDHE MEDHE

Bingo! Tedhe Medhe is one of India's most loved youth-focused snack brands known for its bold flavours, quirky personality and deep cultural resonance across regional markets. The brand consistently taps into humour, music and pop culture to stay relevant to Gen Z and young families.

ABOUT HOOPR BRAND SOLUTIONS

Hoopr Brand Solutions uses music intelligence to create culturally rooted brand campaigns through its AMP Framework: Artist, Music, Promotion. It identifies the right sounds, creators, and genres to enable authentic, scalable, music-led ideas that drive organic cultural adoption.

OBJECTIVE

Deepen regional engagement and cultural affinity in Eastern UP & Bihar by making Bingo! part of the region's cultural conversation using an authentic Bhojpuri music-first approach that drives co-creation, UGC and organic virality.

KEY CHALLENGES

Breaking through heavy national snack advertising noise while remaining authentic to local tastes and culture. Avoiding inauthentic 'translation' of national creatives into Bhojpuri; needing true cultural participation. Converting short-form virality into sustainable brand love.

BINGO! TEDHE MEDHE SONG

Bingo! Tedhe Medhe turned a regional rhythm into a national moment by creating a Bhojpuri-first brand anthem and seeding it through regional stars and grassroots creators. Instead of translating a mainstream ad, the campaign co-created sound + story with local culture, producing massive organic traction, millions of views, thousands of UGC reels and a measurable lift in brand relevance across Eastern UP & Bihar.

BUILDING IMPACT

- Anthem was released with a video rich in regional visual cues and lifestyle moments.
- Trusted regional artists and influencers added to authenticity and initial traction.
- Amplified by creators using short assets, challenge hooks and remixes. Brand's brief encouraged cultural reinterpretation rather than replication.

BIG IDEA

Mass with Meaning: Build a regional anthem.

CRITICAL INSIGHT

In East UP, music and local slang are identity glue.

CANVAS

Digital, Social Media, Influencers

RESULT

10M+ Views on YouTube

120M+ Instagram Views

7K+ UGC Reels

50M+ Audio Reach on Instagram

TEAM BRAND

At Bingo! Tedhe Medhe, we are constantly exploring new ways to engage our consumers. The Bhojpuri culture is full of energy, passion, and local flavour, and 'Tedhe Medhe' is our way of celebrating it. The music video brings to life our brand's bold and playful personality while strengthening our connect with consumers.

SURESH CHAND
Vice President & Head of Marketing – Snacks, Noodles & Pasta, ITC Foods

TEAM AGENCY

At Hoopr, we believe music should be central to every brand's long-term strategy. It drives virality, engagement, and emotional connections. Our collaboration with Bingo! Tedhe Medhe shows how brands can create content that is authentic and impactful. By blending Bhojpuri music with the brand's playful spirit, we crafted a campaign rooted in local culture.

GAURAV DAGAONKAR
Co-Founder & CEO of Hoopr

HIDDEN IN PLAIN SIGHT

Makes the choice of biscuit feel instinctive, not advertised.



BRAND : Britannia Good Day

CREATIVE AGENCY : Talented

ABOUT BRITANNIA GOOD DAY

Britannia is a 100+ year old Company and is a market leader in the Bakery category in India with an annual revenue of over Rs 165 billion. India's renowned cookie, Britannia Good Day, has been a popular favourite since 1986.

ABOUT TALENTED

Talented is a full-service creative agency built on radical yet simple principles: crediting culture, fair pay, equity ownership, and pricing creativity fairly. It's on course to become an iconic global creative company and create a new creative economy.

OBJECTIVE

To disrupt entrenched consumer behaviour by positioning Good Day as the biscuit of choice with chai through culturally embedded, behaviour-first creative, and drive conversion at the point of consumption by triggering impulse demand, increasing Good Day requests at chai stalls.

KEY CHALLENGES

In India, chai leads the ritual, and biscuits follow. Habits, not choice, shape consumption. For Good Day, true growth meant breaking this default and earning its place as a biscuit that naturally belongs with chai.

HEADLINES BY BRITANNIA GOOD DAY

Good Day and chai have been inseparable for years. This is an arena ruled not by taste or price, but by habit. And habits don't shift with ads; they shift with insight. The breakthrough came from a shared behaviour: Indians slurp chai, creating three gentle forehead creases that mirror Good Day's ridged design. That subconscious visual became the medium. Good Day launched a biscuit-less campaign across tapris, stations, and canteens, placing unbranded forehead 'HEADLINES" exactly where chai is consumed. No logos, no taglines, just a subtle cue delivered at the perfect moment, nudging chai drinkers toward Good Day.

BUILDING IMPACT

- 388 chai outlets activated, over 1.1 million insertions deployed, and region-specific visuals adapted across languages.
- Vendors partnered to place them in high-footfall spots, reporting increased conversations and pre-emptive restocking.
- Consumers began recreating the slurp moment, making the forehead visual a cross-platform talking point.

BIG IDEA

Slurping chai creates forehead lines that uncannily resemble Good Day.

CRITICAL INSIGHT

Slurping chai put Good Day on their minds even before they realised.

CANVAS

TV, Print, OOH, Digital, Social Media, Influencers, Retail.

RESULT

67%
Customers asked for Britannia Good Day with their tea

80%
Reported customer conversations around the signage

720M
Media Impressions

2%
Rise in household penetration

TEAM BRAND

Britannia Good Day is a household name, enjoyed across occasions, especially with India's beloved drink, chai. The creative concept - Headlines - reinforced Good Day as an integral part of the chai experience. It took the form of the biscuit, was infinitely scalable, and established a clear cue to prompt this behaviour. Each cup was special, reflecting the association with Good Day.

ARCHANA BALARAMAN
General Manager – Marketing, Britannia

TEAM AGENCY

It was right there. For years, our minds have been asking for a good day with chai. Isn't it time we take our minds seriously? In the chai biscuit debate, the variable has always been the biscuit, but it's clear now. Whichever brand of chai you're drinking, whatever masalas you're adding, whether you're drinking out of a cup, glass, or kulhad...there's only one biscuit on your mind!

JAVAAD AHMED & SPANDAN MAHAJAN
Creatives at Talented

THE DO NOTHING DAY

Turns Valentine's Day into a participatory 'do nothing' rebellion.



BRAND : Cadbury 5Star

AGENCY : WPP Media

ABOUT CADBURY 5STAR

Cadbury 5Star is one of India's most iconic caramel chocolate brands, launched by Mondelez. Over the decades, it has evolved from a simple caramel-filled chocolate bar into a massive cultural phenomenon, known specifically for its quirky and counter-cultural marketing.

ABOUT WPP MEDIA

WPP Media India Private Limited (formerly known as GroupM Media India) is the media investment arm of WPP plc in India. It is a large media investment group, responsible for managing a massive portion of the advertising spends in the Indian market

KEY CHALLENGES

To avoid invisibility in a chocolate category dominated by romantic sentimentality, 5-Star needed to hijack Valentine's Day without compromising its quirky 'Do Nothing' identity. The challenge: staying authentically anti-norm while competing for attention in a cluttered, 'lovey-dovey' media landscape

OBJECTIVE

5Star hijacked Valentine's Day by replacing romantic tropes with its 'Do Nothing' philosophy. The objective was to drive Gen Z participation and UGC, converting high brand salience into measurable sales growth and market share gains during a cluttered season.

DESTROY VALENTINE'S DAY

5-Star's ecosystem-led strategy infiltrated the Gen Z journey through a mobile-first, tech-enabled approach. Hijacking the romantic season with a counter-cultural voice delivered 14% sales growth, proving that non-traditional marketing drives both brand salience and significant commercial success.

BUILDING IMPACT

- 5-Star's 10-day mobile-first disruption hijacked the V-Day journey across Flipkart, Swiggy, and entertainment apps.
- Using an 'Uncle-Card' microsite and real-time data, 85% of the budget fueled platform-native 'cringe' content, infiltrating every touchpoint with high-precision, participatory engagement.
- The campaign successfully stood out for a unique and quirky narrative that went against the popular romantical sentimentality in the category.

BIG IDEA

5-Star weaponised cringe uncles to help Gen Z do nothing.

CRITICAL INSIGHT

5-Star leveraged 'Uncle Energy' giving Gen Z an ironic out.

CANVAS

TV, OOH, Digital, Social Media, Influencers, OTT

RESULT

47% Engagement rate

18% Earned media share

14% Sales growth

8% CTR uplift

TEAM BRAND

At 5Star, we've always championed the virtue of doing nothing. Valentine's Day comes with pressure to put on a romantic show, but it's not for everyone. This year, we took a fun approach to disrupt it — by enlisting the help of uncles, who are the last people associated with romance. It's our way of battling anything that gets in the way of 'Doing Nothing.

NITIN SAINI
VP Marketing – Mondelez India

TEAM AGENCY

Cadbury 5 Star is turning Valentine's Day into 'Destroy V-Day' with a cheeky, disruptive message. Our multi-platform strategy targets a digitally native audience through engaging content on Instagram, YouTube, and Snapchat, while extending reach via strategic TV, cinema, retail, and sports partnerships. A well-crafted KOL strategy amplifies the playful, counterculture spirit of the campaign, ensuring maximum impact across all touchpoints.

SHEKHAR BANERJEE
President, Client Solutions, WPP Media, South Asia

LANGUAGE OF LOVE

Transforms Cadbury Silk into a personalised expression of love.



BRAND : Cadbury Silk

AGENCY : WPP Media

ABOUT CADBURY SILK

Cadbury Silk is an iconic premium chocolate brand, synonymous with indulgence and heartfelt expression. By owning moments of love and celebration, Silk connects deeply with Gen Z and millennials through culturally relevant storytelling, innovation, and impactful media experiences.

ABOUT WPP MEDIA

WPP Media India Private Limited (formerly known as GroupM Media India) is the media investment arm of WPP plc in India. It is a large media investment group, responsible for managing a massive portion of the advertising spends in the Indian market.

OBJECTIVE

Valentine's Day has always been Silk's biggest cultural moment. But with Genz shifting from grand gestures to personal, digital-first expressions of affection, the objective was clear: reassert Silk as the most iconic language of love while deepening relevance with couples.

KEY CHALLENGES

Valentine's is the most cluttered moment for chocolate brands. Challenge was to cut through intense category noise, stay culturally relevant to Gen Z's evolving expressions of love, drive meaningful social participation while balancing Cadbury Silk's iconic romantic equity with engagement-led storytelling.

SAY IT WITH SILK

'Say It With Silk' reimagined Valentine's Day for Gen Z, who value authenticity, playful intimacy, and digital-first expressions of love. Built on the belief that love today is personalised, the campaign positioned Cadbury Dairy Milk Silk as a custom love language rather than a generic romantic gift. Through a social-first, creator-led approach, Silk bridged the physical and digital worlds, enabling couples to express emotions in their own voice. The result was strong cultural relevance, high participation, and reinforced leadership for Silk during the Valentine's season.

BUILDING IMPACT

- The animated film and special-edition packs anchored the narrative, amplified through precision digital channels.
- Creators drove authentic storytelling, while quick-commerce and food-delivery platforms enabled spontaneous gifting.
- YouTube Mastheads delivered peak-season visibility.
- High-impact OOH across youth hubs built physical salience, while the 'Silk Propose Cam' at Spoken Fest created a cultural moment, generating shareable UGC.

BIG IDEA

Making Silk the language for expressing unspoken love.

CRITICAL INSIGHT

Young lovers struggle to express feelings words often cannot convey.

CANVAS

TV, OOH, Digital, Social Media, Influencers, Experiential, OTT, Cinema

RESULT

715M Impressions

275M Reach

187M Views

20% Sales uplift

TEAM BRAND

Cadbury Dairy Milk Silk has long been synonymous with heartfelt expressions, acting as a cupid for couples on Valentine's Day. This year, we made love even easier to express with Say It With Silk. The campaign brought love to life through two powerful touchpoints, on pack and on screen. Expressive packaging simplified emotional sharing, while a deeply resonant film captured love's essence, together creating moments that spoke beyond words beautifully.

NITIN SAINI
VP Marketing – Mondelez India

TEAM AGENCY

Our campaign moves beyond simple messaging, integrating seamlessly into every stage of the journey of finding love. This Valentine's Day, we enable expressions at every touchpoint, from the first blush of attraction to grand gestures of commitment. By decoding emotional milestones like shy glances, hesitant steps and breathless anticipation, we aligned Silk with media channels matching each moment, delivering surprises, influencer partnerships, and content that speaks volumes without words today.

SHEKHAR BANERJEE
President, Client Solutions, WPP Media, South Asia

REIMAGINING PROPOSALS

Builds relevance for engagement jewellery through Bengali festivities and music.



BRAND : CaratLane

AGENCY : BBH India

ABOUT CARATLANE

CaratLane is an omnichannel jeweller focused on everyday and occasion-led fine jewellery. Positioned as a modern, design-forward brand, it aims to make meaningful jewellery accessible while shaping new behaviours in categories like engagement rings and gifting.

ABOUT BBH INDIA

BBH India is a creative agency focused on culture-first storytelling. For CaratLane, the agency shaped the strategy and creative craft of 'Mayer Aashirbad,' grounding the engagement narrative in Bengali music, rituals and memory to build authentic regional relevance in West Bengal.

OBJECTIVE

Deepen CaratLane's entry into marriage jewellery through the engagement ring, and make proposals relatable for regional audiences. The goal was to build authentic cultural relevance in West Bengal so CaratLane could stand alongside trusted local jewellers during key marriage decisions.

KEY CHALLENGES

Proposal culture still feels Western, while Indian engagements are formal family rituals. Few couples imagine personal proposals. CaratLane had to compete with strong regional jewellers and establish an authentic Bengali presence, not an outsider voice.

MAYER AASHIRBAD

CaratLane's "Mayer Aashirbad" brought the engagement ring into Bengal's emotional landscape by anchoring a proposal within the shared experience of Pujo — where crowds meet, first glances linger, and Rabindra Sangeet holds the community together. Through a musical love story unfolding across Pujo's rituals, the film made a proposal feel like a natural cultural moment. This strategy helped CaratLane appear authentically rooted in Bengal and strengthened connections in a region dominated by local jewellers, driving strong engagement, new customer growth and deeper brand relevance.

BUILDING IMPACT

- Produced a three-minute musical narrative directed by Bauddhayan Mukherji, using Rabindra Sangeet–inspired compositions to let music replace dialogue.
- Released on TV, OTT and cinema, supported by a strong digital mix.
- Extended with OOH, PR stories, influencer content and WhatsApp communication.
- Retail teams across 25 West Bengal stores integrated the film into in-store conversations, strengthening CaratLane's cultural presence in a region.



BIG IDEA

A Bengali musical proposal blessed by Pujo's emotions.



CRITICAL INSIGHT

Pujo is the social spark, Rabindra Sangeet the emotional glue.



CANVAS

TV, Print, OOH, Digital, OTT, Cinema, Retail

RESULT



48%
Growth in new customers in West Bengal



5.13%
Engagement Rate



69%
Growth in browsers



4.08%
Click Through Rate

TEAM BRAND

Love, romance, and proposals are matters of the heart — spontaneous, free-flowing, unforgettable. Mayer Aashirbad captures that honest moment cinematically against the vibrant backdrop of Durga Pujo, Bengal's grandest celebration. A medley of Rabindra Sangeet and folk melodies brings the story to life, showing that the most meaningful moments of love are simple, sincere, and timeless.

SAUMEN BHAUMIK
Managing Director, CaratLane

TEAM AGENCY

The idea was simple: Durga Pujo is already a love story between people, rituals, and memories. With "Mayer Aashirbad", we simply added a proposal ring to the climax.

PARIKSHIT BHATTACCHARYA
Chief Creative Officer, BBH India

Center fresh

OVERTHINKING, INTERRUPTED

Positions Center fresh as a refresher for India's everyday thought spirals.



BRAND : Center fresh

AGENCY : AVIAN We.

ABOUT CENTER FRESH

Center fresh is one of India's most loved mint gum brands, known for its refreshing minty gel core. Positioned as a mind refresher that freshens breath and helps snap out of spiralling or overthinking, the brand resonates strongly with youth navigating digital overload, social pressures, and everyday mental loops.

ABOUT AVIAN WE.

Avian WE is a leading integrated communications agency in India. It offers services spanning corporate reputation and brand purpose; public policy and advocacy; social impact; insights & analytics; issues & crisis management; and digital, content & creative experience.

OBJECTIVE

To spotlight overthinking as a universal everyday habit and position Center Fresh as the mind refresher that helps Gen Z break the overthinking spiral. The aim was to anchor a relatable cultural tension and refresh the brand's relevance for younger audiences.

KEY CHALLENGES

The brand needed a fresh uplift to connect with Gen Z and young consumers amid a culture of constant overthinking. It required a strong consumer insight and a clutter-breaking creative route while staying true to brand tonality and consumer sensitivities.

CENTER FRESH – 'DIMAAG PE RAKHE LAGAAM'

The campaign stemmed from a simple truth: overthinking has become an everyday habit for Indians. In-depth consumer and social listening revealed it as a strong yet ignored consumer truth, and Center fresh's India Overthinking Report with YouGov showed how people spend hours second-guessing routine actions. Center fresh tapped into this cultural tension to introduce 'Dimaag Pe Rakhe Lagaam,' positioning the gum as a mind refresher that helps break the overthinking loop. The campaign launched with a data-led report, followed by culturally relevant seeding, a high-impact Lallantop podcast with Zakir Khan and Saurabh Dwivedi, strong organic PR, and a multi-platform TVC rollout.

BUILDING IMPACT

- Launched with the digital-first release of the India Overthinking Report.
- The insight was seeded through The Lallantop podcast with Saurabh Dwivedi and Zakir Khan, sparking social discussion.
- Strong national and regional PR amplified the conversation, reinforcing relevance.
- Social media posts highlighted relatable overthinking moments.
- A multi-channel digital strategy ensured visibility across youth-heavy platforms, while short edits and adapted film variants were optimised to maintain recall.

BIG IDEA

Help India snap out of overthinking using Center fresh.

CRITICAL INSIGHT

Indians overthink routine decisions more than major life choices.

CANVAS

TV, Digital, Social Media, Influencer Marketing, PR

RESULT

290+
Exposures

2.7B+
Reach

₹83M
PR Value

TEAM BRAND

Through Center fresh India Overthinking Report, our aim was to decode how overthinking shapes life in today's hyper-connected world, revealing eye-opening insights. From second-guessing messages to overanalysing simple choices, overthinking has become everyday habit across ages and regions. By spotlighting this mental clutter, the report sparked a conversation about everyday clarity. Center fresh helps break that loop, encouraging instinct, expression, confidence, and moments where you truly say, wear, post what feels right.

GUNJAN KHETAN
Director – Marketing, Perfetti Van Melle India

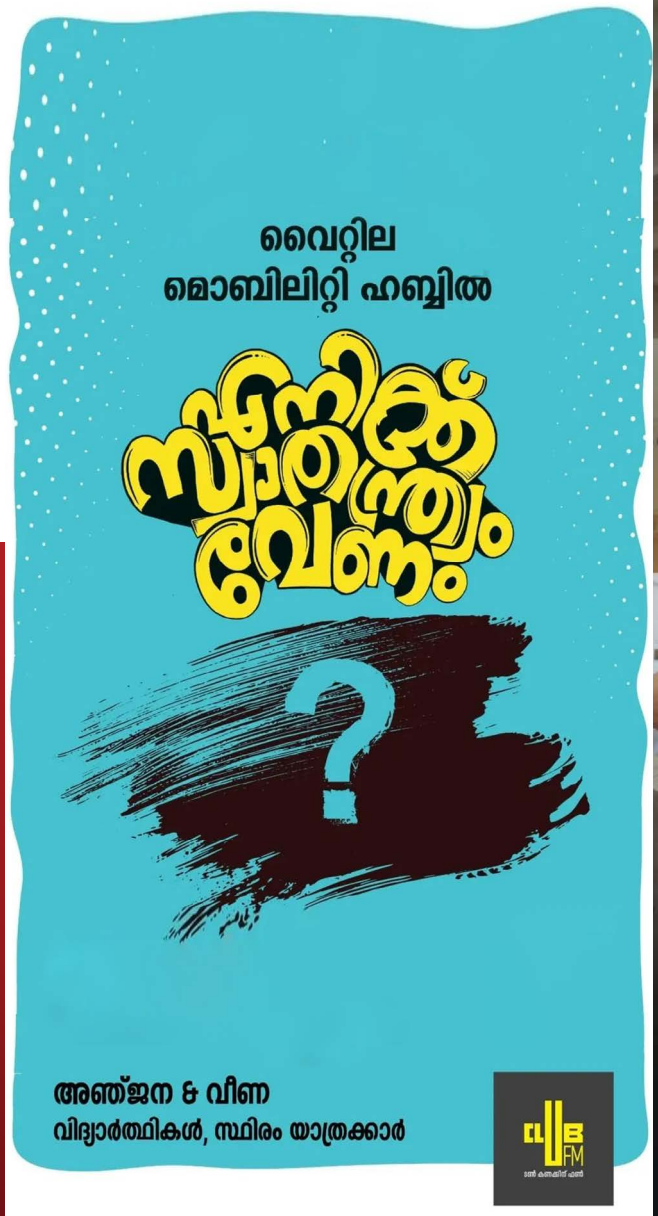
TEAM AGENCY

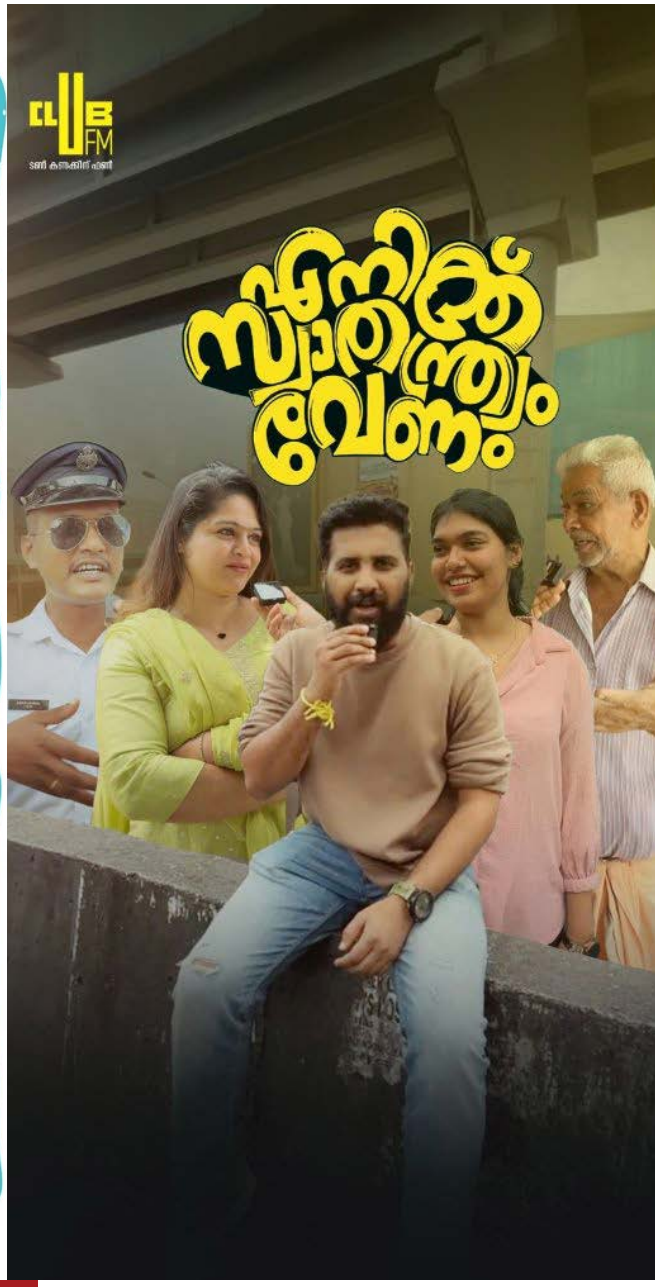
When we recognised overthinking as a deeply embedded cultural pattern, we knew Center fresh had an opportunity to lead the conversation. The idea of creating a national report emerged from our belief that powerful campaigns start with powerful truths. By grounding the work in data and nuance, we built a credible trigger that elevated TVC into a wider narrative, making the report the strategic centrepiece driving impact, relevance, and sustained conversation.

NEHA MEHROTRA
Managing Director, AVIAN We.

MAKING PEOPLE FEEL HEARD

Showcases the daily struggles and aspirations of common people.





BRAND : Club FM

AGENCY : Internal Marketing Team

ABOUT CLUB FM

Club FM is a private FM radio station operated by the Mathrubhumi Group in Kerala. It has been delivering tons of fun to Malayalee audiences for 14 years.

ABOUT INTERNAL MARKETING TEAM

The campaign was conceptualised and executed by Club FM's Internal Marketing Team.

OBJECTIVE

To celebrate the small freedoms that common people still seek.

KEY CHALLENGES

To identify and highlight the real civic issues people care about in Kerala.

ENIK SWATHANTHRYAM VENAM

People appeared on air saying, 'Enikku swathanthryam venam' (I want freedom), as part of the campaign that highlighted the real freedoms common people still seek. Via billboards, listeners were invited to guess what freedom they meant based on the locations shown. On 15th August, the truth was revealed: potholes, broken bus stops, unsafe public spaces, and more. Real photos of these issues, such as potholes, buses not stopping, and speeding buses, appeared on the billboards.

BUILDING IMPACT

- Created high curiosity with the 'guess the freedom' format.
- Strong listener engagement across shows and social platforms. A combination of billboards and on-air voices sparked public conversation on civic issues.
- Massive Independence Day recall as the reveal connected emotionally.
- The campaign narrative was amplified using social media.

BIG IDEA
To understand what freedom means for the people of Kerala.

CRITICAL INSIGHT
Make citizens feel heard by giving them a voice.

CANVAS
Social Media, Radio

RESULT

5M
Reach

TEAM BRAND

The campaign was undertaken as part of Independence Day celebrations. We reached out to the local public to understand what freedom meant for them. It was a consumer-centric exercise undertaken by the brand, which garnered a lot of attention and helped in understanding the daily needs of a common citizen living in a country like ours.

JAYAKRISHNAN N
General Manager, Club FM Kerala

MAKING HEART HEALTH AUDIBLE AT SCALE

Temporarily turns a radio station into a heart health advocate.





BRAND : Club FM

AGENCY : Internal Marketing Team

ABOUT CLUB FM

Club FM is a private FM radio station operated by the Mathrubhumi Group in Kerala. It has been delivering tons of fun to Malayalee audiences for 14 years.

ABOUT INTERNAL MARKETING TEAM

The campaign was conceptualised and executed by Club FM's Internal Marketing Team.

OBJECTIVE

To raise awareness for heart health and preventative care.

KEY CHALLENGES

To bring together multiple stakeholders for a single initiative.

CLUB FM BECOMES HEART FM FOR A WEEK

With the alarming rise of heart issues and sudden cardiac incidents among youngsters, Club FM wanted to spark a state-wide conversation on heart health. The goal was simple yet urgent: create awareness, encourage preventive care, and make the youth take their heart seriously.

BUILDING IMPACT

- Full brand transformation wherein Club FM was rebranded as Heart FM for 7 days. This included a change in station name, imaging, branding and RJ scripts.
- Special heart health-focused shows and segments were curated.
- Industry-first collaborations, wherein experts were invited to share insights on the most pressing heart-related issues and diseases.
- Amplified on social media by Club FM, brand partners and influencers.



BIG IDEA

Radio station turns to Heart FM for a week



CRITICAL INSIGHT

Health advisories must be relatable to be effective.



CANVAS

Radio, Social Media

RESULT



8M
Overall reach



43
Brands partners



3M
Reach via social media



5M
Reach via radio and OOH

TEAM BRAND

With the sudden rise in cardiac attacks faced by our young generation, we created this unique campaign to raise awareness and educate the younger audience about their prevention. We were also able to set a new industry benchmark for cause-based rebranding and multi-stakeholder collaboration.

JAYAKRISHNAN N
General Manager, Club FM Kerala

ALERTING LISTENERS ABOUT FRAUDS

Engages listeners with interactive awareness activities.



BRAND : Club FM

AGENCY : Internal Marketing Team

ABOUT CLUB FM

Club FM is a private FM radio station operated by the Mathrubhumi Group in Kerala. It has been delivering tons of fun to Malayalee audiences for 14 years.

ABOUT INTERNAL MARKETING TEAM

The campaign was conceptualised and executed by Club FM's Internal Marketing Team.

OBJECTIVE

To raise awareness against online fraud and help create a 'Fraud-free Kerala'.

KEY CHALLENGES

To turn a serious issue into an engaging message.

CLUB FM BECOMES HEART FM FOR A WEEK

'In a time when cyber fraud evolves every single day, the only real defence we have is simple: think twice before you act.' That is exactly what Federal Bank wanted to communicate through its 'Twice is Wise' campaign, and Club FM transformed that idea into a full-scale 360° awareness movement across Kerala.

BUILDING IMPACT

- Repeated songs on-air, prompting listeners to enquire and later revealed: 'Just like this repeat made you notice, you must think twice before clicking on any suspicious link.'
- People were promoted to share an 'OTP' mentioned on a print ad to win prizes. Callers were then informed that they could have become victims of cyber fraud.
- Amplified on social media by Club FM and Federal Bank.

BIG IDEA
To create awareness around cyber fraud.

CRITICAL INSIGHT
To turn awareness into an engaging activity.

CANVAS
Radio, Print, Social Media

RESULT

65L
Malayalees reached

TEAM BRAND

Through this initiative, we helped bring practical awareness to everyday Malayalee, empowering them to stay 'Be cautious, stay smart, and stay fraud-free'. The 'Twice is Wise' van covered 14 districts, stopping at 60 locations, where thousands of people actively participated in roadshows, quizzes, and awareness activities. The initiative successfully took the message directly to the streets, making cyber safety a conversation for everyone.

JAYAKRISHNAN N
General Manager, Club FM Kerala

Crompton

BUILT FOR FESTIVE VIEWING

Wins attention during moments that matter.





BRAND : Crompton

AGENCY : FCB/SIX (Omnicom)

ABOUT CROMPTON

Founded in 1937, with a legacy spanning over 85+ years, Crompton is a leading consumer durables & lighting brand managed by proficient industry experts. Its commitment to enhance the life of every consumer with modern and trustworthy solutions has established Crompton as a winning brand in the industry.

ABOUT FCB/SIX (OMNICOM)

FCB/SIX is Omnicom's global data-driven creative and marketing services agency, operating at the intersection of creativity, technology, and performance. In India, it partners with leading brands to deliver integrated solutions across digital, media, and commerce, combining strategic insight with executional depth across platforms.

OBJECTIVE

To build strong festive visibility for Crompton across key regions by leveraging Connected TV and mobile screens, ensuring consistent presence during high engagement moments and reinforcing brand consideration among high-value households during the festive season.

KEY CHALLENGES

To achieve sustained festive visibility across diverse regions while balancing large screen impact with mobile reinforcement, and to stand out in a cluttered festive media environment where multiple brands compete for attention during peak viewing moments.

FESTIVE SCREEN TAKEOVER

The campaign positioned Crompton at the centre of festive viewing by combining the impact of Connected TV with the reach of mobile screens across key regions. Built around high engagement moments during the festive period, the strategy ensured a consistent presence across premium OTT and FAST environments. By aligning content delivery with regional celebrations and shared viewing behaviour, the campaign created a strong multi-screen festive footprint, reinforcing Crompton's relevance and consideration during moments that matter most to Indian households.

BUILDING IMPACT

- Executed through a coordinated CTV and mobile rollout across West Bengal, Delhi, and Uttar Pradesh, aligned with key festive moments.
- Premium OTT and FAST environments were used to establish a strong large-screen presence, while mobile placements reinforced recall across the day.
- Regional bursts, including Durga Puja in West Bengal, ensured cultural relevance, while evening and weekend viewing windows maximised shared viewing.

BIG IDEA
Owning festive moments across every screen at home.

CRITICAL INSIGHT
Festive decisions are made together in the living room.

CANVAS
Digital, OTT, CTV

RESULT

58M
Impressions across WB, Delhi, UP

96.3%
~ VTR

TEAM BRAND

"Think Local. Act Hyper Local." was the driving force behind this campaign. By sharpening our targeting of high-value households through CTV in our key markets and reinforcing scale with high-reach, high-frequency mobile placements, we were able to engage audiences with both precision and consistency. This integrated approach, leveraging multimedia channels, significantly lifted all key brand metrics, proving the power of hyper-local storytelling delivered across the screens that truly matter.

TANMAY PRUSTY
Chief Marketing Officer, Crompton Greaves Consumer Electricals Limited

TEAM AGENCY

Our partnership with Crompton is rooted in shared ambition and a strong understanding of its evolving consumer. At FCB/SIX, our focus remains on relevance, data-led thinking, and impact. This festive campaign with Frodoh reflects that approach, combining precise CTV planning with mobile scale to reach households at the right moments. We value our long-standing association and remain committed to driving meaningful outcomes for the brand.

ANMOL K DANG
VP – Media West, FCB/SIX

BUILDING A WORLD OF LOVE

Champions meaningful love through a culture-led Valentine's movement.





BRAND : FNP

AGENCY : Life and Half

ABOUT FNP

FNP is India's #1 celebrations brand offering fresh flowers, cakes, personalised gifts and premium hampers that elevate everyday and milestone moments. With a legacy of over 30 years, the brand has redefined how India makes every moment feel special.

ABOUT LIFE AND HALF

L&H is a Bombay/Delhi-based full-suite brand strategy & creative services agency that specialises in always-on channels like social media and O2O communication. For FNP, the agency led the Make It Special Valentine's campaign, driving design, collaborations, photoshoot and video content to deliver culturally sharp, high-impact engagement.

OBJECTIVE

FNP aimed to shift consumers from rushed, transactional gifting to thoughtful, personalised, grand expressions of love, elevating flowers as a meaningful love language and establishing FNP as the trusted partner for intentional, high-quality emotion delivery.

KEY CHALLENGES

The challenge was to encourage consumers to 'make it special' with grand, personalised expressions of love, and shifting behaviour from impulsive to intentional gifting by inspiring Valentine's celebrations that feel bold and meaningful.

MAKE IT SPECIAL

As expressions of love become more diverse, the core idea of FNP's 'Make It Special' campaign was to champion intention as the new love language, redefining "special" as grand, personal, thoughtful and intimate. Strategically, FNP built an immersive 360° universe of love - owning roses, personalisation, and grand gestures as category drivers. The impact was significant: the campaign reinforced FNP's leadership in personalized, thoughtful, premium Valentine's gifting, deepened its cultural relevance, and set a new benchmark for how India expresses and celebrates love at scale.

BUILDING IMPACT

- Built a cohesive 'world of love' by redesigning platform bios, logos, highlights, app interface and micro-copy.
- Leveraged emotional and product-led storytelling to spotlight grand, personal, intentional Valentine's curations through reels, carousels, CGI and creator content.
- Collaborated with 300+ brands on the 'Pyaar Aisa Karo' billboard movement.
- Supporting activations included a gamified AI Love Barometer, chai-stall takeovers, CGI city films, offline experiences, vox pops and a 7-day offer.



BIG IDEA

Billboard movement inspiring bold, grand love: Pyaar Aisa Karo



CRITICAL INSIGHT

Consumers choose authentic gestures over formulaic romance.



CANVAS

OOH, Digital, Social Media, Influencers

RESULT



+44.8%

Growth in organic reach in 30 days



5K+

Organic followers added on Instagram

TEAM BRAND

With 'Make It Special', we aimed to elevate Valentine's gifting into meaningful, grand expressions of love. Through thoughtful storytelling and a seamless omnichannel experience, we positioned FNP as the go-to for personalised, elevated gifting - showcasing luxurious flowers, curated hampers, and thoughtful experiences that made Valentine's truly special.

SUHASINI MISRA
AGM - Brand, FNP

TEAM AGENCY

Our strategy for 'Make It Special' centred on recognising love as both impulsive and deeply intentional. We built a personal, grand, emotionally resonant ecosystem across storytelling, design, and omnichannel execution - driving meaningful participation, strengthening brand affinity, and reinforcing FNP's leadership in Valentine's gifting through memorable experiences and thoughtful expressions of love.

CHARU TRIPATHI
Founder, Life and Half

fortune
edible oils and foods

WHEN COOKS BECOME CREATORS

Encourages home cooks to master digital storytelling and content creation.



BRAND : Fortune Foods

AGENCY : Social Beat

ABOUT FORTUNE FOODS

Fortune is a major FMCG brand specialising in edible oils and foods. It is positioned as a companion in Indian kitchens. Key focus areas include inspiring new recipes and food traditions, and empowering home cooks.

ABOUT SOCIAL BEAT

Social Beat is a digital growth partner and performance marketing agency. Its core capabilities include integrated digital media planning and content production. For this campaign, the agency managed the creative production (scripting, shooting) and was responsible for the media amplification strategy across platforms.

OBJECTIVE

To establish Fortune as mentors to the next-gen food content creators, encouraging aspiring home cooks to gain digital skills, and driving maximum free registrations for the online masterclass.

KEY CHALLENGES

The main challenge was helping passionate home cooks with great recipes overcome the skill gap in digital finesse, specifically food styling, videography, and platform strategies.

FORTUNE INFLUENCER MASTERCLASS

The core idea positioned digital presence as essential to cooking. The strategic approach addressed a skill gap by positioning Fortune as mentors to next-gen food creators. This involved a free, two-tier learning module, celebrity chef collaboration, and a high-impact media mix. The campaign achieved a massive impact with 50,000+ registrations and a significant uplift in Share of Voice.

BUILDING IMPACT

- The campaign was executed in three media stages (Awareness, Conversions, Course Completion), leveraging YouTube VVC, Sony Liv (MasterChef Sponsorship), Meta, and Google Pmax/Demand Gen.
- Content included bite-sized 10-minute classes, expert modules by influencers Meghna and Vinayak, and a high-impact video launch on OTT.
- ORM efforts managed 1,000+ comments and 450 DMs to ensure a smooth learning journey.

BIG IDEA

If it's not on digital, did you even cook it?

CRITICAL INSIGHT

Passionate home cooks struggle with the finesse of digital storytelling.

CANVAS

Digital, Social Media, Influencers, OTT

RESULT

50K+
Registrations

16.8 M+
Reach

₹40
Cost Per Lead

17.3 M+
Video views

TEAM BRAND

At Fortune Foods, we believe cooking is more than just a daily routine; it is an art that deserves recognition. Through the Masterclass, we aim to empower homemakers and cooking enthusiasts to become successful digital content creators.

JIGNESH SHAH
Head – Media and Digital Marketing, Fortune Foods (AWL Agri Business Ltd.)

TEAM AGENCY

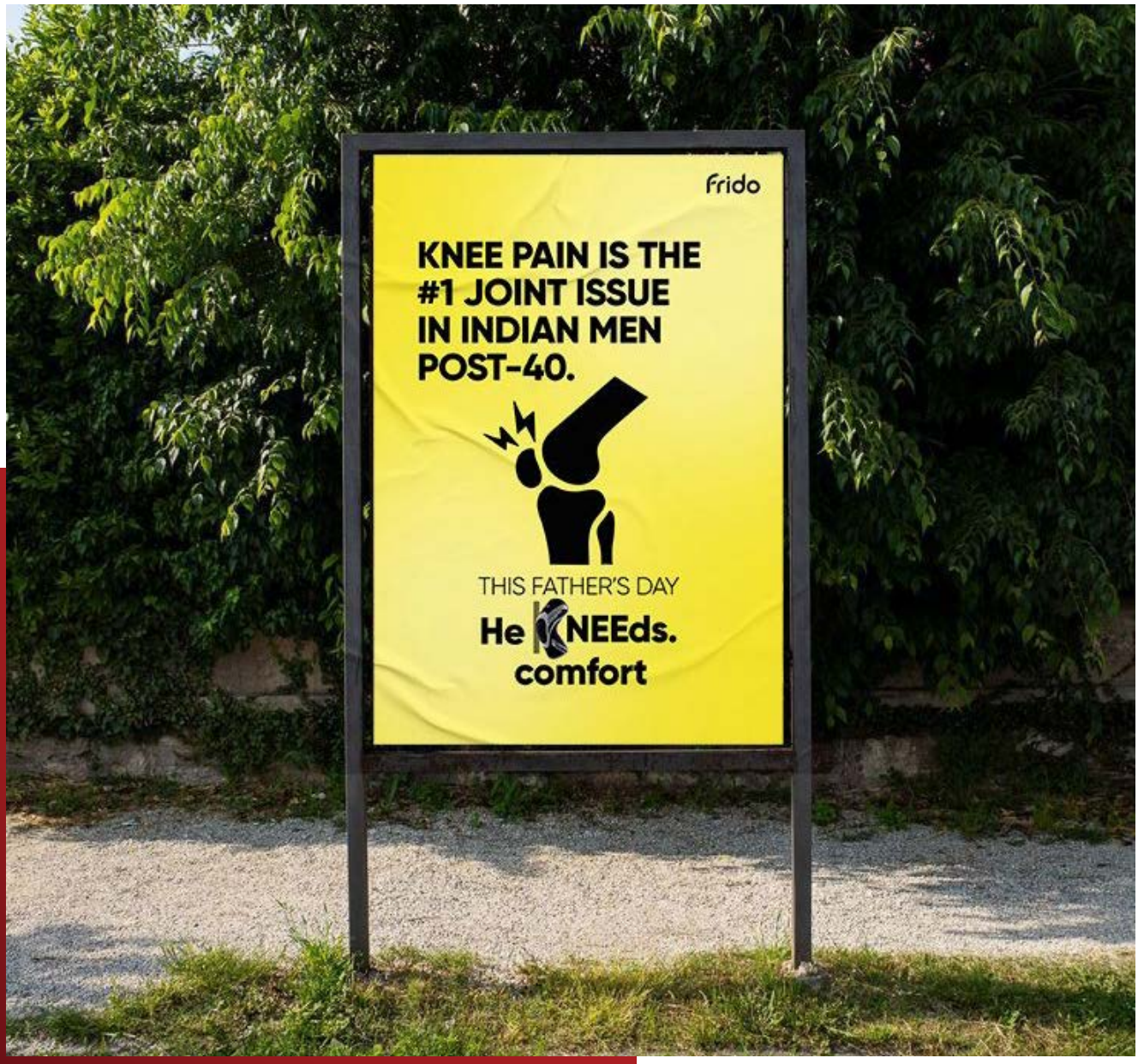
Our strategy was driven by a fundamental insight: home cooks lacked the digital skills to match their culinary talent. By offering free, phased learning and star power, we positioned Fortune as their essential growth partner, driving massive registrations and a low Rs 40 CPL.

VIKAS CHAWLA
Co-founder, Social Beat

Frido

COMFORT, THOUGHTFULLY GIFTED

Positions preventive knee care as a meaningful expression of care towards fathers.



BRAND : Frido

AGENCY : Internal Brand Team

ABOUT FRIDO

Frido is dedicated to redefining comfort and mobility through thoughtfully engineered ergonomic and orthotic solutions. Its portfolio includes mobility aids, orthotics, ergonomic seating, cushions, insoles, pillows, and footwear - designed to enhance posture, reduce pain, and improve well-being.

ABOUT INTERNAL BRAND TEAM

This campaign was conceptualised and executed entirely by Frido's internal team. The team led strategy, creative development, digital storytelling, influencer collaborations, and OOH execution, managing the campaign end-to-end without an external agency.

OBJECTIVE

To highlight how Indian fathers often neglect knee health and spark early awareness around preventive care. The goal was to encourage families to prioritise a father's joint wellbeing and choose comfort-forward solutions that support long-term mobility.

KEY CHALLENGES

Knee problems are typically ignored until they become severe. Creating urgency around a "silent" issue for Father's Day was challenging. Cutting through health-message fatigue required strong insight, clear education, and emotional relevance rooted in relatable family dynamics.

THIS FATHER'S DAY, GIFT HIM WHAT HE TRULY KNEEDS

Indian fathers often overlook knee discomfort until it disrupts daily life. 'This Father's Day, gift him what he truly KNEEds' reframed the occasion as a moment to prioritise a dad's physical wellbeing. Built on the insight that fathers rarely express discomfort, the campaign used wordplay-driven communication, digital storytelling, and contextual OOH to spotlight preventive knee care. A collaboration with EMotorad reinforced themes of movement, mobility, and long-term support. The message encouraged families to shift from symbolic gifting to meaningful comfort. Strong visibility and emotional resonance helped position Frido as a champion of preventive wellbeing for Indian families.

BUILDING IMPACT

- Using the line "This Father's Day, gift him what he truly KNEEds," the campaign created sharp, shareable content educating audiences on early knee care.
- Partnering with EMotorad strengthened the message of movement, mobility and long-term joint protection.
- The campaign ran across digital platforms, supported by high-visibility hoardings that brought the message into everyday public spaces.
- A special "Knee Cap for Dad's Knees" became the symbolic product hero. Relatable scenarios, strong copy and a preventive-health narrative made the campaign culturally relevant and highly distributable.

BIG IDEA

Gift dads comfort by prioritising knee health.

CRITICAL INSIGHT

Fathers neglect knee health until problems escalate.

CANVAS

OOH, Digital, Social Media, Influencer Marketing

RESULT

The campaign garnered widespread conversation and strong positive sentiment. It successfully spotlighted knee health as an urgent yet ignored issue, increasing awareness and strengthening Frido's positioning as a preventive-comfort brand for Indian families.

50M+
Impressions

TEAM BRAND

Most fathers carry on without ever saying a word about their own discomfort. This campaign is our way of shifting the spotlight, just for a moment, onto them. Teaming up with EMotorad helped us complete that thought - whether it's rest or movement, every dad deserves a gift that understands him.

GANESH SONAWANE
Co-Founder & CEO, Frido

Frido

ON HER TERMS

Encourages women to articulate and prioritise comfort in everyday life without guilt.



BRAND : Frido

AGENCY : Internal Brand Team

ABOUT FRIDO

Frido is dedicated to redefining comfort and mobility through thoughtfully engineered ergonomic and orthotic solutions. Its portfolio includes mobility aids, orthotics, ergonomic seating, cushions, insoles, pillows, and footwear - designed to enhance posture, reduce pain, and improve well-being.

ABOUT INTERNAL BRAND TEAM

This campaign was conceptualised and executed entirely by Frido's in-house team. The internal team led strategy, creative development, on-ground activations, and digital amplification to deliver an integrated Women's Day initiative.

OBJECTIVE

To spark a cultural shift encouraging women to prioritise comfort without guilt, while positioning Frido as a champion of women's wellbeing. The campaign aimed to highlight everyday discomforts women normalise and inspire them to reclaim comfort on their own terms.

KEY CHALLENGES

Encouraging women across ages and regions to share their idea of comfort. Managing on-ground logistics, as placards and interactive boards, were placed in public spaces like parks, metros, cafés, and hostels.

HER TERMS AND COMFORT

'Her Terms and Comfort' invited women to articulate what comfort means to them. The Women's Day campaign paired Frido's special Comfort Edition packaging with on-ground activations across Mumbai, Pune, and Delhi, where interactive boards in metros, libraries, cafés, and hostels encouraged women to share their thoughts. These expressions extended online through #HerTermsAndComfort, amplified by influencers and community voices. The initiative highlighted comfort as a right, not a luxury, driving meaningful participation while reinforcing Frido's commitment to women's wellbeing. The campaign blended experiential, OOH, digital, and social touchpoints to create a relatable, culturally resonant movement.

BUILDING IMPACT

- Introduced Comfort Edition packaging featuring a writable space and pen for women to express what comfort meant to them.
- Activated interactive boards across metros, parks, libraries, cafés, and hostels in Pune, Mumbai, and Delhi. Collected responses from 1,000+ women across age groups and regions.
- Ran a digital extension using #HerTermsAndComfort through stories, posts, polls, and Q&A sessions on X and LinkedIn.
- Amplified participation via influencers and community voices to broaden reach and emotional resonance. Integrated OOH, digital, social, influencer, and experiential touchpoints for cohesive impact.



BIG IDEA

Empower women to reclaim comfort as their right.



CRITICAL INSIGHT

Women often compromise comfort due to ingrained expectations and pressures.



CANVAS

OOH, Digital, Social Media, Influencers, Experiential

RESULT

The #HerTermsAndComfort campaign revealed that women associate comfort with autonomy, freedom of movement, and self-expression. It demonstrated that comfort is deeply personal and emotional, extending beyond physical ease.



1K+
Women participated across regions



10M+
Impressions across media platforms

TEAM BRAND

Women lead with strength and resilience, making an impact in every sphere of life. 'Her Terms and Comfort' is about celebrating their right to choose comfort for themselves. Comfort isn't a luxury - it's a necessity. And this campaign is our way of reminding every woman that she deserves to live, work, and move freely, on her own terms.

GANESH SONAWANE
Co-Founder and CEO, Frido

FROM VANITY TO HABIT

Leverages humour and banter to drive facewash adoption among men.



BRAND : Garnier Men

AGENCY : BBH India

ABOUT GARNIER MEN

Garnier Men from the L'Oréal Groupe caters to all Men's hair and skin needs with the Garnier Men skincare and hair colour products. It has innovative, scientifically advanced solutions for healthy skin and hair.

ABOUT BBH INDIA

BBH India is a modern creative agency known for combining cultural intelligence with powerful storytelling. With a belief in creativity that creates value, it builds ideas that influence behaviour and brand perception. For Garnier Men, BBH reframed a cultural barrier into a cultural opportunity, reshaping how Indian men view facewash.

OBJECTIVE

Drive category penetration by bringing new users into Garnier Men and ignite a cultural conversation around men's facewash.

KEY CHALLENGES

Garnier Men dominated the facewash category; however, the category refused to grow. Men's facewash was stuck at a stubborn 4.2% penetration. The first step of skincare had become our biggest barrier.

GARNIER MEN VS BASSI

For years, Indian men resisted facewash because it didn't feel 'manly'. There was high awareness; however, penetration was stuck at 4.2%. The cultural insight was simple: men saw facewash as vanity, not hygiene. This resistance was perfectly captured by Anubhav Singh Bassi, whose stand-up set mocked skincare for men. Instead of ignoring the jab, Garnier Men turned it into a cultural pivot. By engaging Bassi directly, the brand sparked a social-first chase that blended humour, relatability, and creator culture. The campaign shifted cultural coding and made men reconsider a category they had long dismissed.

BUILDING IMPACT

- Partnered with top comedy influencers to spark an online debate fueled by banter and self-deprecation. The conversation was picked up by meme culture.
- Bold OOH publicly called on Bassi to finally wash his face.
- Hero film closed the loop, documenting the social chatter and showing John Abraham converting Bassi into a facewash user.
- Smart placements on Nykaa, e-commerce, and q-commerce turned belief into behaviour and seamless buying.

BIG IDEA
Turning scepticism into advocacy by making Bassi a facewash believer.

CRITICAL INSIGHT
Men resist facewash as they believe personal care is vanity.

CANVAS
TV, OOH, Digital, Social Media, Influencer Marketing

RESULT

+117%
Growth in new-to-brand orders

+115%
Increase in new-to-brand sales

+9120%
Surge in influencer-driven traffic

+14%
Uplift in overall digital traffic

5000%+
Spike in category searches

Bronze Lion
At Cannes 2025

TEAM BRAND

Garnier Men x Bassi wasn't just a campaign; it was a shift in how men engage with skincare. This campaign helped us turn curiosity into action through humour, honesty, and highly engaging content. It was a movement to make skincare a natural part of men's lives.

AJAY SIMHA
General Manager - Garnier India

TEAM AGENCY

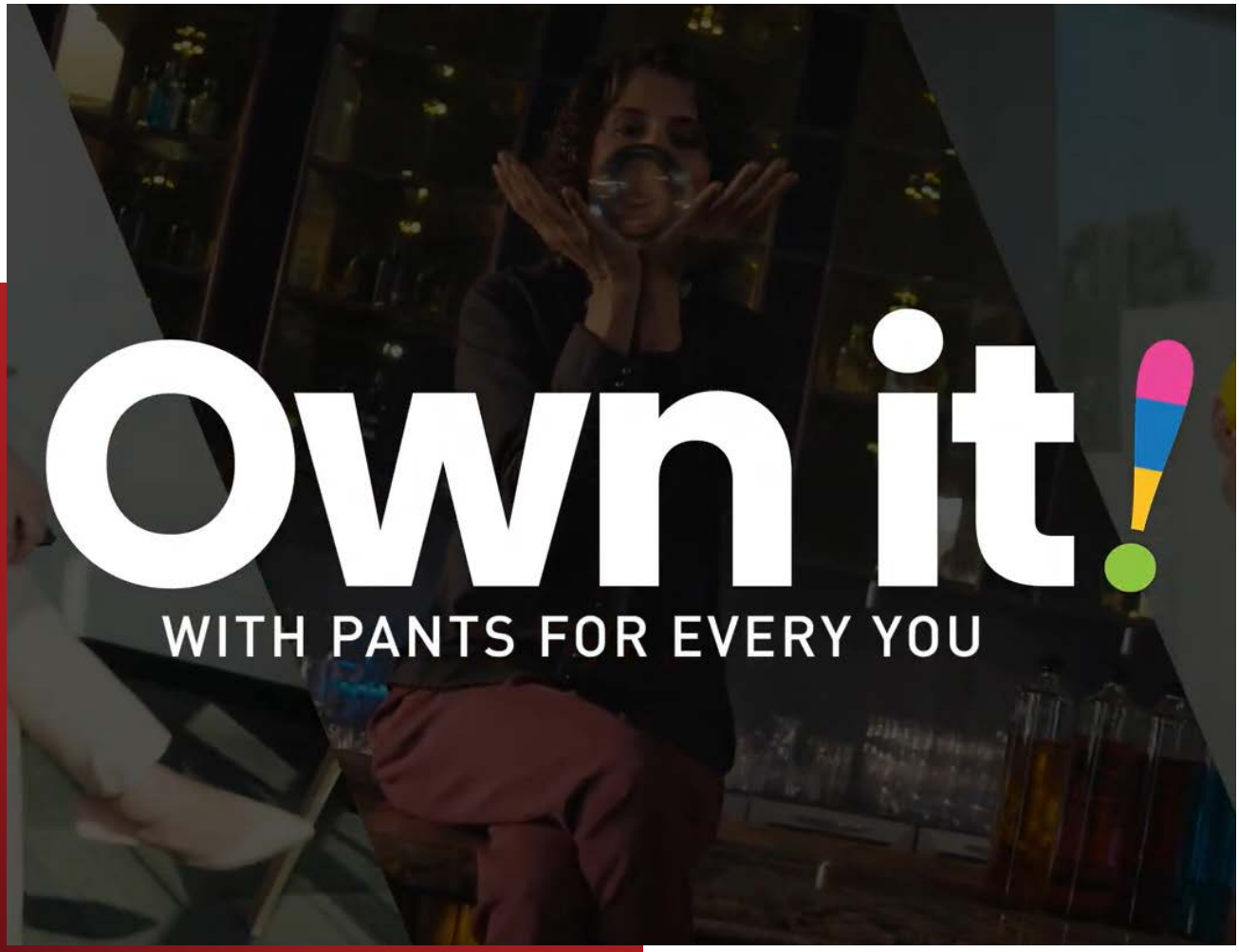
In flipping the loudest sceptic, we flipped perception – and behaviour. The campaign didn't just trend. It moved product, culture, and a generation of Indian men. This campaign started on social and ended up on broadcast.

PARIKSHIT BHATTACCHARYA
Chief Creative Officers, BBH India

GO COLORS!

BUILT FOR EVERY WOMAN

Celebrates women who embrace every role with confidence and comfort.



BRAND : Go Colors!

AGENCY : Social Beat

ABOUT GO COLORS!

Go Colors! is a versatile apparel brand specialising in women's bottomwear. It celebrates women's individuality and focuses on comfort, quality, and functionality. Key focus areas include catering to all body types and dynamic lifestyles.

ABOUT SOCIAL BEAT

Social Beat is a digital agency with 300+ experts across four cities. The agency's core capabilities include utilising creativity and agile teams to help brands achieve the impossible. The agency brought the 'Own It' campaign to life for Go Colors!

OBJECTIVE

To create an emotional connection, establish Go Colors! as a brand that celebrates every woman's individuality and versatility, and drive awareness of its wide range of pants.

KEY CHALLENGES

To overcome the challenge that women feel boxed into societal expectations, leading to a lack of confidence in fully owning their individuality in multiple roles.

OWN IT: PANTS FOR EVERY YOU

'Own It' served as an empowering call to action for women to embrace their individuality. The strategic approach focused on creating an emotional connection by featuring the authentic, relatable stories of real women, including Dipika Pallikal, juggling multiple roles. The 360-degree digital and experiential campaign delivered a 92 positive sentiment score, proving the message resonated with the audience.

BUILDING IMPACT

- The campaign was a 360-degree digital campaign encompassing a Brand Film, Influencer Activation, Social Extensions, Experiential Activities, and PR.
- The creative approach used bold typography and dynamic transitions to reflect the fluidity of women's roles.
- Tactics included featuring real women's stories and an offline 'Find Your Role Model' Experiential Activation on Women's Day at the Mall of Asia, Bengaluru.

BIG IDEA
Pants for every you!

CRITICAL INSIGHT
Women juggle many roles and question their confidence.

CANVAS
Digital, Social Media, Influencers, Experiential

RESULT

92
Net Sentiment Score

1K+
New Followers on Instagram

1M+
Instagram Reel Views (9 Creators)

8M+
Brand Film Views on Instagram

TEAM BRAND

Our aim with the Own It campaign was to spotlight real women in their everyday moments. Calling it 'Pants for Every You' helped strengthen our emotional connection with the audience while reinforcing Go Colors as a versatile, bottomwear-first brand designed for dynamic lifestyles.

VATSAL KOOLWAL
Head of Marketing & Commerce, Go Colors!

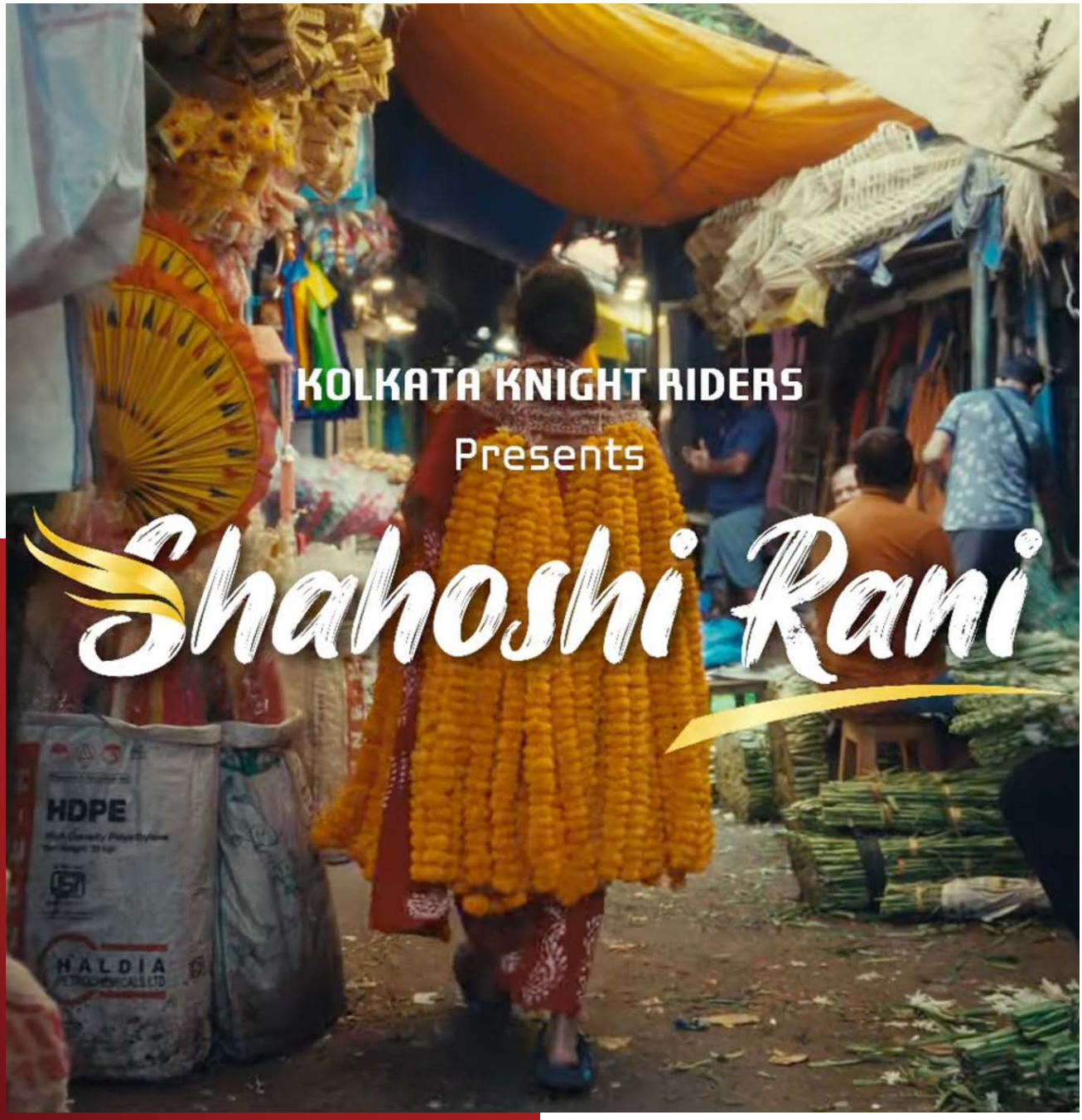
TEAM AGENCY

We rooted the campaign in the belief that women juggle multiple roles and deserve a wardrobe that supports their dynamic lifestyle. The 'Own It' campaign used authentic stories and seamless product integration to emotionally connect with the audience, achieving a 92 positive sentiment score.

VIKAS CHAWLA
Co-founder. Social Beat

HONOURING BRAVE QUEENS

Turns community impact into a unifying fan movement.



BRAND : Kolkata Knight Riders

AGENCY : KKR in-house team and Mullen Lintas

ABOUT KOLKATA KNIGHT RIDERS

Kolkata Knight Riders is one of the most celebrated teams in the Indian Premier League, known for its fierce performance, larger-than-life fan culture, and iconic purple-and-gold identity. With a passionate, pan-India following, KKR continues to shape cricket culture through high-impact storytelling, matchday energy, and a strong emotional connection with its supporters.

ABOUT KKR IN-HOUSE TEAM AND MULLEN LINTAS

The campaign was led by KKR's in-house marketing/content team, which defined the overall vision and 360-degree marketing. MullenLintas was appointed as the creative agency, enabling a close collaboration that helped shape a singular, compelling narrative. Together, they crafted high-impact films and communication assets that delivered a consistent campaign experience.

OBJECTIVE

To honour women who overcame adversity and inspire fans to recognise everyday courage, while reflecting KKR's long-standing commitment to uplifting these women through sustained empowerment, skills training, and community-focused support.

KEY CHALLENGES

Key challenges included presenting sensitive real-life stories with authenticity, engaging a broad fan base beyond match-related content, ensuring meaningful participation across platforms, and balancing emotional storytelling with limited time, attention spans, and tightly coordinated on-ground and digital execution requirements.

SHAHOSHI RANI

The campaign centred on amplifying the journeys of women empowered through KKR's long-term community programmes, using their stories as the narrative foundation. Strategically, it combined purpose-led storytelling with on-ground engagement, digital amplification, player involvement, and fan participation to create a unified movement. The approach also underscored KKR's sustained commitment to initiatives that support women's empowerment. Through films, matchday integrations, social activations, and direct interactions, the campaign built emotional resonance, strengthened community connection, and expanded awareness of KKR's impact efforts. It delivered strong reach, high engagement, and meaningful visibility for the women and the ecosystem supporting them.

BUILDING IMPACT

- Launched during KKR's annual Knight Golf event, through which funds were raised for the initiatives taken under the Shahoshi Rani program.
- Players wore jerseys with the names of courageous women to honour their resilience.
- Amplified with on-ground events, digital films, social media, matchday integrations, and stadium experiences.
- Fans were engaged with a photobooth at Eden Gardens, contests, and community interactions.

BIG IDEA

Honouring inspiring journeys by placing women's stories at the campaign's core

CRITICAL INSIGHT

People connect deeply with authentic stories rooted in their communities.

CANVAS

Print, OOH, Digital, Social Media, Influences, Radio

RESULT

350+
Women positively impacted through the program

1M+
Engagement

11.7 M+
Views on the campaign film

21M+
Views and Reach

TEAM BRAND

This initiative embodies the strength, hope, and resilience we witness in women daily. Through #ShahoshiRani and events like Knight Golf, we leverage sports and storytelling to generate meaningful community impact.

BINDA DEY
CMO - Knight Riders Sports Pvt. Ltd.

TEAM AGENCY

When we were ideating for this campaign, we realised KKR's 'Korbo, Lorbo, Jeetbo' philosophy isn't limited to cricket, but applies brilliantly outside the field as well. When we heard inspiring stories of these young girls and women, their bravery and never-give-up attitude stood out. If KKR's men are 'Knights' in the game, these girls and women are true 'Queens' in real life. Thus, the idea of Shahoshi Rani (Brave Queen) was born.

RAM COBAIN
Chief Creative Officer, Mullen Lintas

RELENTLESS BY DESIGN

Positions the KKR squad as a united force built to push beyond limits.



BRAND : Kolkata Knight Riders

AGENCY : KKR In-house Team & Social Panga

ABOUT KOLKATA KNIGHT RIDERS

Kolkata Knight Riders, a celebrated team in the Indian Premier League, is known for its fierce performance, larger-than-life fan culture, and iconic purple-and-gold identity. With a passionate, pan-India following, KKR continues to shape cricket culture through high-impact storytelling, matchday energy, and a strong emotional connection with its supporters.

ABOUT SOCIAL PANGA

Social Panga is a marketing and advertising agency. It crafts bold ideas and smart strategies that help brands grow and connect with their audience. From concept to execution, it brings creativity, clarity, and results, making sure brands stand out across digital platforms and leave a lasting impact.

OBJECTIVE

To ignite fan excitement at the start of the IPL season with a visually explosive, attitude-driven print campaign that showcased the team's mindset of winning, domination and fearlessness.

KEY CHALLENGES

To create a season-opener print asset that cut through the IPL clutter, heroed team attitude and used a strong visual metaphor of fire and dominance to create brand recall.

ZIDD KI NAYI HADD

Zidd Ki Nayi Hadd positioned the 2025 KKR squad as a force ready to dominate with unstoppable intent. Built on the communication thought 'For those who strive to dominate, winning isn't the end, it's just the start,' the campaign visually amplified the team's fierce energy through blazing bat graphics, elemental fire cues, and the signature purple-gold palette. The print served as the hero announcement of the season, instantly energising fans and reaffirming KKR's identity as a team driven by relentless ambition.

BUILDING IMPACT

- The KV used a high-drama visual treatment with fire-infused elements to represent KKR's burning desire to push limits.
- Player composition was to create a united formation, with glowing embers, fiery bats and energy bursts bringing attitude to the forefront. The Victoria Memorial and stadium backdrop grounded the communication in 'Kolkata pride'.
- Print ad was deployed across leading publications during season launch, ensuring visibility and emotional ignition.

BIG IDEA

Unleashing a united KKR squad driven to exceed every boundary.

CRITICAL INSIGHT

Fans connect instantly with emotional intensity, especially visible determination.

CANVAS

OOH, Print

RESULT

Strong fan reactions praising the fiery, high-impact visual direction
High recall due to standout typography and collective team formation
Reinforced KKR's identity

TEAM BRAND

With Zidd Ki Nayi Hadd, we wanted to express the collective determination that drives this team. The campaign's bold visual language captured that intensity and showcased the belief our players carry into every season. It resonated deeply with our supporters, reinforcing the bond between the team, the city and the spirit of KKR.

BINDA DEY
Group CMO Knight Riders Sports

TEAM AGENCY

With this campaign, we channelled KKR's relentless fire into a visual inferno of dominance. Fiery bats blazing, embers glowing, squad united against Kolkata's skyline: every element screamed boundary-breaking zidd. This explosive print electrified fans, cementing KKR as unstoppable.

GAURAV ARORA
Co-Founder, Social Panga

KRBL Limited

WHEN A STAR IS REVEALED

Builds intrigue and mass curiosity through Bollywood-led storytelling.



BRAND : KRBL Ltd.

ABOUT KRBL LTD.

KRBL Ltd., a global leader in premium Basmati rice, serves consumers across 90+ countries with a fully integrated farm-to-plate model. Backed by 135 years of legacy, it offers a diverse, consumer-focused portfolio led by India Gate.

AGENCY CREDITS

- **Movie marketing event, production and execution, PR, influencer engagement:** Consocia Advisory Pvt. Ltd.
- **Social media partner:** Ogilvy
- **Design Language and conceptualisation:** Landor
- **Brand and media experiences:** Wavemaker

KEY CHALLENGES

To simplify rice selection by educating consumers on variants, using mindset-based segmentation, enhancing engagement through interactive packaging and a high-impact campaign, and driving deeper household penetration.

OBJECTIVE

In India, rice is a habit, not a decision. India Gate Basmati Rice set out to change that. Our refreshed packs simplify choice through clarity and transparency, helping consumers pick what suits them best. By combining intuitive design with cultural touchpoints like cricket and Bollywood, we turned everyday staples into confident, informed decisions.

PHATEGA POSTER NIKLEGA STAR

India Gate Basmati Rice turned a packaging revamp into a consumer-education story, using Bollywood-style intrigue and a 360-degree multi-channel rollout to simplify choice in a cluttered category. Through influencer-led speculation, a high-profile reveal by Amitabh Bachchan, AR-enabled packs, immersive digital and outdoor innovations, and high-impact on-ground activations, the brand blended storytelling with technology to create mass curiosity and engagement. The initiative delivered record visibility, strengthened consumer confidence in selecting the right variant, and reinforced India Gate's leadership by transforming packaging into a purposeful tool for clarity, connection, and category-wide impact.

BUILDING IMPACT

- Controlled leaks by Karan Johar, Vignesh Shivan, Anupama Chopra and Rajiv Masand triggered speculation around a mysterious 'star in a new avatar'.
- At peak buzz, Amitabh Bachchan revealed the star to be India Gate in its New Avatar.
- The launch expanded through a cinematic event at PVR Director's Cut, digital innovations, anamorphic displays, tearable hoardings across 14 cities, 20-foot installations at Mahakumbh and Q-commerce collaborations.



BIG IDEA

Turn a packaging refresh into a headline-making cultural moment.



CRITICAL INSIGHT

Cultural storytelling draws people in.



CANVAS

Print, Digital, OOH, Experiential, Social Media, Influencers, Retail, OTT

RESULT



20M+
Video views



296M
Digital impressions



1.34L
Website visits

TEAM BRAND

Films are powerful vehicles of storytelling, and we tapped into that strength to drive deeper consumer engagement. This high-visibility ATL campaign was crafted to spark conversation through an inventive mix of creative and tech-led experiences. From striking anamorphic installations at landmark locations to AI-powered robots inside retail stores, every touchpoint was designed to generate excitement across markets and mediums. With 20% of the marketing budget invested in this initiative, we unlocked unprecedented reach and impact. This wasn't just a packaging reveal—it was a reimagination of how brands build connections. By pairing Bollywood's allure with breakthrough on-ground and digital activations, the campaign establishes a new industry benchmark for scale, innovation, and immersive storytelling.

KUNAL SHARMA
Vice President – Marketing and Organised Trade, KRBL Limited

nasher miles

SHOWING UP WITH PRIDE

Uses visibility and representation to celebrate identity beyond symbols.



BRAND : Nasher Miles

AGENCY : itch

ABOUT NASHER MILES

Nasher Miles is a brand that cares about bringing colour to the boring world of luggage and doing it while looking great.

ABOUT ITCH

itch is a new-age creative partner focused on work that feels real, relevant and hard to scroll past. They combine insight-led thinking with platform-first creativity to help brands show up smarter every day.

OBJECTIVE

To celebrate individuality, identity, and self-expression during Pride Month by using colour as a metaphor for queerness, confidence, and owning one's truth.

KEY CHALLENGES

To translate Nasher Miles' belief in colour into a meaningful cultural statement, not just a visual device. And, to create impact beyond social media and films by taking Pride into the real world in a way that felt bold yet respectful.

SHOW YOUR COLOUR WITH PRIDE

The campaign came to life through a 360-degree narrative led by Lauren Robinson, whose voice anchored the film, teasers, and social creatives. Instead of speaking for the community, the brand stepped back and let lived experiences take centre stage, allowing the story to unfold across multiple formats and moments.

BUILDING IMPACT

- On social, the campaign was amplified through behind-the-scenes content, vox pops, and influencer collaborations that captured public reactions and organic conversations.
- The brand extended the narrative beyond social into the real world with a bold airport activation at Goa MOPA Airport. The baggage conveyor belt was transformed into a Pride-coloured runway, reimagining a mundane travel moment as a powerful expression of visibility and self-expression.

BIG IDEA

Turn colours into a symbol of pride & individuality.

CRITICAL INSIGHT

Real representation means passing the mic, not borrowing pride language.

CANVAS

OOH, Digital, Social Media, Influencers

RESULT

4M+ Views

2.5M+ Reach

15K+ Engagement

TEAM BRAND

Colour has always been central to Nasher Miles, making our alignment with the Pride community a natural extension of who we are. For us, Pride is not a moment but a mindset. SYC With Pride was built on thoughtful allyship, focusing on authentic representation and meaningful storytelling. The campaign allowed us to participate without centring ourselves, while standing firmly for inclusivity, expression, and authenticity.

SHRUTI KEDIA DAGA
Co-founder, Nasher Miles

TEAM AGENCY

Allyship today can't be performative. It has to show up in choices. From casting to storytelling to building a sharp 360-degree campaign, every decision was about authenticity. 'Show Your Colour With Pride' was our way of proving that brands can participate meaningfully, without centring themselves and still leave a mark.

SURBHI ALLAGH
Co-founder, itch

NSE

TEACHING WITHOUT PREACHING

Uses humour, influencers and storytelling to fight digital scams.



BRAND : National Stock Exchange

AGENCY : YAAP

ABOUT KOLKATA KNIGHT RIDERS

The National Stock Exchange is India's premier, homegrown exchange of global stature, pioneering electronic trading since 1994. It operates a robust, technology-driven market ecosystem that brings transparency, efficiency and resilience across asset classes, while focusing on investor protection and disciplined development of India's capital markets.

ABOUT YAAP

YAAP is a new-age digital marketing, content and technology services company in the fastest-growing segment of marketing. It unifies data, AI-driven tech and content to deliver innovative creative solutions for global, regional and local clients, including millennial-focused influencer brands, operating in a dynamic, always-on environment.

OBJECTIVE

Increase awareness about cyber scams and educate audiences on identifying fraud, making financial knowledge engaging instead of boring.

KEY CHALLENGES

Overcoming audience fatigue with preachy, fear-based financial education; combating emotional manipulation by fraudsters; ensuring relatable, easy-to-understand messaging that breaks through category noise.

#SEBIVSSCAM

The campaign addressed rampant digital financial fraud in India by creating engaging, relatable content that educated audiences on cyber scams. Using conversational language and disruptive creative treatment like mushaira formats, it connected with diverse investor demographics through influencers. The strategic media plan achieved massive organic reach and brand affinity, amplified by extensive media coverage, setting a new industry benchmark.

BUILDING IMPACT

- Multi-channel approach with digital videos and print integration.
- Use of relatable, real-life scenarios conveyed through conversational language.
- Creative innovation via mushaira (poetry) as a storytelling device.
- Influencer casting representing tiered demographic segments: urban, small-town, white collar.
- Print ads included scannable features linking to digital videos.
- Timed rollout throughout 2025, ensuring sustained engagement.



BIG IDEA

Making finance education fun and relatable through creative storytelling.



CRITICAL INSIGHT

Financial knowledge feels boring and technical to everyday audiences.



CANVAS

TV, Print, Digital, Social Media, Influencers

RESULT



35CR
Impressions



5L
Organic views

TEAM BRAND

Investor protection and education remain at the heart of everything we do. With the 'SEBI vs Scam' campaign, we aim to engage investors in a language they understand and a tone that resonates, making financial safety second nature. This is about ensuring every participant in India's markets, from metros to small towns, is better equipped to recognise and reject fraudulent schemes.

SHRI ASHISHKUMAR CHAUHAN
Managing Director and CEO, NSE

TEAM AGENCY

It's an honour to partner with an institution as trusted as the NSE on a campaign that carries such public importance. Tackling fraud awareness through creativity and storytelling is both a responsibility and an opportunity to make essential information accessible, relatable, and effective for millions of investors.

MANAN KAPUR
Senior Partner, YAAP

SNACKABLE ADVENTURE

Makes Oreo packs a portal for discovery, adventure, and family fun.



BRAND : Oreo

AGENCY : WPP Media

ABOUT OREO

Oreo India launched in 2011, and Oreo moved from being a 'foreign luxury' to a household staple in India. Oreo didn't just sell cookies; it sold a ritual. By introducing the 'Twist, Lick, Dunk' method, it turned snacking into an interactive family moment.

ABOUT WPP MEDIA

WPP Media India Private Limited (formerly known as GroupM Media India) is the media investment arm of WPP plc in India. It is a large media investment group, responsible for managing a massive portion of the advertising spends in the Indian market.

OBJECTIVE

Facing fierce Q1 2025 competition, Oreo India aimed to increase market share to drive engagement in the crowded premium category. The campaign sought to boost repeat purchases, drive conversions, and enhance brand love for Gen Z, kids, and parents.

KEY CHALLENGES

In a world increasingly driven by digital natives and nostalgic millennials, there was a gap connecting them both together. Oreo had to find a sweet spot where pop culture, nostalgia, and digital behaviour could converge.

OREO X POKÉMON: THE COOKIE QUEST

Oreo deepened its pop culture engagement, evolving from the 2024 tech-led Space Dunk to a 2025 Pokémon partnership. This transformed Oreo into a playable, collectable brand, moving from single interactions to a sustained, gamified hunt. Recognising that modern families seek shared, playful experiences bridging generational divides, Oreo converged pop culture, nostalgia, and digital behaviour. The 'PlayWithEmAll' campaign mirrored a Pokémon trainer's journey: discovery, adventure, and collection. Strategic media, including YouTube, Connected TV, and OOH, targeted millennial families, while Gen Z was reached through anime and creators. Commerce platforms reinforced the buying behaviour, re-engaging users for repeat purchase and hunt completion.

BUILDING IMPACT

- To maximise reach and relevance, Oreo x Pokémon leveraged Pokémon's cross-generational appeal to foster brand love and engagement.
- The #PlayWithEmAll campaign centred on a mobile-first microsite where users scanned Oreo cookies to collect 16 Pokémon designs, unlocking rewards.
- The gamified hunt was amplified through a 360-degree media strategy.
- The microsite served as the central hub, driving traffic and re-engagement, while commerce platforms integrated the collectable experience, ultimately deepening connections across diverse age groups.

BIG IDEA

Oreo bridges generations with Pokémon.

CRITICAL INSIGHT

Oreo united families with pop culture, gamified snacking, and collectables.

CANVAS

TV, OOH, Digital, Social Media, Influencers, OTT

RESULT

169M
Reach

1.2M
Pack scans

1M+
Shares

4.5M
Organic microsite visits

TEAM BRAND

This collaboration is all about creating magical moments that bring families closer, spark excitement, and offer something truly memorable for everyone. Oreo has always been at the heart of joyful rituals, and by teaming up with Pokémon, we're not only offering an exciting collectable experience, but we're also bringing a sense of nostalgia for everyone who grew up with Pokémon.

NITIN SAINI
Vice President, Marketing, Mondelez India

TEAM AGENCY

Our approach was to create a dynamic, multi-phase experience that mirrors the excitement of a Pokémon adventure. Be it access to exclusive packs, enabling fans to collect and compete for rewards, each media placement of the campaign is carefully crafted to spark curiosity, build anticipation, and drive sustained engagement.

SHEKHAR BANERJEE
President, Client Solutions, WPP Media, South Asia

OMNICHANNEL IN ACTION

Builds a seamless journey from discovery to purchase.



BRAND : Sangeetha Gadgets

CREATIVE AGENCY : tgthr.

ABOUT SANGEETHA GADGETS

Sangeetha Gadgets is a leading South Indian mobiles and gadgets retail brand with 800 stores and five decades of legacy. The brand focuses on reliability, affordability and accessibility, and is now expanding its core proposition by strengthening digital commerce to operate as a modern omnichannel player.

ABOUT TGTHR.

tgthr. is an integrated creative and media agency built to solve real business challenges through insight-led strategy, digital-first creativity and execution across performance, content and production. For this campaign, the agency led strategy, creative idea, media architecture and full-funnel optimisation to drive both online sales and offline store intent.

OBJECTIVE

To accelerate digital-driven growth by increasing online sales, driving higher branded search demand, and converting online discovery into store-level intent and footfall across key regions.

KEY CHALLENGES

Low digital visibility in a highly competitive category, rising dominance of online-first retailers, regional fragmentation across markets and the need to generate measurable offline demand from digital channels within tight efficiency and performance metrics.

TAP. BOOM. PHONE.

The campaign transformed Sangeetha Gadgets into a performance-driven omnichannel brand by building a full-funnel media spine that stimulated both online revenue and offline footfall. The creative idea 'Superfast. Just Tap. Boom. Phone.' tapped into consumer desire for speed and assurance during phone purchase decisions. Branded search, video and display, influencer credibility and hyperlocal vernacular targeting worked in tandem to capture intent, grow discovery and drive calls and directions to stores. The campaign delivered a step-change in business performance, doubling website sales and generating an unprecedented lift in store-level interest through Google My Business actions.

BUILDING IMPACT

- Built a strong top-funnel presence using video and display assets to drive widespread brand discovery and lift consideration in key regions.
- Leveraged influencers to provide social proof and strengthen credibility during the early research phase.
- Optimised delivery frequency and sequencing to maximise reach and recall, ensuring users were primed for conversion across touchpoints.
- Performance layers functioned in support of top-funnel demand creation.

BIG IDEA

Instant gratification and trust made smartphones feel one-tap easy.

CRITICAL INSIGHT

Mobile buyers prioritise instant gratification and trust above all.

CANVAS

TV, Digital, Influencers, OTT

RESULT

+82% Brand searches

+243% Calls via GMB

+100% Website sales

+61% Brand ad-group sales

TEAM BRAND

The campaign helped us build a stronger digital growth engine while reinforcing our retail leadership. For the first time, we saw online media directly influence both website sales and store-level demand at scale. This is a major step in our journey toward becoming a true omnichannel brand.

BHARAT PRABHATH
Head of Marketing, Sangeetha Gadgets

TEAM AGENCY

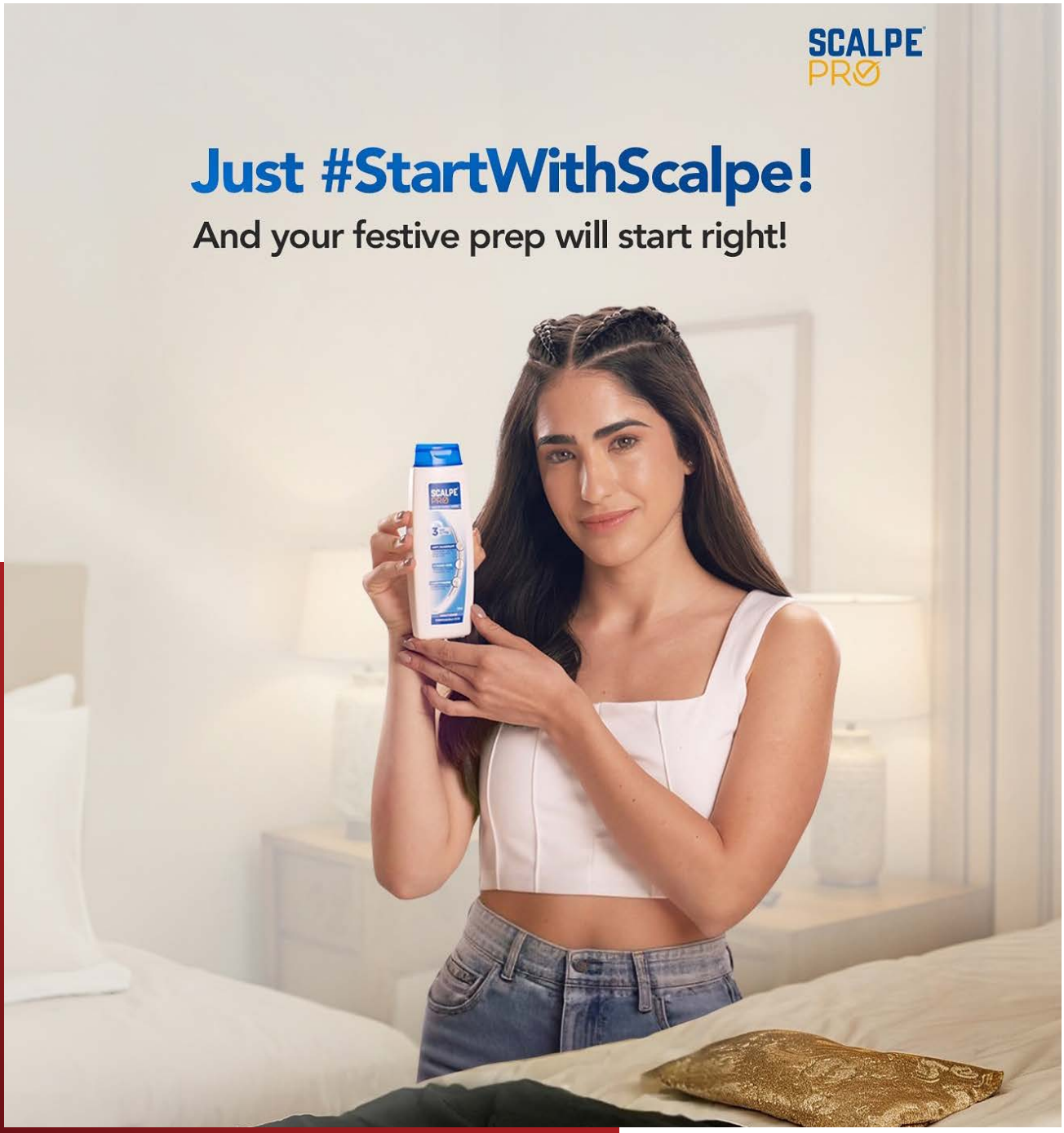
Our focus was to build a creative and media spine that could convert intent into action seamlessly across the consumer journey. The full-funnel planning approach ensured that every impression contributed to both sales and store traffic. The results show the power of integrated performance thinking in retail.

RAHUL VENGALIL
Co-founder & CEO, tgthr.

SCALPE

STARTS WITH THE SCALP

Drives trust and sales through education-led influence.



BRAND : Scalpe Pro

AGENCY : White Rivers Media

ABOUT SCALPE PRO

A science-backed anti-dandruff shampoo brand in the scalp-care category, positioned as a challenger to legacy players by focusing on root-cause, efficacious solutions. With an emphasis on long-term scalp health rather than cosmetic fixes, Scalpe Pro caters to consumers seeking credible, clinical relief from persistent dandruff.

ABOUT WHITE RIVERS MEDIA

White Rivers Media is an independent, integrated digital agency that combines data, culture, and creative intelligence to build digital-first brands. WRM leads strategy, influencer ecosystems, performance marketing, and e-commerce acceleration, delivering outcome-led solutions for challenger and legacy brands across categories.

OBJECTIVE

To shift consumer perception from treating dandruff as a superficial hair issue to understanding scalp health as the real solution, while positioning Scalpe as the credible, science-backed challenger brand that solves the problem at the root.

KEY CHALLENGES

Low awareness in a category dominated by legacy mass shampoo leaders, widespread misconceptions about dandruff treatment, and limited budgets. The challenge was to build trust, educate consumers about scalp health, and compete digitally where larger players enjoyed default recall.

#STARTWITH SCALPE

In a category ruled by decades-old giants, Scalpe reframed dandruff from a cosmetic flaw to a scalp health problem. #StartWithScalpe used relatable influencers, dermatologist-backed content, and precise performance marketing to build awareness and credibility. Instead of relying on celebrity-led mass advertising, the brand focused on authenticity, education, and e-commerce dominance. The campaign created a consistent year-long narrative across seasons, addressing monsoon, winter, and summer scalp concerns. By combining influencer trust, data-driven paid media, and intent-led search capture, Scalpe became Amazon's No.1 anti-dandruff shampoo and delivered Rs 14.95 Cr revenue through E-commerce for FY25, proving that science and storytelling can rewrite challenger brand trajectories.

BUILDING IMPACT

- 86 influencers across beauty, skincare, dermatology, lifestyle, and travel shared personal journeys, integrating Scalpe Pro into their routines.
- Paid media focused on high-intent keywords and sharp retargeting. Meta creatives combined product education with relatable problem-solution narratives. Seasonal creative refresh and performance optimisation kept CTR, CPR, and ROAS high.
- E-commerce media across Amazon, Nykaa, Blinkit, and Zepto captured ready-to-convert users.

BIG IDEA

Start with the scalp, not the hair.

CRITICAL INSIGHT

Healthy hair begins with consistent, science-backed scalp care.

CANVAS

Digital, Social Media, Influencers, Performance Marketing, and E-Commerce.

RESULT

28.75M Views

708.5K Engagement

1.41% CTR on Meta

8.38% CTR on Google

TEAM AGENCY

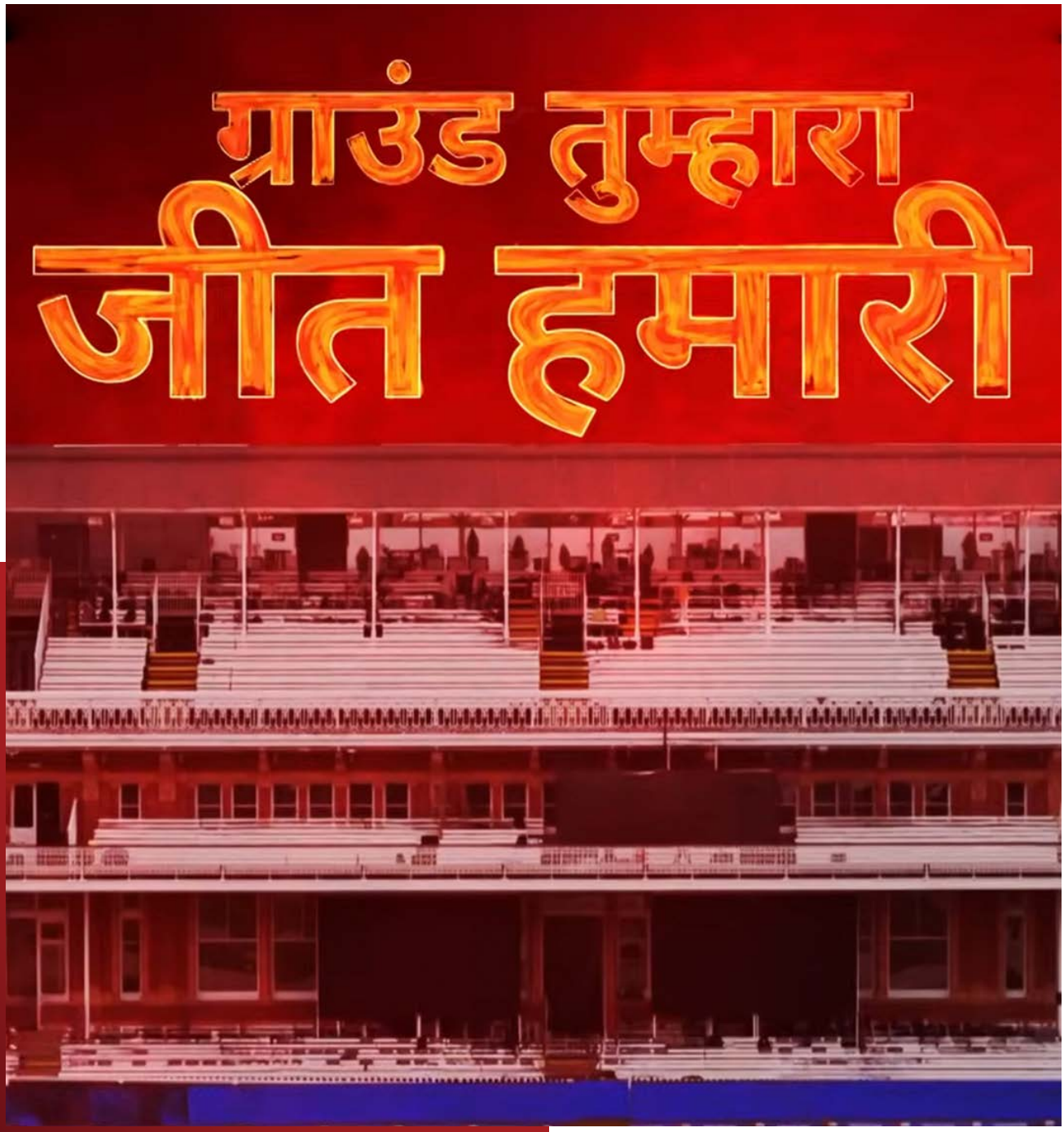
Scalpe's challenger mindset allowed us to rethink the category. Instead of mass noise, we built credibility through relatable influencers, dermatologist trust, and performance-backed media. By making scalp health the cultural conversation, we connected with consumers tired of temporary fixes. The results show that science plus storytelling can outperform scale.

MITESH KOTHARI

Co-founder & CCO, White Rivers Media

TEST CRICKET FOR PRIME TIME

Drives nationwide tune-in for the India-England test series.



BRAND : Sony Sports Network

AGENCY : PR Pundit Havas Red

ABOUT SONY SPORTS NETWORK

Sony Sports Network is the premium destination for sports fans in India. It has an enviable line-up of marquee sporting action across genres in its portfolio, including international cricket, football, hockey, kho kho, and others. The network provides English, Hindi, Tamil & Telugu commentary for various sporting events, and scales up with more regional language commentary for marquee sports events.

ABOUT PR PUNDIT HAVAS RED

PR Pundit Havas Red is an award-winning integrated communications consultancy within the Havas Group, known for lifestyle leadership and channel-agnostic, earned-media-led strategies. With 160 practitioners across India, it delivers creative, insight-driven campaigns that build influence, credibility, brand preference, and measurable business impact through storytelling, partnerships, and fearless, entrepreneurial agility nationwide.

KEY CHALLENGES

To navigate the strong clutter of competitor platforms with higher recall value, alongside low awareness of key series details. The viewership was seeing a dip due to the absence of some of the top test cricketers from Team India.

OBJECTIVE

To build excitement and drive appointment viewing for India's England Test tour by reigniting belief in Test cricket, reframing India's historical challenge as an opportunity, and inspiring fans to back a new-generation team through a bold, emotional narrative across platforms.

GROUND TUMHARA, JEET HAMARI

Sony Sports Network marked its return to India's cricket landscape after a three-year interval with a high-impact campaign that reignited nationwide fan enthusiasm. The initiative employed emotionally resonant storytelling, strategic regional outreach through Sony Sports Ten 4 (Telugu and Tamil), and integrated digital activations to engage a diverse audience base. Supported by targeted monetisation efforts across advertising sales and distribution, the campaign effectively optimised revenue potential. This comprehensive approach enhanced brand visibility, deepened audience engagement, and reinforced both regional and national viewer affinity, firmly positioning Sony Sports Network as the premier destination for premium cricket content while driving measurable growth in viewership, fan engagement, and business performance.

BUILDING IMPACT

- Integrated campaign targeted urban males in key markets, leveraging regional channels Sony Sports Ten 4 (Telugu, Tamil) to engage local audiences.
- Using emotionally charged storytelling, legendary player narratives, and animation-based films, the media mix included high-reach TV spots, digital activations and print features.
- Timed pre-competition to maximise awareness, excitement, and tune-in, the campaign also supported monetisation through ad sales and distribution strategies.

BIG IDEA

Ignite pride, passion, and competitive fire.

CRITICAL INSIGHT

Test cricket is less about entertainment and more about legacy.

CANVAS

TV, Print, Digital, Social Media, Radio

RESULT

2.2B Impressions

1.6B Reach

1M New Followers

TEAM AGENCY

The India tour of England was a 'test' in the truest sense of the word. While India's recent dominance in limited-overs cricket stood as a testament to the depth and talent of Indian cricket, Test matches in England presented a unique challenge. With 'Naya India, Dhaakad India', we celebrated the courage and determination of this new generation — unafraid, undeterred, and ready to script history. Sony Sports Network aimed to rally the nation behind Team India as they embarked on this crucial Test series, inspiring fans to believe that this team could overcome any challenge on any pitch in the world.

RAJESH KAUL

Chief Revenue Officer and Business Head, Sports and International, Sony Pictures Networks India

SPARSH HOSPITAL

LULLABIES FOR THE HEART

Reframes morning alarms as a preventive heart-health intervention.



BRAND : SPARSH Hospital

AGENCY : Kakkoii Entertainment Pvt. Ltd.

ABOUT SPARSH HOSPITAL

Rooted in Bengaluru, SPARSH Hospital has been a leading name in Healthcare for the past 20 years. It has 9 branches, offering multi-speciality services. The brand has an archetype of a Caregiving Hero.

ABOUT KAKKOII ENTERTAINMENT PVT. LTD.

Kakkoii Entertainment is a strategy-first hybrid creative company, operating at the intersection of brand-building, culture, entertainment and technology. Kakkoii strategised and executed the campaign to promote SPARSH's Cardiology department on World Heart Day 2025.

OBJECTIVE

India, the heart-attack capital, wakes to mini-heart attacks daily. How? Alarms spike blood pressure by almost 74%, raising stroke and heart attack risk. Replacing alarms with lullabies can protect adults' hearts. With this, Kakkoii aimed to promote SPARSH's Cardiology department.

KEY CHALLENGES

Every healthcare brand claims to be a cardiology expert, spends crores and asks people to look after their heart, on World Heart Day. The challenge was to help SPARSH stand out among hospital-led conversations about heart health.

LULLABIES FOR PARENTS

Alarms trigger panic responses that raise heart rate and push the body into fight-or-flight mode. Snoozing intensifies this stress daily. While alarms are necessary for working life, the cardiovascular burden caused can be reduced. It requires a shift in waking up from an abrupt shock to a gentle transition. So, the team replaced harsh morning alarms with soothing, culturally familiar sounds that people naturally respond to: lullabies sung by children! By repurposing a tool traditionally used to put children to sleep, the team introduced a calmer wake-up method to reduce morning stress and help protect heart health over time with Lullabies for Parents.

BUILDING IMPACT

- Launched the campaign in under 10 days, using a smart mix of print and social.
- Major publications gave free ad space to the campaign as their contribution to protecting people's hearts.
- Despite a tight budget and an even tighter schedule, the hero film picked up 2.4M views. The campaign was led by a stream of social content and parent influencers, who added 1 million more views on Instagram.

BIG IDEA
Create a series of lullabies for parents.

CRITICAL INSIGHT
Alarms spike BP by 74%, increasing heart strain and risks.

CANVAS
Print, Digital, Social Media, Influencers

RESULT

2.5M+
People reached

2K
People changed their alarms

350+
Enquiries for heart care

1K+
People engaged through comments

TEAM BRAND

Kakkoii came up with a very insightful, fresh and brave campaign in a very short time. We loved it, the moment we heard it! The idea of turning children's voices into a wake-up call was meaningful! We hope this continues as a habit, and is taught about in schools and activity groups, and people try it out.

SRIHARI MUNIRATHNAM
Head of Brand and PR, SPARSH Hospital

TEAM AGENCY

This is the kind of initiative marcomm needs for occasions like World Heart Day: make a real impact, not just on LinkedIn. That's our work: strategy-first, brave and hybrid. We thank our clients for being sharp and courageous, and backing such an untouched zone, which relied on very fresh art, tech, writing in healthcare, and was born within daily but deep human behaviour.

YOUSUF RANGOONWALA
Founder, Director, CSO, Kakkoii

RISHTAS, APPROVED BY PETS

Puts pets at the heart of family decisions.



BRAND : Supertails

AGENCY : Jajabor Brand Consultancy

ABOUT SUPERTAILS

Supertails is a digital-first pet care brand offering products, veterinary services and behaviour support for India's growing pet families. Positioned at the intersection of expert care and modern pet parenting, it focuses on building a reliable ecosystem.

ABOUT JAJABOR BRAND CONSULTANCY

Jajabor is a new-age PR and brand consultancy that helps companies build visibility, shape perception and drive growth through sharp, narrative-led communication. With expertise across PR, content, media and brand strategy, the agency partners with startups to large enterprises to deliver impactful storytelling that supports business outcomes.

OBJECTIVE

To cut through festive sale clutter by tapping into India's wedding season and reframing pets as key family decision-makers. The campaign aimed to drive engagement, strengthen emotional affinity, and boost conversions by making every festive purchase 'pet-approved'.

KEY CHALLENGES

Creating impact during a cluttered festive season was challenging, with pet care often overlooked. The team had to simplify a wedding-themed narrative for diverse audiences, balance humour with brand purpose, and execute consistently across platforms within tight budgets and timelines.

HOOMAN DI WEDDING

The campaign reframed India's wedding season by positioning pets as the true family decision-makers whose 'approval' completes every rishta. Strategically, the team tapped into a culturally dominant moment 'shaadi season' where emotions, rituals and family influence peak, and inserted pets into this narrative to make Supertails meaningfully relevant. A Bollywood-styled film, wedding-themed sale constructs and witty social extensions created a distinctive creative world that cut through festive clutter. The campaign delivered strong emotional engagement, high platform participation, and significant uplift in sale-period conversions, while simultaneously strengthening Supertails' positioning as a culturally fluent, modern pet-parenting brand.

BUILDING IMPACT

- Opened with a Bollywood-style film introducing pets as rishta decision-makers, followed by a 10-day wedding-themed sale mapped to shaadi rituals.
- A dedicated influencer event in Bengaluru brought the campaign world to life through themed installations, interactive shaadi-inspired experiences and live content creation.
- Pet Parent Palooza extended this offline, offering a first-of-its-kind community carnival for pet parents and partners.

BIG IDEA

Pets become the ultimate rishta decision-makers during India's wedding season.

CRITICAL INSIGHT

Pets are now family members whose approval influences major decisions.

CANVAS

OOH, Digital, Social Media, Influencers, Experiential

RESULT

352M
Total impressions

5.4M+
Video views

3.65M
ThruPlays on Meta

1.76M
Completed views on YouTube

TEAM BRAND

Hooman Di Wedding allowed us to tap into a culturally powerful moment and place pets at the centre of family decision-making in a way that felt authentic to modern pet parenting. By blending a strong insight with a consistent creative world across digital and on-ground experiences, we were able to drive meaningful engagement, strengthen emotional relevance, and create a distinct festive IP for Supertails.

VINEET KHANNA
Co-founder, Supertails

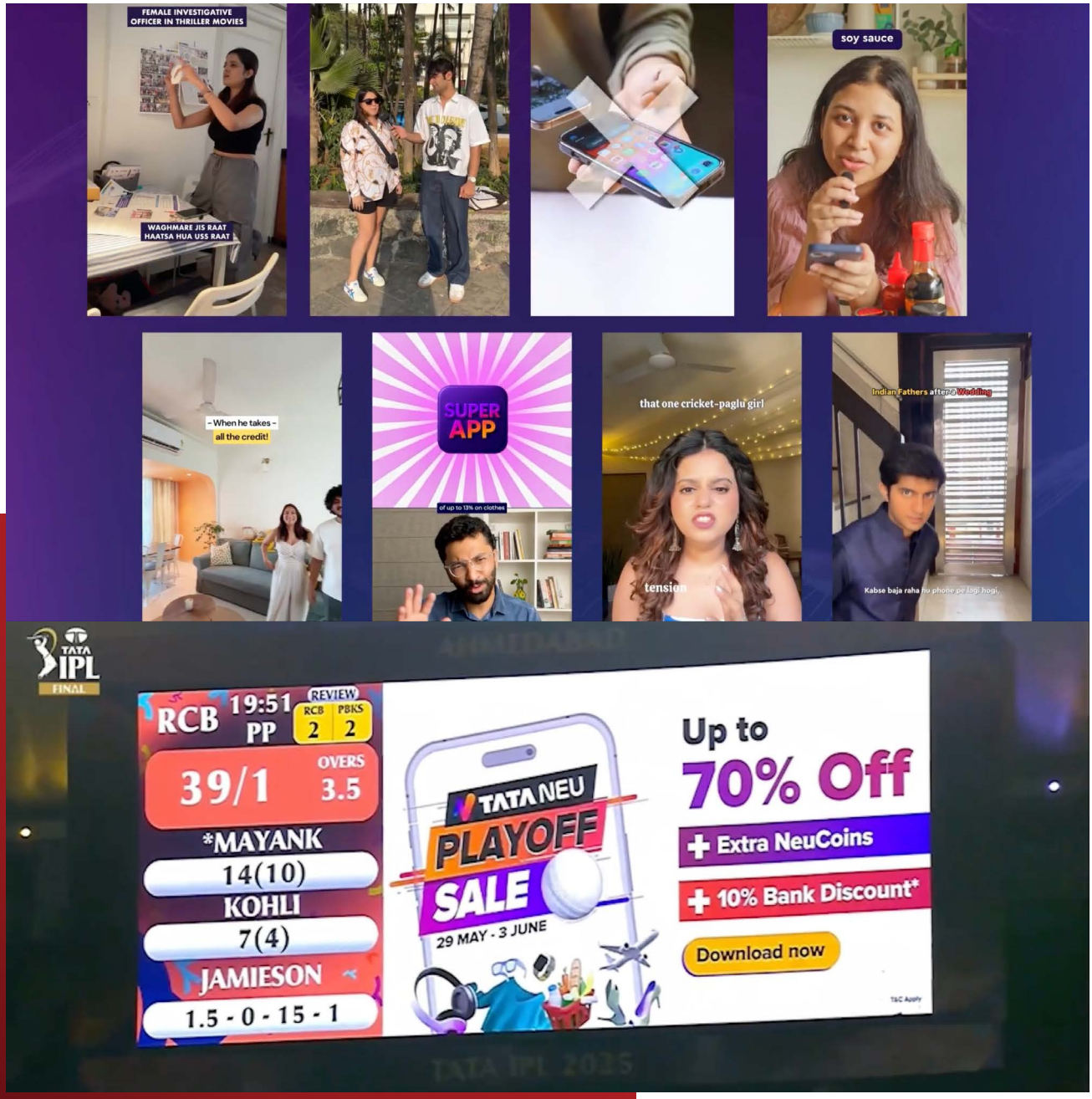
TEAM AGENCY

Supertails gives us the space to explore culturally rich, innovative ideas, and Hooman Di Wedding is a perfect example. Our strategy was to insert pets meaningfully into India's wedding season and build a cohesive world across film, social, and on-ground experiences. Executing a shaadi-themed sale with humour and emotional truth allowed the campaign to stand out and deliver strong engagement.

UPASANA DASH
Founder and CEO, Jajabor Brand Consultancy

OWNING THE LEAGUE

Turns IPL excitement into sustained engagement and business impact.



BRAND : Tata Neu

AGENCY : The Rabbit Hole

ABOUT TATA NEU

Tata Neu is India's super app from Tata Digital, bringing together Tata Group's most trusted brands across groceries, fashion, electronics, travel, dining, financial services, bill payments, and more.

ABOUT THE RABBIT HOLE

Founded in 2017, The Rabbit Hole is an award-winning, full-service, new-age content creation ecosystem, with a focus on video solutions. It provides a wide range of services ranging from conceptualising, writing, producing, and post-producing TVCs, DVCs, Content IPs, and Animation Videos.

OBJECTIVE

Leveraging Tata Neu's IPL title sponsorship to build visibility beyond logo placement by integrating the app into every IPL fan moment. In turn, maximising reach, drive daily engagement across the season, and deliver tangible business growth for the super app.

KEY CHALLENGES

IPL is India's most cluttered advertising season, where hundreds of brands compete for moments of attention. The challenge: cut through IPL noise, maintain daily engagement across 72 matches, and convert fan excitement into real business impact for the super app.

TATA NEU IPL 2025

Tata Neu's IPL campaign turned India's biggest cricket season into a Neu-powered fan ritual. The strategy: own every moment fans cared about. Phase 1: Power Play for Reach — ran a 3-month creator engine showing how fans 'live the season the Neu way', driving massive visibility. Phase 2: More Power to Your Team — drove daily engagement through prompts, votes, memes, and the shifting Neu fan meter across 72 matches. Phase 3: Playoff Sale — turned peak excitement into action with offers across categories. The campaign blended storytelling, banter, and shopping moments to make Tata Neu ever-present across screens, emotions, and match-day behavior.

BUILDING IMPACT

- Execution hinged on three connected engines.
- The Reach Engine used consistent influencer storytelling to integrate Tata Neu into everyday IPL behaviour like ordering snacks.
- The Daily Engagement Engine launched interactive prompts, votes, banter posts, creator challenges, and a fan meter that shifted in real time based on user sentiment.
- The Business Engine activated during playoffs, pushing category-led offers to convert excitement into app actions.

BIG IDEA
Own every fan moment of the IPL season.

CRITICAL INSIGHT
Fans follow rituals, not ads; brands win by joining them.

CANVAS
Social Media, Influencers

RESULT

34.4CR
Impressions

5.7CR
Engagement

8.44%
Engagement rate

TEAM BRAND

The idea was to move beyond visibility and genuinely show up for fans — on their screens, in their feeds, and in their everyday moments. Through creators, real-time engagement, and ecosystem-wide offers, we turned IPL excitement into real brand love and real business impact. It showcased the power of a unified ecosystem to deliver value at massive scale.

SHIVANI GOVIL
Head - Social Media, Tata Digital Pvt Ltd.

TEAM AGENCY

For us, IPL wasn't just a campaign; it was a daily battleground for attention. We knew Tata Neu had to be everywhere fans were: in their rituals, rants, cravings, and celebrations. So we built a creator-led campaign that showed up in every moment that mattered. And when the season peaked, the brand didn't just get visibility, it got love, engagement, and real business wins.

AYUSHI DUA
Associate Creative Manager,
The Rabbit Hole

SHAADI OF FLAVOURS

Uses the shaadi season to anchor fusion food in celebration and conversion.



BRAND : The Good Bowl

CONCEPT & STRATEGY : Rebel Foods – In-House Creative Team
SOCIAL AMPLIFICATION & ACTIVATIONS : Grumpy Beard Media

ABOUT THE GOOD BOWL

The Good Bowl is a comfort-food brand from Rebel Foods offering flavour-forward, indulgent bowls designed for modern, delivery-first consumers. Known for blending Indian classics with global influences, the brand focuses on convenience, variety and creative fusion, making hearty meals accessible and exciting for everyday moments.

ABOUT REBEL FOODS & GRUMPY BEARD MEDIA

Rebel Foods' in-house team led the campaign's insight, concept, creative direction and overall narrative. Grumpy Beard Media supported the execution through social media amplification, on-ground production and thematic activities like dulha and dulhan distributing the wedding card on the busy streets of Mumbai.

OBJECTIVE

To tap into India's wedding season culturally and emotionally by aligning The Good Bowl's fusion bowls with the idea of shaadi as fusion of rituals, people and flavours, driving seasonal relevance, engagement and platform conversions through a festive, narrative-led property.

KEY CHALLENGES

Cutting through dense festive clutter, building emotional resonance for a food delivery brand, creating a wedding property that felt authentic yet product-centric, and sustaining engagement across multiple themed functions without revealing offers too early in the communication.

THE BIG FAT FUSION

The Big Fat Fusion positioned the shaadi season as the perfect mirror for The Good Bowl's flavour philosophy, fusion. If weddings are a fusion of rituals, people and cultures, then the brand's bowls are a fusion of flavours, ingredients and cuisines. The campaign transformed The Good Bowl into a 'shaadi ka ghar', with ingredients introduced as dulha-dulhan pairs, wedding invites, festive teasers, styled shoots and a stop-motion love story of bowls meeting and 'marrying'. Each wedding function, Sangeet, Cocktail, Wedding Feast, Reception, featured themed content and platform offers, creating a culturally rooted, high-engagement, festival-like experience for audiences.

BUILDING IMPACT

- Drew a parallel between Indian weddings, where traditions, people, and cultures come together, and the brand's bowls that blend diverse flavours, ingredients, and cuisines.
- Rolled out wedding-inspired elements such as digital invites, festive teasers, styled shoots, and a stop-motion love story showcasing bowls 'coming together'.
- Structured the campaign around key wedding functions, each with distinct content narratives and platform-led offers.

BIG IDEA
The wedding of flavors.

CRITICAL INSIGHT
Shaadi is India's most loved fusion of cultures.

CANVAS
Print, Digital, Social Media, Influencers, Experiential

RESULT

10X
Surge in reach

5%
Increase in platform orders during themed offer days

TEAM BRAND

The Big Fat Wedding of Flavours is an Indian weddings-themed concept which focuses basically on the joyous elements of such weddings and the coming together of the people. We have combined our fusion favourites in a fun way of 'tie the knot' moment, facilitated with offers and experiences that delight our customers all over the country in this wedding season.

NISHANT KEDIA
CMO at Rebel Foods

THE HINDU

JOURNALISM, NOT CONTENT

Draws a clear line between reported truth and algorithm-driven noise.



BRAND : The Hindu

CREATIVE AGENCY : Talented

ABOUT THE HINDU

For 147 years, The Hindu has upheld rigorous, responsible and reader-first journalism. In a noisy media landscape, it remains committed to factual reporting, thoughtful editing and editorial integrity. With seven publications and 16 digital products, The Hindu continues to champion credible, independently verified storytelling.

ABOUT TALENTED

Talented is a creative agency specialising in idea-driven brand storytelling. For this campaign, the agency developed the core creative articulation, produced the films, and crafted the print and OOH communication that highlighted the contrast between real journalism and today's noisy information environment.

OBJECTIVE

To restore trust in credible journalism by reminding audiences that The Hindu's news is reported, verified and crafted by trained journalists, not algorithms, influencers or entertainment-driven formats.

KEY CHALLENGES

Operating in a fast-paced media ecosystem where speed often outweighs substance, the campaign faced challenges of rampant misinformation, click-driven headlines, and social platforms blurring the line between credible journalism and content, making audience trust and attention harder to secure.

WRITTEN BY JOURNALISTS

Written By Journalists turned The Hindu's core truth into a bold cultural reset: in an age of noise, credible news still matters. The campaign highlighted the rigour, conscience and accountability behind every story, contrasting real journalism with today's chaotic content ecosystem. Launching with the 'Find the Story' print manifesto, four films, and a strong national OOH presence, the campaign sparked conversations about credibility and newsworthiness. High-reach digital amplification reinforced The Hindu's commitment to factual reporting. The campaign renewed reader trust, generated strong engagement, and repositioned The Hindu as India's steadfast voice of journalistic integrity.

BUILDING IMPACT

- Began with a strong print ad, Find the Story, which unpacked the rigour, ethical responsibility and constant balancing of priorities that define true journalism.
- Followed by bold, disruptive outdoor creatives that clearly articulated what authentic journalism stands for and reinforced The Hindu's editorial ethos.
- Culminated in four digital films built around provocative questions and sharp metaphors, highlighting the dangers of consuming unverified, glossy content.

BIG IDEA

News must be written by trained professionals committed to the truth.

CRITICAL INSIGHT

Audiences are constantly questioning what and whom to trust.

CANVAS

TV, Print, OOH, Digital, Social Media, Influencers, Experiential, OTT

RESULT

40M

Reach for the 4 films on social media

TEAM BRAND

Our readers trust us to separate fact from noise. We are in an age where content is everywhere, but credibility is rare; being 'Written by Journalists' is not a campaign name, but it's our truth.

LV NAVANEETH

Chief Executive Officer of The Hindu Group

TEAM AGENCY

When a publication doesn't believe it has quality readers, it feels no pressure to hire quality writers. That's not the case with The Hindu. Its readers are discerning, and the brand shows them respect across every format - newspaper, app, or podcast, by doubling down on what great journalism should read, sound, and feel like. Much like advertising, journalism is not just a profession; it's a passion. And while many have tarnished it, The Hindu continues to protect it.

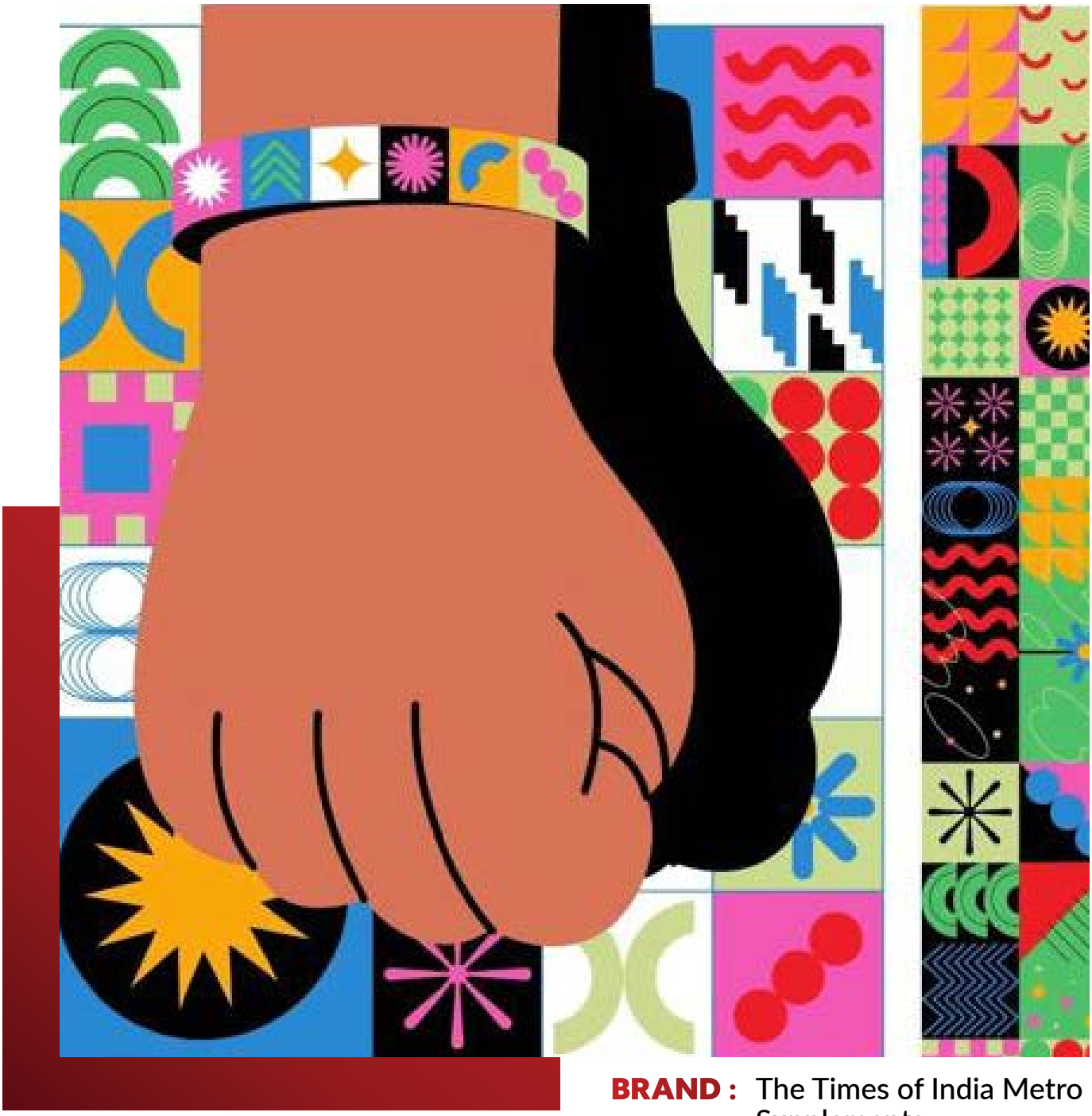
PG ADITIYA

Co-founder and CCO, Talented

THE TIMES OF INDIA

CREATE AND CELEBRATE

Turns a print ad into an interactive Friendship Day experience.



AGENCY : White Rivers Media

BRAND : The Times of India Metro Supplements

ABOUT THE TIMES OF INDIA METRO SUPPLEMENTS

The Times of India Metro Supplements delivers hyperlocal journalism across major Indian metros, offering city-focused news, culture, lifestyle and community insights. Positioned as a daily companion for urban audiences, they engage readers through relevant stories, civic conversations and interactive features that strengthen local readership and deepen audience participation.

WHITE RIVERS MEDIA

White Rivers Media is an independent, integrated digital agency crafting culturally fluent campaigns that blend strategy, storytelling, and social intelligence to keep brands meaningfully relevant in the internet age.

OBJECTIVE

To celebrate Friendship Day through a hands-on, print-first idea that activated reader participation, highlighted the physicality of print, strengthened emotional affinity, and carried the interaction seamlessly into digital and experiential extensions.

KEY CHALLENGES

To drive reader response through print, amplify it digitally at low cost, and cut through festive clutter without adding complexity.

#BANDWITHTIMS

To celebrate Friendship Day, TIMS transformed print from a glance medium into an interactive experience. A DIY-led creative invited readers to actively participate, engage physically with the newspaper, and celebrate friendships in a tangible way. The activity highlighted print's tactile strength while seamlessly extending into digital through social sharing and on-ground participation. By blending creativity, simplicity and emotional relevance, the campaign strengthened reader affinity and positioned TIMS as a companion that understands everyday relationships. Despite limited media amplification, the print-led approach delivered strong engagement, meaningful participation and social buzz, reinforcing the power of experiential storytelling through print.

BUILDING IMPACT

- Executed through a DIY-based interactive creative rolled out across TIMS print editions, designed to be simple, tactile and centred on celebrating friendship.
- Readers were encouraged to physically engage with the newspaper and complete the activity, transforming print into a participatory medium.
- QR codes and social prompts extended the experience digitally, inviting sharing and wider conversation.

BIG IDEA

Turn print into a hands-on Friendship Day experience that readers create.

CRITICAL INSIGHT

Shared activities deepen emotional bonds more than passive festive content.

CANVAS

Print, Digital, Social Media

RESULT

3M+ Views

900K+ Reach

53K+ Engagement

4K Entries

TEAM BRAND

For Friendship Day, we wanted to bring back the nostalgia of the friendship band and make it something readers could create. The DIY format turned print into a shared ritual, while on-ground engagement with local groups and communities extended the experience beyond the page. The response showed that when print invites emotionally rooted participation, engagement feels personal and lasting.

AABHA SACHDEV
Brand Head, The Times of India Metro Supplements

TEAM AGENCY

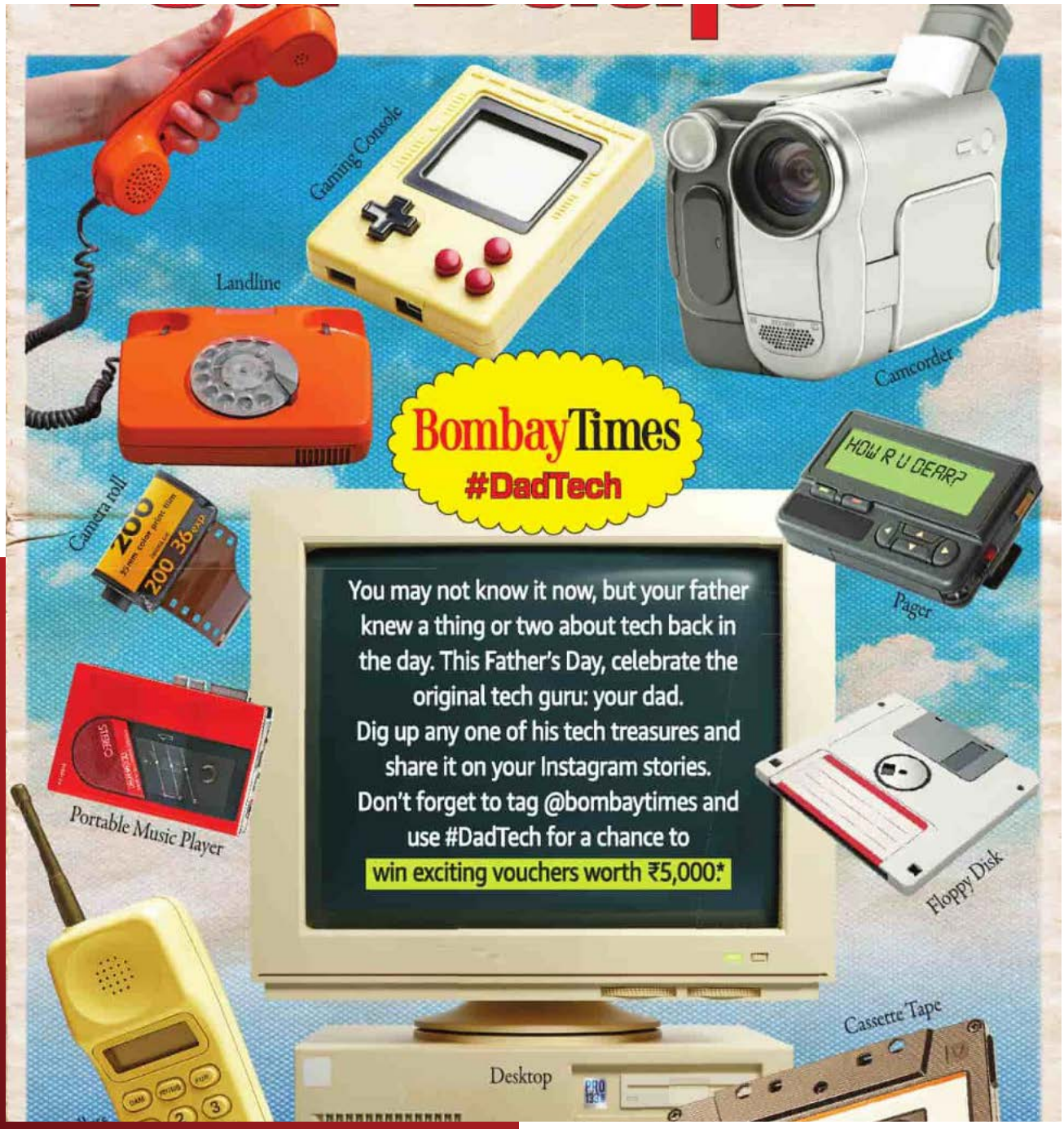
Instead of adding more noise around Friendship Day, we chose to add a pause. A simple DIY interaction turned the newspaper into a shared activity. When readers participated, the story travelled on its own.

MITESH KOTHARI
Co-founder and CCO, White Rivers Media

THE TIMES OF INDIA

OLD TECH MEETS NEW

Transforms old tech into shared Father's Day stories.



BRAND : The Times of India Metro Supplements

AGENCY : White Rivers Media

ABOUT THE TIMES OF INDIA METRO SUPPLEMENTS

The Times of India Metro Supplements delivers hyperlocal journalism across major Indian metros, offering city-focused news, culture, lifestyle and community insights. Positioned as a daily companion for urban audiences, they engage readers through relevant stories, civic conversations and interactive features that strengthen local readership and deepen audience participation.

WHITE RIVERS MEDIA

White Rivers Media is an independent, integrated digital agency crafting culturally fluent campaigns that blend strategy, storytelling, and social intelligence to keep brands meaningfully relevant in the internet age.

OBJECTIVE

To drive Father's Day engagement by celebrating nostalgia, reframing tech conversations through a generational lens, and encouraging readers to participate by sharing personal memories linked to their fathers.

KEY CHALLENGES

Standing out amid Father's Day clutter while shifting readers from passive consumption to active participation, without relying on celebrity-led endorsements or discount-driven incentives.

DAD TECH

For Father's Day, TIMS built the campaign around old technology, which often holds family memories. A single master print ad released across the top 10 cities invited readers to rediscover their father's forgotten gadgets and the stories attached to them. The invitation was designed to travel from print to social. Readers responded by sharing images and anecdotes of legacy devices like Walkmans, camcorders, and early phones. Turning individual nostalgia into a shared conversation. Print delivered reach and familiarity; social became the space where stories surfaced and circulated.

BUILDING IMPACT

- The campaign began with a bold, nostalgia-driven print creative, 'Tech Ka Baap. Your Baap.' published across key city editions.
- The ad carried a clear action: find your father's old tech and share it.
- Social platforms then became the home for participation, with readers tagging TIMS and contributing user-generated content.
- This momentum was extended through Special Edit features that explored tech evolution and father-child bonding.

BIG IDEA
Celebrating fathers through the technology they once mastered.

CRITICAL INSIGHT
Every generation's first tech expert was their father.

CANVAS
Print, Digital, Social Media

RESULT

157K+
Organic reach

16K+
Engagement

TEAM BRAND

We realised that for many readers, their first relationship with technology was through their father, fixing radios, loading cassette tapes, setting up the first phone. Dad Tech came from that observation. Instead of telling readers what Father's Day should feel like, we created a prompt that let them surface their own memories, first in print and then socially.

AABHA SACHDEV
Brand Head, The Times of India Metro Supplements

TEAM AGENCY

The starting point was a simple insight that many people associate their first experiences with technology with their fathers. We translated that into a print-led idea that invited readers to revisit old devices and share the stories behind them. Execution stayed focused, letting participation, not amplification, drive the campaign.

MITESH KOTHARI
Co-founder and CCO, White Rivers Media

LAUNCHING SKINCARE MID-AIR

Turns product texture into proof through a sky-high creator spectacle.



BRAND : Vaseline

AGENCY : Ogilvy India

ABOUT VASELINE

Vaseline believes beauty starts with skin health. As the skin-obsessed OG brand rooted in science, Vaseline separates the facts from fiction, and puts truth into trends, proof over promises – on what is actually effective for her skin, and what is trending just like for the sake of it.

ABOUT OGILVY INDIA

Ogilvy India is a leading advertising and marketing agency in India, part of the global Ogilvy network and the WPP Group.

KEY CHALLENGES

Vaseline is a popular body care brand in India. The challenge was to introduce it as a face care brand without taking away from the established identity.

OBJECTIVE

The launch was designed to reflect the product's efficacy and to create a moment that's as memorable and uplifting as the product itself.

#LAUNCHINGIN THE CLOUDS

To launch a face-care product that's as light and airy as the clouds, Vaseline didn't settle for the usual event launch. The brand launched it in the sky, literally. Ten influencers across beauty, lifestyle, travel and comedy jumped out of a plane, unveiling Vaseline Cloud Soft mid-freefall. The cream's airy, ultra-hydrating formula became a high-altitude spectacle, a product-story told in the clouds. After touchdown, an immersive experience amplified the magic. Creators and their communities got a hands-on feel of the innovation, turning a sky-high stunt into a full-scale experience of product, science and efficacy.

BUILDING IMPACT

- The product was launched among the clouds. Its airy texture mirrored the sky-dive activation involving popular beauty, lifestyle, travel and comedy creators.
- Creators including Ruhee Dosani, Agasthya Shah, Richi Shah, Nagma Mirajkar, Funcho, Radhika Sharma and Shreemayi Reddy were part of the activation, sharing live reactions and exclusive behind-the-scenes glimpses with their audiences.
- A mix of creator collabs, statics, reels and real-time stories teased, revealed and sustained buzz, turning the skydive stunt into a high-impact national launch.

BIG IDEA
As light as air, as soft as a cloud.

CRITICAL INSIGHT
When skincare 'claims' crowd feeds, spectacular proof gets seen.

CANVAS
Digital, Social Media, Influencer Marketing, Experiential

RESULT

500M+
Social views

50L
Worth PR buzz

20M+
Organic views

1000+
Unit sales every hour

TEAM BRAND

With Cloud Soft, we have delivered a breakthrough moisturiser that combines intense hydration with an incredibly lightweight texture. This launch was designed to reflect that very promise, to create a moment that's as memorable and uplifting as the product itself.

PRATIK VED
Vice President & Head - Skin Care, Hindustan Unilever

TEAM AGENCY

Cloud Soft deserved a launch as transformative as the product. The idea was simple. Take "soft as clouds, light as air" to the sky and prove it. Pulling off this media spectacle made it unbelievably authentic, without losing ourselves in the clutter of vanilla product-launches. This was a real skydive, real trials, real reactions. A culture-shaping brand moment.

PASHYN SETHNA AND PRANAV BHIDE
Content Heads, Ogilvy India



AI-POWERED

Technology-enhanced storytelling that uses AI to add speed, scale and personalisation while keeping human insight at the core.

Amul

BUILT FOR THE MOMENT

Embeds protein into live IPL conversations through creativity.



BRAND : Amul India

AGENCY : Interactive Avenues and Mediabrands Content Studio

ABOUT AMUL INDIA

Amul is one of India's most loved homegrown brands, built on a cooperative movement that began in 1946 and continues to uplift millions of dairy farmers. Amul's Protein Range is crafted for today's health-conscious consumer, bringing high-quality nutrition into accessible, everyday formats. It marks a natural progression for a brand, keeping Amul relevant, trusted, and ready for the future.

ABOUT INTERACTIVE AVENUES AND MEDIABRANDS CONTENT STUDIO

Interactive Avenues is a leading Indian digital agency under IPG Mediabrands, offering media, creative, tech, data, and content solutions through 800+ specialists nationwide. Mediabrands Content Studio crafts culturally relevant storytelling and end-to-end content experiences people choose to engage with, not skip.

OBJECTIVE

Amul partnered with 9 IPL teams, but sponsorship alone isn't visibility. In eight weeks, we had to turn Amul from a logo into the fan's favourite voice, joining live conversations and turning that energy into real connections and real action.

KEY CHALLENGES

Amul's new high-protein range needed to feel exciting for young India, not functional. With partnerships across nine IPL teams and heavy sponsor clutter, the task was clear: stand out, make protein culturally engaging, turn fan attention directly into e-commerce action.

AMUL BECOMES IPL'S MOST AGILE SUPERFAN!

Amul wanted young India to see protein as exciting, so we took the new high-protein range to the IPL, where emotions peak in real time. We built a live digital dugout where writers, designers, and social leads reacted the moment the game shifted. A six became Protein Kool. A slow over turned into Buttermilk. A collapse called for High-Protein Lassi. Each piece matched a city's taste and a team's culture, powered by fast AI tools and fan contests. The campaign turned Amul into a real-time superfan, speaking the way fans do.

BUILDING IMPACT

- Writers, designers, and social leads sat together, watching every ball and reacting in real time.
- For example, when KL Rahul hit a hundred and struck the Kantara pose at Chinnaswamy, the team turned it into an Amul Kulfi moment within a minute. Animated, localised, in Kannada and Hindi, posted before the replay.
- Fans played daily contests and won mid-match Blinkit drops. Eight weeks. 850+ posts. All instant, all on-point.

BIG IDEA

Amul became an AI superfan, cheering, reacting in real time.

CRITICAL INSIGHT

Fans snack by emotion, and cricket moments shape their choices.

CANVAS

Digital, Social Media

RESULT

89M+ Engagement

462M Views

473M Impressions

200K Contest entries

164% Jump in protein searches

TEAM BRAND

Milk is a super food, and Amul Doodh Peeta Hai India! So Amul high-protein range is the brand's humble attempt to bring sufficient protein in regular Indian diet so that everybody consumes at least 1g protein per kg body weight every day, to make India stronger and healthier.

JAYEN MEHTA
Managing Director, GCMMF

TEAM AGENCY

Amul pioneered topical advertising with the Amul girl, so it was an honour for our team to bring its wit and warmth to the Instagram age during the T20 season. We chugged packs of Amul protein lassi and moved at the speed of IPL teams using AI workflows to deliver content that floored IPL fandoms and drove recall and sales for Amul.

UDDHAV PARAB
Senior Creative Director, IA

AI MEETS FEATURE PHONES

Brings Center fruit's tongue-twister fun to rural India with voice AI.



BRAND : Center fruit

AGENCY : Wavemaker

ABOUT CENTER FRUIT

Center fruit liquid-filled chewing gum, launched in 2003, is Perfetti Van Melle India's largest brand and one of the most widely distributed confectionery products in India.

ABOUT WAVEMAKER

Wavemaker India is a leading media, content, and technology agency. The agency operates on a philosophy of 'Positive Provocation' to drive growth for its clients.

OBJECTIVE

To take Center fruit's 'Kaisi Jeebh Laplapayee' fun into rural Bharat by using a voice-led generative AI experience that worked entirely on feature phones, removing internet and app barriers, and delivering interactive brand engagement at scale.

KEY CHALLENGES

Reaching low-connectivity, media dark markets where app-based digital campaigns cannot operate, while ensuring the AI experience remained culturally relevant, dialect-sensitive, technically stable, and engaging entirely through voice interactions on feature phones.

#KJLPRATIYOGITA: NO INTERNET, NO SCREEN, NO PROBLEM

Center fruit's #KJLPratiyogita brought the brand's iconic tongue-twister energy to rural Uttar Pradesh through an AI-powered voice experience designed for feature phones. Built in partnership with WPP, BharatGPT.ai, and Google Cloud, the activation enabled consumers to receive automated calls, hear custom tongue twisters in their dialect, and respond in real time, without the internet. The voice AI evaluated pronunciation, adapted difficulty levels, and created a playful two-way interaction. The campaign demonstrated Center fruit's commitment to inclusive, tech-forward creativity by bringing digital engagement to audiences traditionally excluded from app-based brand experiences.

BUILDING IMPACT

- The #KJLPratiyogita experience used BharatGPT's multilingual LLM to generate tongue twisters, while Google Cloud handled compute, scoring, and real-time analysis.
- Consumers received inbound AI-generated calls and were challenged to repeat the twisters, with the system responding instantly in culturally aligned dialects.
- Backed by a PR strategy spanning national, regional, and trade media. Coverage in industry publications and earned social mentions further amplified visibility.



BIG IDEA

Bring inclusive, AI-powered fun to every feature phone user.



CRITICAL INSIGHT

Technology works best when it speaks people's own language.



CANVAS

Conversational AI

RESULT



300
Stories across national publications



407.4M
Cumulative readership



₹35M
Advertising value equivalency



₹107.1M
PR value

TEAM BRAND

Rural Bharat is an important market for Center Fruit, and while television helps us reach millions, some pockets remain challenging. Our Voice AI activation changed that, enabling real engagement beyond the traditional digital ecosystem. Using AI and creative storytelling, we brought the Kaisi Jeebh Laplapayee spirit to life in a local, effortless, inclusive way, ensuring no consumer is left out, regardless of their technology access and connectivity limitations today.

BRAND SPOKESPERSON

TEAM AGENCY

We believe technology should be an equaliser, not a barrier. Our collaboration with BharatGPT.ai and Google Cloud shows how voice-based GenAI can bridge the digital divide and bring playful brand experiences to audiences often overlooked. By blending creativity with scalable tech, we built an inclusive campaign that speaks to people in their language, on devices they use, engaging rural India in ways that feel local, personal, human, and genuinely meaningful.

AGENCY SPOKESPERSON

MAHA KUMBH, POWERED BY AI

Bridges spiritual heritage and modern storytelling through technology.



BRAND : DS Group's Pulse Candy

AGENCY : White Rivers Media

ABOUT DS GROUP'S PULSE CANDY

DS Group's Pulse candy reigns as India's largest distributed hard-boiled candy, recording ₹750 crore sales in FY24-25 and maintaining 9-year leadership. Fusing Indian tastes with Western formats for all ages, it is known for its tangy core and cultural resonance. Beyond flavour, Pulse continues to craft campaigns that connect deeply with Indian identity, blending contemporary storytelling with heritage-inspired themes.

ABOUT WHITE RIVERS MEDIA

White Rivers Media is an independent, integrated digital agency crafting culturally fluent campaigns that combine strategy, storytelling, and social intelligence to keep brands meaningfully relevant in the internet age.

OBJECTIVE

To build a meaningful brand presence at Maha Kumbh through AI-led storytelling and on-ground activations, making spiritual heritage relatable to digital-native audiences while strengthening brand recall and cultural affinity under the Pulse of India initiative.

KEY CHALLENGES

Balancing innovation with spiritual authenticity, ensuring AI-generated narratives stayed culturally accurate, and executing on-ground activations in a populated religious environment without diluting the sanctity of the Maha Kumbh experience while keeping Pulse Candy's core narrative and brand promise intact.

PULSE OF MAHA KUMBH

For millions, the origins of the Mahakumbh remain unknown. Pulse Candy bridged that gap with 'Pulse of Maha Kumbh', an AI-powered narrative tracing the event's sacred journey from Samudra Manthan to modern-day Prayagraj. The campaign merged AI-driven storytelling with on-ground utility, reimagining legends for today's audiences. High engagement activations such as branded boats, Sangam Kalash distribution for carrying Ganga Jal, and gamified stalls enhanced the devotee experience. This hybrid strategy engaged millions, making spiritual heritage accessible across generations through digital innovation and tangible support, positioning Pulse as a bridge between faith, culture and modern creativity.

BUILDING IMPACT

- An AI-generated video was launched on YouTube, using hyper-realistic visuals to retell Maha Kumbh's journey.
- Pulse-branded ferries, bags, stalls, umbrella branding, retail branding and 'Grab the Pulse' gamified booths engaged devotees, while Sangam Kalash giveaways provided symbolic connections to the event.
- A pre-launch quiz contest centred around Maha Kumbh built anticipation; earned media and influencer collaborations extended reach across digital platforms.

BIG IDEA

Retelling Maha Kumbh through AI-powered cultural storytelling.

CRITICAL INSIGHT

Young Indians connect more with tech than traditions like Maha Kumbh.

CANVAS

Digital, Social Media, Experiential

RESULT

89M+

Social media views

TEAM BRAND

For us, connecting with India's cultural moments is about creating meaningful experiences through on-ground presence and innovative tech. Pulse Candy understands the pulse of India by engaging with cultural touchpoints. This campaign makes Mahakumbh's sacred moments accessible physically and virtually. DS Group is proud to blend cutting-edge AI with deep-rooted traditions, helping attendees meaningfully engage with the heritage showcased here.

ARVIND KUMAR

Senior General Manager, Marketing, Confectionery, DS Group

TEAM AGENCY

The challenge was to make an ancient narrative feel contemporary without losing its sanctity. Through generative AI, immersive storytelling, and meaningful on-ground engagement, we built a campaign that celebrated heritage through innovation, proving that technology can be a conduit for cultural connection, not a disconnect.

MITESH KOTHARI

Co-founder and CCO, White Rivers Media



B2B MARKETING

Strategic narratives that simplify complexity, positioning brands as credible partners through clarity and purposeful communication.

Yearbook

ASHOK LEYLAND

DELIVERING FESTIVITIES

Positions Ashok Leyland as the unseen enabler behind India's festive moments.



BRAND : Ashok Leyland

AGENCY : TheSmallBigIdea

ABOUT ASHOK LEYLAND

Ashok Leyland, the flagship of the Hinduja Group, is India's leading commercial vehicle manufacturer and a top global bus maker. With over 75 years of innovation, a global presence, and nine manufacturing plants, the company delivers reliable mobility, defence, and power solutions across more than 50 countries.

ABOUT THESMALLBIGIDEA

TheSmallBigIdea (TSBI) is a full-service digital marketing agency that transforms brands through the intersection of creativity, technology, and data-driven intelligence. With offices in Mumbai, Ahmedabad, Kochi and Dubai, TSBI serves clients across India, the United States, the United Kingdom and the Middle East.

OBJECTIVE

To highlight Ashok Leyland's unseen role in powering India's festive celebrations by connecting the brand emotionally to Diwali, showcasing how every home's joy is delivered by the journeys its trucks make.

KEY CHALLENGES

Capturing emotion while ensuring product visibility and national resonance; making a B2B brand relevant in a culturally rich, emotionally driven festive space dominated by consumer brands.

#KHUSHIYONKI STEERING

#KhushiyonKiSteering is a Diwali campaign that celebrates how the festival is built on countless regional traditions: sweets from one state, diyas from another, and fabrics from a third. The film brings these nuances together inside a single home, showing how Diwali becomes complete when cultures from across India arrive at our doorstep. Seamless transitions using truck elements like tyres, steering, etc, subtly place Ashok Leyland at the heart of the story. The campaign highlights that behind every festive moment lies a journey made possible by the brand that keeps India moving.

BUILDING IMPACT

- The Central Diwali film is set inside a festive home, showing how goods from across India reach families, with seamless transitions linking each moment to truck elements like tyres and steering.
- Supported by digital amplification, social storytelling, and festive posts celebrating truckers.
- Released on YouTube and Meta platforms during Diwali week.

BIG IDEA
Steering the nation's happiness home for Diwali.

CRITICAL INSIGHT
Diwali travels home on Ashok Leyland's wheels.

CANVAS
Digital, Social Media

RESULT

7.56M
Reach

10.8M
Video views (1 second views)

4.59L
Engagement

TEAM BRAND

Every Diwali, our trucks and drivers become the invisible threads connecting homes and hearts across India. #KhushiyonKiSteering was our tribute to them; to the journeys that bring light, joy, and togetherness to millions.

RAJESH MANI
Head - Marketing & Corporate Communication, Ashok Leyland

TEAM AGENCY

With Ashok Leyland, we recognised that the brand is fundamentally an enabler. All the goods, all the sales, everything gets delivered through them, and when those goods reach their destination, happiness happens. But we didn't want to showcase it in such a literal way. Instead, we looked at the distinctive elements of Ashok Leyland, the steering wheel, the tyres, and other components, and used them as creative transition elements throughout the film.

MANISH SOLANKI
COO and Co-founder, TheSmallBigIdea

BOXING BIG IDEAS

Empowers Tier-2 and Tier-3 SMEs to take bold ideas beyond borders.



BRAND : FedEx

AGENCY : Saatchi & Saatchi India

ABOUT FEDEX

FedEx provides customers and businesses worldwide with a broad portfolio of transportation, e-commerce and business services to 220+ countries & territories. It offers integrated business solutions utilising its flexible, efficient & intelligent global network.

ABOUT SAATCHI & SAATCHI INDIA

Saatchi & Saatchi India, part of the Publicis Groupe India, is a full-service communications agency specialising in traditional and digital advertising, branding, design, UI/UX, content and brand consultancy.

OBJECTIVE

Strengthen brand presence across Tier-2&3 markets, establishing it as the preferred logistics provider for SMEs engaged in international trade, and showcasing FedEx's robust solutions.

KEY CHALLENGES

Market visibility beyond Tier-1 gateways: Strengthen TOMA among SME (exporters & importers) in Tier-2 and Tier-3 cities across India.

EVERY OUT-OF-THE-BOX IDEA NEEDS A BOX

India's SMEs aren't factory-line-they're out-of-the-box creators with ideas ready for the world stage. The campaign turned this truth into belief, positioning FedEx as the box carrying India's boldest business ideas global. FedEx transformed sponsorship into storytelling that resonated deeply in Tier-2 and Tier-3 markets. The campaign ignited pride, driving double-digit search uplift, record engagement, and 200+ SME interactions.

BUILDING IMPACT

- Launched with a high-energy film featuring Dhoni, Ashwin, and Gaikwad.
- Leveraged the cultural real estate of CSK — jersey, stadium, players, social channels, and broadcast presence. Chepauk became a living canvas through 300+ creative placements across boundary boards, dug-outs, screens and stadium concourse.
- Exclusive SME meet-and-greet sessions in Mumbai and Bengaluru extended the message beyond digital.

BIG IDEA

Every out-of-the-box idea needs a box.

CRITICAL INSIGHT

SMEs need a reliable partner that moves belief/aspirations.

CANVAS

TV, OOH, Digital, Social Media, OTT

RESULT

22PT
Uplift in brand recall

13%
Brand search uplift

55%
Higher VTR

27%
Engagement rate

TEAM BRAND

Our multi-year association with CSK goes far beyond the game — it's about connecting with audiences through shared values of trust, resilience, and performance. The digital film powerfully captures this shared spirit, and we're proud to collaborate with Saatchi & Saatchi in crafting a narrative that reflects the heart of what we stand for.

NITIN NAVNEET TATIWALA
VP Marketing, Air Network, and Customer Experience, MEISA, FedEx

TEAM AGENCY

With CSK players by our side, all we needed was an SME with an out-of-the-box idea!! And much like Premanand himself, we had an eureka moment and the idea of exporting bows to Hollywood! The rest just fell in place with a quirky and fun film!

ROHIT MALKANI
CCO at Saatchi & Saatchi India

Cloud Speed Circuit
Powered by Microsoft

ACCELERATING PARTNER GROWTH

Turns SMB enablement into a high-performance, gamified ecosystem.



BRAND : Microsoft India

AGENCY : Pulp Strategy Communications Pvt. Ltd.

ABOUT MICROSOFT INDIA

Microsoft empowers SMB partners with cloud-driven growth opportunities by enabling them through structured programs, modern tools, and collaborative platforms. With a focus on capability building and business acceleration, Microsoft supports partners in improving performance, strengthening pipelines, and unlocking long-term success in a competitive digital landscape.

ABOUT PULP STRATEGY COMMUNICATIONS

Pulp Strategy is a leading business transformation partner that blends strategic vision with impeccable execution. With deep capabilities in branding, design, technology, martech, and applied AI, the agency empowers organisations to accelerate growth, optimise performance, and solidify market leadership through intelligent, future-ready transformation frameworks.

OBJECTIVE

To accelerate SMB partner performance by transforming slow momentum into high-speed growth through a gamified, high-octane platform that elevates engagement, training, coaching, and pipeline development, ultimately enabling partners to win more efficiently and drive stronger business impact.

KEY CHALLENGES

SMB partners faced limited momentum, moderate performance, and difficulty achieving meaningful growth. Inconsistent engagement and insufficient structured enablement slowed progress, underscoring the need for a dynamic program that could boost capability, motivation, and overall business outcomes.

CLOUD SPEED CIRCUIT: POWERED BY MICROSOFT

Cloud Speed Circuit, powered by Microsoft, transformed SMB partner engagement through a racing-themed, high-energy program designed for acceleration. Built on five pillars: Engagement, Enablement, Excitement, Encouragement, and Empowerment, the initiative reimagined partner growth as a competitive, gamified journey. Partners registered on a central hub, formed teams, and raced through training, coaching, and pipeline-building pit stops. AI-powered support, masterclasses, nudges, and exclusive MVP interactions kept partners on track, while rewards, leaderboards, and celebrations fuelled momentum. The program reinvented partner participation with a champion mindset, delivering a unified, high-performance path to business impact.

BUILDING IMPACT

- The program launched partners onto a high-speed track, beginning with team registration and onboarding on a central hub.
- Engagement was driven through racing-inspired themes and structured phases.
- Enablement included AI-powered help desks, masterclasses, pitch-perfect sessions, Surge Days, and exclusive MVP interactions, supported by continuous nudges and email updates.
- Leaderboards sustained a competitive spirit, while empowerment came from LinkedIn badges, spotlight posts, and fireside chats with Microsoft leaders.

BIG IDEA

Turn partner enablement into a high-octane, gamified growth race.

CRITICAL INSIGHT

Partners accelerate faster when engagement, motivation, and enablement merge seamlessly.

CANVAS

Digital, Social Media, Experiential

RESULT

12K+

Partner teams accelerated their learning journeys, completed pit stops, and earned performance points.

TEAM BRAND

The campaign was well-crafted and executed by the Pulp Strategy team, resulting in increased customer additions and improved partner engagement over an eight-month period. Thank you to the team for driving a focused strategy, using AI to build powerful digital assets, building an identifiable brand, and executing with finesse.

SANYA DUGGAL
Business Manager, SME & C India, Microsoft

TEAM AGENCY

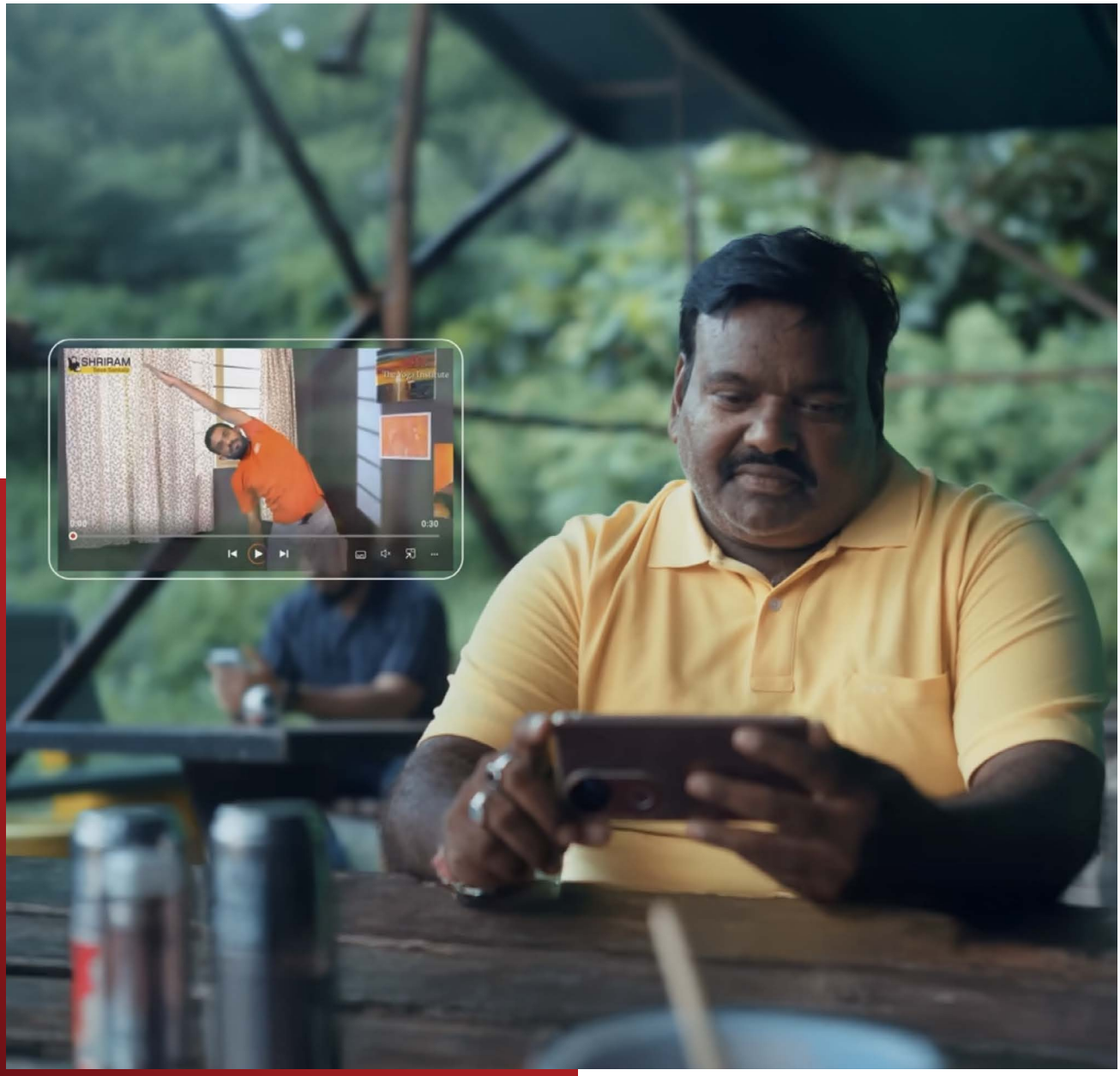
We created the Channel Command Framework to bring agility, customisation, and ROI-driven structure to partner programs. In Cloud Speed Circuit, it transformed into a white-labelled, action-packed journey that inspired performance and sustained engagement. Through gamification, AI-assisted coaching, and thematic storytelling, we built an experience that kept partners motivated from start to finish, proving how creativity and capability-building together accelerate business growth.

AMBIKA SHARMA
Founder & Chief Strategist, Pulp Strategy

SHRIRAM Finance

DRIVING HEALTH FORWARD

Supports truck drivers with easy, accessible wellness habits.



BRAND : Shriram Finance Limited

AGENCY : Tonic Worldwide

ABOUT SHRIRAM FINANCE LIMITED

Shriram Finance is one of India's leading non-banking financial service providers, working closely with drivers, small businesses and rural customers. The brand focuses on accessible lending, financial inclusion and long-term stability, aiming to support people who depend on everyday mobility and entrepreneurship for their livelihoods.

ABOUT TONIC WORLDWIDE

Tonic Worldwide is a digital-first integrated agency operating across India, the US, and the Middle East for over 18 years. With a unique AI+HI growth framework and interconnected platforms, they build and shape brands for tomorrow's connected world.

OBJECTIVE

To introduce simple, on-the-go yoga poses that help reduce stress, fatigue and body strain during daily journeys.

KEY CHALLENGES

With limited time and space, health often gets ignored. The key challenge was fitting yoga into a truck driver's busy life.

#ASANAASAANHAI

Truck drivers face physical and mental strain due to long hours on the road. #AsanAasaanHai introduced simple, easy-to-follow yoga poses that drivers could practise during breaks. Using relatable visuals, step-by-step guidance, and social media support, Shriram Finance created awareness around health, making wellbeing accessible even within tight schedules. The campaign successfully engaged the target audience, helping truck drivers incorporate small wellness practices into their routine. It improved brand perception as a caring partner in their lives, reinforced Shriram Finance's understanding of customer needs, and delivered measurable engagement and awareness around driver wellbeing.

BUILDING IMPACT

- The brand collaborated with Rajesh Vlogs, a popular truck driver influencer, to get in trust and reliability.
- Created a bank of Yoga poses for drivers on the go. Step-by-step, easy-to-follow content encouraged daily practice without disrupting routines.
- Leveraged engaging captions, local language subtitles, and practical tips to boost comprehension and adoption.

BIG IDEA
Easy yoga for truckers to stay healthy on the road.

CRITICAL INSIGHT
Truck drivers neglect their health due to long hours and fatigue.

CANVAS
Social Media, Influencers

RESULT

1M+
Views

3.32M
Reach

TEAM BRAND

With Aasan Aasaan Hai, we wanted to bring wellness a little closer to the trucking community that keeps India moving. The heartfelt response from drivers reinforces our belief that even small, thoughtful interventions can make a big difference in their daily lives.

ELIZABETH VENKATARAMAN
Executive Director - Marketing, Shriram Finance Ltd.

TEAM AGENCY

Asan Aasaan Hai was built on a simple truth: wellness for drivers has to fit their reality. Our strategy was to turn everyday breaks into moments of wellbeing through simple, relatable content created with the community. With Shriram Finance's deep understanding of this audience and its commitment to their progress, the campaign proved that when creativity and brand purpose work together, small ideas can drive meaningful change.

SUDISH BALAN
Co-founder & Chief Creative Officer, Tonic Worldwide

SIMPLIFYING THE DIGITAL LEAP

Provides MSMEs with tools and advice to confidently begin their digital journey.



BRAND : Vi Business

AGENCY : Ogilvy India

ABOUT VI BUSINESS

Vi Business, the enterprise arm of Vi (Vodafone Idea), partners with businesses of all sizes for their next big digital transformation. From home offices to large corporations, its solutions support growth and make innovation a humanly achievable goal for everyone.

ABOUT OGILVY INDIA

Ogilvy India partnered with Vi Business to answer a simple human question: in a world of overwhelming tech, where does one even start? The agency's role was to craft an empathetic strategy that built trust, not just awareness, turning a business challenge into a relatable conversation.

OBJECTIVE

To simplify a market full of jargon and launch a digital platform for MSMEs to assess their business's digital maturity across customer processes, workplace, and operations. Our goal was to guide their digital transformation with a human and empathetic approach.

KEY CHALLENGES

MSMEs were held back not just by competition, but also by low digital knowledge. With too many options, they didn't know where to start. The challenge was to simplify their digital transformation journey & offer the right digital solutions.

MSME READY FOR NEXT

As MSMEs started adopting digital, they were pulled in every direction. Every tech company claimed to offer the best, but most of them added to the confusion. MSMEs needed someone who would slow down, listen, and guide them with honesty. Vi Business stepped in with clarity. The ReadyForNext programme helped businesses understand their digital readiness through a simple self-assessment, while the MSME Growth Insights study provided industry insights that supported their digital journey. With this advisory-led approach, the programme helped over 2,00,000 businesses across 16 industries find a clearer growth path.

BUILDING IMPACT

- A bespoke 'ReadyForNext Assessment', certified by CyberMedia Research, served as the core consultative tool.
- An MSME Insights Study established advisory credentials and led the conversation on MSME growth.
- A digital plan targeted MSME owners on Meta, LinkedIn, and YouTube.
- Targeted email campaigns drove traffic directly to the assessment tool.
- Success stories with customer testimonials were showcased at the India Mobile Congress; the tool was activated via sales and partner meetings.



BIG IDEA

India's largest digital advisory for MSMEs.



CRITICAL INSIGHT

MSMEs know the 'why' of digitalisation, not the 'how'.



CANVAS

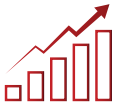
Digital, Social Media

RESULT

The campaign delivered a significant increase in the sales pipeline and qualified B2B leads. It also proved that trust drives growth more effectively than technology. When a brand solves a real human problem, such as doubt, business results follow naturally.



71,595
New MSMEs registered in 2025



262,531
MSMEs reached with targeted email pus

TEAM BRAND

In just three years, the MSME ReadyForNext campaign has created a strong, trusted ecosystem participated by more than two lakh MSMEs. Our annual insights study across 16 industries continues to uncover real, on-ground business trends, enabling us to shape sharper, more relevant solutions for MSMEs nationwide.

JUHI CHATURVEDI
Vice President & Head of Enterprise Marketing, Vodafone Idea Limited

TEAM AGENCY

We started with a human truth: MSMEs were sold on digitalisation, but were unsure of their first steps. With this at heart, we devised a campaign that got MSMEs to self-evaluate their businesses' digital readiness and provided advice on their digital journey. The astronomical success of our ReadyForNext campaign, having digitised over 2,00,000 MSMEs, now India's largest digital advisory, is a testament to this.

NITESH PAI
Senior Planning Director, Ogilvy India

Welspun

UNBOXING EMOTIONS

Turns logistics into a people-first story of care, precision, and purpose.



BRAND : Welspun One

VIDEO PRODUCTION : Tonic Worldwide
PR & MEDIA PUSH : Adfactors
DIGITAL MEDIA SPENDS : Ting

ABOUT WELSPUN ONE

Welspun One Logistics Parks is an integrated fund, development, and asset management platform focused on delivering Grade-A warehousing and industrial facilities across India. With a strong commitment to transparency, technology, and sustainability, it develops logistics infrastructure that powers India's growth while setting new benchmarks for operational excellence.

ABOUT TONIC WORLDWIDE, ADFACTORS, TING

Welspun One's Diwali campaign was powered by three partners: Tonic Worldwide for video production, Adfactors PR for strategic PR distribution, and Ting for the digital media push across website, branding, and performance marketing.

OBJECTIVE

Humanise logistics during Diwali by revealing the unseen people and processes behind every festive delivery. Build salience and trust with customers and partners; boost internal pride among site teams. Demonstrate Welspun One's Grade-A reliability during peak demand.

KEY CHALLENGES

B2B category fatigue: functional messaging dominates, emotion is rare. Compressed festive timelines; peak volumes test safety, speed, and coordination. Tell a logistics story without product 'sell' — make it felt, not told.

#JAHASE KHUSHIYANGHAR AATIHAIN

A cinematic, consumer-centric take on industrial infrastructure: the box 'speaks', revealing coordinated shifts, safe operations, and human effort across Welspun One's network: bringing the brand purpose 'Building for Abundance' to life. The campaign demonstrated Welspun One's Grade-A reliability across Pulse, Proxima, and Gateway during peak demand, telling the logistics story without selling a product.

BUILDING IMPACT

- Reverse journey narrative; voice of the box; scale meets sentiment.
- Teasers, reels, park cut-downs, industry POVs for LinkedIn/Instagram & PR.
- People-first safety, 24×7 peak readiness, ESG-aligned operations.
- Owned social + PR amplification; internal roll-outs to celebrate site teams.

BIG IDEA
Joy's reverse journey: gift's POV from parks to homes.

CRITICAL INSIGHT
Honor the unseen journey: people, safety, care, precision.

CANVAS
Digital, Social Media

RESULT

~8M Impressions

₹0.13 CPV

88% Completion rate

~0.8M Views (incl. ~0.2M organic)

~1K Engagements across platforms

TEAM BRAND

Our parks are not just built to store and move goods — they are built to move possibilities. The Diary of a Diwali Box is a simple yet powerful reminder that behind every unboxing moment lies an ecosystem of precision, empathy, and purpose. It is a celebration of the people and processes that make India's festive spirit come alive.

NEERAJ BALANI
Chief Customer Office, Welspun One

TEAM AGENCY

'The Diary of a Diwali Box' reimagines logistics as a human story. By narrating through the box's perspective, we blend operational excellence with emotional resonance, celebrating the people and processes behind India's festive spirit while anchoring Welspun One's 'Building For Abundance' purpose.

SUDISH BALAN
Co-Founder & Chief Creative Officer, Tonic Worldwide



CONTENT MARKETING

Insight-led storytelling that goes beyond the product, building long-term affinity through culture, context and conversation.

BEYOND AWKWARD SILENCES

Uses a podcast format to turn intimacy into an open, engaging cultural dialogue.



BRAND : Durex

AGENCY : Only Much Louder (OML)

ABOUT DUREX

Durex India is a leading sexual wellness brand focused on promoting safe, pleasurable, and informed intimacy. With a legacy of championing conversations around sexual health, the brand seeks to normalise discussions on pleasure, consent, and healthy relationships, while challenging societal taboos.

ABOUT ONLY MUCH LOUDER

OML is a global creative and entertainment network with expertise in content, branded entertainment, influencer marketing, and strategic solutions. 'The Durex Podcast' was conceptualised and executed by OML to normalise conversations around sex, intimacy, and women's pleasure in India.

OBJECTIVE

To destigmatise conversations around sex and intimacy in India, spotlight women's pleasure, and position Durex as a thought leader in sexual wellness while fostering open, culturally sensitive, and engaging dialogue with audiences.

KEY CHALLENGES

Addressing deeply ingrained societal taboos around sex and intimacy. To facilitate unfiltered conversations around women's pleasure and orgasm equality in a culturally sensitive manner, and encourage audience engagement with sensitive topics without causing discomfort.

THE DUREX PODCAST

The Durex Podcast, executed by OML and hosted by Abhay Deol, used a culturally sensitive and light-hearted approach to spotlight women's pleasure, orgasm equality, and other often overlooked aspects of intimacy. Featuring diverse voices and real-life narratives, the series challenged societal taboos, dismantled outdated beliefs, and advocated for something beyond 'good enough,' emphasising that intimacy always has room to grow. Across digital and social platforms, the podcast engaged audiences meaningfully, fostered open dialogue, and reinforced Durex's leadership in sexual wellness, amplifying its vision of inclusive, informed, and pleasurable conversations around intimacy.

BUILDING IMPACT

- Conceptualised and produced a podcast series hosted by Abhay Deol. The episodes were released on YouTube, Spotify and Instagram.
- Featured culturally relevant voices - Kalki Koechlin, Vir Das, Sushant Divgikar, and Prince Manvendra Singh Gohil - to bring credibility, spark conversations, and ensure diverse perspectives on intimacy were authentically represented.
- Explored topics like women's pleasure, orgasm equality, queer love, and sustaining intimacy in marriage.

BIG IDEA
Making intimate dialogue approachable with engaging, culturally-aware storytelling.

CRITICAL INSIGHT
Breaking taboos through honest dialogue normalises intimacy.

CANVAS
Digital, Social Media

RESULT

500K+
Views on each episode on YouTube

TOP 2%
of podcasts globally on Spotify

80M
Total Views

62M
Total Reach

TEAM BRAND

Intimacy is surrounded by misinformation, myths, and half-truths that shape perceptions. As a brand encouraging open conversations on sexual wellness, Durex saw the need to challenge these beliefs. Young consumers expressed a desire for real, stigma-free dialogue, inspiring The Durex Podcast, created to deliver honest and relatable conversations in a format that resonates with today's youth across India today too.

KANIKA KALRA
Regional Marketing Director, Health, Reckitt South Asia

TEAM AGENCY

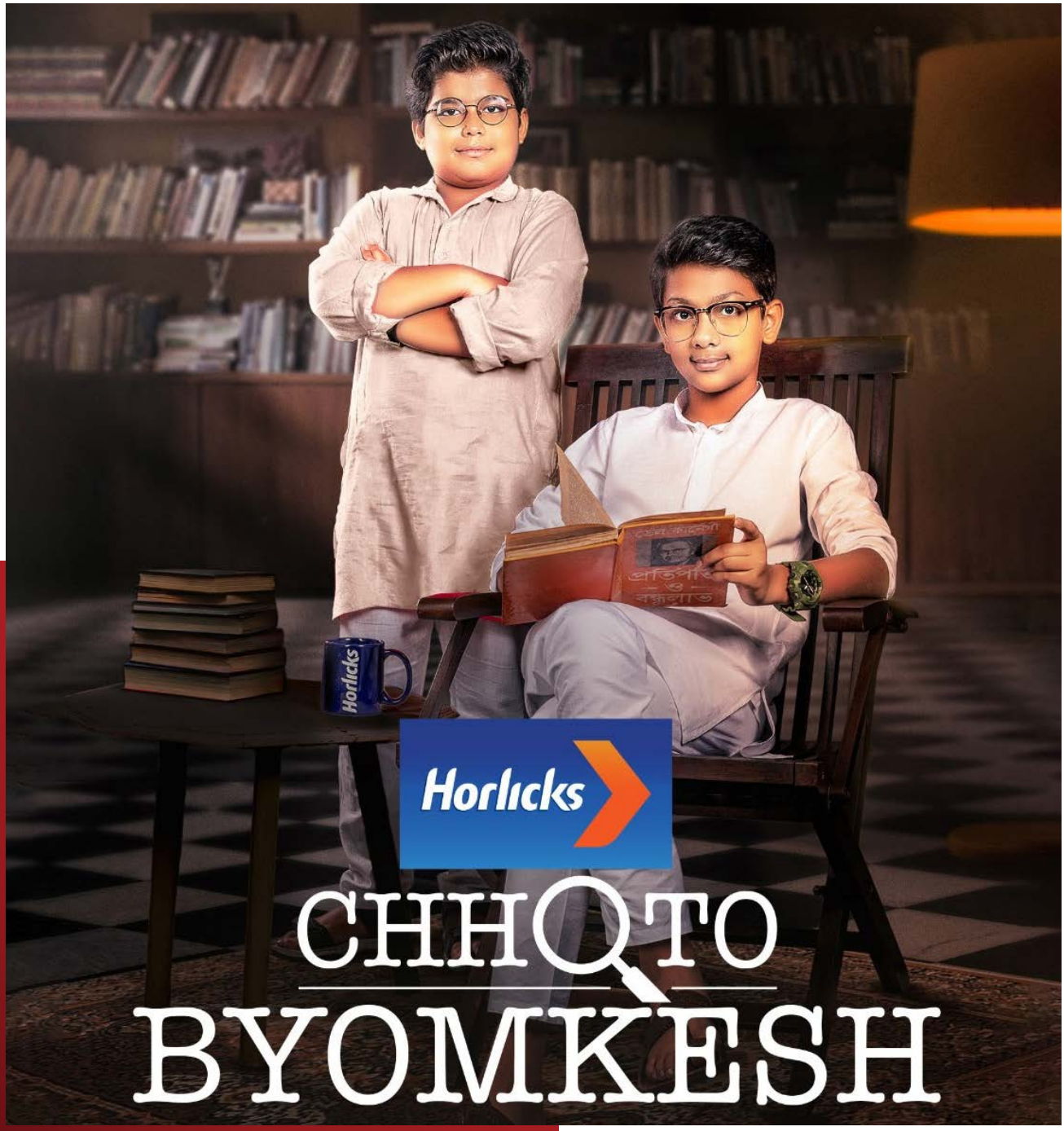
Collaborating with Durex India allowed us to create a format that normalises sexual wellness through candid, relatable storytelling. The podcast turns conversations long limited to whispers into meaningful, enjoyable dialogue. Our aim was to make the subject informative and approachable, encouraging audiences to view sexual health as a vital part of life rather than a taboo.

DEVARSHI SHAH
Chief Growth Officer, OML Entertainment Pvt. Ltd.

Horlicks

CURIOSITY IN THE MAKING

Celebrates childhood curiosity through culturally rooted, playful storytelling.



BRAND : Horlicks

AGENCY : WPP Media

ABOUT HORLICKS

Horlicks is a leading nutrition drink that helps kids be taller, stronger, sharper. It contains 27 vital nutrients like Folic Acid, Vitamin D, Protein, Calcium, and Iron that help in mental development and physical strength. It also has Zinc and Vitamin E that build immunity.

ABOUT WPP MEDIA

WPP Media India Private Limited (formerly known as GroupM Media India) is the media investment arm of WPP plc in India. It is a large media investment group, responsible for managing a massive portion of the advertising spends in the Indian market.

OBJECTIVE

Refresh Horlicks' image in Bengal. Strengthen bonds with parents and children. Amplify the Mischief Matters campaign through culturally resonant storytelling. Boost brand salience, increase consideration, and inspire kids to actively ask for Horlicks again.

KEY CHALLENGES

Horlicks had near-saturation awareness in Bengal but a static, functional image. Brand consideration and 'used nowadays' were low. Needed to re-energise relevance, inspire kids to request it, and translate Mischief Matters into authentic, engaging local storytelling.

HORLICKS CHHOTO BYOMKESH

The core idea was to imagine a completely new universe for iconic Bengali truth seeker Byomkesh Bakshi, showing him as a curious, mischievous child, a world never written in any book, where Horlicks was part of his everyday life. This perfectly matched the brand's role in nurturing young minds, fostering the intelligence and curiosity that would shape his future as a truth seeker. Aligned with the Mischief Matters belief that playful mischief signals intelligence, the strategic approach used original, culturally resonant storytelling to embed Horlicks naturally into the narrative, engaging parents and children while revitalising the brand's relevance in Bengal.

BUILDING IMPACT

- Brought alive through the Horlicks Chhoto Byomkesh, a five-episode web series.
- Each episode showed a piece of mischief, solving a problem, highlighting Chhoto Byomkesh's curiosity. Horlicks was integrated through his mother, adding warmth and nourishment before adventures. Concluded with a Durga Puja finale, grounding the series in Bengal's strongest cultural moment.
- Launched with press conferences and BTS content. Extended with a UGC contest, winners joined a Durga Puja pandal bus tour.



BIG IDEA

Reimagine Byomkesh Bakshi as a mischievous, curious Bengali child.



CRITICAL INSIGHT

Bengal deeply loves detective fiction, with Byomkesh symbolising intellect.



CANVAS

Digital, Social Media, OTT

RESULT

The campaign delivered exceptional results, achieving massive multi-platform reach far above typical branded entertainment in Bengal. Brand salience, consideration, and positive associations saw strong double-digit growth, with consideration rising proportionally the most, reflecting a decisive shift from passive awareness to active preference among parents and children.

TEAM BRAND

At Horlicks, we proudly partner with Byomkesh Bakshi to bring Horlicks Chhoto Byomkesh, the first portrayal of his childhood. This unique collaboration connects with families while inspiring kids' curiosity and love for problem-solving. Byomkesh is a cultural icon in West Bengal, one of our key markets, and we celebrate that legacy. Kids grow by being curious, playful, and mischievous — Horlicks Chhoto Byomkesh embodies this spirit.

RAJNEET KOHLI
Executive Director, Foods, HUL

TEAM AGENCY

At Mindshare, we believe in creating innovative, culturally resonant solutions. The Horlicks Chhoto Byomkesh campaign is a perfect example. Drawing on Bengal's deep cultural connection with Byomkesh, we reimagined his childhood to align with Horlicks' legacy of curiosity. Developed with Hoichoi and launched around Durga Puja, it showcases how Mindshare blends creativity, data and cultural insight to deliver impactful stories.

AMIN LAKHANI
President, Client Solutions, WPP Media South Asia

MAYBELLINE NEW YORK

MENTAL HEALTH, SPOKEN ALOUD

Encourages vulnerability by creating student-first, stigma-free spaces.



BRAND : Maybelline New York

AGENCY : Yuvaa

ABOUT MAYBELLINE NEW YORK

Maybelline New York is a global beauty brand championing self-expression and confidence. Brave Talk was co-created by Yuvaa and Maybelline as part of the Brave Together initiative to build safe, honest spaces for mental health conversations on college campuses.

ABOUT YUVAA

Yuvaa is India's first Gen-Z driven youth media, data-insights, and impact organisation. It creates socially conscious short and long-form content for young Indians, from chat shows and videos to podcasts and on-ground campus activations that spark meaningful conversations.

OBJECTIVE

To create safe, intimate spaces on college campuses where students could openly discuss mental health. By bringing relatable public figures into close-circle conversations, the campaign encouraged honesty, reduced stigma, and helped students feel supported, heard, and understood.

KEY CHALLENGES

To challenge the stigma around mental health and create non-hierarchical safe spaces on campuses that allow vulnerability without judgment. To balance reliability with credibility by supporting authentic conversations that are led by voices students trust.

BRAVE TALK WITH NIKHIL & FRIENDS

Brave Talk with Nikhil & Friends was a campus-based chat show developed with Maybelline New York's Brave Together initiative to normalise mental health conversations among college students. Shot across campuses in Mumbai and Delhi, the series featured influential voices including Vir Das, Apoorva Mukhija, Dolly Singh, Raghav Juyal, and Trinetra Haldar in intimate circular setups with students. Across five episodes, the show blended on-ground dialogue with digital amplification, reaching 150M+ people, generating 4M+ views, creating 250+ content pieces, and engaging over 250 students directly.

BUILDING IMPACT

- Shot five Brave Talk episodes across college campuses.
- Designed an intimate circular seating format to remove hierarchy.
- Featured one guest per episode aligned to a mental health theme.
- Distributed episodes on Yuvaa's YouTube and amplified via Instagram.
- Supported with 250+ short-form content pieces for scale and reach.



BIG IDEA

Create intimate campus conversations where vulnerability feels safe.



CRITICAL INSIGHT

Students open up when mental health conversations feel judgment-free.



CANVAS

Digital, Social Media

RESULT



150M+
Overall reach



4M+
Episode views

TEAM BRAND

Maybelline New York believes that mental health is as important as physical health. We understand that awareness is only the first step, and real change requires action. Through our Brave Together initiative, we're not just talking about mental health; we're providing tangible support, especially for those going through their own mental health journeys. We at Maybelline New York are committed to breaking down stigma and making mental wellness support accessible to all.

JESSICA RODE
General Manager - India, Maybelline New York

TEAM AGENCY

'Brave Talk with Nikhil and Friends' is really close to my heart because it's the show I wish existed when I was in college. We wanted to create a series that feels like a safe, joyful space for young people to have real conversations about mental health. We hope that every student who watches feels a little less alone, a little more understood, and a lot more seen. I'm so grateful to Maybelline for partnering with us to bring these important conversations to life.

NIKHIL TANEJA
Co-Founder and Chief, Yuvaa

SAMSUNG
amazon MXPLAYER

ENERGY THAT NEVER STOPS

Launches Campus Beats S6 with a phone built for constant motion.



BRAND : Samsung & Amazon MX Player

AGENCY : Stars N Stripes

ABOUT SAMSUNG & AMAZON MX PLAYER

Amazon MX Player is a free, ad-supported streaming platform offering web series, movies, reality shows, and short-form content across genres and languages. It combines premium originals with popular licensed titles, delivering accessible entertainment to a wide, mass audience across India.

ABOUT STARS N STRIPES

A full-service creative marketing powerhouse that believes in quality over quantity. Our services span the digital landscape, from captivating video content creation to social media management across various brands. Its value proposition is simple: Imagination. Creation. Expression.

OBJECTIVE

To celebrate Campus Beats' legacy as India's most energetic dance youth series, while building excitement for S6, with Samsung Galaxy M17 5G as the perfect companion, and capturing these high-energy moments.

KEY CHALLENGES

Seamlessly integrate Samsung Galaxy M17 5G into Campus Beats without forced branding, while maintaining high-energy storytelling, youth authenticity, and building excitement for Season 6 in a cluttered entertainment and smartphone category.

MONSTER IN MOTION

The idea was simple: youth doesn't switch gears. What they watch and what they use need to match the same pace. So Campus Beats Season 6 and the Samsung M17 5G launched together, powered by shared high energy. The approach blended the phone into the show's rhythm, fast scenes, constant movement, and zero slowdown. No hard selling, just a natural fit. The result was a launch that felt current, credible, and tuned into how young audiences actually live, binge, scroll, and repeat.

BUILDING IMPACT

- Film 1 followed Shruti Sinha as she prepared for her next chapter, with the Samsung phone naturally part of her routine.
- Film 2 shifted to Shantanu Maheshwari, rehearsing through music and movement, expressing emotion through dance as a friend captures it on the Samsung phone.
- Film 3 connected their worlds, placing the phone as the common link, driving it all.

BIG IDEA

Campus Beats S6 meets Samsung M17 5G, united monster energy!

CRITICAL INSIGHT

Youth connect with high-energy stories and tech that feel authentic.

CANVAS

Digital, Social Media

RESULT

2.8M
Total views

32.4K
Total engagement

TEAM BRAND

At Amazon MX Player, our ambition is to create brand partnerships that feel native to culture, not layered onto content. The Samsung × Campus Beats collaboration is a strong example of how thoughtful integration can enhance storytelling while driving real brand value. By embedding Samsung seamlessly into the world of Campus Beats, we delivered a narrative that resonated with youth audiences and redefined what premium, integrated content partnerships can achieve.

ARUNA DARYANANI
Director, Amazon India | Head of Customer Growth, Marketing, Product, Tech

TEAM AGENCY

We wanted to do something that the youth would actually vibe with. So we paired the launch of Campus Beats S6 with the new Samsung Galaxy M17 5G in three cool films. It was all about Shruti and Shantanu's energy, their grind, their world and the phone didn't try too hard; it always felt like it was a part of the story.

ANISHKA SHUKLA
Sr. Creative Producer, Stars N Stripes

BUILT ON TRUST

Bridges the trust gap between parents and teens through relatable humour.

Snapchat Family Center helps parents stay connected and informed about their teens' online activity without invading their privacy.

#CareNotControl



BRAND : Snapchat

AGENCY : Yuvaa

ABOUT SNAPCHAT

Snapchat is a camera-first messaging platform built for real, private communication. Designed around disappearing content, it encourages people, especially Gen Z, to share authentically without pressure. Snapchat also prioritises safety, with tools like Family Center that help parents stay informed about their teen's online interactions without reading messages, balancing privacy with protection.

ABOUT YUVAA

Yuvaa is India's first Gen-Z driven youth media, data-insights, and impact organisation. It creates socially conscious short and long-form content for young Indians, from chat shows and videos to podcasts and on-ground campus activations that reflect their realities and spark meaningful conversations. Its mission is to make young people feel less alone by helping them feel heard, seen and represented in the stories we tell.

OBJECTIVE

To help bridge the trust gap between parents and teens by redefining privacy in Indian homes and to make Snapchat's Family Center easier to understand, positioning it as a tool built for care, not control through relatable creator videos.

KEY CHALLENGES

To position a safety product without triggering the fear of surveillance and address the deep-rooted mistrust around digital privacy in Indian home. All while engaging two very different audiences simultaneously without using preachy or instructional communication.

#CARENOTCONTROL

The campaign tackled a common tension in Indian homes, where privacy is often mistaken for secrecy. Parents want safety, teens want space, and both sides end up feeling misunderstood. With 'Care, Not Control', Snapchat leveraged creator-led comedy sketches to show these everyday moments in a warm, relatable way. Each story introduced Snapchat's Family Center as a simple middle ground — a tool that keeps parents informed without reading messages or invading privacy. By using humour instead of preaching, the campaign helped redefine privacy as care, encouraged healthier conversations at home, and made Family Center easier for young people and parents to understand.

BUILDING IMPACT

- Snapchat partnered with young creators who naturally mirror real family dynamics. Each creator produced a 60-90 second comedy sketch built around relatable parent-teen moments. The humour set up the tension, and the resolution showed how Family Center can offer safety without crossing boundaries.
- By keeping the stories rooted in everyday life, the content helped both parents and teens see why Family Center works as a middle ground.

BIG IDEA

Use humour to flip the narrative around privacy.

CRITICAL INSIGHT

Parents equate privacy with secrecy, and teens equate concern with control.

CANVAS

Digital, Social Media

RESULT

10.4M
Total Views

284K
Total Engagement

TEAM BRAND

At a time when the online and offline lives of young people are deeply intertwined, digital well-being must be nurtured with empathy and partnership. Our 'Care Not Control' philosophy reflects this belief, and our Family Centre tool is designed to encourage dialogue and build trust. By launching this campaign, we hope to give families across India the confidence and language to approach online safety together.

UTHARA GANESH
Head of Public Policy, India & South Asia, Snap Inc.

TEAM AGENCY

At Yuvaa, bridging the generation gap is an issue we care deeply about. With Care Not Control, we used humour and relatable storytelling to show that safety doesn't have to mean surveillance. Partnering with Snapchat allowed us to reframe Family Center as a tool rooted in trust, not control, and start more empathetic conversations between parents and teens.

ANUSHA SHETTY
Chief Creative Officer, Yuvaa

BRIDGING THE GREAT DIVIDE

Creates a safe, judgment-free platform for honest parent-child conversations.



BRAND : Vi (Vodafone Idea)

AGENCY : Yuvaa

ABOUT VI (VODAFONE IDEA)

Vi is a major Indian telecom operator, known for providing voice & data services, mobile plans and digital solutions across India. It was the title sponsor for Yuvaa's chat show, Be A Parent, Yaar! Season 2.

ABOUT YUVAA

Yuvaa is India's first Gen-Z driven youth media, data-insights, and impact organisation. It creates socially conscious short and long-form content for young Indians, from chat shows and videos to podcasts and on-ground campus activations that spark meaningful conversations

KEY CHALLENGES

Breaking long-standing communication barriers around sensitive topics in Indian homes. Creating a non-preachy, emotionally safe space for both parents and Gen Z. Ensuring authenticity while featuring celebrity parent–child duos. Scaling deeply personal conversations to resonate nationally.

OBJECTIVE

To spark a national conversation on positive parenting by creating a safe, relatable platform where parents and children can openly discuss mental health, online safety, identity, careers, and relationships, bridging generational gaps through honest, unscripted conversations.

BE A PARENT, YAAR! SEASON 2

Be A Parent, Yaar! Season 2 is an eight-episode chat show featuring celebrity parent-child duos, including Ananya Panday, Prajakta Koli, Aisha Ahmed, Shriya Pilgaonkar, Armaan Malik, and Kusha Kapila. The series created a safe, relatable platform for honest conversations around mental health, online safety, identity, and careers. Amplified across social and editorial channels, the show reached 19M+ accounts, generated 2M+ YouTube views, over 1M views on the Be Someone's We segment, 4K+ organic comments, and 25+ media mentions - proving strong audience appetite for open, judgement-free intergenerational conversations.

BUILDING IMPACT

- Yuvaa partnered with Vi to launch Be A Parent, Yaar! Season 2.
- Integrated Vi's Be Someone's We segment, aligned with the brand's philosophy of strengthening meaningful human connections by showing up for others, even through a simple call or message.
- Produced 100+ content assets and social cut-downs, amplifying conversations across platforms and encouraging audiences to reflect on their own family dynamics.

BIG IDEA
Create a safe space for honest, judgment-free parent-child conversations.

CRITICAL INSIGHT
Parents and Gen Z want connection but lack a shared language.

CANVAS
Digital

RESULT

19M+
Accounts reached

2M+
YouTube views

4K+
Organic comments

1M+
Views on the Be Someone's We segment

TEAM BRAND

At Vi, we believe no one should ever feel left out or lonely. 'Be Someone's We' is our commitment to addressing loneliness through the power of meaningful human connections, enabled by our network. The initiative encourages people to show up for those around them, even through a simple call or message - and celebrates the everyday individuals who stand by others when they're needed most.

JESSIN JOY
VP - Brand & Social, Vi

TEAM AGENCY

At Yuvaa, we believe meaningful change begins with honest conversation. Season 2 of Be A Parent, Yaar! deepened that intent by creating a rare, safe space where parents and children could be open, vulnerable, and unfiltered. For many Gen Z viewers, difficult conversations around relationships, insecurities, and aspirations remain challenging at home. We hope these candid exchanges inspire young Indians to open up - and we're proud to partner with Vi in building a more connected, empathetic world.

KEVIN LEE
CEO, Yuvaa



IN-APP EXPERIENCES

Seamless brand integrations within everyday user journeys, combining utility and engagement to create meaningful interactions.

EVERYDAY PAYMENTS, REAL GOLD

Repositions gold buying as simple, secure, and accessible.



BRAND : Paytm (One 97 Communications Ltd)

AGENCY : In-house marketing team

ABOUT PAYTM

Paytm is India's full-stack merchant payments leader, serving MSMEs and enterprises and a leading mobile payments and financial services distribution company and the pioneer of mobile payments, QR code, and Soundbox. With a mission to serve half a billion Indians, Paytm is driving financial inclusion and helping bring more people into the mainstream economy through technology.

ABOUT IN-HOUSE MARKETING TEAM

The campaign was conceptualised and executed by Paytm's in-house marketing team.

OBJECTIVE

To increase awareness and adoption of buying gold coins by addressing low consumer consideration and trust. To encourage users to see Paytm as a reliable, convenient option for purchasing gold coins, ultimately driving higher transactions and repeat usage.

KEY CHALLENGES

Low awareness of Gold Coins. Audience hesitation toward digital gold value. Need for hyper-localised and regional communication. Constantly adapting creatives for diverse regions and behaviours.

GOLD COINS ON PAYTM

The Gold Coins on Paytm campaign was designed to simplify and popularise the idea of earning gold with everyday payments. A high-impact media mix combined influencer collaborations, organic social content, paid geo-targeted ads on Meta and YouTube, along with search and in-app placements. Bite-sized educational creatives explained the benefit of 'Gold Coins with every payment', supported by relatable demos across UPI, bill payments, and recharges. Region-specific messaging improved relevance and resonance. Continuous A/B testing balanced education and conversion, while influencer-led journeys and festive bursts leveraged gold sentiment. Sequential storytelling reinforced value, driving awareness, understanding, and adoption at scale.

BUILDING IMPACT

- Built a multi-layered awareness strategy centred on educating users about Gold Coins as a smarter reward.
- Leveraged influencers to break category myths with simple, relatable storytelling.
- Used geo-targeting to deliver sharper, region-specific messaging.
- Created organic content that showcased real use cases across everyday payments.
- Reinforced messaging through paid social and search to drive intent and conversions.



BIG IDEA

Positioning gold coins on Paytm as trusted daily purchase.



CRITICAL INSIGHT

Consumers saw gold buying as complex, needing simplification.



CANVAS

Print, Digital, Social Media, Influencers.

RESULT



256M+
Total reach across platforms



2.08%
Average engagement rate



239M+
Video views



9.3M+
Engagement

TEAM BRAND

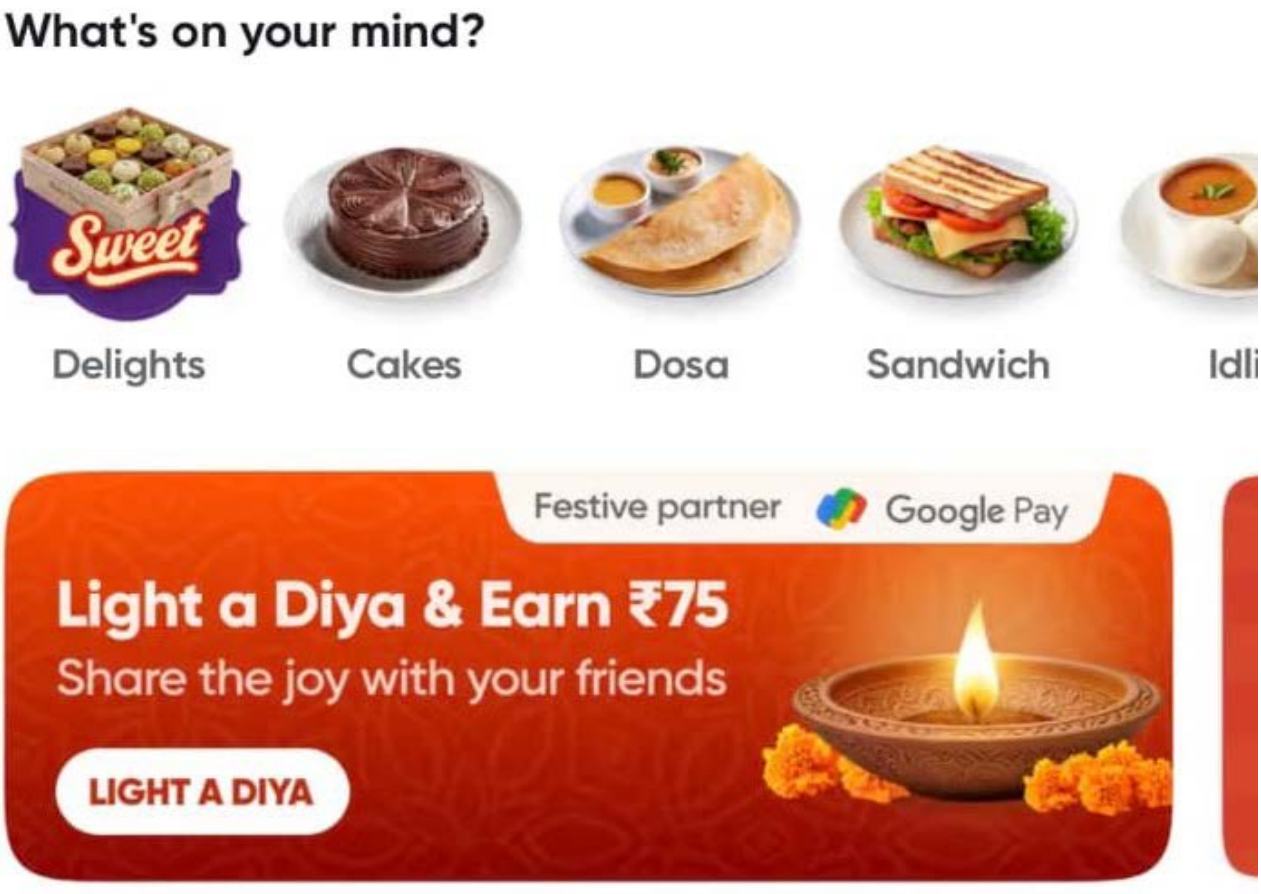
Our focus remains on delivering enduring value to our users, and Gold Coins on Paytm campaign reflects this commitment. Our approach was to make gold purchases simple, transparent and accessible, helping users build long-term wealth with confidence. By integrating this offering into everyday payments, we aimed to encourage a culture of smart, secure investing. The response has reinforced our belief in creating products that truly empower and uplift our users

A PAYTM SPOKESPERSON

SWIGGY

LIGHTING UP DIWALI

Turns a traditional ritual into a shared, digital festive experience.



BRAND : Swiggy

AGENCY : Internal Brand Team

ABOUT SWIGGY

Swiggy is a leading on-demand convenience platform offering food delivery across 720+ cities and quick commerce through Instamart in 128 cities. Focused on convenience, innovation, and consumer experience, Swiggy enables millions to access meals, groceries and everyday essentials seamlessly while driving strong engagement through culturally rooted, tech-enabled campaigns.

ABOUT INTERNAL BRAND TEAM

The campaign was conceptualised and executed by the internal brand team.

OBJECTIVE

Create a tech-enabled Diwali experience that helps users celebrate with their loved ones digitally, especially those separated by distance. Aimed to strengthen engagement and brand love by enabling people to share the traditional act of lighting diyas with loved ones virtually.

KEY CHALLENGES

Festive campaigns often default to offers, making emotional differentiation difficult. With people dispersed across cities, Swiggy aimed to create a unified experience that felt personal, intuitive, and meaningful while ensuring seamless scale for millions engaging through a new in-app interactive feature.

LIGHT A DIYA CAMPAIGN

Swiggy's 'Light a Diya' campaign reimagined the Diwali ritual of lighting diyas into a shared digital experience, enabling people separated by distance to celebrate together. An in-app feature lets users light and send diyas through phone taps or WhatsApp. A creator-led digital film extended reach. Cashback rewards for every diya shared encouraged participation, allowing both sender and receiver to earn benefits. The idea delivered a meaningful festive connection at scale with 14.67 million diyas lit, and strong appreciation for enabling togetherness in a simple, intuitive way.

BUILDING IMPACT

- The mid-October launch introduced an in-app diya-lighting feature, followed by a high-reach digital film capturing the energy of celebrating together.
- Users lit and shared diyas through tap-to-send or WhatsApp, with cashback rewards motivating interaction, benefiting both sender and receiver.
- Creator-driven amplification and organic posts from Swiggy teams expanded visibility.
- A warm visual interface and simple mechanics made the experience seamless for users across demographics.

BIG IDEA

Turning diya lighting into a fun, shareable digital festive ritual.

CRITICAL INSIGHT

People crave shared festive moments despite distance and digital fragmentation.

CANVAS

Digital, Experiential

RESULT

14.67M
Diyas lit

21.9M+
Reach for the film

4.6M+
Users engaged

881K
Cashback redemptions

TEAM BRAND

At Swiggy, we always aim to blend product innovation with emotional resonance. The 'Light a Diya' campaign does exactly that. By turning the symbolic act of lighting a Diya into a shareable digital experience, we're making it easy and fun for our users to feel more connected to their friends and family this Diwali.

ANUJ GUPTA
Vice President- Growth, Food Delivery, Swiggy

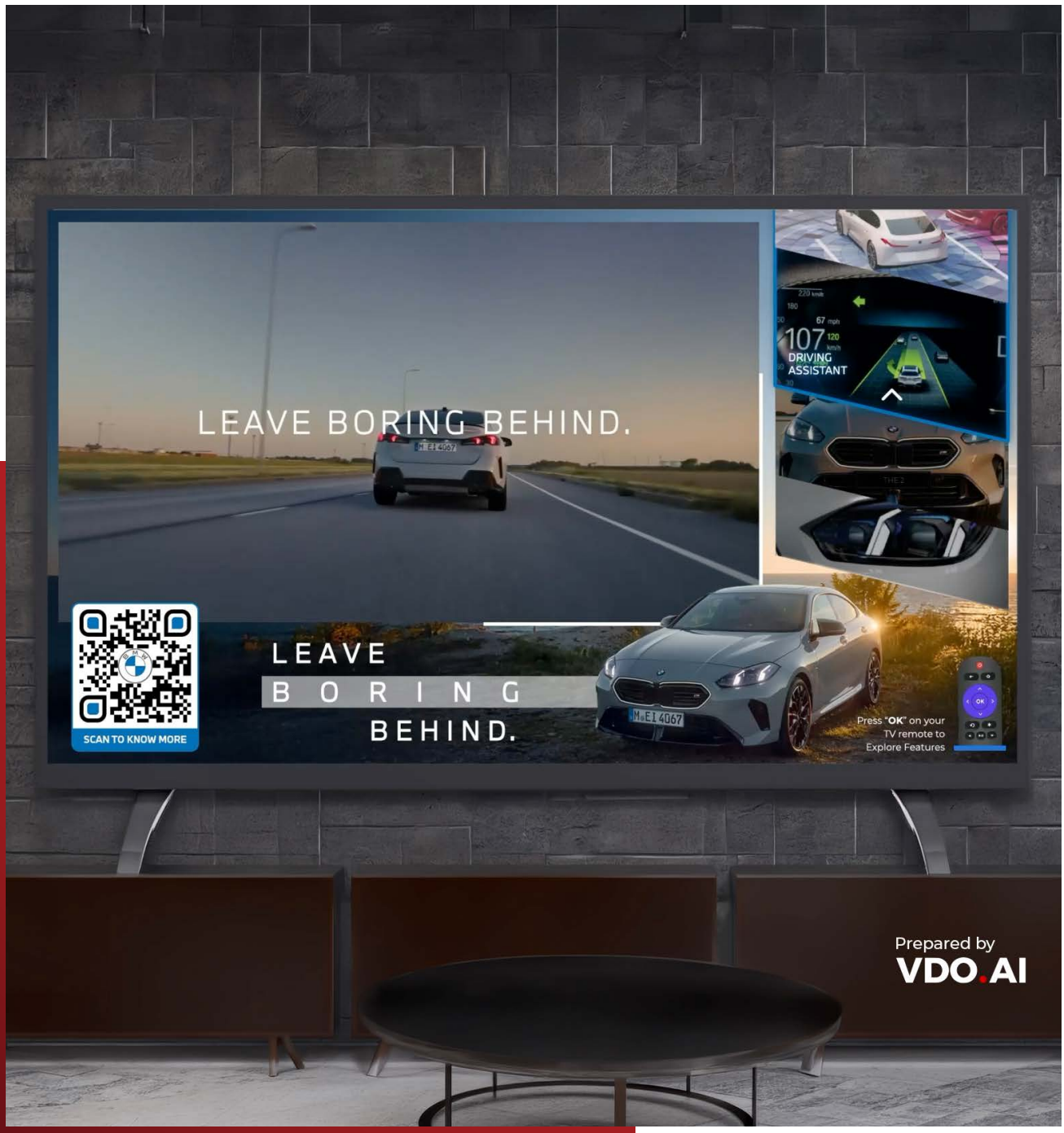


CTV ADVERTISING

Cinematic storytelling delivered with precision targeting, combining big-screen impact with measurable digital intelligence.

LUXURY COMES ALIVE

Engages viewers with BMW luxury through interactive CTV experiences.



BRAND : BMW India

AGENCY : VDO.AI and Interactive Avenues

ABOUT BMW INDIA

BMW India, established in 2007, is the Indian subsidiary of the German luxury automobile manufacturer BMW.

ABOUT VDO.AI AND INTERACTIVE AVENUES

VDO.AI is a global advertising technology company empowering brands and publishers to leverage the potential of interactive video content across Web, Mobile, and CTV.

Interactive Avenues is the full-service digital arm of IPG Mediabrands India, India's largest digital agency.

OBJECTIVE

To transform TV into an interactive medium, fuelling engagement and translating BMW's engineering precision and design mastery into an immersive digital encounter.

KEY CHALLENGES

Luxury automotive advertising on CTV is largely static, focused on awareness rather than engagement. The challenge was to break that mould, letting viewers experience the brand's power, precision, and design ethos without stepping inside a showroom.

BMW X3 AND BMW 2 SERIES GRAN COUPÉ LAUNCH

The campaign was built around one defining belief: if the BMW driving experience is dynamic, personalised, and intuitive, its advertising should feel the same. At the heart of the campaign was meaningful engagement, a remote-enabled, QR-led carousel format that turned every impression into a potential interaction. It achieved a total of 7.78 million impressions, a VCR above 93% (vs. 90% industry benchmark), and a 0.04% Scan Rate (industry average of 0.02%), which drove high engagement, transforming awareness into action.

BUILDING IMPACT

- The media mix included premium CTV and OTT platforms such as JioCinema, Samsung TV+, LG Channels, ABP Live, Zee5 and NDTV.
- Remote-enabled carousel ads for the BMW 2 Series Gran Coupé; QR-integrated interactive wrapper for the BMW X3, turning impressions into self-guided exploration.
- Interactive tiles showcasing features were used, along with a QR scan layer and real-time performance tracking, creating immersive, measurable engagement.
- AI-driven precision deployed to reach 25-45-year-old tech-savvy, high-buy-intent audiences with mid-high income, based in Delhi NCR, Hyderabad, Bengaluru, Chennai, and Mumbai.

BIG IDEA

Experience BMW luxury, beyond the showroom, through interactive CTV storytelling.

CRITICAL INSIGHT

Interactive CTV garners ~65% higher Engagement Rates than normal CTV ads.

CANVAS

OTT, CTV

RESULT

7.78M Impressions

93% Video completion rate

TEAM BRAND

This collaboration with VDO.AI has redefined how we approach awareness campaigns. By making them more interactive and intuitive, we've been able to connect with audiences in meaningful new ways. As CTV cements its role in luxury content consumption, this platform enables BMW to continue leading the way.

VITESH BARAR
Director - Marketing, BMW India

TEAM AGENCY

Partnering with a forward-thinking brand like BMW has been a truly rewarding experience. Together, we've redefined what CTV can deliver in India, elevating viewing into discovery and transforming campaigns into immersive, memorable brand journeys through our interactive technology.

ARJIT SACHDEVA
Co-founder, VDO.AI

GIVA

CAPTURING FESTIVE JEWELLERY DEMAND

Places GIVA at the centre of high-intent jewellery shopping moments.



BRAND : GIVA

MEDIA STRATEGY AND PLANNING PARTNER : The Media Ant

ABOUT GIVA

GIVA is a fast-growing jewellery brand bringing modern, elegant silver and gold pieces to everyday consumers. With premium design sensibilities and a strong online and offline presence, the brand offers hallmarked jewellery that is both affordable and aspirational.

ABOUT THE MEDIA ANT

The Media Ant is a full-stack media agency supporting brands with data-led planning, audience targeting, and activation across digital, CTV, OTT, audio, and traditional media. Guided by marketplace insights and platform expertise, it helps advertisers run campaigns that are structured, efficient, and measurable.

OBJECTIVE

Maximise festive visibility and drive high-intent traffic to GIVA's Diwali Collection during peak jewellery-buying moments across India's largest metro and Tier 1 markets.

KEY CHALLENGES

Heavy festive advertising clutter in the jewellery category and the need to build share of attention quickly during a short, high-stakes selling period.

GIVA WALI DIWALI

GIVA activated a digital-first festive campaign targeting high-intent shoppers aged 22 to 45 across India's top jewellery markets. A balanced mix of high-impact CTV and OTT placements ensured attention and brand lift while performance media drove product engagement and shopping actions. With presence across Delhi NCR, Mumbai, Bengaluru and 15 other major cities, the campaign captured Diwali shopping intent across both gold and silver categories. Continuous pacing ensured relevance on peak festive days, helping GIVA stand out in a highly competitive advertising environment.

BUILDING IMPACT

- Running from 1 October to 25 October, the campaign delivered a strong mix of awareness and performance.
- Amazon MX Player CTV anchored the campaign's storytelling delivery. Spotify and MediaKart captured lower-funnel audiences with strong CTR and click volumes.
- Daily optimisation sustained stable impression delivery and maximised projected reach across mid and high-income audiences during key jewellery purchase windows.

BIG IDEA
Celebrate Diwali with elegant everyday sparkle.

CRITICAL INSIGHT
Gifting rises when luxury feels accessible.

CANVAS
Digital, OTT, CTV

RESULT

25.3M Impressions

10.75M Reach

227K Clicks

0.9% CTR

5M Video views

20% VTR

TEAM BRAND

GIVA's festive campaign was built on a simple belief: when high-intent audiences meet the right storytelling at the right moment, magic happens. Our partners helped us deliver a digital-first activation that drove real impact across our key markets and meaningfully amplified our Diwali campaign presence.

RESHA JAIN
Chief Brand Officer, GIVA

TEAM AGENCY

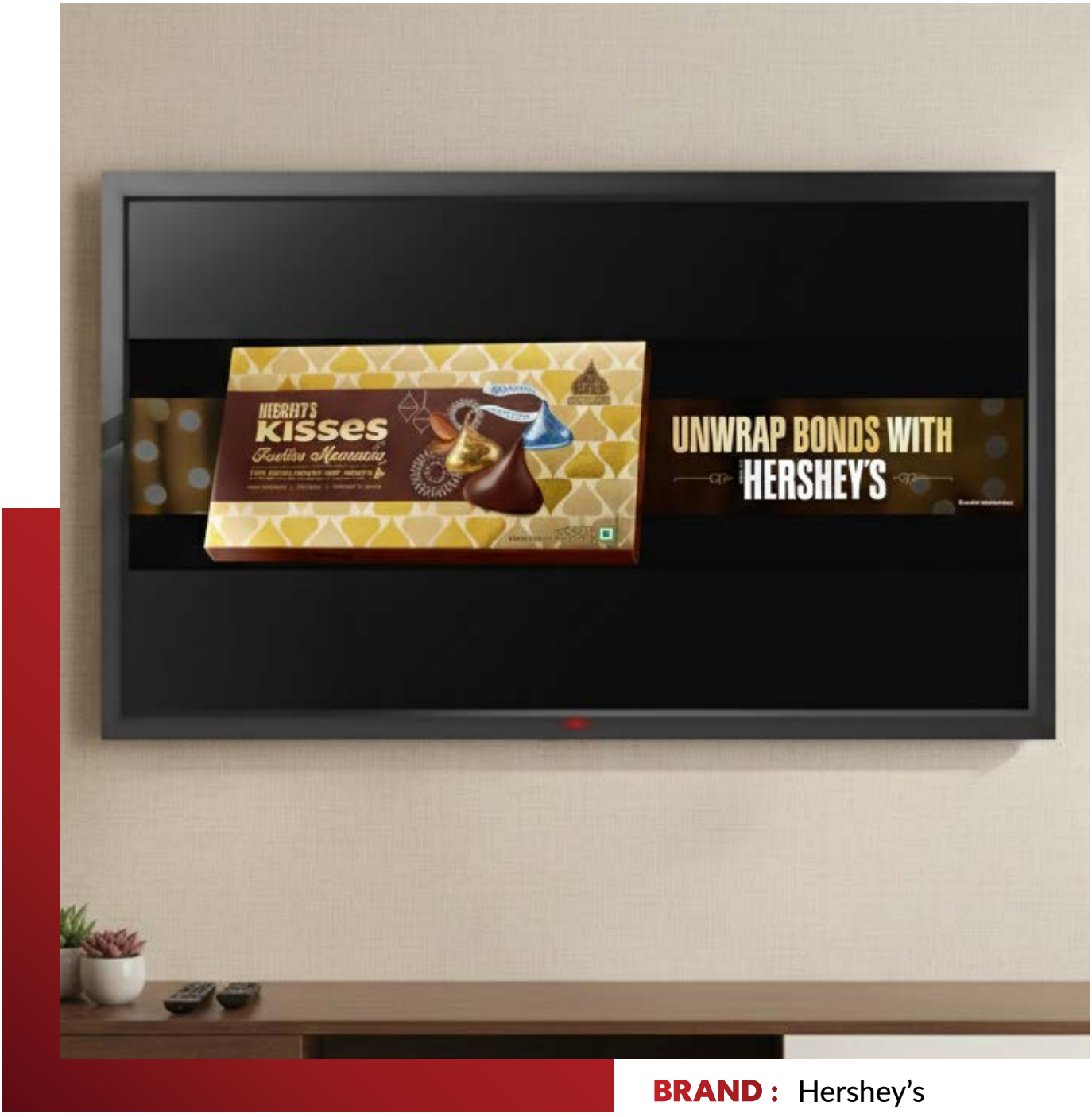
Diwali is a high-intent, high-competition moment for jewellery brands, and our goal was to help GIVA cut through the festive clutter with precision and scale. By combining CTV-led storytelling with performance-driven placements, we ensured GIVA reached audiences at every stage of the purchase journey. This campaign is a strong reflection of how data-led media can accelerate brand growth during peak seasons.

MUKESH AGRAWAL
Co-founder, The Media Ant

HERSHEY'S

SWEET SCREEN TAKEOVER

Delivers festive impact through immersive CTV.



BRAND : Hershey's

AGENCY : Interactive Avenues

ABOUT HERSHEY'S

Hershey's India is part of The Hershey Company, bringing globally trusted chocolate and snacking experiences to Indian consumers. With a legacy of quality and innovation, the brand continues to create joyful, memorable moments for households across the country.

ABOUT INTERACTIVE AVENUES

Interactive Avenues is a leading full-service digital agency offering media, creative, data, and technology solutions. Known for driving integrated, performance-led campaigns, the agency helps brands build impactful digital experiences across platforms through strategic planning, innovation, and end-to-end execution.

OBJECTIVE

The objective was to maximise reach and festive visibility for Hershey's Kisses during Diwali by leveraging a high-impact 3D Masthead on Connected TV, aligned with the India-Australia ODI to capture peak household attention.

KEY CHALLENGES

Hershey's needed to break through Diwali advertising clutter, stand out during a high-traffic cricket moment, and find a format that could deliver scale and a premium gifting narrative without disrupting the viewer experience.

HERSHEY'S 3D DIWALI MASTHEAD EXPERIENCE

Hershey's launched its first 3D Connected TV Masthead this Diwali in partnership with Interactive Avenues and Frodoh, aligning the activation with the India-Australia ODI to maximise festive visibility. The immersive 3D creative showcased the Hershey's Kisses Festive Moments pack in a rich Diwali setting, delivering an attention-first experience the moment viewers powered on their screens. Running across two peak-viewership days, the campaign generated 3 million impressions, demonstrating how strong agency planning, combined with impact-led CTV formats, can elevate festive storytelling and strengthen brand presence at scale.

BUILDING IMPACT

- Interactive Avenues led the planning and creative development, while Frodoh delivered the immersive 3D placement across its CTV network.
- The creative transformed the home screen into a premium Diwali showcase featuring the Hershey's Kisses Festive Moments pack, ensuring the brand message appeared instantly when viewers powered on their screens.
- Cricket Audiences were captured across Diwali days and India Vs Australia ODI.

BIG IDEA
Transform CTV into a festive 3D storefront for Hershey's Kisses.

CRITICAL INSIGHT
Unwrap festive joy through a high-impact 3D CTV moment.

CANVAS
Digital, OTT, CTV

RESULT

31M Impressions

40% VTR

13.57M Affluent Households

TEAM BRAND

Our Diwali campaign with Frodoh brought Hershey's Modern Gifting vision to life through an immersive 3D Connected TV experience. Showcasing the elegance of Hershey's Kisses Festive Moments pack, we connected with millions of households during India's biggest celebration.

KAMY DEVAGUPTAPU
Director Marketing India & APAC, The Hershey Company

TEAM AGENCY

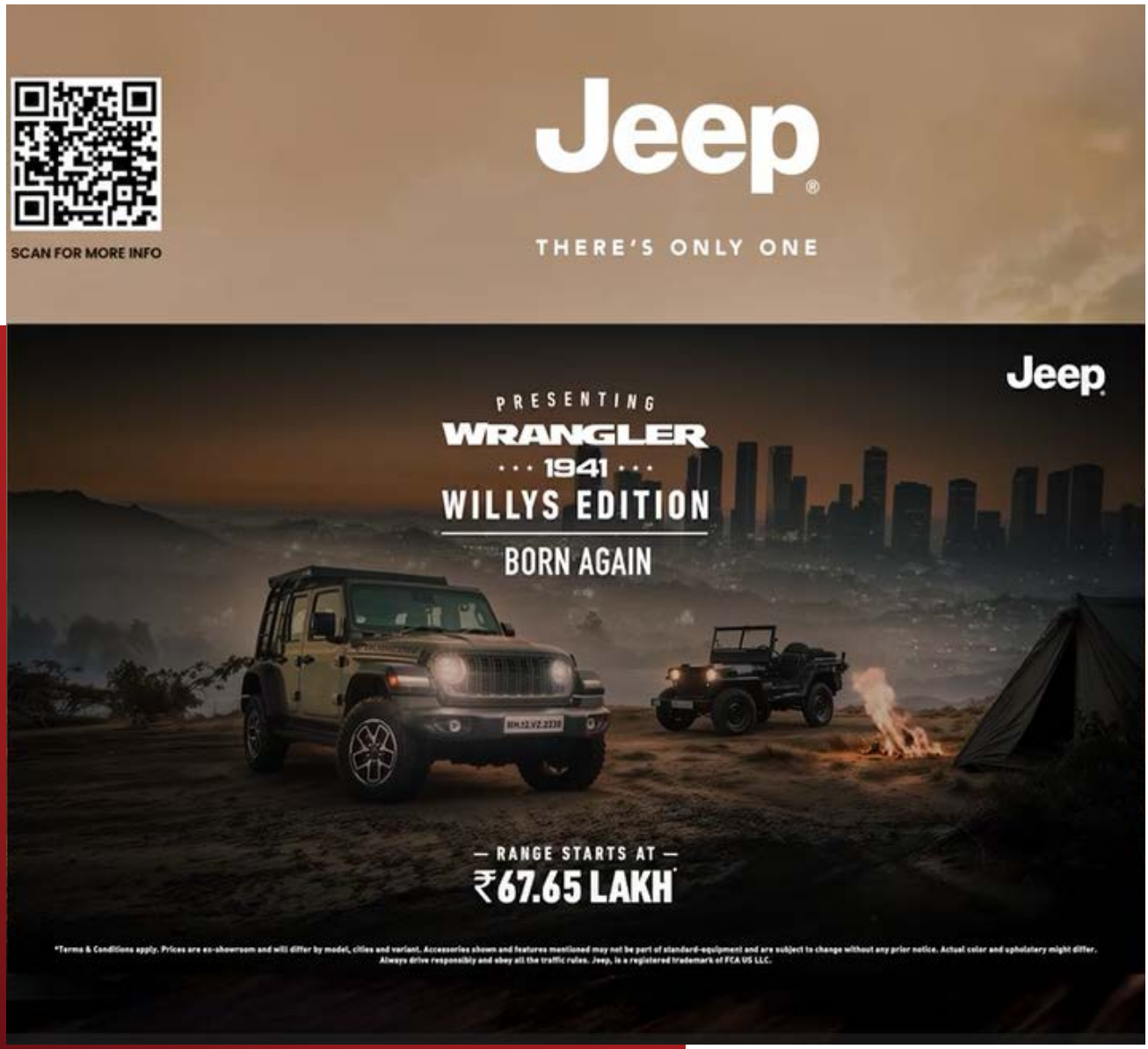
We are proud to have successfully executed the Masthead innovative Connected TV campaign. The Hershey's initiative delivered strong performance by showcasing the Hershey's Festive Pack. The results demonstrate that Hershey's message reached a wide yet high-quality audience, supported by strong engagement indicators. Overall, the campaign met its objectives from both a performance and efficiency standpoint. We look forward to driving similarly groundbreaking campaigns in the future.

MOHAMMED TAUSEEF UNEA
Director Business, IPG

Jeep

SCREEN TO STEERING

Converts lean-back viewing into high-value action.



BRAND : Jeep

AGENCY : Starcom Worldwide

ABOUT JEEP

Jeep India brings the legacy of the global Jeep brand to the country's premium SUV segment with models like the Compass, Meridian, Wrangler and Grand Cherokee. Known for capability, safety and adventure driven design, Jeep India continues to grow its presence through innovation and a strong nationwide retail network.

ABOUT STARCOM WORLDWIDE

Starcom Worldwide is a global media agency known for combining data, technology and human insight to create impactful media experiences. With a presence across major markets, it delivers strategy, planning and investment solutions that help brands grow through audience first thinking, measurable outcomes and innovative media execution.

OBJECTIVE

The campaign aimed to elevate Wrangler awareness by using Frodoh CTV to reach affluent decision makers, deploying an inverted L band format with QR-led interaction and cross device continuity to drive high intent engagement and deeper exploration across households.

KEY CHALLENGES

The challenge was to cut through audiences' cluttered viewing environments, deliver Jeep's message on large screens without repetition fatigue, and convert passive CTV exposure into active engagement using an inverted L band format with QR interaction while maintaining affluent targeting.

FRODOH X JEEP

The Jeep Wrangler 24 campaign used Frodoh's Connected TV strengths to reach affluent audiences with high attention and premium context. An inverted L band with a QR bridge turned large screen exposure into instant mobile action, while cross device retargeting deepened exploration. Strong placements, precise targeting, and interactive creative together delivered industry-leading engagement and meaningful traffic from high value households.

BUILDING IMPACT

- Phase one deployed an inverted L band creative with an integrated QR code, bridging large screen impact to mobile engagement. Content affinity mapping placed Wrangler within aspirational genres, ensuring relevance and attention.
- Phase two leveraged Frodoh's cross-device capabilities to retarget users on mobile and other screens, reinforcing message recall and driving deeper exploration. Intelligent pacing, quality placements, and interactive design created a seamless journey from awareness to consideration.

BIG IDEA

Experience BMW luxury, beyond the showroom, through interactive CTV storytelling.

CRITICAL INSIGHT

Affluent viewers watch CTV passively, QR L-band drives instant action.

CANVAS

Digital, OTT, CTV

RESULT

1.09M
Affluent CTV households reached

97%
View-through

<20%
Bounce rate for landing page visits

11.7K
QR scans

TEAM BRAND

Jeep has always embraced bold and innovative advertising, and our latest campaign with Frodoh and Starcom continued this legacy. The pioneering CTV campaign for Jeep Wrangler leveraged QR technology to transform large-screen viewing into interactive engagement. Delivering outstanding results, it showcased the power of new ad technologies in reaching and captivating our target audience. We remain committed to exploring more cutting-edge opportunities that push the boundaries of premium automotive advertising.

KUMAR PRIYESH
Brand Director, Jeep India

TEAM AGENCY

At Starcom, our mission to 'Move People, Move Business' is exemplified by this Connected TV campaign for Jeep. Using Frodoh's advanced technology, we created an engaging, impactful brand experience for our target audience. Achieving 97% video completion and 11,700 QR scans demonstrates the effectiveness of our strategy in combining media, data, and technology. This campaign sets a new benchmark in AdTech, delivering outstanding results and redefining interactive brand engagement.

RATHI GANGAPPA
CEO, Starcom India

PEE SAFE

SPOTLIGHTING HYGIENE

Reinforces daily hygiene through immersive CTV.



BRAND : Pee Safe

ADTECH PARTNER : Frodoh

ABOUT PEE SAFE

Pee Safe is a leading personal hygiene brand known for pioneering India's toilet seat sanitiser category. The brand focuses on making hygiene simple and accessible through products that address everyday concerns, from toilet hygiene to menstrual and intimate wellness. Pee Safe continues to expand its portfolio with solutions built around safety, convenience, and consumer comfort.

ABOUT FRODOH

Frodoh is an advertising technology company founded in November 2019 by Russhabh R Thakkar. It is a prominent player in the CTV market since mid-2023 and is bullish on its continued growth. Its mission is to make advertising technology accessible and efficient for high-growth clients and agencies across CTV, DOOH and Retail media.

OBJECTIVE

To spotlight hygiene on World Toilet Day by using immersive 3D CTV Mastheads to give Pee Safe strong visibility, reach households during peak weekend viewing, and reinforce daily hygiene habits through contextual timing and sustained OTT presence.

KEY CHALLENGES

Reaching consumers with a clear hygiene message during a cluttered World Toilet Day moment was challenging. We needed standout visibility across fragmented CTV environments, strong weekend attention, and continuity beyond the core dates through a sustained OTT presence.

HYGIENE KI AADAT

Pee Safe and Frodoh executed a high-impact Connected TV campaign on 19th and 23rd November, timed around World Toilet Day. Leveraging Frodoh's 3D Masthead across Google TVs and long tail CTVs, it captured high attention in lean-back viewing environments, reaching 2.1 million households. Moment-based targeting aligned hygiene messaging with peak weekend consumption, while a weeklong OTT sustenance plan reinforced Pee Safe's hygiene-first narrative. The campaign combined contextual timing with immersive CTV formats, demonstrating the medium's effectiveness in driving awareness and engagement for hygiene and wellness brands across India.

BUILDING IMPACT

- Frodoh deployed Pee Safe's World Toilet Day campaign using 3D Masthead placements across Google TVs and a broad network of long tail CTVs, ensuring high visibility in lean-back, engaged viewing environments.
- It leveraged moment-based targeting to coincide with peak weekend consumption.
- To sustain impact, a weeklong OTT plan extended the hygiene-first messaging, reinforcing recall and engagement.

BIG IDEA

Immersive CTV 3D Mastheads boosting hygiene awareness.

CRITICAL INSIGHT

Hygiene messages resonate most when aligned with cultural moments perfectly.

CANVAS

Digital, OTT, CTV

RESULT

8.06L Clicks

1.26CR Masthead impressions

2.1M Households reached

TEAM BRAND

Hygiene becomes a habit when it's simple, consistent, and visible, which is exactly what #HygieneKiAadat promotes with its tongue twister Spray, Sit, Flush, Spray. To mark World Toilet Day, Pee Safe's first CTV campaign amplified this message through a nationwide masthead, boosting brand awareness. Frodoh's CTV execution reinforced the habit during everyday OTT viewing, with extended impact ensuring sustained visibility.

NITPREET KAUR
Head of Marketing, Pee Safe

TEAM AGENCY

Pee Safe has built a strong voice in the hygiene space. This campaign allowed us to pair contextual timing with immersive CTV formats to deliver real impact, first on the 19th for World Toilet Day and again on the 23rd during the India vs South Africa cricket match. We thank Pee Safe for trusting us with such moment-driven innovations, and we look forward to exploring more opportunities to create meaningful, culturally relevant campaigns together.

RUSSHABH R THAKKAR
Founder and CEO, Frodoh

SWARAJ

PRECISION MEDIA FOR RURAL IMPACT

Leverage geo-targeted, regional OTT and CTV to boost brand awareness.



BRAND : Swaraj Tractors

AGENCY : VML India

ABOUT SWARAJ TRACTORS

Swaraj Tractors, established in 1974, is one of India's leading indigenous tractor brands with a strong legacy of power, reliability, and farmer trust. With a wide range of tractors, harvesters, and implements, Swaraj continues to innovate for modern farming while preserving its deep emotional bond with over two million farmers.

ABOUT VML INDIA

VML is a global integrated agency combining creativity, data, media and technology to build end-to-end brand experiences. With a presence in 50+ markets, the agency delivers strategic, platform-led solutions. For this campaign, VML led the planning and digital strategy, ensuring effective audience targeting, messaging, and overall performance delivery.

OBJECTIVE

The objective was to increase rural brand awareness for Swaraj's new tractor model by delivering high-impact, full-screen video ads during peak attention periods on OTT and CTV platforms, ensuring relevance through regional creatives and precise targeting across key agrarian markets.

KEY CHALLENGES

Reaching rural audiences during peak periods was challenging due to fragmented media habits. Maintaining regional relevance, managing frequency, and accessing premium OTT/CTV inventory added complexity, while the campaign also needed to prevent ad fatigue and sustain strong video engagement.

DRIVING SWARAJ'S REGIONAL MEDIA STRATEGY

The campaign centred on using premium OTT and CTV platforms to strengthen awareness for Swaraj's new tractor model across high-potential agrarian regions. The core idea was to maximise visibility through a regionalised video strategy using Hindi, Kannada and Telugu creatives. The approach combined precise geo-targeting with smart day-parting to reach rural audiences during high-attention windows, supported by frequency control to avoid fatigue. Premium, full-screen video placements ensured strong delivery and improved engagement quality. The campaign surpassed planned video benchmarks, achieving higher VTRs across OTT and CTV, effectively boosting rural visibility and brand affinity.

BUILDING IMPACT

- Premium OTT and CTV were leveraged to deliver full-screen, high-impact video.
- Precision geo-targeting across high-potential rural regions and smart day-parting to reach audiences during morning and evening high-attention periods.
- Regional creatives in Hindi, Kannada, and Telugu strengthened cultural relevance across agrarian markets.
- Intelligent day-parting, regional creative clusters, and premium CTV execution were used to deliver higher-than-planned VTRs.

BIG IDEA

Regional OTT and CTV campaign with geo-targeting and day-parting.

CRITICAL INSIGHT

Localised content and smart timing drive rural video engagement effectively.

CANVAS

OTT, CTV

RESULT

1M+ Views

85% VTR

1.11X Higher OTT VTR

1.08X Higher OTT VTR

TEAM BRAND

Our vision was to strengthen awareness for our new tractor model across key agrarian markets. VML's strategic planning and MiQ's precise execution enabled us to use regional creatives, geo-targeting, and smart day-parting effectively across OTT and CTV. This approach helped us reach the right audiences during high-attention moments and exceed our planned video benchmarks, reinforcing rural brand affinity.

RAJEEV RELLAN
Chief of Sales & Marketing,
Mahindra Group

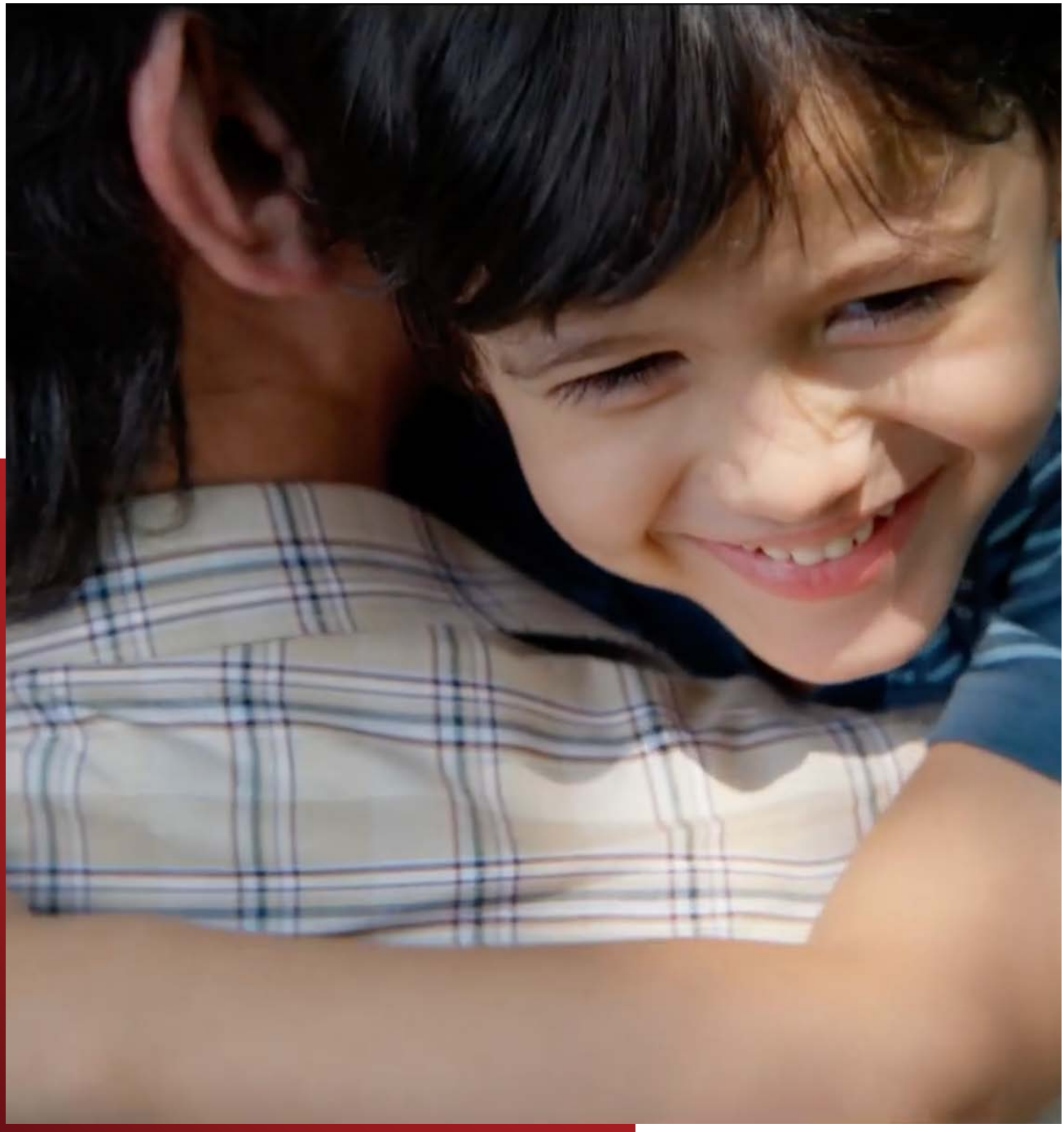
TEAM AGENCY

Our media strategy was built on data signals to identify high-attention windows and priority agrarian clusters. Working closely with MiQ, we deployed regional OTT and CTV creatives with controlled frequency to ensure quality exposures at scale. This precision-driven approach delivered over one million views and VTRs exceeding planned benchmarks, strengthening awareness for the new tractor model.

MILAN NAKRANI
Head of Media, VML India

TRUST, NOT TERMS

Builds trust through family-first storytelling.



BRAND : Tata AIG

AGENCY : LS Digital

ABOUT TATA AIG

Tata AIG General Insurance Company Limited is a joint venture company between Tata Group and American International Group. Its broad portfolio of protection covers are backed by years of professional expertise in product offerings, exceptional service capabilities and seamless claims process management.

ABOUT LS DIGITAL

LS Digital is a leading independent Digital Business Transformation company, uniting powerhouse entities: LS Digital, Langoor, f1studioz, Social Panga, Data Quark, and .fear-LS (a JV with .fearless). With over 1200 experts across India, UAE, UK, USA, and Australia, it delivers holistic digital solutions that empower brands to grow and thrive.

KEY CHALLENGES

Insurance communication lacked emotional depth and relatability. Overcrowded space filled with confusing, feature-heavy messaging. Consumers perceived insurers as sellers, not protectors. Making an Intangible service feel human and heartfelt.

OBJECTIVE

To emotionally differentiate TATA AIG in a category dominated by transactional messaging, building brand preference, recall, and consideration through storytelling rooted in trust, assurance, and family-like support.

WITH YOU LIKE FAMILY

The campaign reframed health insurance from a policy purchase to a gesture of protection, using cinematic storytelling that entered living rooms through CTV, connecting deeply with the audience's lived emotional realities.

BUILDING IMPACT

- Emotive visual metaphor of a father-son bond, portrayed with tenderness.
- Vernacular Personalisation across multiple Indian languages to deepen relevance.
- CTV-Led storytelling was leveraged using YouTube's large-screen environment for non-skippable, immersive narratives.
- Optimised frequency strategy ensuring 7-8 exposures per user through DV360 for maximum resonance.

BIG IDEA
A rare father-son hug reflects silent love.

CRITICAL INSIGHT
Insurance is emotional security, rooted in quiet family strength.

CANVAS
CTV

RESULT

+18.4% Video ad recall

+12.6% Awareness

+9.4% Consideration

TEAM BRAND

With You Like Family, With You Always' was more than a campaign; it expressed who we are as a brand. In a category defined by moments of need, it reinforced that insurance is about constant presence and care across life stages. Beyond driving awareness and consideration, the campaign built emotional connection, trust, and long-term brand equity, reaffirming TATA AIG as a quiet yet dependable partner, always there, like family.

SHEKHAR SAURABH
Chief Marketing Officer, TATA AIG

TEAM AGENCY

Amid the clutter of transactional messaging, the brand adopted an emotional approach that resonated deeply with viewers. Anchored by the creative objective 'With You Like Family', the campaign portrayed TATA AIG as dependable and relatable, seamlessly fitting into the everyday lives of its audience.

SHANTANU BHATTACHARYA
Chief Client Officer, LS Digital



EXPERIENTIAL

Immersive brand experiences designed for participation and shareability, turning physical spaces into memorable story moments.

BRUSHING BEFORE BLESSINGS

Leverages experiential touchpoints to drive behaviour change.



BRAND : Dabur India Ltd.

AGENCY : Mindwave Media Pvt. Ltd.

ABOUT DABUR INDIA LTD.

Dabur India Ltd. is a leading natural healthcare company rooted in Ayurveda, dedicated to enhancing everyday well-being. With a diverse portfolio spanning personal care, healthcare and food products, Dabur focuses on holistic wellness, combining traditional Ayurvedic expertise with modern science to promote healthier lifestyles for millions.

ABOUT MINDWAVE MEDIA PVT. LTD.

Mindwave Media is a 360-degree marketing agency conceptualising and executing pan-India campaigns for brands like Dabur, Sun Pharma, FDC India and so on for the past 10+ years with a team of 50+ people. Mindwave Media is a marketing arm of 9001:2015 ISO Certified Vritti Solutions Ltd.

OBJECTIVE

To position brushing as a spiritual act and not a commercial one, and to influence people to brush before prayers and maintain hygiene.

KEY CHALLENGES

Engaging Millions in a chaotic, spiritual environment. Bridging traditional values with brand messaging. Low attention span at such a heavily crowded festival.

KUMBH SNAN SE PEHLE DANT SNAN

Maha Kumbh Mela 2025 was a once-in-144 years spiritual congregation, attended by over 40 crore devotees. Held in Prayagraj, it was a symbol of spiritual cleansing, purity and devotion. Dabur Red Toothpaste is rooted in Ayurveda and Traditional Indian values. It aligns with the ritualistic theme of Purification before prayer. Brushing before Snan (dip) mirrors the act of preparing one's soul for divine connection. The Maha Kumbh Mela 2025 platform was chosen for its unmatched cultural and emotional resonance to deliver a meaningful message.

BUILDING IMPACT

- Brushing zone wasset up near the Akhadas at the Maha Kumbh 2025, where devotees could experience brushing with Dabur Red.
- Volunteers sensitively educated pilgrims without being preachy.
- Akhada sadhus were involved to lend spiritual credibility.
- Characters singing slogans created familiarity and emotional bonding.
- Distributed samples allowed firsthand trials and increased acceptability.

BIG IDEA
Creating a brushing zone near the Akhadas.

CRITICAL INSIGHT
To make oral hygiene a meaningful spiritual act.

CANVAS
Experiential

RESULT

20K+
Samples distributed

10K+
Devotees brushed at the brushing zone

TEAM BRAND

Mahakumbh 2025 was an opportunity to elevate oral hygiene into a spiritual ritual. Our Brushing Zones near the Akhadas helped devotees experience 'brushing before blessings' in a culturally rooted, respectful manner. Mindwave Media played a pivotal role in flawlessly executing this activation — their deep cultural insight, on-ground precision, and creative sensitivity transformed our vision into a powerful, high-impact experience for millions.

HARMINDER SINGH
Sr. Brand Activation Manager,
Dabur India Ltd.

TEAM AGENCY

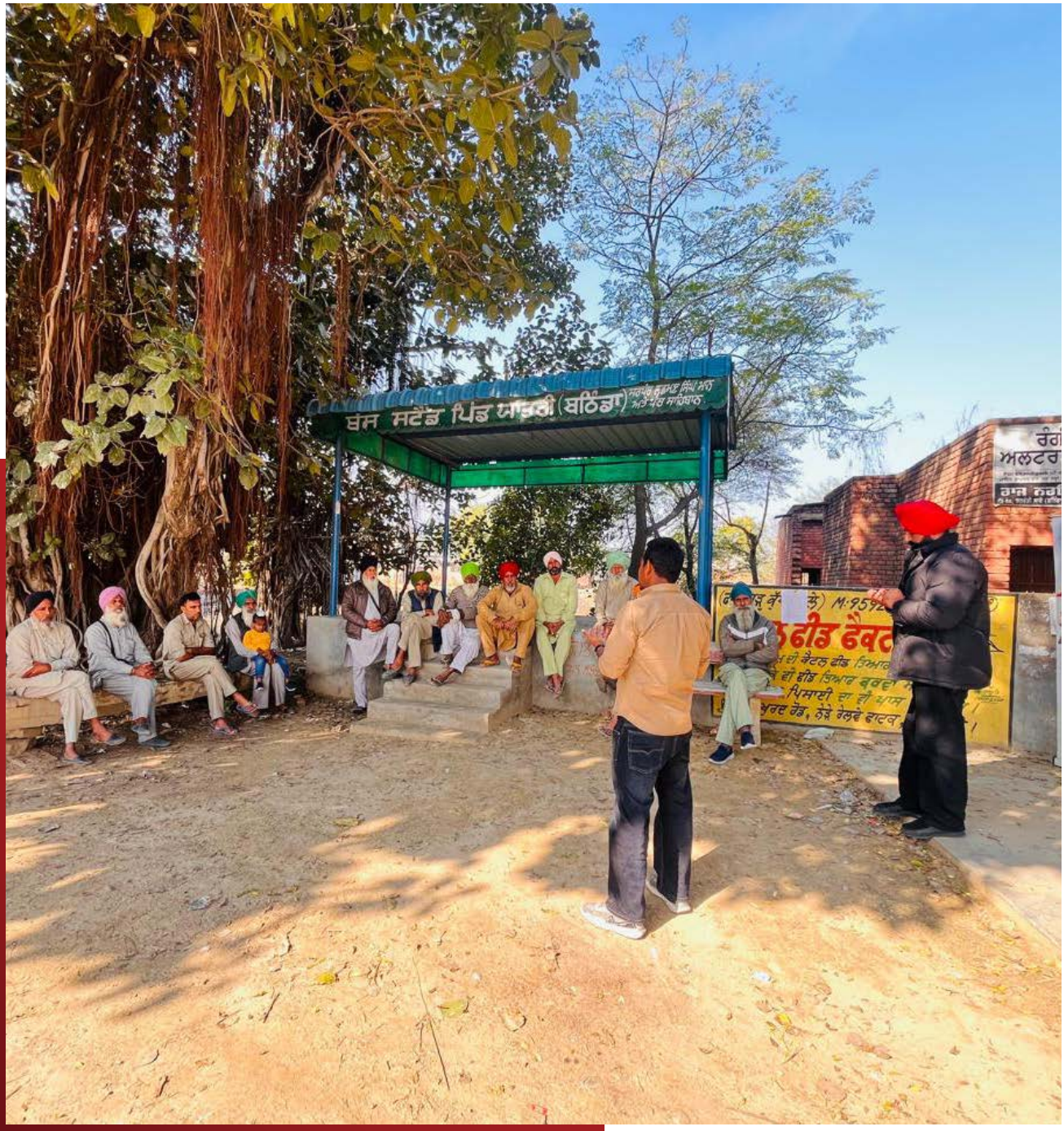
Our strategy for the Mahakumbh campaign was to seamlessly blend Dabur Red's Ayurvedic positioning with the deep-rooted ritual of purification. By creating Brushing Zones near the Akhadas, we offered devotees a meaningful, culturally aligned experience. The creative approach focused on sensitivity and authenticity, while execution ensured large-scale participation through volunteers, sadhus, and on-ground engagement.

RAJESH RADHAKRISHNAN
CMO, Mindwave Media

FATEH
WINNING RURAL MARKETS

SOLAR MEETS SOIL

Turns on-ground demos into farmer confidence.



BRAND : Fateh Rural Ltd

AGENCY : Ecozen

ABOUT ECOZEN

Ecozen provides innovative solar pumps and appliances for rural Indian farmers. Positioned as a reliable and sustainable agri tech solution brand that drives adoption via targeted campaigns, live van demos, farmer meetings, call-centre leads, and portal integrations in Punjab, Haryana, Maharashtra, and beyond.

ABOUT FATEH RURAL LTD

Fateh Rural Limited, established in 2002, is an Indian national rural marketing agency serving over 100+ multinational and national companies. It develops and executes strategies for product and brand distribution in rural areas.

KEY CHALLENGES

No awareness about Ecozen in the target geographies. The product was new for the farmers, and the price was considered to be on the higher side. The team had to build trust in the product.

OBJECTIVE

To drive solar pump awareness and appliance uptake among rural farmers in Punjab, Haryana, and Maharashtra by tackling low awareness and access issues through education, lead follow-up, and farmer meetings for more conversions and sales.

CAMPAIGN NAME

The campaign's core idea centres on promoting solar pumps and appliances to rural Indian farmers by overcoming low awareness and access challenges in states like Punjab, Haryana, Maharashtra, Rajasthan, and Uttar Pradesh. A multi-channel framework includes call centres for lead management and portal form assistance. Mobile vans and roadshows for demonstrations, farmer meetings for education, and localised elements such as wall paintings, event stalls and print media for comprehensive rural outreach.

BUILDING IMPACT

- About 90-120 villages were reached in a month with live demonstrations of products, designed to resonate with local customs and communication channels.
- The campaign included wall painting, event and stall fabrication and road show activities for effective reach, deeper into rural pockets.
- Centralised call centres were leveraged to connect with farmers for consistent lead conversion and application processing.



BIG IDEA

Village-wise motor repairing with masons.



CRITICAL INSIGHT

Farmers trusted other products.



CANVAS

Experiential, Print, Digital

RESULT



1.5-1.8K

People reached and engaged per caller monthly

TEAM BRAND

Rural markets do not adopt technology because it exists; they adopt it when they see it working in real conditions. For farmers and rural households, trust is built on visibility and relevance. On-ground engagement plays a critical role in helping communities understand how solar solutions can improve productivity, reduce costs, and bring long-term resilience. This outreach helped bridge that gap, bringing solar solutions closer to communities and enabling informed decision-making across states.

SHASHANK SHENOY

Ecotron Sales, Ecozen Solutions

TEAM AGENCY

Our on-ground demos, village-level interactions and local credibility touchpoints like wall paintings and roadshows helped farmers see the performance for themselves. Once that trust was built, our centralised call centre follow-ups ensured every enquiry became a guided journey, from scheme understanding to application support and conversion. The Omni scheme added a powerful push by linking everyday household value with irrigation needs, making the proposition immediately relevant. This is why the campaign worked — solar met soil, and proof met people.

SARABJIT SINGH PURI

Chairman, Fateh Rural Limited

enamor

LINGERIE GETS SMARTER

Listens to women, making 'dumb bras' culturally unacceptable.



BRAND : Enamor

AGENCY : Schbang

ABOUT ENAMOR

Enamor is a leading Indian lingerie brand in the fashion and innerwear category, positioned as innovation-led, body-responsive innerwear for modern women. Through its BodySync innovation platform, the brand focuses on smart, functional lingerie that adapts to women's bodies, blending comfort, technology and high-fashion design.

ABOUT SCHBANG

Schbang is a leading Creative, Media, Technology Transformation company in India, responsible for campaign ideation, influencer activation, event curation, and social media execution for Enamor's BodySync launch. Schbang coined and established BodySync as Enamor's proprietary IP for its innovation category, rebranding the brand's innovation range under this umbrella. The initiative modernised Enamor's tech-led appeal and ensured strong resonance with younger audiences.

OBJECTIVE

The campaign aimed to reposition Enamor as an innovation-led lingerie brand by solving outdated comfort perceptions and shifting consumer behaviour toward choosing smart, body-adaptive innerwear that blends technology, fashion, and real-life functionality.

KEY CHALLENGES

Despite having innovative products (cooling tech, Bamboo eco-fabric, bonded technology, ultra-soft cups), awareness of Enamor's innovation leadership was low. The challenge: reposition from 'comfort-first everyday brand' to 'innovation-led intelligent lingerie brand' among Gen Z/Millennials without alienating existing base.

BODYSYNC BY ENAMOR

The core idea was to establish Enamor as the leader in body-responsive lingerie with BodySync. In a world driven by technology and science-led innovation, women are still expected to adapt to bras that ignore natural body movement and normalise discomfort. Grounded in insights from 1,000+ women, Enamor decoded real, everyday pain points to engineer BodySync, bras designed to respond to the body, not restrict it. The innovation was brought to life through digital-first storytelling, credible influencer collaborations, and immersive brand experiences that educated women on fit, comfort, and movement. The campaign successfully shifted perceptions from lingerie as static apparel to intelligent design, delivering 45M reach, 312% follower growth, and a 19% uplift in innovation-led sales.

BUILDING IMPACT

- Launched 'Ban the Dumb Bra' with a digital-first, influencer-led approach.
- Turned online Bra rants into innovation storytelling, bespoke PR kits, scroll-native creative, and made #BantheDumbBra a movement.
- Hosted the immersive BodySync Studio event for real-life storytelling and product trials.
- Distributed via digital films, PR, retail, and D2C website, involving 50 influencer collaborations, 6 master product films, and sustained digital ads.

BIG IDEA

In a world where everything is smart, women deserve innerwear that is smart too.

CRITICAL INSIGHT

Bras hadn't evolved, even when women had.

CANVAS

Digital, Social Media, Influencers, Experiential

RESULT

312% Growth in followers

+24% Offline Sales

+12% D2C Sales

45M Reach at 4+ frequency

1.2M D2C website visitors

22% Engagement rate

TEAM BRAND

With BodySync, we wanted to showcase the thought, science and research behind our innovations, inspiring women to #BanTheDumbBra and choose lingerie that syncs with your body. BodySync isn't just lingerie, it's an intelligent design that listens. The campaign was built to prove that fashion-led lingerie can also be deeply intelligent, responsive and stylish.

SANDRA DANIELS
CMO, Enamor

TEAM AGENCY

We knew we were picking a fight with the category's comfort zone. BodySync was a real step forward, and if innovation doesn't feel like progress, what's the point? Ban the Dumb Bra was our push to make women expect more — a small rant that became the next standard.

KARAN KAPOOR
Executive Creative Director, Schbang

MEMES MEET RANGOLI

Move internet jokes from feeds to floors to feeds again.



BRAND : Instamart

AGENCY : Lesssgo

ABOUT INSTAMART

Instamart is that one brand on the internet that loves to have fun. If something brain-rot-worthy is trending, Instamart usually finds a way to play with it, delivering everything people need when they need it.

ABOUT LESSSGO

Lesssgo is a content agency that likes to cook chatpate ideas for brands. If it makes people smile, stop, react or send it to a friend, the team usually knows they are on the right track.

OBJECTIVE

To celebrate Diwali in a way that felt full-blown internet-coded. Something funny, something unexpected and something that Instamart's core audience would instantly relate to.

KEY CHALLENGES

Diwali is when every brand goes big. Celebrities, massive TVCs, emotional films, polished visuals. With so much happening at the same time, breaking through the noise is always a challenge. We didn't want to add to the clutter. We wanted to create something that looked nothing like a Diwali campaign and everything like the internet.

RANGOLI MEME STENCILS

In continuation with the hilarious InstaFart IP, the team created meme-themed rangoli stencils and sent them out for free with Instamart orders during the Diwali season. The idea was simple: Give people something they would want to use, click, post and talk about. Then build on that through creators who could turn the stencils into fun, shareable content. The campaign lived both online and offline. People placed the stencils in their homes, laughed about them with their families and then brought them back to their feeds. It felt natural, silly and very internet-first.

BUILDING IMPACT

- The team designed three meme-inspired rangoli stencils and sent them out with Instamart orders.
- To build momentum online, the team leaned into UGC. People unboxed the stencils, tried them at home, and shared real reactions from friends and family who saw the rangoli.
- The UGC activity made the stencils feel real and relatable, further increasing the campaign's reach and engagement.

BIG IDEA
Diwali rangolis, but make it meme culture.

CRITICAL INSIGHT
Make rangoli fun by giving it a brain-rot twist.

CANVAS
Digital, Social Media

RESULT

140%
Increase in organic mentions of Instamart

TEAM BRAND

Instamart has always believed that if the internet is losing its mind over something, we should probably be there, adding to the chaos. Culture moves fast, brainrot moves faster, and that is exactly where we like to play. Turning rangoli into a meme was just us doing what we do best: hijacking the moment, having fun with it and making Diwali feel a little more like the internet India actually lives on.

MAYUR HOLA
Head of Brand at Swiggy

TEAM AGENCY

The goal was simple. Akkha rangoli ek taraf, Instamart ki meme rangolis ek taraf. When memes move from our feed to around us, it becomes an inside joke people want to flex. It goes from online to offline and back online again.

SRISHTI MODI
Founder, Lesssgo

KDM
PREMIUM MOBILE ACCESSORIES

POWERING THE KUMBH

Enables reassurance at the world's largest gathering.



BRAND : KDM INDIA

AGENCY : In-House Marketing Team

ABOUT KDM INDIA

KDM India is a consumer-tech brand offering mobile chargers, audio devices, and power solutions designed for the everyday Indian. Positioned as 'Bharat Ka Charger', the brand focuses on accessibility, durability, and meaningful innovation that strengthens digital connectivity across both urban and rural India through its Made In India charger.

ABOUT IN-HOUSE MARKETING TEAM

KDM's in-house marketing team manages strategy, creative development, on-ground activations, and digital storytelling. The team led the Maha Kumbh initiative from ideation to execution, navigating challenges, coordinating local operations, and crafting content that blended cultural insight, purpose, and brand identity.

OBJECTIVE

To empower and enable uninterrupted connectivity for millions at Maha Kumbh 2025 by offering free charging stations across Prayagraj, reinforcing KDM as 'Bharat Ka Charger' while solving a real human problem linked to safety, communication, and emotional assurance.

KEY CHALLENGES

Massive footfall, last-minute rejections, finding functional electricity points, muddy and unpredictable terrain, 24x7 station uptime, crowd management, logistical constraints, and delivering a seamless utility-led experience amidst one of the largest human gatherings on earth.

KDM: BHARAT KA CHARGER

'KDM: Bharat Ka Charger' turned a functional need into a purpose-led initiative at Maha Kumbh 2025. KDM installed 90+ free charging stations, operating 24x7 and powering 2.3 million+ phones, enabling devotees, police teams, and medical staff to stay connected and safe. The campaign earned multiple accolades for rural and social impact. Built on seva, resilience, and cultural understanding, the initiative demonstrated how simple technology can create meaningful human impact.

BUILDING IMPACT

- Installed 90+ charging stations in police chowkis, medical camps, akhadas, dhabas, and key public touchpoints.
- Maintained 24×7 operations for 45 days across challenging terrain.
- Supported the Government's Digital Maha Kumbh vision by enabling seamless, accessible public charging infrastructure.
- Created the 'Bharat Ka Charger – Kumbh aur KDM' video series with young creators.

BIG IDEA

Powering Maha Kumbh with seamless charging access across key sites.

CRITICAL INSIGHT

Connection equals safety, comfort, and emotional reassurance for pilgrims.

CANVAS

Experiential

RESULT

2.3M+
Phones powered

1080
Charging points

51K+
Daily charges

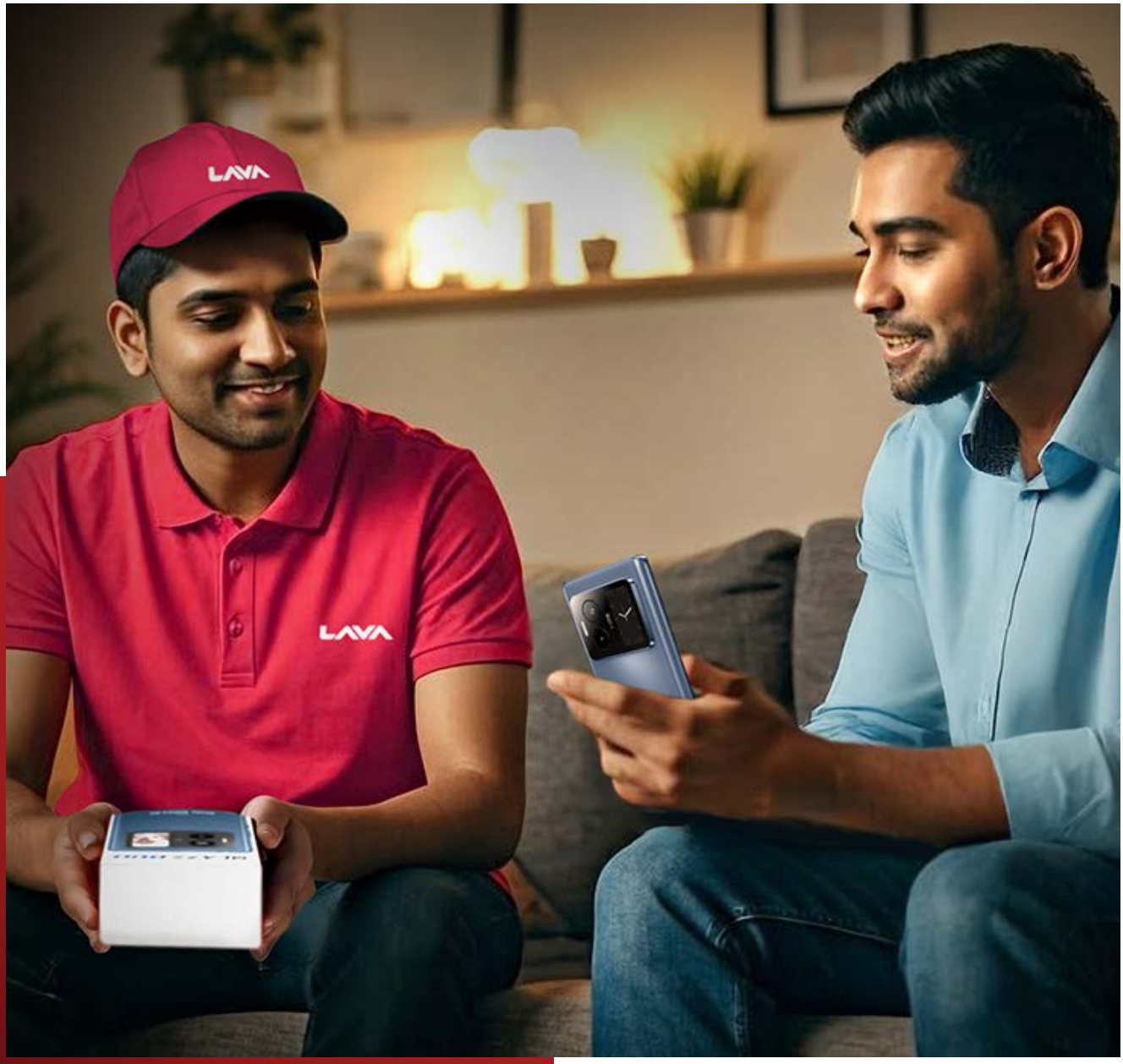
TEAM BRAND

Our approach was to solve a real human need at extraordinary scale. The strategy blended cultural insight with on-ground agility, turning a simple utility into a deeply meaningful experience. This campaign shows that when purpose leads creativity, impact follows — across people, media, and industry.

NILESH MALI
CEO, KDM India

SMART PHONE, SMARTER PURCHASE

Encourages consumers to experience the phone at home before making a purchase.



BRAND : Lava International Limited

AGENCY : AVIAN We.

ABOUT LAVA INTERNATIONAL LIMITED

Lava International Limited is a homegrown smartphone brand focused on building reliable, consumer-first technology for India. With strong R&D, extensive nationwide presence, and a commitment to service-led innovation, Lava aims to make trustworthy, high-quality devices accessible while creating transparent, confidence-driven smartphone ownership experiences for its users.

ABOUT AVIAN WE.

AVIAN We. is one of India's leading integrated communications consultancies, combining data-led insight, creative storytelling, and earned-first thinking to drive impact for brands across categories.

OBJECTIVE

To make smartphone buying simpler by letting people experience Lava smartphones in their own homes, at their own pace, with no pressure to purchase. Aligned to the brand's consumer-first philosophy campaign marked an industry-first initiative for consumers by the Indian smartphone brand.

KEY CHALLENGES

Consumers relied heavily on online opinions without understanding real-life smartphone usage. Additionally, the initiative carried significant logistical challenges, especially in scaling operations and ensuring seamless execution beyond metros while maintaining consistent service quality across diverse cities.

DEMO@HOME

Demo@Home introduced a simple, consumer-first model in the category, allowing people to try Lava's premium smartphone series like AGNI and BLAZE under 30K in their own homes before buying. Users booked a free, no-obligation demo, and a trained representative guided them through design, features, and performance, creating confidence without sales pressure. This at-home experience helped consumers understand how the device fits into their everyday use. The idea extended naturally into the AGNI 4 pre-launch phase, where users had the opportunity to experience the device before buying. It strengthened Lava's promise of enabling informed, comfortable, and personalised smartphone evaluation.

BUILDING IMPACT

- Consumers in Delhi, Mumbai and Bengaluru registered online by selecting their preferred Lava device, time slot, and location. A Lava representative visited each home for a guided, no-obligation walkthrough.
- Building on this format, the AGNI 4 Elite Pass offered select users exclusive pre-launch demos.
- Several popular tech influencers, like Mukul Sharma, Abhishek Yadav and Yogesh Brar, posted on X to amplify the initiative.

BIG IDEA

Experience Lava smartphones at home before making a purchase.

CRITICAL INSIGHT

Pre-purchase experience for enhanced convenience, trust and transparency.

CANVAS

Experiential, Influencers

RESULT

12.8K
Registrations

45%
Sales conversation

2K+
In-home demos

76K+
Engagements on X

TEAM BRAND

With Demo@Home, we're not just selling smartphones, we're redefining how India shops for technology. It's time the industry prioritised trust and transparency over pushy sales. Lava is proud to lead this shift. This initiative allows customers to make confident, informed choices in a space they're most comfortable - their home. It's a step towards building deeper relationships with our users.

PURAVANSH MAITREYA
Head of Marketing, Lava International Limited

TEAM AGENCY

With Demo@Home, our focus was to elevate an industry-first innovation rooted in Lava's consumer-first philosophy. Our messaging highlighted the simplicity, transparency, and empowerment of experiencing a smartphone at home before making a decision. This helped strengthen Lava's positioning as a brand that prioritises trust and informed choice at every step of the consumer journey.

NEHA MEHROTRA
Managing Director, AVIAN We.

Margo

GOODNESS YOU CAN TASTE

Brings neem's goodness to life through an immersive Pujo activation.



BRAND : Margo by Jyothy Labs Limited

AGENCY : Network Advertising Private Ltd.

ABOUT MARGO BY JYOTHY LABS LIMITED

Margo, a legacy brand with over 100 years of trust, delivers clear and beautiful skin. Margo Original Neem is made with original neem and enriched with Vitamin E for moisturising benefits. With the goodness of 1000 neem leaves, it deeply cleanses, protects skin, and keeps it clear and beautiful.

ABOUT NETWORK ADVERTISING PRIVATE LTD.

Network Advertising is a 30-year-old independent and fully integrated communication agency with a team of over 120. It offers the entire suite of communication services spanning Brand Strategy, Design, Creative, Media (Strategy, Planning, Buying) and Digital (Content Architecture, UI/UX, Influencer Marketing, Paid Media, SEO, Tech).

OBJECTIVE

To use the occasion of Durga Pujo to further establish and strengthen the long-standing Neem heritage of Margo in West Bengal.

KEY CHALLENGES

To reinforce its uniqueness and reach a larger audience across age groups to communicate the importance of Neem and its promise of clear & beautiful skin naturally.

TASTE THE GOODNESS OF NEEM LEAVES

This Durga Pujo, Margo connected with West Bengal's heart, its iconic pandals, where emotion and tradition thrive. Reimagining rituals with innovation, Margo introduced Margo Sweet, looking exactly like a Margo soap bar, a unique creation that brings Neem's trusted goodness to taste for the first time. This flavourful experience celebrated heritage, wellness, and creativity. A 360-degree campaign amplified the message through popular RJs, regional TV actors, and influencers, supported by print, digital, and outdoor media. Margo successfully combined culture with modernity, creating a deeper, personal connection during Pujo.

BUILDING IMPACT

- Margo strategically leveraged front-page ads, pamphlets, OOH, radio spots and influencer and actor collaboration to create a buzz for the campaign.
- During the Pujo, influencers and actors visited pandals, sharing their experiences online. RJs also amplified the campaign on social media.
- In the post-campaign phase, a highlight video was used to sustain the buzz on social platforms, along with PR articles in leading online publications.

BIG IDEA

Reimagining Pujo with a bold, innovative twist: Taste Margo.

CRITICAL INSIGHT

Culture meets innovation as Margo transforms Neem's role into flavour.

CANVAS

Print, OOH, Digital, Social Media, Influencers, Experiential, Radio

RESULT

36.4M Views

250K Interactions

55K+ People tasted the Margo Neem sweet at the pandals

TEAM BRAND

For over 100 years, Margo has been part of Bengal's cultural fabric, carrying neem's purity from tradition into skincare. Much like the custom of starting meals with neem bitters, Margo continues to symbolise balance and care. With this activation, we remind today's youth that neem is timeless — heritage-rich, yet modern, pure, and perfect for their skin.

AMBER AFTAB
AVP Marketing, Jyothy Labs

TEAM AGENCY

How do you show the younger generation that each bar of Margo is packed with 1000 neem leaves? By making it experiential. At Pujo pandals, people tasted the Margo 'sweet' with a twist — realising that if something bitter is good for the gut, it must be good for the skin. That's how our campaign, 'Taste Margo,' came alive.

SHAYONDEEP PAL
Chief Creative Officer, Network Advertising

WHEN LESS IS A FLEX

Flips influencer expectations with a crumb-sized idea.



BRAND : Toing

AGENCY : Stars N Stripes

ABOUT TATA AIG

Toing is the answer to the everyday 'affordability vs cravings' dilemma. Born to bust the affordability myth, all about pocket-friendly meals that don't compromise on taste. Whether it's a student hustling on a budget, a professional sneaking in lunch between meetings, or a foodie scrolling at 3 am, Toing is their go-to.

ABOUT LS DIGITAL

A full-service creative marketing powerhouse that believes in quality over quantity. Our services span the digital landscape, from captivating video content creation to social media management across various brands. Its value proposition is simple: Imagination. Creation. Expression.

OBJECTIVE

To drive high-impact cultural conversation for Brownie Day by subverting influencer PR norms, leveraging Gen Z brokecore humour, creator-led unboxings, and playful brand roasting, reinforcing Toing's irreverent tone, and position the brand as self-aware, internet-native, and conversation-first.

KEY CHALLENGES

To break through Brownie Day clutter without discounts, balance roasting without alienating creators, clearly land the brokecore joke, manage expectation-versus-backlash risk, and convert a deliberately 'cheap' PR stunt into positive brand recall, high engagement, and conversation-led impact.

THE BROKE BROWNIE

Gen Z has turned being broke into both a personality trait and a content niche. Many creators openly embrace and glorify brokecore, building personal brands around financial chaos and self-aware struggle. In a space where influencers usually expect to be pampered with extravagant PR boxes, Toing chose to flip expectations. Influencers received a deliberately minimal PR package: a cute, Toing-branded envelope featuring a meme. Inside was a note and an absurdly tiny plastic packet with a minuscule piece of brownie. Creators shared stories unboxing the note and brownie, which Toing reposted with deliberately dry, on-brand replies.

BUILDING IMPACT

- The campaign was executed as a creator-led PR parody timed to Brownie Day, 8th December, over Instagram Stories.
- 16 creators across Pune and Vadodara received a deliberately underwhelming PR drop - a green envelope, witty note, and a single brownie crumb.
- The tactics included unboxing-led storytelling, meme-forward packaging, and intentional brand roasting through savage replies.
- Flipping influencer pampering into a brokecore-led, expectation-subverting stunt.

BIG IDEA

Roast brokecore culture by delivering exactly what broke deserves.

CRITICAL INSIGHT

Gen Z glorifies brokecore, so Toing flipped influencer PR expectations.

CANVAS

Digital, Social Media, Influencers

RESULT

101K+
Total reach

125K+
Total views

1K+
Total engagement

TEAM BRAND

Our core GenZ TG value authenticity over well-crafted brand stories. When affordability is your positioning, restraint becomes the creative. So we cut the fluff and sent out brownie crumbs to influencers - minimal in execution but precise in intent. It was a simple, yet intentional activation that reinforced us as a brand built on affordability, not optics.

ANISHA WILKINSON
Social Media Head, Swiggy

TEAM AGENCY

In a world obsessed with more, we wanted to test the power of less (call it Toing mentality). A crumb-sized idea with a simple impulse: can the bare minimum spark more conversation than an expensive PR? But honestly, unleashing our inner meanie was half the thrill. And the client loves us for not burning a hole in their pockets, so win-win?

KHOOBI
Creative Manager, Stars N Stripes

Urban Company

VIRAL DOSE OF RELIEF

Position Insta Help as instant relief from household chores.



BRAND : Urban Company

CREATIVE AGENCY : The Germ

ABOUT URBAN COMPANY

Urban Company is India's leading home services platform, connecting customers with trained, vetted professionals for a wide range of services such as appliance repair, cleaning, beauty & grooming, painting, plumbing, and more.

ABOUT THE GERM

A creative agency specialising in brand narratives, no matter what medium. From product launches, GTM creative strategy and execution, to brand positioning and large-scale campaigns, they are the thinkers and executors for new-age brands of today.

OBJECTIVE

To drive awareness and consideration for Urban Company's new Insta Help category: an on-demand service that promises trained house help within 15 minutes.

KEY CHALLENGES

Highlight the stress caused by a house help's unplanned leave on their employer without turning them into a villain.

URBAN COMPANY CHILL PILLS

When house help fails to show up, homes slip into chaos, and the day quickly turns stressful. Urban Company's Insta Help service promises trained house help at the doorstep within just 15 minutes. To address this everyday domestic distress, the brand sent consumers a tongue-in-cheek remedy: Chill Pills.

BUILDING IMPACT

- Designed like a typical over-the-counter medicine box, the direct mailer contained a blister pack, but with a twist. Inside: no pills, just empty shells and a simple message: 'You don't need pills to chill from housework. Just Urban Company Insta Help.'
- The packs were delivered to customers via quick commerce apps Blinkit, Zepto, and Swiggy Instamart with their regular orders.
- The pack included a QR code linking straight to the app download, making it effortless to summon help (and sanity) the next time the help bails.

BIG IDEA

Pills for housework-induced meltdowns.

CRITICAL INSIGHT

Piled-up household chores are a headache. Literally, and figuratively.

CANVAS

Experiential

RESULT

The metric was to drive word of mouth, and the campaign did exactly that. The campaign went viral across Instagram, LinkedIn, and even saw creators making organic content.

1M+ Views

100K Shares

TEAM BRAND

Household chores can be a real headache. We turned this tension into a moment of joy by sending 'headache pills' that were actually a clever cue to Insta Help. The idea sparked surprise and curiosity because no one expects a medicine box from Urban Company, and the pain point made it instantly relatable. It quickly became a cultural conversation-starter.

RISHIKA GOEL
Sr. Brand Manager, Insta Help by Urban Company

TEAM AGENCY

The idea was to attack the tension head-on, but in a playful, disarming way. Household-help hassles are an everyday problem. So the creative had to make people stop, notice, and remember that next time, they won't face the same headache thanks to Urban Company Insta Help. And it worked: organic mentions poured in, and user-generated reels crossed millions of views.

KSHITIJ KAUSHIK
Founder and Chief Creative Officer- The Germ



OOH

Bold, insight-driven ideas crafted for public spaces, transforming everyday environments into powerful brand statements.

amazon.in

FURNITURE THAT WON'T DROP

Makes festive price drops unmissable with impossible sights.



BRAND : Amazon India

AGENCY : WLDD

ABOUT AMAZON INDIA

To become the trusted furniture destination in the country by offering a top selection across categories, price points, and designs to meet diverse customer needs. In a largely unorganised market, Amazon will strive to lead the category by building customer trust, enabling strong brands, and delivering a seamless end-to-end experience, from discovery and purchase to seamless delivery and post-purchase.

ABOUT WLDD

WLDD is India's leading organic distribution and culture-driven marketing company, engineering internet narratives and building long-term brand perception at scale.

OBJECTIVE

Cut through India's cluttered festive sale season and make Amazon's furniture 'price drop' unmissable by creating a physical, city-scale moment that made people look up, talk, and share. Driving organic pre-buzz before the sale went live.

KEY CHALLENGES

Severe festive clutter, generic 'price drop' communication and wallpaper OOH, limited pre-buzz media, plus the logistics, permissions and safety of suspending real furniture from cranes. While ensuring the stunt felt clearly Amazon-branded and instantly legible both on-street and on-phone.

THE FURNITURE DROP

The Furniture Drop turned Amazon's festive 'price drop' promise into a physical spectacle by suspending real sofas and wardrobes from cranes across Mumbai's skyline. Strategically, the stunt was designed as content, not just OOH: we amplified it with creators, meme pages, marketing and news handles, and LinkedIn to reframe it as smart pre-buzz rather than a one-off gimmick. One crane activation triggered citywide UGC, multi-platform coverage and creator reels, delivering over 100M total reach, roughly Rs 80 lakh in earned media value and overwhelmingly positive sentiment.

BUILDING IMPACT

- Suspended real Amazon sofas and wardrobes from cranes at high-footfall, high-visibility Mumbai locations, with a quirky 'sofa will not fall, price will' messaging.
- Treated furniture as the billboard, creating an 'impossible' skyline that people instinctively film and share.
- Organic on-ground reach, creator seeding on X and Instagram, meme-page amplification, coverage via marketing/news platforms, and LinkedIn reframing as an innovative pre-buzz case.

BIG IDEA

Suspending real furniture from cranes to literalise Amazon's price drop.

CRITICAL INSIGHT

In cluttered festive feeds, only impossible sights make people look.

CANVAS

OOH, Digital, Social Media

RESULT

100M+
Total reach (earned + paid)

₹80L
Estimated earned media value

83%
Positive sentiment among people engaged

TEAM BRAND

With The Furniture Drop, we wanted to make a routine festive sales genuinely visible in a cluttered season. Turning real furniture into media gave us a non-conventional OOH moment that travelled organically across platforms, delivering outsized reach, talkability and positive sentiment for Amazon Furniture.

SHRIKANT SINGH
Category Lead Furniture, Amazon India

TEAM AGENCY

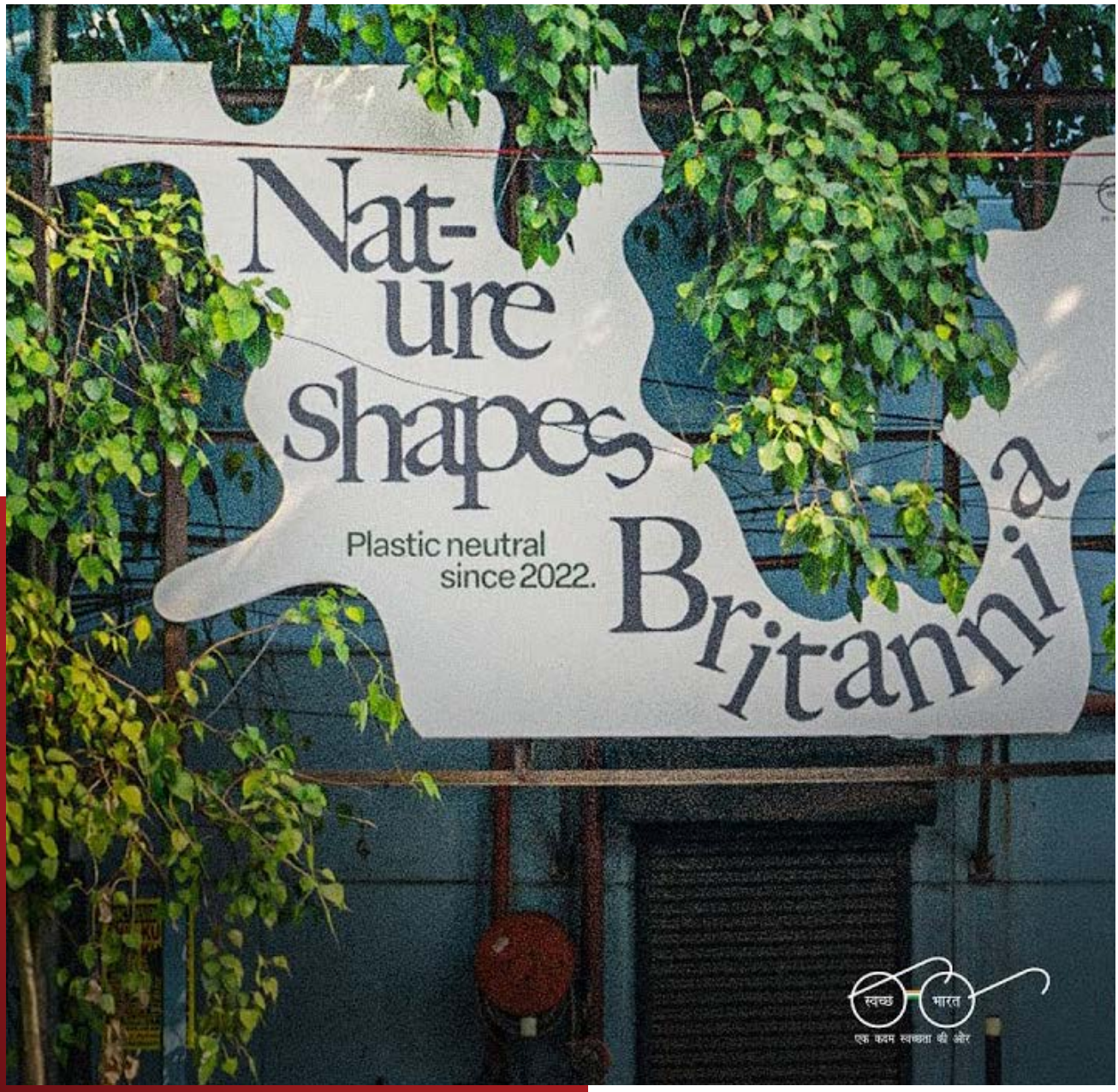
Our strategy was to treat outdoor as a content trigger, not just a media line item. By suspending real furniture from cranes, we created a single striking visual that was easy to capture, meme and distribute, allowing a relatively modest on-ground activation to deliver disproportionate earned reach for Amazon Furniture.

PARTH CHHATRAPATI
Head of Business & Partnerships (West), WLDD

BRITANNIA

BUILT AROUND NATURE

Makes sustainability visible by letting nature lead the design.



BRAND : Britannia

CREATIVE AGENCY : Talented

ABOUT BRITANNIA

Britannia is a 100+ year old company and is a market leader in the bakery category in India with an annual revenue of over ₹165 billion.

ABOUT TALENTED

Talented is a full-service creative agency built on radical yet simple principles: crediting culture, fair pay, equity ownership, and pricing creativity fairly. It's on course to become an iconic global creative company and create a new creative economy.

KEY CHALLENGES

Communicating ESG topics remains challenging in India, where they often feel distant to the public. To address this, Britannia took a unique approach where instead of seeing trees as obstructions, they were repositioned as collaborators.

OBJECTIVE

To make Britannia top-of-mind as a responsible corporate giant, and promote its 2024 Annual Sustainability Report.

NATURE SHAPES BRITANNIA

With the Nature Shapes Britannia, the aim was to creatively showcase the brand's commitment to sustainability while sparking meaningful conversations. The OOH series stood out as the billboards literally took the shape of trees around them, establishing how Britannia adapts to nature and not the other way around. Made using 100% biodegradable and recyclable cotton, each billboard carried messages highlighting progress across key sustainability areas, including plastic neutrality, waste management, circular economy practices, water stewardship, and energy management. In two weeks, 6 billboards generated the same impact as 428 high-visibility ones. The design manual was also open-sourced, enabling wider adoption by advertisers.

BUILDING IMPACT

- Flipping the traditional outdoor media selection process, the team searched for 'tree-obstructed' billboards across 12 cities. Six billboards met the criteria for tree proximity, coverage, and position.
- Custom-fit, biodegradable billboards were created, factoring in tree growth and environmental challenges. To make industry adoption of this 'new sustainable norm' easier, an open-source design manual was released for future advertisers.

BIG IDEA

Biodegradable billboards highlighting sustainability milestones.

CRITICAL INSIGHT

Cutting billboards instead of cutting trees for billboards.

CANVAS

OOH, Digital, Social Media

RESULT

30M
Impressions

+68%
Positive brand sentiment

104X
Return on campaign investment

4 PT
Increase in top-of-mind awareness

TEAM BRAND

Through the Nature Shapes Britannia campaign, we highlighted our sustainability efforts in a way that resonated with consumers. The billboards adapted to the shape of existing trees and were crafted using 100 per cent biodegradable cotton, demonstrating how purpose and creativity can work together. The campaign sparked meaningful conversations and offered a fresh perspective on sustainable outdoor advertising.

ARCHANA BALARAMAN
General Manager – Marketing, Britannia

TEAM AGENCY

Nature shapes Britannia & so it was natural to want nature to shape its advertising as well. And so began our mission to find 'rare trees with billboards next to them'. After our recce with our media partners, we studied the growth & coverage of each tree & designed around them. Sustainability charters often feel distant, but by partnering with nature, Britannia is bridging that gap.

AABHAAS SHRESHTHA
Founding Member & Creative, Talented

MAKING FESTIVITIES SWEETER

Reimagines a beloved festive sweet as a chocolate-rich indulgence.



BRAND : Britannia Bourbon

AGENCY : Schbang

ABOUT BRITANNIA BOURBON

Britannia Bourbon delivers a three-layered, iconic chocolate, chocolate, chocolate experience with rich, crisp chocolate biscuits. Finished with sparkling sugar crystals, every bite is an indulgent, modern treat. Loved across generations, Britannia Bourbon has evolved from a childhood favourite into a symbol of playful, chocolate-forward indulgence.

ABOUT SCHBANG

Schbang is a leading Creative, Media, Technology Transformation company in India. It aims to simplify the client experience by acting as a one-stop shop that can meet all of a client's marketing needs. Rather than specialising in one narrow area, the agency incorporates strategies that span across all media.

OBJECTIVE

Amid Maharashtra's most celebrated festival, Ganesh Chaturthi, the objective was to give an interesting twist to traditional sweets by introducing the iconic Modak infused with Bourbon's signature taste, reimagining ritual through chocolate, culture, and contemporary consumer desire.

KEY CHALLENGES

With a festival rooted in tradition and sentiment, introducing innovation to a core ritual required cultural sensitivity and authenticity. The challenge was to ensure the reinterpretation of the Modak preserved its emotional significance while still offering a desirable, indulgent experience.

BOURBON MODAK X BOMBAY SWEET SHOP

Launched during Ganesh Chaturthi, the limited-edition Bourbon Modak redefined traditional celebration with modern, chocolate-forward lens. Further amplified through a multi-channel approach, as the campaign captured imagination and appetite alike. The limited run of Bourbon Modaks quickly surpassed expectations, driven by overwhelming demand and organic buzz that lead Bombay Sweet Shop team to manufacture over 60% more products than the target figure locked for the campaign. The Bourbon Modak didn't just sell; it sparked conversation, redefined rituals, and became a must-have festive indulgence.

BUILDING IMPACT

- The brands collaborated with Kunal Vijaykar at Chinchpokli Cha Chintamani to create product awareness content on the first day of the festivities.
- Distribution spanned in-store sales and quick commerce on Zomato and Swiggy, ensuring instant accessibility.
- The campaign was scaled through influencers, curated hampers, customised stickers, immersive café merchandising, high-impact media coverage, website pop-ups, and limited-edition merchandise.



BIG IDEA

Limited-edition Britannia Bourbon Chocolate Modak.



CRITICAL INSIGHT

Indians love reinventing beloved classics with modern, indulgent twists.



CANVAS

OOH, Digital, Social Media, Influencers, Retail

RESULT



28M+
Reach



49M+
Views



234K
Engagement

TEAM BRAND

Britannia Bourbon has always held a special place in the hearts of our consumers, and this collaboration offered a new way to experience its iconic choco flavour. Known for its layered choco indulgence, Bourbon came together with Bombay Sweet Shop during the festive season to create the Britannia Bourbon Chocolate Modak, blending nostalgia with tradition in a distinctive festive offering.

SIDDHARTH GUPTA
General Manager, Marketing, Britannia

TEAM AGENCY

Bourbon has stood for chocolate, and our ambition was to take it from a biscuit to a flavour India recognises. Our Bourbon Modak collaboration with Bombay Sweet Shop did that by blending the nostalgia of the 1953 classic with Ganesh Chaturthi's cultural emotion. Selling out in three days and igniting influencer, PR, café, and delivery chatter proved that when brands tap culture with authenticity and craft, they become the moment.

JITTO GEORGE
President - Brand Solutions and Head of Schbang Motion Pictures, Schbang

TASTING CULTURE

Reinforces Britannia's legacy by spotlighting local habits and landmarks.



BRAND : Britannia Milk Bikis

CREATIVE AGENCY : Talented

ABOUT BRITANNIA MILK BIKIS

Britannia Industries, with a 100+ year legacy, is among India's top food companies, trusted for biscuits, bread, cakes, dairy, and croissants. Britannia Milk Bikis has been part of Tamil Nadu's traditions for generations, with close to 50% households consuming it every month during moments shared with their loved ones.

ABOUT TALENTED

Talented is a full-service creative agency built on radical yet simple principles: crediting culture, fair pay, equity ownership, and pricing creativity fairly. It's on course to become an iconic global creative company and create a new creative economy.

OBJECTIVE

To celebrate Tamil Nadu Day by turning a consumption ritual into a cultural tribute, reinforcing Milk Bikis as Tamil Nadu's own heritage biscuit while driving reach, engagement.

KEY CHALLENGES

Executing 80+ hyperlocal creatives accurately across 19 districts and 14 print editions and coordinating media, partners and production to keep every cultural reference authentic while still delivering measurable impact.

A BITE OF TAMIL NADU

Britannia Milk Bikis celebrated Tamil Nadu Day with a hyperlocal campaign titled 'A Bite of TN'. Inspired by the long-standing local habit of biting around the biscuit's flower borders and logo, Britannia recreated iconic Tamil Nadu symbols by artistically biting the biscuits. The campaign featured 80 billboards across 19 districts, each directing people to culturally significant spots and serving as a travel guide to landmarks, food hubs, and pop-culture icons. With district-specific print ads and a stop-motion film, the campaign highlights Milk Bikis' deep-rooted bond with Tamil Nadu, reflecting decades of trust, love and shared traditions.

BUILDING IMPACT

- Leveraged 85+ OOH sites across 19 cities, 14 district-specific front-page print ads and ad spots across the top Tamil Channels, Sun Network and Vijay.
- Campaign film launched online to spark conversations.
- UGC contest received 400+ entries, amplifying consumer love.
- Partnered with iconic brands originating from Tamil Nadu, including Annapurna, Dindigul Thalappakatti, A2B, Sweet Karam Coffee, VS Mani Coffee, and Big Basket.

BIG IDEA

Bite-shaped biscuits turned into a travel guide for TN.

CRITICAL INSIGHT

TN consumers bite around the flower border while consuming Milk Bikis.

CANVAS

TV, Print, OOH, Social Media, Influencers

RESULT

2X
Daily average number of packs sold on TN Day

18L+
People actively joined the conversation

1 CR+
People reached

TEAM BRAND

Britannia Milk Bikis has been part of Tamil Nadu's traditions for generations, with nearly 50% of households consuming it every month during moments shared with loved ones. 'A Bite of TN' was a tribute to this enduring bond. The campaign celebrated the cultural nuances that define Tamil Nadu through a biscuit that was loved and lived here, strengthening the brand's connection with its people.

SIDDHARTH GUPTA
General Manager - Marketing, Britannia

TEAM AGENCY

A campaign that only a brand that's grown up with a state can pull off. We plotted over a hundred unique spots & used Google Maps to understand their proximity to our billboards. Each creative is unique & contextualised to the landmark it is located near. With every Milk Bikis & TN collaboration, we continue to push the boundaries of hyperlocal creativity every year.

RIA SHARMA
Brand Strategy, Talented

AALIYA SHEIKH
Creative, Talented

manipalhospitals
LIFE'S ON

LET'S TALK MEN'S HEALTH

Uses cricket season cues to spark awareness around testicular cancer.



BRAND : Manipal Hospitals

AGENCY : Social Panga

ABOUT MANIPAL HOSPITALS

Manipal Hospitals offers a broad spectrum of healthcare services covering Preventive, Diagnostic, Curative, and Rehabilitative care. With over 70+ years of experience, the Manipal Group includes 49 hospitals across 24 cities, with 12,500 licensed beds, 11,00+ doctors, and over 2,000 trained support staff.

ABOUT SOCIAL PANGA

Social Panga is a marketing and advertising agency. It crafts bold ideas and smart strategies that help brands grow and connect with their audience. From concept to execution, it brings creativity, clarity, and results, making sure brands stand out across digital platforms and leave a lasting impact.

OBJECTIVE

To turn India's cricket season into a reminder for men to self-check for testicular cancer, especially since April was the month of both. By sparking curiosity on-ground and online, the campaign aimed to normalise the conversation and drive early detection.

KEY CHALLENGES

Making men talk about testicular cancer was the biggest challenge due to low awareness and high taboo. Another challenge was getting men to notice, engage, and act during a noisy cricket season, while ensuring the message didn't get dismissed.

EYE ON THE BALLS

April, the month of both cricket season and testicular cancer awareness, shaped a simple, disruptive idea: placing cricket balls with bold messages across Bengaluru to prompt men to self-check. The on-ground stunt sparked curiosity, amplified organically through PR pages, meme communities, and social conversations. By leveraging a culturally dominant moment, the campaign broke stigma and normalised a difficult subject. The impact was immediate and widespread, delivering 2.6M+ reach, 3.8M+ views, and 146K+ engagements, proving how a culturally relevant trigger can drive meaningful awareness around men's health.

BUILDING IMPACT

- Cricket balls with bold messages like 'Check your balls' and 'Keep your eye on the balls' were placed across Cubbon Park, UB City, Brigade Road, Tonique Signal, Anil Kumble Circle and RCB Café, prompting unexpected discovery.
- Men with signs reinforced the message. PR platforms and meme pages amplified the stunt, driving widespread online chatter. The innovation lay in getting men to notice the other kind of balls.

BIG IDEA
Hijacking cricket balls, urging men to self-check for testicular cancer.

CRITICAL INSIGHT
April was the month of cricket and testicular cancer awareness.

CANVAS
OOH, Digital, Social Media

RESULT

2.6M+ Reach

3.8M+ Views

146K+ Engagement

TEAM BRAND

This initiative stood out because it broke ground in a space where men's health, particularly testicular cancer, is rarely spoken about by brands. Leveraging the energy and scale of the IPL, the idea translated naturally into an experiential format that encouraged engagement, started conversations, and brought much-needed attention to a topic that's long been overlooked.

MADHUR GOPAL
Asst. Vice President - Marketing, Manipal Hospitals

TEAM AGENCY

This was a one-of-a-kind initiative since we don't see many brands talk about men's health and testicular cancer in general. The idea sits perfectly for an experiential marketing with an IPL context to draw attention towards a taboo topic.

ADITYA MANKAR
Associate Director - Brand Solutions, Social Panga

BEVERAGE TO BEHAVIOUR

Transforms every Mogu Mogu bottle into an engaging moment for Gen Z.



BRAND : Mogu Mogu

AGENCY : The Starter Labs

ABOUT MOGU MOGU

Mogu Mogu is a globally renowned, fun, and delightfully unique fruit-flavoured drink brand originating from Thailand. It quickly carved out a niche for itself by pioneering a new kind of beverage experience, one where you sip and snack at the same time. Positioned as a premium imported beverage, it targets affluent and middle-class customers, offering a variety of vibrant and exotic fruit flavours like Lychee, Mango, Strawberry, and more.

ABOUT THE STARTER LABS

The Starter Labs is an impact-focused partner to modern brands, using a digital-first, data-led approach to scale D2C growth. As 'The D2C Scientists', it combines strategy, performance media, integrated search, content and retention to build full-funnel systems that drive meaningful, measurable, long-term brand growth.

OBJECTIVE

To strengthen Mogu Mogu's distinctiveness in a copycat-heavy beverage category and scaling Instagram growth to 100K, while creating measurable engagement despite no direct digital sales attribution.

KEY CHALLENGES

A cluttered beverage category filled with copycat brands mimicking Mogu Mogu's identity, alongside low digital recall among Gen Z. The challenge was to differentiate the original product and re-establish relevance in a fast-scrolling, low-attention environment.

SIP CHEW FEEL MOGU MOGU

The challenge was to re-establish Mogu Mogu's distinctiveness in a category crowded with lookalikes, while re-engaging a Gen Z audience with low recall and limited attention. Our strategic idea was to shift the brand from passive consumption to an active behaviour loop. We built a creator-native content ecosystem using low-lift formats Gen Z naturally engages with, and introduced Code Under the Cap to connect physical purchase with digital participation. Selective media amplification ensured only culturally resonant moments scaled, while offline visibility strengthened salience. Together, these efforts helped Mogu Mogu show up consistently, playfully and purposefully across the year.

BUILDING IMPACT

- Turned Mogu Mogu into an interactive, gamified brand experience. A dedicated microsite served as a participation catchment, enabling first-party data capture.
- Executed a multi-city Summer Splash across Metro stations, CityFlo buses and OOH.
- Built a creator-native content engine using low-lift reels, zodiac formats, mascots and recipes, supported by mixologist collaborations.
- Precision-led Meta and Google media scaled formats.

BIG IDEA

Turn every bottle into repeatable engagement triggers.

CRITICAL INSIGHT

Mogu Mogu has a distinct, memorable, fun product.

CANVAS

OOH, Digital, Social Media, Influencers, Experiential

RESULT

232.9M+
Digital impressions

35-55M
Offline impressions

10.5M+
Engagement

2.53M
Profile visits

TEAM BRAND

This campaign allowed Mogu Mogu to express its most authentic identity — colourful, playful, and delightfully full of tiny surprises. Watching fans from all age groups and cities engage with our content, unlock the codes, and bring the brand to life, showed us that Mogu Mogu has moved beyond being just a beverage; it has become a joyful part of people's everyday life.

SARITA
Head of Marketing, Sunbeam Mercantile Ventures

TEAM AGENCY

With Mogu Mogu, we didn't chase virality, we built momentum. We gave the brand a personality, a game to play and places to be seen. Watching it transform from a familiar drink into a cultural moment has been one of our most rewarding journeys.

KARTIK KHANNA
Co-Founder, The Starter Labs

BUILT ON INTRIGUE

Uses curiosity as a tool to introduce PV Sindhu as the brand ambassador.



BRAND : PUMA

AGENCY : Internal Brand Team

ABOUT PUMA

German-headquartered PUMA is a leading sports brand - designing, developing, selling and marketing footwear, apparel and accessories worldwide for over 75 years. It's a popular brand in India, driving product & brand innovation in categories like Running & Training, Cricket, Football, Basketball & Motorsports.

ABOUT INTERNAL BRAND TEAM

The campaign was conceptualised by PUMA India's internal brand team.

OBJECTIVE

Announce PV Sindhu as PUMA's brand ambassador in a way that is authentic to her legacy, sparks intrigue and disrupts the category.

KEY CHALLENGES

To cut through a cluttered landscape with templatised ambassador announcements and to capture national attention without relying on traditional advertising bursts.

PVMA

PVMA was a unique campaign that leveraged intrigue to announce the arrival of the brand's newest ambassador, PV Sindhu. The team replaced elements of the brand's logo with Sindhu's initials, creating 'PVMA', a subtly altered identity that appeared overnight across stores, billboards, and e-commerce touchpoints. This sparked widespread curiosity and conversation as people tried decoding the mysterious four letters. For two days, theories dominated social timelines, news articles, and Google searches. Once the buzz peaked, the reveal connected the dots, turning a simple visual tweak into an iconic moment.

BUILDING IMPACT

- First store in Hyderabad, Sindhu's home city, switched signage from PUMA to PVMA, got spotted and organically posted on X.
- Within 48 hours, the identity shift went national. Stores across the country, Instagram, website, app, marketplaces, and billboards all carried PVMA.
- The team secured the pvma.in domain as an easter egg for curious hunters.
- As speculations surged, the brand revealed PV Sindhu as the force behind PVMA, unveiling her imagery across all activated touchpoints.
- Simple, cost-efficient media mix, championing owned + earned media.



BIG IDEA

Her initials + our identity = creating a connection rooted in authenticity.



CRITICAL INSIGHT

Curiosity compels people to participate, speculate, and share.



CANVAS

Print, OOH, Social Media, Retail

RESULT

Talkability extended beyond borders as the campaign appeared on TikTok (platform not accessible in India), and LinkedIn KOLs across the world.



200%
Increase in organic brand searches



450M+
Reach



200+
Organic media clips



TOP 3
Trended on Google

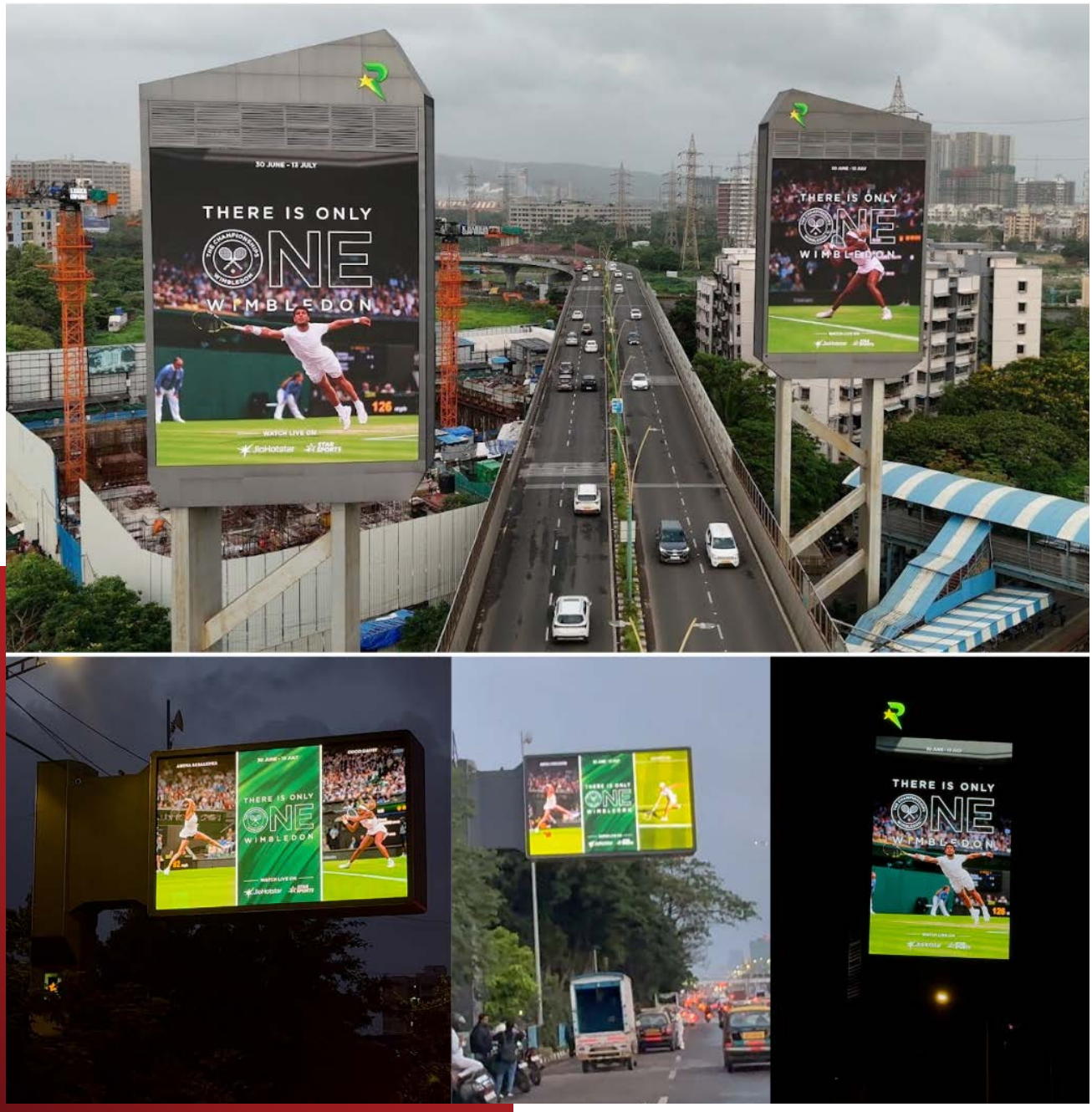
TEAM BRAND

To welcome someone who redefined the game, we decided to redefine ourselves. PUMA has been known for consistently delivering on both disruptive marketing and continuous support for women in sport. PVMA was not just about great marketing that transcends platforms and geographies, but also ensuring that we give a sporting legend the respect she deserves. By changing something that is sacrosanct and an unchangeable part of any brand's DNA, we ensured that an icon like PV Sindhu gets pride of place, quite literally! The virality of the PVMA campaign showed how a small change could create a large impact.

SHREYA SACHDEV
Head of Marketing, PUMA India

BEYOND THE COURT

Extends Wimbledon's real-time action onto Mumbai's streets with dynamic DOOH.



BRAND : Wimbledon Championships

AGENCY : RoshanSpace Brandcom Pvt Ltd

ABOUT WIMBLEDON CHAMPIONSHIPS

Wimbledon is the world's oldest and most prestigious tennis tournament, known for its rich heritage, elite competition, and global following. The championship represents excellence in sport, tradition, and performance, engaging audiences worldwide through live experiences and broadcast storytelling.

ABOUT ROSHAN SPACE BRANDCOM PVT LTD

RoshanSpace Brandcom is an out-of-home and digital out-of-home boutique media company delivering iconic and premium static OOH and technology-driven DOOH solutions across elite, high traffic city locations. It focuses on innovation and strategic planning through its proprietary platforms to help brands communicate more effectively with the Mumbai audience.

OBJECTIVE

To extend the live excitement of Wimbledon 2025 beyond broadcast by transforming Mumbai's key corridors into real-time storytelling canvases, delivering tournament moments dynamically while driving sustained attention, recall, and city-wide visibility.

KEY CHALLENGES

Replicating live sports excitement in an outdoor environment; managing real-time content updates at scale; maintaining narrative continuity across multiple formats; and sustaining engagement over a 20-day tournament duration.

WIMBLEDON 2025 LIVE ON PRODIGI NETWORK

Wimbledon 2025 'Live' on ProDigi network, the campaign transformed Mumbai's streets into a real-time extension of the tournament. Using dynamic DOOH formats across Flagpoles, TWINN, and SCLR, live match narratives evolved daily based on on-court outcomes with the help of our assets' DCO/R tech abilities. From player progressions to champion celebrations, the city experienced Wimbledon as it unfolded, reinforcing the message 'There is only ONE Wimbledon' through immersive, synchronised storytelling.

BUILDING IMPACT

- The campaign launched on June 27 and ran for 20 days.
- Deployed ProDigi Flagpoles, TWINN, and SCLR across arterial routes, business hubs, and airport corridors.
- Content refreshed in real time based on match results and eliminations.
- Flagpoles showcased player face-offs; TWINN created motion-led player transitions;
- SCLR rotated champions.
- Finals visuals updated instantly to celebrate tournament winners.



BIG IDEA

Turning the city into a live extension of Wimbledon hence populating the game.



CRITICAL INSIGHT

Live moments create stronger emotional engagement than highlights.



CANVAS

OOH, Digital, DOOH, DCO/R, Experiential

RESULT



5.9M
Impressions over 20 days



5S+
Average dwell time

TEAM BRAND

This was our first collaboration with RoshanSpace Brandcom, and we look forward to more. They delivered dynamic DOOH coverage through Flagpoles, TWINN, and SCLR at various locations. Our client received promised coverage, supported by a proactive team enhancing brand visibility.

SNEHAL SHETTY
Co-Founder, Obelus Events

TEAM AGENCY

Our intent was to make the city feel Wimbledon as it happened. By syncing live match outcomes with ProDigi's DOOH network, we turned Mumbai into a living, evolving narrative player that mirrored the rhythm of the tournament.

JUNAID SHAIKH
MD, RoshanSpace Brandcom



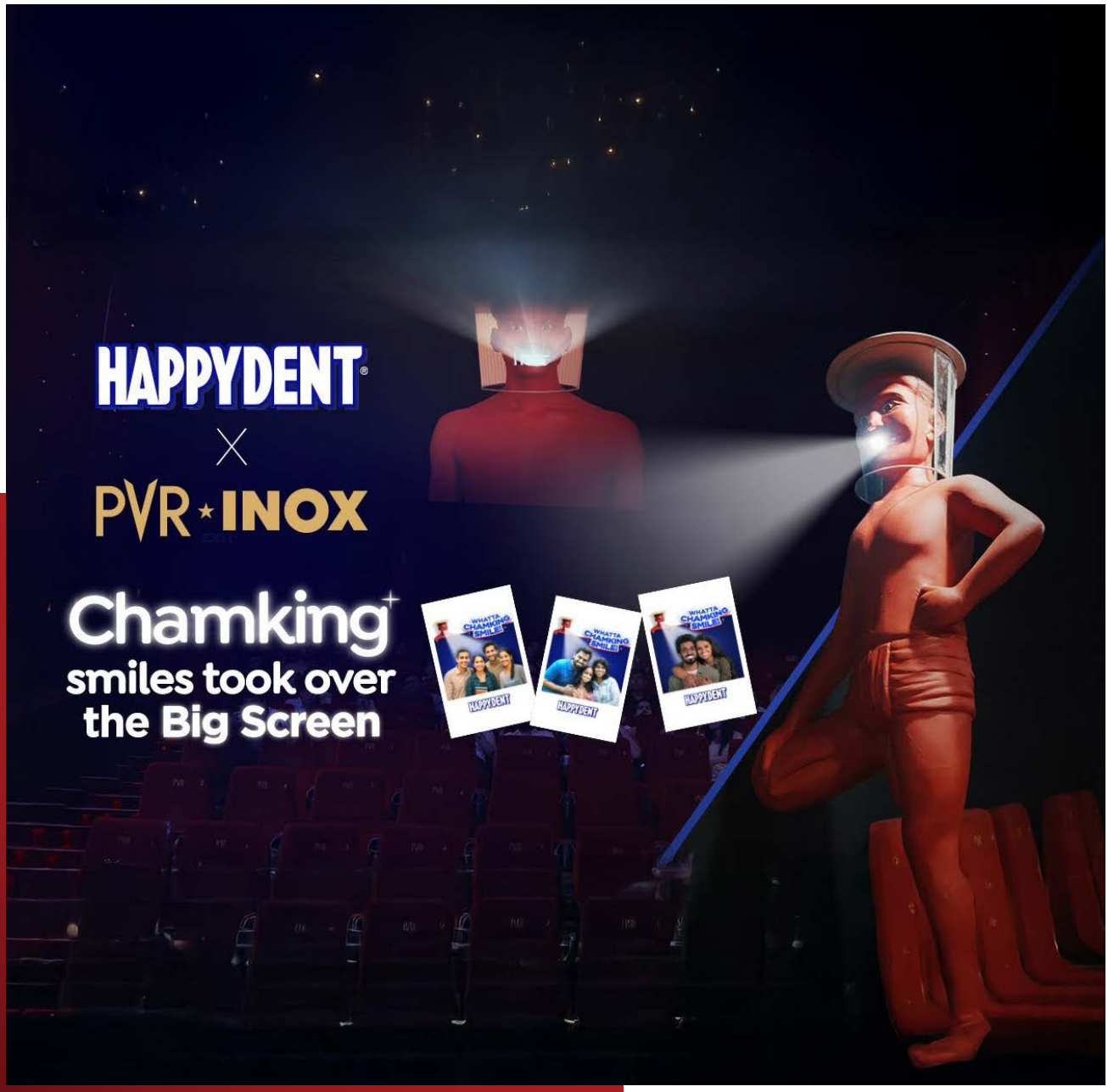
SCREENS & STREAMS

Campaigns that extend stories beyond the screen, building anticipation, fandom and cultural relevance across cinemas and at home.

HAPPYDENT

LIGHTS, CAMERA, SMILE

Turns Happydent's iconic glow into a live cinema experience.



BRAND : Happydent

CINEMA PARTNER: PVR INOX Limited

ABOUT HAPPYDENT

Happydent is one of India's leading gum brands, with a market share exceeding 17% and distribution across more than one million retail outlets nationwide. A journey that began with a simple functional benefit – a dazzling white smile – has evolved into something deeper and more powerful: a mission to light up lives, both literally and emotionally.

ABOUT PVR INOX LIMITED

PVR INOX Limited is the largest film exhibition company in India. Since their inception, both PVR and INOX have created iconic cinema brands with storied histories of achieving significant milestones and setting benchmarks in the film exhibition industry.

OBJECTIVE

To reignite Happydent's iconic sparkle proposition by creating an immersive, cinema-first experience that surprises audiences inside the theater and builds brand recall through an unexpected, high-impact innovation aligned with the Chamking Gum narrative.

KEY CHALLENGES

Cinema advertising is cluttered, and capturing in-auditorium attention is difficult. The challenge was to create an idea that feels magical without disrupting the movie experience, while ensuring seamless on-ground execution across PVR INOX theatres.

HAPPYDENT CHAMKING GUM

Happydent amplified its trademark sparkle through a first-of-its-kind cinema innovation developed with PVR INOX, transforming the brand's iconic 'smile-that-lights-up' idea into a real-world experience. The activation utilised precise projection mapping and a custom in-theater lighting intervention that made audience smiles appear to illuminate the hall, creating a surprise moment that blended storytelling with technology. Designed as part of the Chamking Gum campaign, the innovation reinforced the brand's playful equity while delivering a fresh in-cinema touchpoint. Strategic amplification through earned media helped position Happydent as a category innovator, expanding brand salience in premium entertainment environments.

BUILDING IMPACT

- The activation was executed using a custom projector rig, timed light cues, and a seamless pre-show film that gradually transitioned from screen to auditorium.
- It used the Chamking Gum narrative to set up a 'sparkle moment' after which concealed lighting revealed audience smiles as luminous points across the theatre.
- The experience was shared across digital platforms, along with a PR rollout.

BIG IDEA

Make smiles light up the cinema, literally.

CRITICAL INSIGHT

Cinema moments heighten emotion, making smiles unforgettable.

CANVAS

Cinema, Experiential, Digital, Influencers

RESULT

Reached ~1 million people, and the activation positioned Happydent as an innovator in cinema advertising, with coverage framing the brand as a creative leader.

TEAM BRAND

At Happydent, we've always believed in the power of a sparkling smile, not just as a symbol of joy but as a spark that lights up the world around us. This collaboration with PVR INOX naturally extends the 'Chamking Gum' campaign, bringing this philosophy to life in a fun, immersive way. By reimagining everyday cinema spaces, we're spreading smiles while inspiring responsible behaviour.

SAURABH NATH
Category Head, Perfetti Van Melle India

TEAM AGENCY

Cinema advertising has entered a new era. It's no longer just a media buy, it's a full-fledged brand experience. The Happydent activation with Perfetti shows how smart, immersive storytelling inside our cinemas can bring campaigns to life and drive incredible brand recall. We're seeing tremendous growth in this space, and it's clear: brands not yet tapping into cinema are missing out.

GAUTAM DUTTA
CEO – Revenue & Operations, PVR INOX Limited

REEL TO REAL

Integrates cinema, culture, and authentic storytelling to build trust and brand affinity.



BRAND : Country Delight

CINEMA ADVERTISING PARTNER :
Qube Cinema Network

ABOUT COUNTRY DELIGHT

Country Delight is a premium fresh food brand offering high-quality, minimally processed dairy and essential staples. Built on purity, traceability, and farm-to-home freshness, the brand focuses on delivering honest nutrition to Indian households. Its core proposition centres on trust, authenticity, and elevating everyday consumption through cleaner, better ingredients.

ABOUT QUBE CINEMA NETWORK

Qube Cinema Network is one of India's largest cinema platforms, powering thousands of screens across metros, Tier 2 and Tier 3 markets. Beyond cinema advertising, Qube works closely with brands and film studios to create cinema-first storytelling and movie collaborations that feel culturally relevant and organic.

OBJECTIVE

To integrate Country Delight into the cultural universe of Kantara, building emotional affinity and trust in a highly competitive dairy market while creating breakthrough cinematic content that drives brand recall, relevance, and deeper penetration, especially in the culturally rooted markets of Karnataka and South India.

KEY CHALLENGES

Aligning a modern dairy brand with a deeply traditional narrative required sensitive creative thinking. Convincing the film's director, production house, and lead talent for authentic participation, executing high-quality shoots under tight timelines, and achieving synergy between cinematic storytelling and brand ethos were major collaborative challenges.

KANTARA CHAPTER 1 × COUNTRY DELIGHT

The campaign brought Country Delight into the heart of Kantara's powerful cultural world, creating an unprecedented fusion of cinema, tradition, and brand storytelling. Rooted in the film's themes of purity, devotion, and community, the content showcased Country Delight's milk as part of the sacred celebration, elevating the brand's emotional credibility in a region where dairy loyalty is traditionally hard to shift. Through cinematic sequences, behind-the-scenes talent endorsements, and culturally contextual narrative design, the campaign delivered strong affinity, breakthrough recall, and deep regional engagement. It became a benchmark for immersive movie-brand integrations that go beyond placements and become part of the universe itself.

BUILDING IMPACT

- The final day of the shoot traditionally concludes with the entire cast and crew coming together for a shared meal, ending with prasadam offered to the daivas. This ritual is deeply rooted in faith, gratitude, and collective celebration.
- Country Delight products were used to prepare payassam for the feast, making it a part of a real, sacred moment, not a scripted placement.
- Qube Cinema Network, in collaboration with Mythri Productions, transformed this moment into a story-led special content piece.

BIG IDEA

Integrating purity into Kantara's cultural and spiritual storytelling universe.

CRITICAL INSIGHT

Cultural resonance unlocks trust - crucial for dairy brands in Karnataka.

CANVAS

OOH, Digital, Social Media, Cinema Advertising

RESULT

40M+
Organic video views on YouTube

4X
Surge in brand recall in South markets

10M+
Cinema reach

TEAM BRAND

The vision was to merge the authenticity of Kantara: Chapter 1 with the purity Country Delight stands for. Our approach focused on real on-set usage, co-branded narratives, and a multi-channel amplification strategy spanning digital to outdoor. The result - 80M+ views on YouTube alone - underscored how culturally rooted storytelling can unlock exceptional brand impact.

GURINDER SINGH
CMO, Country Delight

TEAM AGENCY

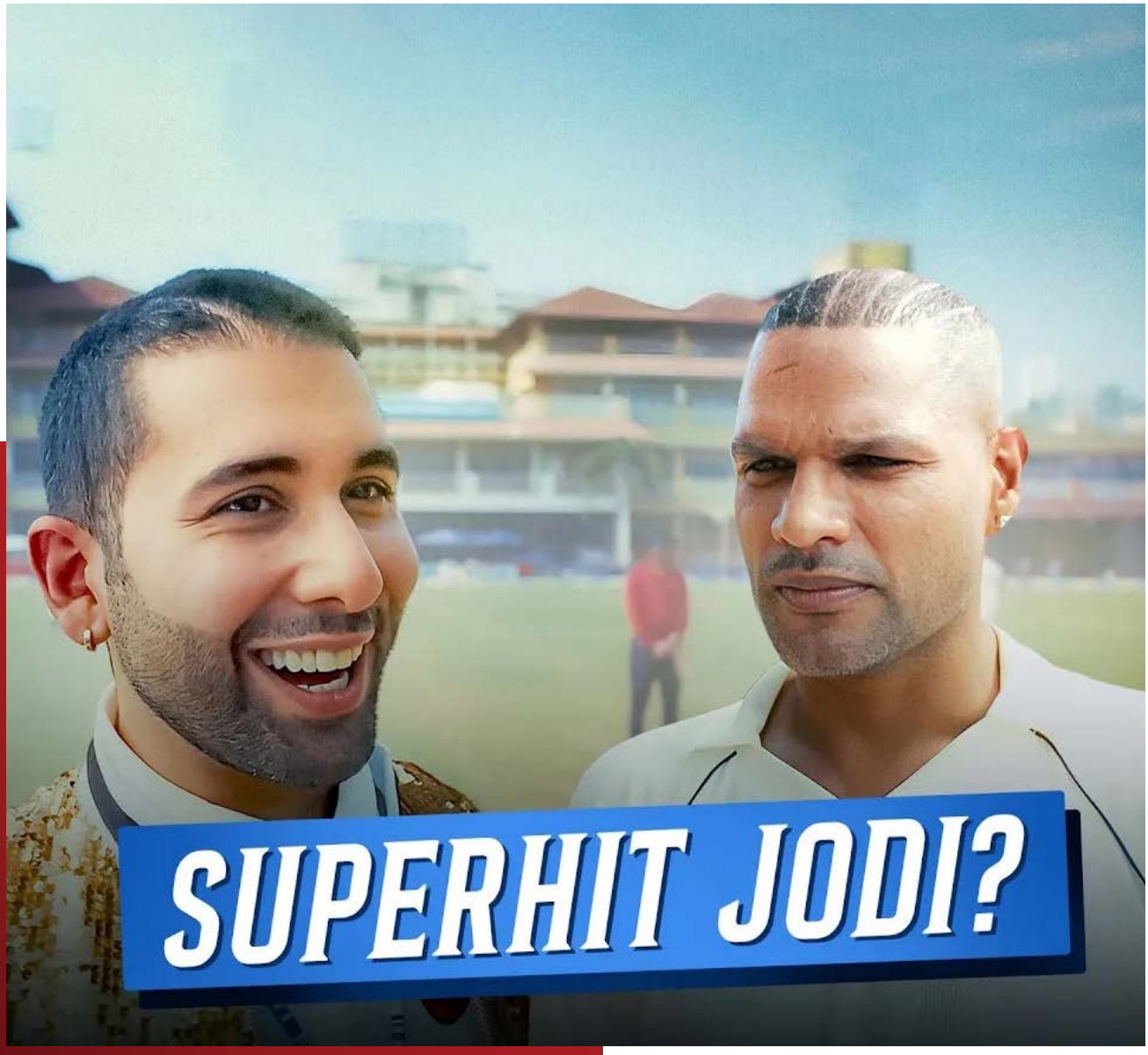
Kantara celebrates authenticity, tradition, and rootedness — values that mirror Country Delight's promise. This collaboration reflects our belief that the most effective brand integrations are those that feel organic to the story. Kantara was a natural fit for Country Delight, and we're proud to have facilitated this powerful association.

MAYANK SEHGAL
Associate Vice President - Sales

amazon MXPLAYER

FREE ENTERTAINMENT, EVERYWHERE

Turns Amazon MX Player's arrival into a city-wide, screen-wide cultural moment.



BRAND : Amazon MX Player

AGENCY : PivotRoots - Havas

ABOUT AMAZON MX PLAYER

Amazon MX Player is a free, ad-supported video streaming service. It combines the original MX Player app with Amazon's miniTV, offering thousands of shows, movies, and originals in multiple Indian languages, accessible via its own app, the Amazon shopping app, and smart TVs.

ABOUT PIVOTROOTS - HAVAS

PivotRoots simplifies digital growth through data-driven strategies, creative insight, and continuous innovation. Built on strong analytical foundations, we craft effective digital solutions that help brands stay ahead, adapt faster, and stand out in an ever-evolving digital landscape.

OBJECTIVE

To announce Amazon's integration with MX Player through a bold cultural moment. By dominating cricket, metros, Budget Day, and digital together, the campaign positioned Amazon MX Player as India's biggest, boldest, most accessible hub for unlimited free entertainment.

KEY CHALLENGES

To introduce a major acquisition to a fragmented audience, cut through peak entertainment clutter and communicate a simple value proposition — free, limitless entertainment — while creating cultural relevance across diverse audiences, media behaviours and contexts in one narrative.

BRAND AWARENESS CAMPAIGN

The campaign stemmed from a simple belief: Amazon MX Player's arrival shouldn't just be seen, it should be felt. It engineered a nationwide cultural takeover by placing the brand inside India's most consumed and most talked-about moments. Cricket frenzy, Budget Day anticipation and the daily metro rush all became stages for announcing the Amazon MX union. Shikhar Dhawan and Orry added humour, scale and instant pop-cultural relevance through the brand film. Across every medium, the unifying narrative remained clear: "free entertainment without limits."

BUILDING IMPACT

- Kick-started with a blockbuster presence during the India vs. England cricket series.
- The Shikhar Dhawan, Orry brand film amplified chatter across TV, CTV and digital.
- Delhi Metro transformed into a massive entertainment canvas, turning everyday commutes into brand experiences.
- Budget Day messaging rode real-time sentiment with sharp contextual storytelling.
- A synchronised surge across print, OOH, social and digital ensured omnipresence.

BIG IDEA

City-wide and screen-wide takeover uniting MX Player and miniTV.

CRITICAL INSIGHT

Merger feels real when both brands appear together everywhere.

CANVAS

TV, Print, OOH, Digital, Influencer Marketing

RESULT

3X
Spike in brand searches

60%
Rise in daily active users

2.5X
Increase in new user acquisitions

HIGH
Viewership during the cricket series

TEAM BRAND

Our goal was to make Amazon MX Player's integration with miniTV a bold, unmissable cultural moment. By dominating cricket, metros, Budget Day, and digital, we created a citywide, screen-wide takeover that made the merger feel real everywhere. With Shikhar Dhawan and Orry adding scale and humour, we delivered free, limitless entertainment, sparking record engagement, a 3x brand search spike, and positioning Amazon MX Player as India's biggest entertainment destination.

ADITYA SINGHAL
Growth & Marketing Head - Amazon MX Player

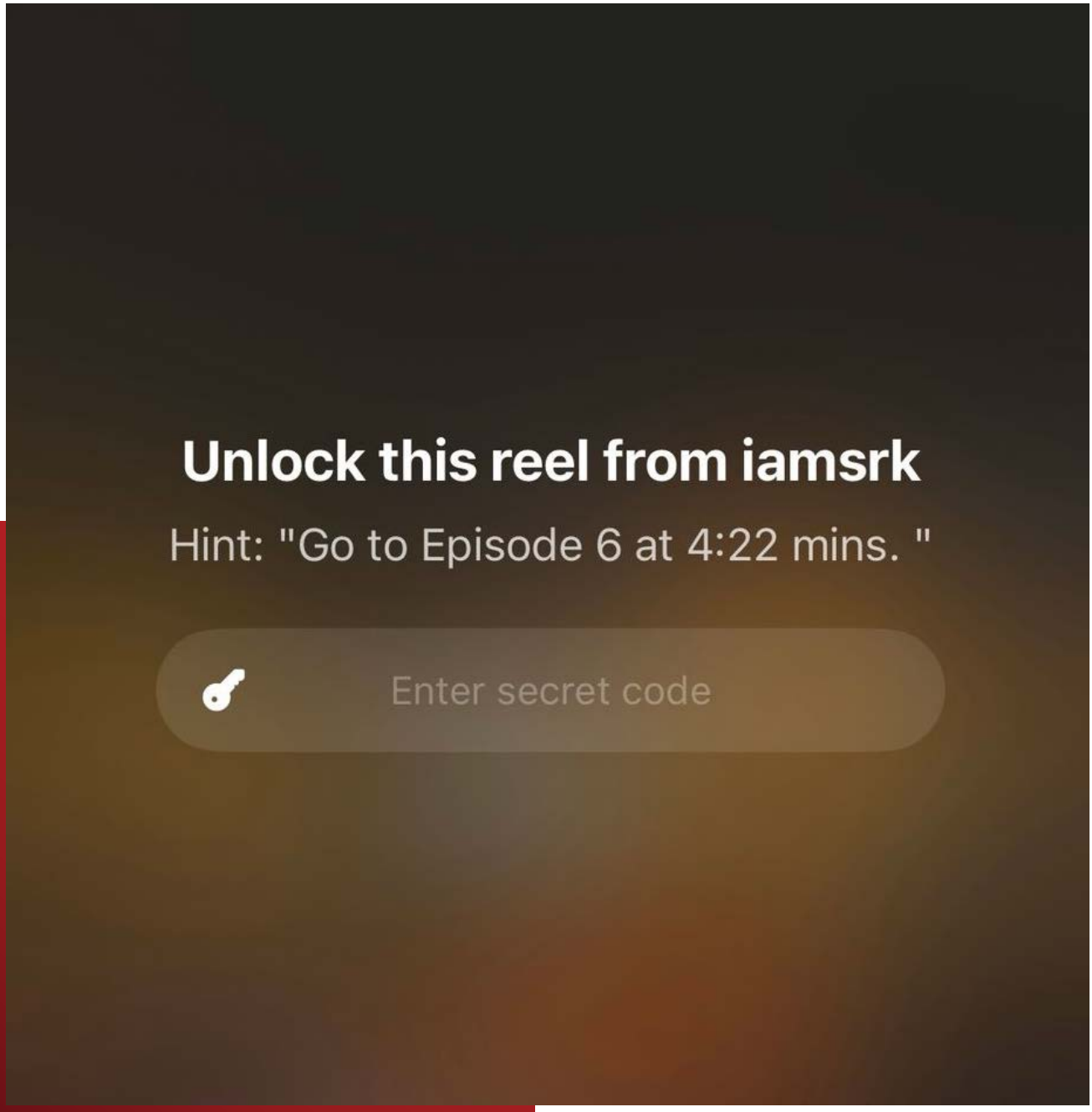
TEAM AGENCY

We designed a campaign that transformed India's most talked-about moments into stages for Amazon MX Player's arrival. From cricket stadiums to metro rides and Budget Day, every touchpoint amplified the merger creatively and memorably. By blending humour, scale, and contextual storytelling, we drove massive engagement, record user growth, and positioned the brand as a cultural force, proving that impactful, omnipresent storytelling can turn a launch into a nationwide phenomenon.

PRAVEEN JOSHI
Managing Partner - Digital, PivotRoots

LOCKED, HIDDEN, HUNTED

Turns fandom into participation through Meta's first Locked Reel in India.



BRAND : Red Chillies Entertainment

ABOUT RED CHILLIES ENTERTAINMENT

Red Chillies Entertainment was founded in 2002, and ever since, the company has been on a steady growth curve in the sphere of producing high-quality entertainment across platforms. Red Chillies Entertainment is one of the leading studios in the country, spanning content development, production, global marketing and distribution, as well as visual effects and post-production through Red Chillies VFX.

OBJECTIVE

To reignite momentum for The Ba***ds of Bollywood post-launch by creating a fresh access-driven hook that deepens fandom. The goal was to spark renewed curiosity, drive repeat viewing, and transform passive audiences into active participants through platform-first interactivity.

KEY CHALLENGES

Securing buy-ins from Shah Rukh Khan and Aryan Khan. Fast-tracking Meta's first-ever India rollout of the Locked Reel feature. Motivating audiences to adopt an unfamiliar Instagram user experience. Creating compelling content that justified audience participation.

THE BA***DS OF BOLLYWOOD X META: LOCKED REELS

We partnered with Meta to leverage its groundbreaking new format — Locked Reels — that turned secrecy into a marketing asset. By placing Shah Rukh Khan and Aryan Khan at the centre of this exclusive drop, we transformed a simple behind-the-scenes moment into a high-stakes piece of coveted content. The reel could be viewed only with a password hidden within the show itself. This flipped the typical promotional flow, content didn't drive viewers to the show; the show drove audiences to seek out the content. It built an ecosystem of intrigue, participation and fandom, turning a tech-first format into a cultural moment.

BUILDING IMPACT

- Partnered with Meta to launch India's first-ever interactive Locked Reel, using SRK and Aryan Khan's profiles.
- Crafted a BTS film revealing Aryan's creative process, tonally aligned with the show's raw, disruptive energy.
- Locked the Reel behind a password hidden in the episode, making the show an entry point and turning audiences into active participants. Disabled comments pre-unlock to heighten urgency and exclusivity.
- Used SRK's 'Jaraj' moment to drive curiosity, rewatches and mass speculation.
- Cast, crew, media and creators fueled a nationwide decoding hunt, turning a digital trigger into a mass phenomenon.
- Secrecy drove FOMO, urgency, hype, deeper engagement and wider cultural conversation, drawing in both fans and first-time viewers, piercing into fan zeitgeist.



BIG IDEA

SRK and Aryan unveiled exclusive BTS through Meta's interactive Locked Reel.



CRITICAL INSIGHT

Audience engagement deepens when participation unlocks something truly scarce.



CANVAS

Digital, Social Media

RESULT



11.9M

Unique views

TEAM BRAND

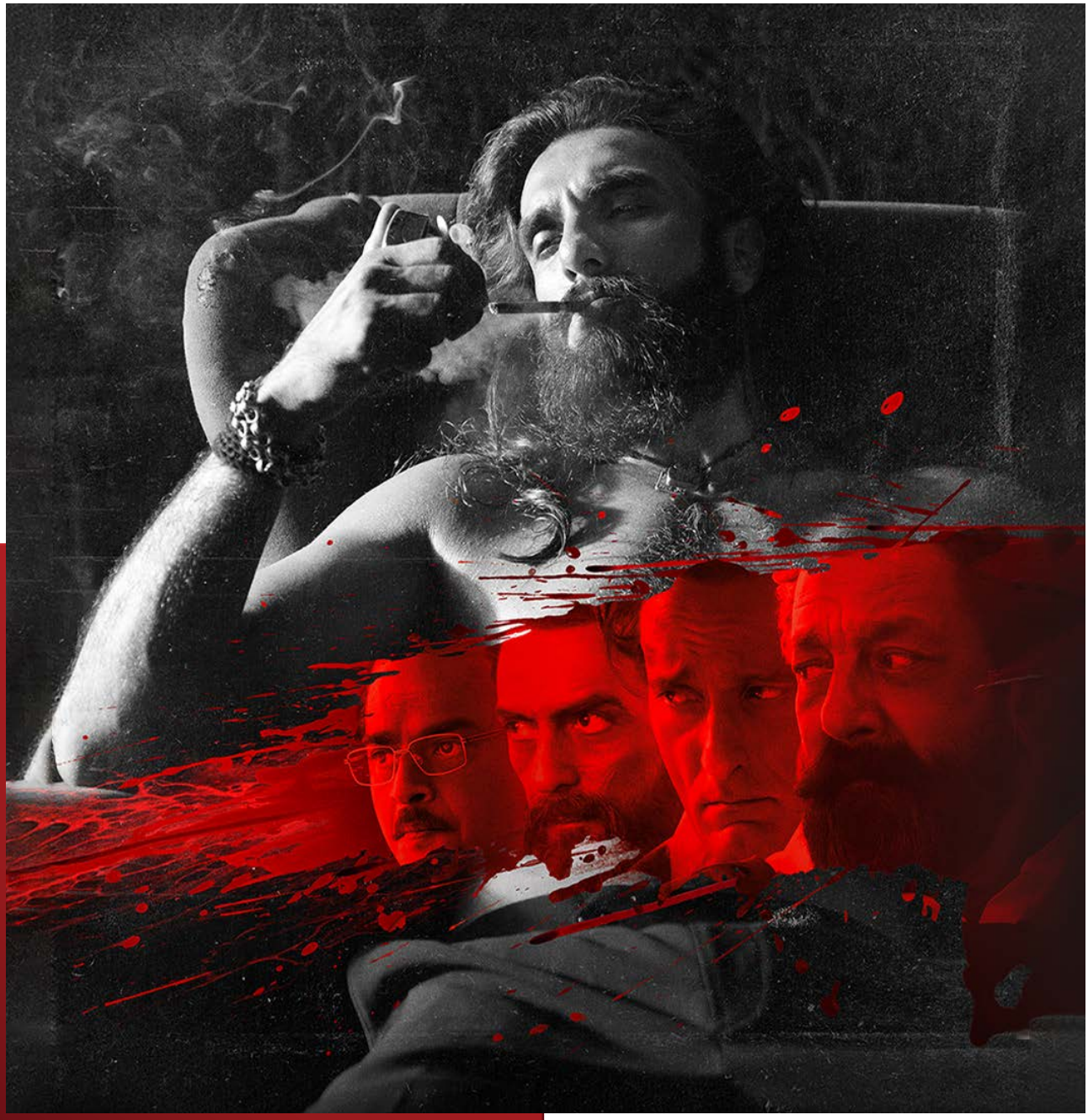
Our vision was to create a breakthrough moment in entertainment marketing that mirrored the show's boldness while redefining how audiences engage with content. Locked Reel allowed us to turn passive viewers into active seekers, using platform innovation to spark cultural curiosity. This password-led chase not only drove deeper episode engagement but proved how interactive storytelling can elevate a marketing moment into a cultural event.

NIDHI BUBNA SADHWANI

Marketing Head, Red Chillies Entertainment

DHURANDHAR MEETS AI

Leverages an AI-powered prompt to bring Dhurandhar closer to fans.



BRAND : Dhurandhar | Jio Studios

AGENCY : White Rivers Media

ABOUT JIO STUDIOS

Jio Studios, the media and content arm of Reliance Industries Limited, was set up in 2018 to build a pure-play content studio focused on developing, producing, and owning intellectual property in films, web series and other content in Hindi and other major Indian languages.

ABOUT WHITE RIVERS MEDIA

White Rivers Media is an independent, integrated digital agency crafting culturally fluent campaigns that blend strategy, storytelling, and social intelligence to keep brands meaningfully relevant in the internet age.

OBJECTIVE

Position Dhurandhar as the boldest, unmissable event of the year. To be gutsy and bold with fearless storytelling that drives attention and turn viewers into ambassadors by engaging them into conversations that spark debate, theories, and cultural buzz nationwide.

KEY CHALLENGES

To overcome audience fatigue with mass action and spy films, and hesitation to return to cinemas, our strategy delivers a content-driven product balancing intrigue and credibility, sparking conversations, encouraging theories, amplifying excitement, and inspiring fans to actively create, engage, and share content.

DHURANDHAR

The campaign ignited with a First Look that spread like wildfire. To break the internet, we hosted the biggest cinematic trailer launch event with 3K+ fans, while driving a dynamic digital strategy across social media. With Google India, we launched the first-ever AI-led Gemini prompt, Main Bhi Dhurandhar, allowing fans to recreate their looks in Ranveer Singh's iconic Dhurandhar style. With strategy-driven momentum, Dhurandhar became a pop culture phenomenon with massive organic buzz and engagement from brands like Amul, sports institutions including FIFA World Cup, La Liga, Mumbai Indians, Star Sports, and authorities such as Mumbai Police and many more.

BUILDING IMPACT

- Delivered real-time coverage across Instagram and X, amplified through different channels of social media.
- Ran an aggressive multi-channel digital strategy, focusing on fan theories, fan art, and storytelling content.
- Amplified organic audience love and reactions across platforms through interactions.
- The Google Gemini AI-led activation guided users to upload their image and receive a Dhurandhar-style recreation by answering 'yes' or 'Main Bhi Dhurandhar'.

BIG IDEA

'Main Bhi Dhurandhar' Gemini Prompt

CRITICAL INSIGHT

The audience's anticipation skyrocketed after the teaser drop.

CANVAS

Digital, Social Media, Experiential

RESULT

625M+
Views across platforms

6.73B+
Reach across platforms

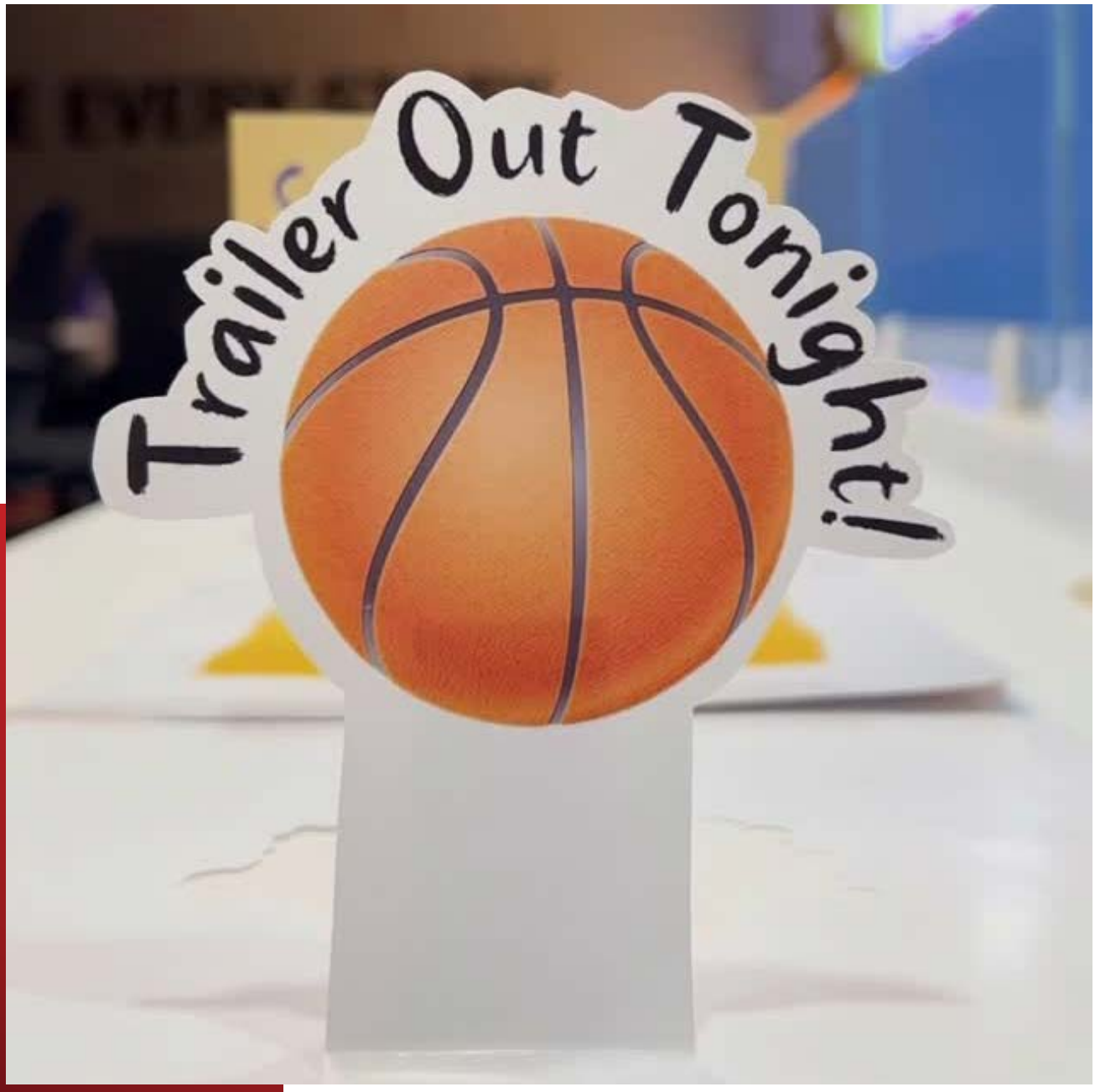
1.2B+
Views of Giphy x Dhurandhar

15B+
Views and streams across music platforms

AAMIR KHAN
PRODUCTIONS PVT. LTD.

BREAKING THE PERFECT SCROLL

Leverages tactile, imperfect design to spark curiosity ahead of the trailer launch.



BRAND : Sitaare Zameen Par | Aamir Khan Productions

AGENCY : TheSmallBigIdea

ABOUT AAMIR KHAN PRODUCTIONS

Aamir Khan Productions is a prestigious Indian film production company known for creating high-quality, content-driven cinema that blends critical acclaim with commercial success, emphasising strong storytelling, social relevance, and technical excellence, establishing itself as a mark of integrity and impactful filmmaking.

ABOUT THESMALLBIGIDEA

TheSmallBigIdea (TSBI) is a full-service digital marketing agency that transforms brands through the intersection of creativity, technology, and data-driven intelligence. With offices in Mumbai, Ahmedabad, Kochi and Dubai, TSBI serves clients across India, the United States, the United Kingdom, and the Middle East.

OBJECTIVE

To build maximum anticipation ahead of the trailer launch by releasing a low-effort & high-impact hype unit that announces and amplifies the 'Trailer Out Tomorrow'.

KEY CHALLENGES

We initially created a unit that didn't land, leaving us in a tight spot with almost no time left. We had to rethink the idea on the spot and quickly ideate, build, and execute a new concept. The revised unit was crafted rapidly, presented to the client, and approved immediately.

IMPERFECTLY PERFECT TEASER

Using cutouts of the movie's 10 Sitaare and Aamir, the team built a pop-up style sequence where each star is spotlighted one by one, leading up to Aamir's reveal and culminating in the final announcement of the trailer dropping the next day.

BUILDING IMPACT

- The campaign was executed through a handcrafted pop-up cutout video created using printed photos. It built intrigue and concluded with the trailer date reveal.
- The hero unit was rolled out across Instagram, YouTube, Facebook and X.
- Once live, it was quickly picked up by media, fan and film pages.
- The intentional imperfection became its aesthetic strength, sparking conversations.

BIG IDEA
Reimagining the characters in a playful, tactile style.

CRITICAL INSIGHT
When everything looks algorithmically perfect, the imperfect stands out.

CANVAS
Social Media

RESULT

2M+ Views

64K+ Engagement

TEAM BRAND

We didn't just want to drop a teaser, we wanted to spark a cultural shift and wanted to set the tone for what's coming. The aim was to serve the film's raw, messy, light-as-air energy in a fun way, without losing its sentimental undercurrent. This idea felt like the right spark to kick off the campaign and strengthen our connect with the audience before release.

ABHAY BIKRAM SINGH
Head Of Marketing, Aamir Khan Productions

TEAM AGENCY

By leaning into imperfection, we created an announcement unit that cut through the noise and amplified anticipation for the trailer in a way that felt honest, playful, and unmistakably Sitaare. For us it wasn't about choosing between art and science, between creativity and technology, between brand and performance. It's about mastering the intersection of all these elements simultaneously.

HARIKRISHNAN PILLAI
CEO & Co-Founder, TheSmallBigIdea

MADDOCK FILMS

SPOTLIGHTING THE ROAR

Transforms a regional legacy into a nationwide cultural moment.



BRAND : Chhaava | Maddock Films

AGENCY : White Rivers Media

ABOUT MADDOCK FILMS

Maddock Films, founded by Dinesh Vijan in 2005, is a Mumbai-based production company recognised for its innovative storytelling across diverse genres and cinematic universes. The studio focuses on producing high-quality, content-driven films that redefine Hindi cinema.

ABOUT WHITE RIVERS MEDIA

White Rivers Media is an independent, integrated digital agency crafting culturally fluent campaigns that blend strategy, storytelling, and social intelligence to keep brands meaningfully relevant in the internet age.

OBJECTIVE

To make Chhatrapati Sambhaji Maharaj's legacy heard across India and globally by leveraging a digital-first approach. To create an emotional connection with audiences, making Chhaava's roar a powerful digital cultural moment that deeply resonates with today's generation.

KEY CHALLENGES

Chhaava's legacy was regionally known, limiting its broader reach. Plus, the rise of OTT and the sensitive nature of the film's subject posed challenges in connecting with younger audiences while maintaining cultural sensitivity and executing a cost-effective strategy.

CHHAAVA'S DIGITAL ROAR

The campaign launched with a teaser attached to Stree 2's end-credits during its theatrical run, instantly igniting buzz. White Rivers Media amplified this with a strong digital seeding plan across Instagram and X, maintaining an aggressive presence through promo drops, cast introductions, BTS reels, countdown threads, and trivia across Instagram, YouTube, LinkedIn Threads, and X. We revamped Swiggy's map with a Chhaava-inspired scooty icon and introduced a Maharaja-themed menu. Global flash-mob activations and high-traffic DOOH fuelled online chatter, while influencers and memes drove organic lift. Extensive city-tour digital coverage - including culturally significant stops - unified the campaign's nationwide momentum.

BUILDING IMPACT

- Ran a multi-channel digital strategy with aggressive social presence, continuous promos, storytelling content, and targeted partner-app ads.
- Leveraged the star cast's social media reach for high-impact visibility.
- Collaborated with Swiggy on a Chhaava-inspired menu and map integration.
- Delivered real-time coverage of nationwide city tours from culturally significant stops like Sambhaji Nagar to Raigad on Shivaji Jayanti.
- Amplified organic audience love and reactions across platforms.

BIG IDEA

Goonji Chhaava Ki Garajana.

CRITICAL INSIGHT

Emotional storytelling creates bonds, amplifying movies' reach organically.

CANVAS

Digital, Social Media, OOH, Cinema Advertising

RESULT

620M+
Views

20M+
Likes

40M+
Reach

TEAM BRAND

Initially, we had our focus on on-ground plans, but the digital strategy quickly took the lead and amplified our efforts beyond expectations. It elevated everything we did, expanding Chhaava's reach far beyond what we had envisioned, showing how powerful digital platforms can be for a film's success.

DINESH VIJAN
Founder, Maddock Films

TEAM AGENCY

In today's world, if it doesn't exist online, it doesn't matter. From the beginning, we knew a digital-first approach was critical. By strategically amplifying every moment, we ensured Chhaava's roar was everywhere, reaching the audience exactly where they engage most

MITESH KOTHARI
Co-founder and CCO, White Rivers Media

WHEN LOVE TAKES OVER

Builds a music-led, fan-powered digital movement for Param Sundari.



BRAND : Param Sundari | Maddock Films

AGENCY : White Rivers Media

ABOUT MADDOCK FILMS

Maddock Films, founded by Dinesh Vijan in 2005, is a Mumbai-based production company recognised for its innovative storytelling across diverse genres and cinematic universes. The studio focuses on producing high-quality, content-driven films that redefine Hindi cinema.

ABOUT WHITE RIVERS MEDIA

White Rivers Media is an independent, integrated digital agency crafting culturally fluent campaigns that blend strategy, storytelling, and social intelligence to keep brands meaningfully relevant in the internet age.

OBJECTIVE

To build sustained digital buzz for Param Sundari by amplifying music, fan culture, and star-led visibility across platforms, driving conversation, participation, and strong nationwide intent-to-watch.

KEY CHALLENGES

Cutting through clutter during a heavy release window amidst festivals, sustaining conversation from trailer launch to release despite a month-long delay, and ensuring nationwide cultural relevance while balancing multiple audience clusters and platform-specific behaviours.

PARAM SUNDARI: LOVE THAT TOOK OVER EVERYWHERE

The team built a music-and-moments-led digital movement around Param Sundari, leveraging trailer buzz, star power across the cast and singers, and fan-driven participation. To kick off the campaign, the team launched the Pardesiya petition to demand the song's release, amplifying fan curiosity and chatter to build pressure and hype for an early launch. From the first-ever AI-driven Bollywood video created using Google Gemini Veo 3, to influencer-led music amplifications and digital shoots with the singers and cast, meme seeding, personalised sticker engagement on WhatsApp, Hasfetti on X, Swiggy collaborations, the campaign sustained a nationwide cultural moment. Real-time ORM, reviewer amplification, and social-first storytelling ensured constant visibility across Instagram, X, YouTube and partner platforms, driving strong participation and watch intent.

BUILDING IMPACT

- Built sustained buzz with assets, cuts, seeding, memes, X Hasfetti, Instagram ORM and personalised stickers. Delivered Pardesiya horizontal cut using Gemini Veo 3.
- Crafted digital content with Adnan Sami and Sonu Nigam, and fuelled fan demand through the Pardesiya petition and a follow-up vox-pop.
- Changed the Swiggy map icon, executed the Tossin × Swiggy × Param Sundari pizza collab, and shared live updates from launches, tours, events, and the premiere.

BIG IDEA

A love-soaked digital universe powered by fans, music, and moments.

CRITICAL INSIGHT

Music-first campaigns shape cultural recall and drive audience participation.

CANVAS

Print, OOH, Digital, Social Media, Cinema

RESULT

620M+
Views

20M+
Likes

40M+
Reach

TEAM BRAND

Param Sundari was designed as a film that blends music, emotion and culture, and the campaign reflected exactly that. The digital strategy amplified our strongest assets - its soundtrack, star cast and fan energy - while ensuring the film stayed present across every platform. The innovative collaborations, including the Gemini Veo 3 integration, helped us reach audiences in fresh, meaningful ways.

DINESH VIJAN
Founder, Maddock Films

TEAM AGENCY

Our approach for Param Sundari was to build a music-and-moments–led ecosystem that travelled across platforms and audiences. By combining real-time storytelling, creative social-first formats, personalised fan interactions and first-ever innovations like the Gemini Veo 3 video, we created a campaign that stayed consistently active throughout the cycle and meaningfully drove intent.

SHRENIK GANDHI
Co-founder and CEO, White Rivers Media

INTRODUCING THAMMA

Launches a new cinematic character through festive-first digital domination.



BRAND : Thamma | Maddock Films

AGENCY : White Rivers Media

ABOUT MADDOCK FILMS

Maddock Films, founded by Dinesh Vijan in 2005, is a Mumbai-based production company recognised for its innovative storytelling across diverse genres and cinematic universes. The studio focuses on producing high-quality, content-driven films that redefine Hindi cinema.

ABOUT WHITE RIVERS MEDIA

White Rivers Media is an independent, integrated digital agency crafting culturally fluent campaigns that blend strategy, storytelling, and social intelligence to keep brands meaningfully relevant in the internet age.

OBJECTIVE

To make Thamma the most talked-about festive release by leveraging Diwali's cultural fervour, driving mass excitement and deep familiarity for the newest MHCU character, while building anticipation on par with the universe's previous blockbuster Stree and Bhediya.

KEY CHALLENGES

Launching a new MHCU character in a crowded festive season meant cutting through Diwali noise while meeting high-loyalty fans' expectations. We needed online excitement strong enough to influence cinema footfalls and position Thamma as a must-watch theatrical experience.

A THAMMAKEDAAR DIWALI

The Thammakedaar Diwali campaign kicked off with a power-packed trailer drop, live-streamed on Instagram, and YouTube, instantly sparking fanfare. The team amplified metro takeovers and QR activations online, turning them into digital conversation starters and driving organic, story-led buzz around Thamma's arrival. The Swiggy collaboration, featuring gamified discovery through a custom map experience and themed menu, added playful engagement. India then witnessed the first-ever blood-drop UI takeover on X, creating a disruptive festive visual moment. Meme culture, fan-page seeding, talent-led amplification and audio-first integrations ensured Thamma ka Thammaka was everywhere online this Diwali

BUILDING IMPACT

- Amplified the film's metro and QR activations with real-time, story-led engagement that fuelled organic buzz.
- Swiggy collaboration transformed the app's UI with map integration, a gamified hunt and the Thammakedaar menu, adding playful discovery to the experience.
- Introduced a blood-drop UI takeover on X, creating a true scroll-stopper.
- With meme seeding, fan-page amplification and cast-driven content drops, Thamma dominated the internet.

BIG IDEA

Iss Diwali, hoga sirf Thamma ka Thammaka!

CRITICAL INSIGHT

Movie characters become familiar only when they grab attention online.

CANVAS

OOH, Digital, Social Media, Cinema

RESULT

1.2M
Views for 'Dilbar' within the first 10 minutes

500K+
Social media interactions

67K
Reels made on 'Poison Baby'

85K
Reels made on 'Dilbar Ki Aankhon Ka'

TEAM BRAND

To introduce a new character in a loved universe, familiarity must begin before the first frame. Digital helped Thamma become noticed, discussed and celebrated during Diwali, while also amplifying everything happening on-ground. It turned festive awareness into excitement and made Thamma's thammaka loud enough to be impossible to miss.

DINESH VIJAN
Founder, Maddock Films

TEAM AGENCY

We aimed to make Thamma unmissable. The best place to achieve that is where audiences spend most of their time, online. By capturing attention across digital touchpoints, we built early familiarity. That energy made this Diwali truly thammakedaar for Thamma.

SHRENIK GANDHI
Co-founder and CEO, White Rivers Media

DHARMA PRODUCTIONS

WHEN CHAOS SELLS ROMANCE

Converts cast energy and music trends into sustained social media buzz.



BRAND : Sunny Sanskari Ki Tulsi Kumari | Dharma Productions

AGENCY : TheSmallBigIdea

ABOUT DHARMA PRODUCTIONS

Dharma Productions, founded by Yash Johar in 1976 and led by Karan Johar, is a prestigious production house in India. Known for delivering blockbuster entertainment across genres, Dharma's portfolio spans romantic dramas, action thrillers, and patriotic narratives, consistently setting benchmarks in Indian cinema.

ABOUT THESMALLBIGIDEA

TheSmallBigIdea (TSBI) is a full-service digital marketing agency that transforms brands through the intersection of creativity, technology, and data-driven intelligence. With offices in Mumbai, Ahmedabad, Kochi and Dubai, TSBI serves clients across India, the United States, the United Kingdom, and the Middle East.

OBJECTIVE

To create chaos, serve entertainment, and repeat.

KEY CHALLENGES

Introduce two new equations, make the audience instantly root for them, fuel the 'who ends with whom' chaos and serve non-stop entertainment.

HEARTBREAK NEVER LOOKED THIS FESTIVE

The recipe for a hit rom-com campaign can't be subtle, so the team built comfort with Janhvi and Varun's chemistry to trend across songs, reels, memes, and shoot content. Rohit & Sanya's fandom for dance became a catalyst, making fans use the film's songs, which resulted in millions of reels across social media. Strategically, the team made fun shoot content with the movie's cast, where chaos + heartbreak were the central plot.

BUILDING IMPACT

- Drove reach and engagement with the fun content shot with the cast during promotions.
- Let songs Bijuria and Panwadi take over Instagram with their hook steps.
- AI-led units were leveraged to break the cookie-cutter marketing on the feed, giving a fresh vibe to Dharma's social media
- Screenings turned into mini-fan festivals where fans got a chance to meet, dance and chat with their favourite cast.

BIG IDEA
Make chaos and entertainment heroes of the campaign.

CRITICAL INSIGHT
Audience loves romance, but they live for entertainment.

CANVAS
Social Media

RESULT

34M+
Views in 24 hours on the trailer

14M+
Views in 24 hours on the trending songs

205M+
Views on content with trending songs across platforms

TEAM BRAND

With Sunny Sanskari Ki Tulsi Kumari, we wanted audiences to see beyond the humour and energy - to recognise the emotional truth of young love, confusion, and second chances. Our challenge was to introduce new pairings while preserving the emotional DNA of entertainers. So, our storytelling focused on relatability: the bittersweetness of broken hearts, the madness of Indian weddings, and the quiet resilience that brings people back to love. That honesty guided every piece of communication we put out.

AYUSHI KULSRESHTHA
Head Digital & Creative Marketing, Dharma Productions

TEAM AGENCY

Sunny Sanskari ki Tulsi Kumari is a classic Varun Dhawan brand of film. Add to that the Janhvi element and strong supporting cast, and the idea was to build a campaign on pure relatability. The campaign, like the story, mirrors the way this generation defines relationships, so we let the cast carry that energy into the real world. By amplifying their charm and keeping the communication honest and fun, we built a bridge between the audience and the film long before its release.

HARIKRISHNAN PILLAI
CEO & Co-Founder, TheSmallBigIdea

DHARMA PRODUCTIONS

TURNING SPECTATORS INTO WITNESSES

Reframes a forgotten courtroom trial as a pop-culture-driven storytelling for Gen Z.



BRAND : Kesari Chapter 2 | Dharma Productions

AGENCY : TheSmallBigIdea

ABOUT DHARMA PRODUCTIONS

Dharma Productions, founded by Yash Johar in 1976 and led by Karan Johar, is a prestigious production house in India. Known for delivering blockbuster entertainment across genres, Dharma's portfolio spans romantic dramas, action thrillers, and patriotic narratives, consistently setting benchmarks in Indian cinema.

ABOUT THESMALLBIGIDEA

TheSmallBigIdea (TSBI) is a full-service digital marketing agency that transforms brands through the intersection of creativity, technology, and data-driven intelligence. With offices in Mumbai, Ahmedabad, Kochi and Dubai, TSBI serves clients across India, the United States, the United Kingdom, and the Middle East.

OBJECTIVE

To market a patriotic courtroom drama in an entertainment-dominated landscape, reconnect youth with forgotten history, and rebuild Akshay Kumar's star appeal. And, to make C. Sankaran Nair's post-Jallianwala Bagh trial against the British Empire urgent and unmissable for today's generation.

KEY CHALLENGES

Marketing a century-old legal battle unfamiliar to Gen Z, repositioning Akshay Kumar after consecutive setbacks, and competing with mass entertainers demanded disruption. The challenge was making history feel immediate, transforming passive viewers into active witnesses through bold social-first storytelling.

WITNESS THE HISTORY

The 'Witness the History' campaign transformed film marketing into a national movement. The team promoted a groundbreaking blank teaser, a simultaneous all-platform black-screen drop that hijacked feeds and sparked mass curiosity. Progressive star reveals strategically unveiled Akshay Kumar, R Madhavan, and Ananya Panday, balancing North-South appeal. The first-ever Akshay vs Maddy courtroom rivalry was positioned as pop culture gold, fueling organic fandom wars. Through dialogue-led storytelling and culturally rooted assets, the team summoned the audiences to witness the forgotten trial that challenged the British Empire.

BUILDING IMPACT

- Built the entire campaign around audiences becoming witnesses, not spectators, shifting from passive consumption to active participation.
- Coordinated simultaneous black-screen release across all platforms.
- Strategic three-phase character unveiling leveraged Akshay, Madhavan, and Ananya's combined fanbases.
- Crafted the first-ever Akshay vs Maddy face-off through contrasting creative and dialogue battles.
- Developed heritage-rooted content, connecting Jallianwala Bagh's truth to today's generation.



BIG IDEA

A blank screen that made India stop and witness.



CRITICAL INSIGHT

Gen Z craves visceral truth over history textbooks.



CANVAS

Digital, Social Media

RESULT



40M+

Views in 24 hours on the blank teaser



₹81.45 CR

Opening weekend collection

TEAM BRAND

With Kesari Chapter 2, we made today's generation the witnesses this trial never had. C. Sankaran Nair's battle against the British Empire post-Jallianwala Bagh was silenced for a century. Through our campaign, millions have now discovered his story, ensuring that a forgotten chapter of India's freedom struggle finally receives the recognition it always deserved.

AYUSHI KULSRESHTHA

Head Digital & Creative Marketing, Dharma Productions

TEAM AGENCY

With Kesari 2, the idea was to create a national moment citing the one of the unknown but significant story of the man behind the historic court verdict. From the first asset of the 'no visual teaser' which marked out the brutal massacre, only with audio, being one of the firsts to the face-offs between R Madhavan & Akshay Kumar, focusing on the versatility and the power of performance, each asset was smartly carved to deliver the message, without making it look hackneyed and jaded.

HARIKRISHNAN PILLAI

CEO & Co-Founder, TheSmallBigIdea

DEVGN FILMS

EXPANDING THE HORROR FANBASE

Elevates a horror movie release by uniting supernatural fear with maternal strength.





BRAND : MAA | Devgn Films

AGENCY : TheSmallBigIdea

ABOUT DEVGN FILMS

Devgn Films, founded in 2000 by Padma Shri awardee and National Award-winning actor-filmmaker Ajay Devgn, is a leading Mumbai-based production house known for high-impact, audience-driven cinema.

ABOUT THESMALLBIGIDEA

TheSmallBigIdea is a full-service digital marketing agency that transforms brands through the intersection of creativity, technology, and data-driven intelligence. TSBI serves clients across India, the US, the UK, and the Middle East.

OBJECTIVE

While horror-comedy continues to dominate the Indian box office, pure horror hasn't scaled the same. Yet, the strong performance of Shaitaan and recent Hollywood horror titles indicates scope for serious horror. The objective was to leverage this gap and market Kajol's debut in the pure horror space, making MAA stand out.

KEY CHALLENGES

MAA released after Aamir Khan's feel-good Sitaare Zameen Par, making it harder for a dark horror film to stand out. The team also had to credibly shift Kajol into a horror-action lead and visualise a formless supernatural threat using AI-driven storytelling.

FAITH V/S EVIL

Strategically, the team expanded the film's universe by inducting it into a larger supernatural arc, introducing Madhavan through the Shaitaan universe to deepen credibility and intrigue on the trailer launch. The team broadened the movie's appeal by bringing in family audiences by replacing surnames with mothers' names in credits and uniting icons like Kajol and Usha Uthup to celebrate maternal strength during the song launch. For horror loyalists, we created immersive fear-first experiences: paranormal-themed podcasts, terror train takeovers, and atmospheric digital storytelling.

BUILDING IMPACT

- Leveraged the Shaitaan Universe for cross-promotion, introducing R Madhavan during the trailer launch to tap into existing fan bases.
- Family audiences were courted through heartfelt mom tributes in credits and a unique Kajol x Usha Uthup collaboration.
- Horror enthusiasts engaged with paranormal-themed podcasts and clever train advertisements featuring spine-chilling one-liners.
- On Environment Day, playful content on Kajol's social profiles amplified Maa's presence through targeted micro-influencer partnerships.



BIG IDEA

End credit goes to MAA.



CRITICAL INSIGHT

Fear and faith always rise together. The stronger the evil, the stronger the belief needed to confront it.



CANVAS

Social Media

RESULT



25M+
Views



17M+
Engagement



35M+
Impressions

TEAM BRAND

With MAA, our focus was to reintroduce pure horror to a mainstream audience through an emotionally anchored narrative. The campaign successfully bridged fear with faith, allowing the film's core theme to resonate beyond the screen. By collaborating closely with TSBI, we built a universe that felt authentic, culturally rooted, and disruptive in its communication.

DANISH DEVGN
Producer, Devgn Films

TEAM AGENCY

Maa, brought back horror in its original, unadulterated by comedy avatar. Our campaign oscillated from fear of the demon to the power of the mother. One of most spoken about idea, was that for the first time in Indian cinema, the cast and crew carried their mothers' names in the credits. That gesture sparked wide organic conversation and gave the film an emotional edge even before release.

HARIKRISHNAN PILLAI
CEO & Co-Founder, TheSmallBigIdea

DEVGN FILMS

WHEN FUN IS THE STRATEGY

Converts cast chemistry and humour into pop-culture momentum on social.



BRAND : Son Of Sardaar 2 | Devgn Films

AGENCY : TheSmallBigIdea

ABOUT DEVGN FILMS

Devgn Films, founded in 2000 by Padma Shri awardee and National Award-winning actor-filmmaker Ajay Devgn, is a leading Mumbai-based production house known for high-impact, audience-driven cinema.

ABOUT THESMALLBIGIDEA

TheSmallBigIdea is a full-service digital marketing agency that transforms brands through the intersection of creativity, technology, and data-driven intelligence. TSBI serves clients across India, the US, the UK, and the Middle East.

OBJECTIVE

To make Son Of Sardaar 2 the most fun campaign of the year. With early buzz around the film running low, the team's focus was to elevate visibility, spark conversation and drive stronger audience attention ahead of the release.

KEY CHALLENGES

Due to a saturation of comedy films in the Hindi film industry, the film faced scattered audience attention and low social buzz. The challenge was to spread awareness and bring attention back to the return of the Sardaar.

JAHAN SON HAI, WAHAN FUN HAI

The team turned trolls into supporters, amplifying #PehlaTuDujaTu from a simple step to an internet trend. It leaned into the ensemble cast to create exclusive content pieces, which amassed over 100 Million+ views. Around table between the cast was strategically released to show off their natural chemistry. Audience's love for the first film was leveraged to release the PO PO song.

BUILDING IMPACT

- Nine exclusive social assets were produced with the cast in under an hour, which became central to expanding the campaign's reach.
- On Instagram, the team tapped into each actor's fanbase to deliver content that entertained while showcasing the cast's natural chemistry.
- The team then shifted to long-form with a cast podcast on YouTube.
- Third-party pages then amplified the narrative, cementing 'Fun = Son of Sardaar 2'



BIG IDEA
End credit goes to MAA.



CRITICAL INSIGHT
Show the cast having fun, making audiences want to join.



CANVAS
Social Media

RESULT



233M+
Views



3.1M+
Engagement

TEAM BRAND

With Son of Sardaar 2, our focus was to bring the film's energy directly to the audience. By highlighting the cast's natural chemistry and embracing the 'fun-first' approach, the campaign helped rebuild momentum and strengthen audience connection ahead of release.

DANISH DEVGN
Producer, Devgn Films

TEAM AGENCY

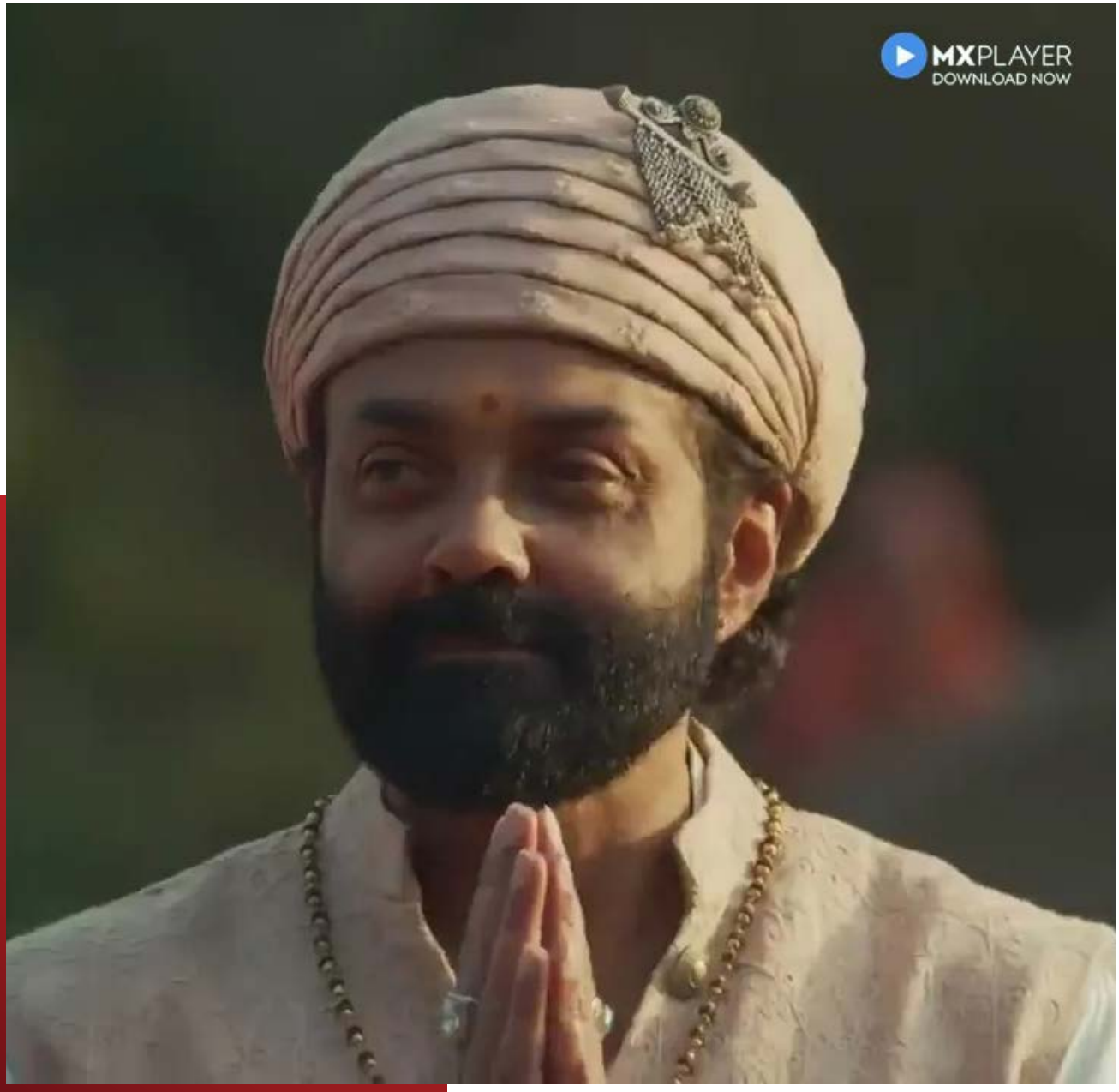
Son of Sardaar is a hugely successful franchise, and the only core thought was to capture the cast in their fun avatars. The viral hook steps from the movie gave it an additional push, with 'Pehla Tu, Dooja Tu' entering pop culture, and the ancillary videos, which were shot over just a few hours, the 9 fun assets gave us organic views of over 233 million.

HARIKRISHNAN PILLAI
CEO & Co-Founder, TheSmallBigIdea

amazon MXPLAYER

CITY, CRICKET, SCREENS, UNIFIED

Turns Aashram 3.5 into an immersive universe across everyday audience moments.



BRAND : Aashram 3.5 | Amazon MX Player

AGENCY : PivotRoots - Havas

ABOUT AMAZON MX PLAYER

Amazon MX Player is a free, ad-supported video streaming service. It combines the original MX Player app with Amazon's miniTV, offering thousands of shows, movies, and originals in multiple Indian languages, accessible via its own app, the Amazon shopping app, and smart TVs.

ABOUT PIVOTROOTS - HAVAS

PivotRoots simplifies digital growth through data-driven strategies, creative insight, and continuous innovation. Built on strong analytical foundations, we craft effective digital solutions that help brands stay ahead, adapt faster, and stand out in an ever-evolving digital landscape.

OBJECTIVE

To reignite the massive Aashram fandom by making the franchise impossible to ignore through high-impact OOH, metro domination, real-time cricket integrations and platform-first digital bursts rebuilding hype, sparking conversations and driving viewers back in overwhelming numbers.

KEY CHALLENGES

To re-energise an audience familiar with multiple seasons, navigate an overcrowded OTT landscape and revive excitement after a long content gap. With fragmented attention, the challenge was creating impactful disruption across commute routes, cricket moments and essential digital touchpoints.

AASHRAM 3.5

Aashram 3.5 needed more than visibility; it needed a cultural takeover. The campaign reignited the franchise by appearing where audiences were most attentive: in transit, on their screens and during cricket's biggest moments. Metro wraps, large-format OOH and 300+ installations transformed the city into an extension of the Aashram world. Real-time sports creatives synced the show's tension with cricket highs, injecting the narrative into live match energy. Digital bursts across BookMyShow, Glance, Mediakart, Vidmate, Xiaomi and 1P audiences amplified reach. This integrated ecosystem revived nostalgia, fuelled talkability and delivered a high-velocity launch moment for Aashram 3.5 Part 2.

BUILDING IMPACT

- Metro wraps, bus panels, transit clusters and iconic city hubs became immersive Aashram zones, triggering curiosity and share-worthy moments.
- Digital OOH and contextual placements carried suspense-driven character narratives tailored to each location.
- Tapped into the cricket chatter using dynamic moment marketing templates.
- Personalised iAvatar creatives added relatability, while teasers, countdowns, rich-media formats and interactive units added to the visibility.

BIG IDEA
Turn city, cricket, screens into a unified Aashram universe.

CRITICAL INSIGHT
People engage when stories intercept commute, downtime and cricket highs.

CANVAS
TV, Print, OOH, Digital

RESULT

200M+
Impressions

86%
Surge in brand searche

2X
Viewership over previous season

BOOSTED
CTR across Meta & Google

TEAM BRAND

With Aashram 3.5, our challenge was to revive a beloved franchise in a crowded OTT landscape. We set out to spark conversations everywhere on the streets, in transit, during cricket highs and across digital platforms. By creating a unified Aashram world across all consumer moments, we successfully rebuilt excitement and brought audiences back with overwhelming momentum.

ADITYA SINGHAL
Growth & Marketing Head - Amazon MX Player

TEAM AGENCY

For Aashram 3.5, our mandate was clear: create disruption at scale and make the franchise unmissable again. We engineered a full-funnel, multi-medium takeover that blended transit, cricket and digital ecosystems into one cohesive narrative. By aligning creative with real-time moments and audience behaviour, we reignited nostalgia, rebuilt buzz and delivered a cultural resurgence worthy of the Aashram legacy.

NIKSHIT SHETTY
Associate Vice President – Media, PivotRoots

amazon MXPLAYER

BETWEEN TWO WORLDS

Activates personal and regional loyalties to drive engagement for Rise and Fall.



BRAND : Rise and Fall | Amazon MX Player

AGENCY : PivotRoots - Havas

ABOUT AMAZON MX PLAYER

Amazon MX Player is a free, ad-supported video streaming service. It combines the original MX Player app with Amazon's miniTV, offering thousands of shows, movies, and originals in multiple Indian languages, accessible via its own app, the Amazon shopping app, and smart TVs.

ABOUT PIVOTROOTS - HAVAS

PivotRoots simplifies digital growth through data-driven strategies, creative insight, and continuous innovation. Built on strong analytical foundations, we craft effective digital solutions that help brands stay ahead, adapt faster, and stand out in an ever-evolving digital landscape.

OBJECTIVE

To establish Rise and Fall as the most disruptive, interactive reality show of the year by turning audience power into participation, sparking nonstop conversation, activating regional fandoms, and dominating cultural chatter across video, social, OTT and digital.

KEY CHALLENGES

To break through an oversaturated reality-show landscape, win attention from fans of multiple celebrities and influencers, and sustain buzz across regions with varying contestant followings — with a unified, high-impact strategy.

RISE AND FALL

Rise and Fall needed more than conventional reality marketing; it required a format where audiences felt in control. The campaign included an audience-first strategy centred on contestants, regional fandoms and real-time participation. Every major digital touchpoint became an entry point for engagement: short-form videos, high-impact formats, influencer-led edits, countdowns, polls and dynamic creatives that mirrored live momentum. It amplified regional voices by aligning communication with powerful local fanbases, ensuring personalised relevance at scale. The result was a seamless ecosystem where discovery, entertainment and participation became one, turning the show into a cultural conversation.

BUILDING IMPACT

- Contestant-led content clusters delivered high recall, with curated lineups built around celebrity influence and regional pull.
- First-view, premium placements secured immediate attention, while short-form vertical edits fuelled virality and shareability.
- Dynamic creatives during peak moments drove urgency through polls, countdowns and call-to-action formats.
- Region-specific strategies activated loyal fanbases: Pawan Singh in UP-Bihar, Aarush Bhola in Delhi, Dhanashree Verma in Mumbai and more.

BIG IDEA

Transform audience influence into a real-time, interactive entertainment experience.

CRITICAL INSIGHT

Fans engage most when content aligns with personal, regional loyalties.

CANVAS

OOH, Digital, Social Media

RESULT

3%
Increase in ad recall

4.3%
Boost in awareness

25%
Uplift in performance efficiency

30%
Rise in contestant searches

TEAM BRAND

Rise and Fall aimed to be the most disruptive, interactive reality show of the year, turning audience power into participation. By combining celebrity influence, regional fandoms, real-time engagement across video, social, OTT and digital, we created a seamless, always-on experience. Fans engaged with short-form content, polls, and dynamic creatives, driving cultural conversation, rising contestant searches, strong VTRs, and deep regional engagement, establishing Rise & Fall as the year's standout reality launch.

ADITYA SINGHAL
Growth & Marketing Head - Amazon MX Player

TEAM AGENCY

Our approach for Rise and Fall was to craft a high-impact, audience-first strategy, turning participation into real-time entertainment. By integrating celebrity influence, regional fandoms, and dynamic, always-on content across video, social, OTT, and digital, we created a seamless ecosystem. Every touchpoint, from short-form videos to polls and live interactions, amplified engagement, cultural conversation, and fan excitement, driving record searches, strong VTRs, and establishing the show as the year's most disruptive reality launch.

SAPREM GADEKAR
Associate Director - Paid Media, PivotRoots

amazon MXPLAYER

WHEN POP CULTURE TAKES OVER

Uses humour, creators and pop culture to drive buzz for Heads of State.



BRAND : Heads of State | Amazon Prime Video

AGENCY : Stars N Stripes

ABOUT AMAZON PRIME VIDEO

Amazon Prime Video is a premium streaming service that offers Prime members a collection of award-winning Amazon Original series, thousands of movies and TV shows - all with the ease of finding what they love to watch in one place

ABOUT STARS N STRIPES

A full-service creative marketing powerhouse that believes in quality over quantity. Our services span the digital landscape, from captivating video content creation to social media management across various brands. Our value proposition is simple: Imagination. Creation. Expression.

OBJECTIVE

To drive awareness and excitement for Heads Of State in India by positioning it as a must-watch action comedy, leveraging John Cena, Idris Elba and Priyanka Chopra, while activating audiences through culturally relevant, creator-led and cast-driven content.

KEY CHALLENGES

In a crowded action-comedy space, the challenge is to stand out by translating high-octane global stakes into culturally relevant moments for Indian audiences, while cutting through social noise via meaningful, well-integrated creator and celebrity collaborations.

HEADS OF STATE PROMOTIONS

The team built four pop culture-led ideas rooted in humour and internet-first storytelling. Naya Head of State featured Varun Dhawan as the self-appointed Head of Promotions, barging into Prime Video with wild marketing ideas, turning chaos into a shareable moment. HR Reviews starred Lord Himesh Reshammiya, caught by paps after a private screening, delivering a sassy, meme-ready review. You Can't See Me played on John Cena's persona through an empty chair reaction. Finally, creators Ved Maddison and Srishti Garg experienced the London press tour through fun challenges, building buzz and fan excitement across social feeds nationwide today.

BUILDING IMPACT

- Followed a social-first, drop-by-drop roll-out designed to feel native to online culture.
- 'HR's Review-E-Reshammiya' kicked off the campaign in a paparazzi-style format.
- 'Head Of Promotions' set a playful tone through Varun Dhawan's high-energy chaos.
- 'You Can't See Me' dropped as a surprise, using minimal visuals and subtitles.
- The creator activation ran alongside, with London press tour content, challenges, BTS moments, and creator POVs sustaining buzz.

BIG IDEA

To Desi-fy Heads Of State by leveraging pop culture moments.

CRITICAL INSIGHT

People don't engage with film promotions, but with internet moments.

CANVAS

Digital, Social Media, Influencers

RESULT

4.41M
Total Views

82.8K
Total Likes

TEAM BRAND

With Heads of State, we wanted to show the way audiences consume culture today, playful, self-aware & rooted in internet language. Instead of traditional promotions, we focused on unexpected & shareable, marketing international content to India with a local flavour became the core for the marketing plan, by using local celebrities, viral creators, along with the desi-fication of the cast!

SHIKHA KOHLI
Social Media Marketing Manager, Amazon Prime Video

TEAM AGENCY

When promotions stop looking like promotions. Audiences lean in. We treated Heads of State like pop culture and not a film launch. Every execution was crafted to feel native to the feed. Whether through humour, surprise or creator energy. That shift drove both conversation and genuine excitement for the title.

KUNAL GAVANKAR
Chief Creative Officer, Stars N Stripes

amazon MXPLAYER

INDIA'S MOST WANTED

Turns a new season launch into a nationwide search for Srikant.





AGENCY : WPP OpenDoor

BRAND : Family Man Season 3 | Amazon Prime Video

ABOUT AMAZON PRIME VIDEO

Prime Video is a streaming entertainment service within the Amazon Prime ecosystem in India. It offers a wide array of movies, TV series, and Amazon Originals. The platform focuses on providing a comprehensive content library, including a strong emphasis on Indian and global productions, as a key value for its members.

ABOUT WPP OPENDOOR

WPP OpenDoor is a WPP agency specialising in strategic media planning, buying, and conceptualising innovative media solutions. Its core capabilities include driving creative thinking across OOH, digital, and other media. OpenDoor exclusively serves Amazon (Ecommerce and Prime Video), defining and executing media strategy for their campaigns.

OBJECTIVE

Launch The Family Man Season 3 with the theme 'Srikant Tiwari is on the run'. Create buzz across multiple platforms during launch weekend by sparking organic conversations with innovative integrations that reached diverse audiences.

KEY CHALLENGES

To establish this season's campaign messaging through innovation which can fit seamlessly in the user-journey of different touchpoints.

INNOVATING THE MANHUNT

Prime Video brought the 'Srikant Tiwari, wanted man on the run' narrative to life across India's most-watched platforms during launch weekend. On Zepto, the team created India's first entertainment search takeover — users searching 'The Family Man' or 'The Wanted Man' discovered curated binge supplies, active nightly (6pm-12am). On Cricbuzz, commentators Murali Kartik and Shaun Pollock naturally wove the storyline into live India-South Africa Test commentary. The show's cast appeared on KBC's hotseat on launch day, discussing the season's plot. Each integration felt authentic, transforming everyday moments - ordering snacks, watching cricket, enjoying primetime TV, into immersive storytelling experiences.

BUILDING IMPACT

- Search Bar takeover was live every evening across launch weekend. Users searched 'The Family Man' or 'The Wanted Man' on Zepto, discovering snacks to binge.
- Campaign included unique integrations on Cricbuzz: Top Batter, Partnership of the Day, and All-Rounder segments. It was amplified through Cricbuzz's Instagram and X.
- Manoj Bajpayee, Jaideep Ahlawat, Sharib Hashmi appeared on Kaun Banega Kaun Crorepati. The live episode was followed by digital promos.

BIG IDEA

Cricket fans, KBC viewers, Zepto shoppers - everyone searched Srikant.

CRITICAL INSIGHT

Launch weekend's popular platforms became places to search for Srikant.

CANVAS

TV, Digital, Social Media

RESULT

1.8%
CTR on Zepto

7.5L
Users completed 'Mission Binge'

19.3M
Reach in 4 days

TEAM BRAND

For Season 3, Srikant Tiwari is a WANTED man. We made that search feel ambient and inescapable. Through Zepto, Cricbuzz, and KBC, Srikant appeared in routine moments - midnight cravings, match breaks, quiz nights. Zepto's takeover was first-of-its-kind, while Cricbuzz and KBC turned the manhunt into cultural conversation. When audiences searched for Srikant across platforms, the line between marketing and storyline blurred.

CHIRAG SHARMA
Lead Digital Marketing, Prime Video IN & SEA

TEAM AGENCY

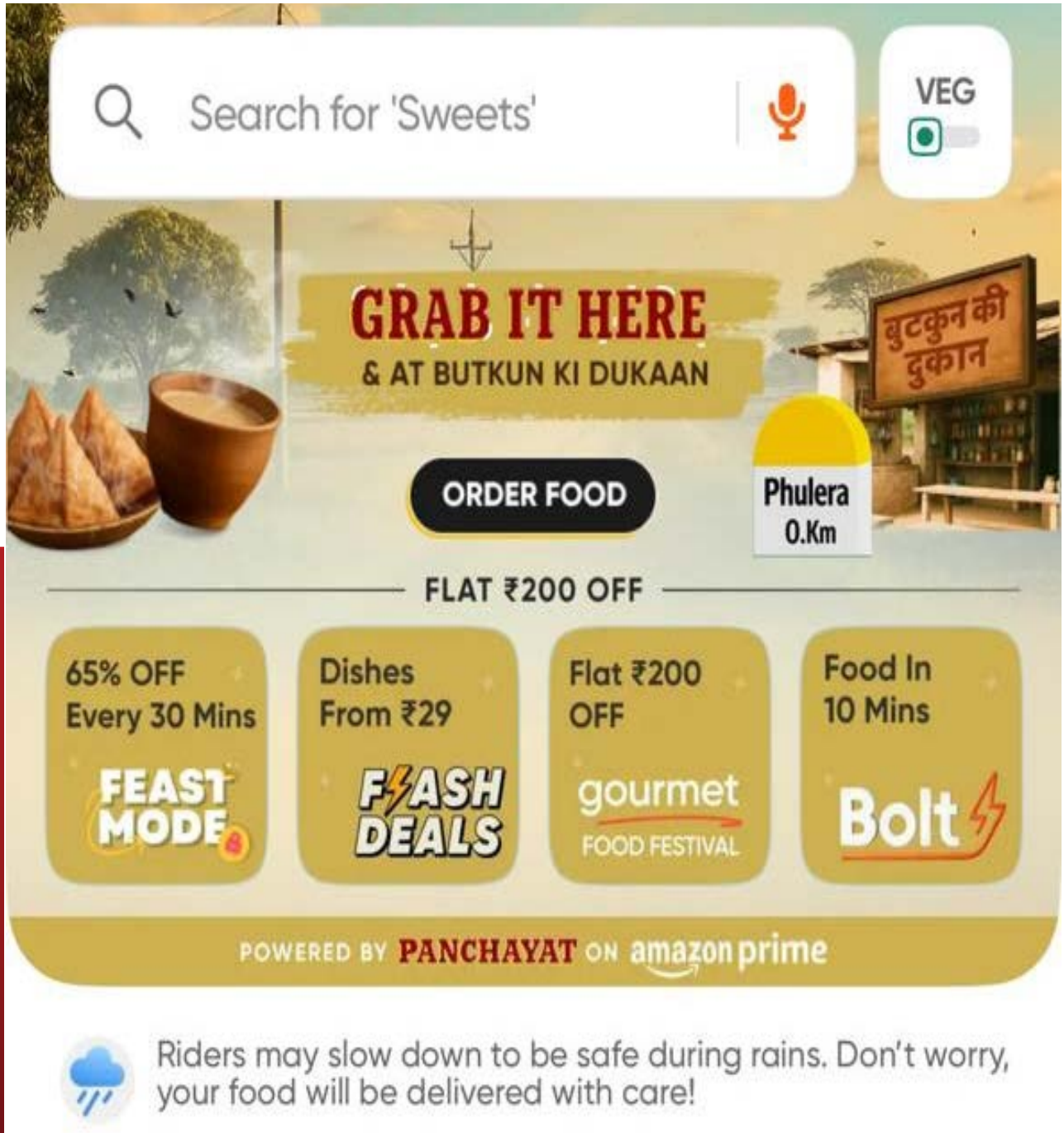
The challenge was making 'Search for Srikant' feel authentic across mediums. We focused on organic integration. Getting Zepto to open their search bar for entertainment was an industry first. Having Murali Kartik and Shaun Pollock weave the show into live cricket commentary felt natural. To top that, you have Mr. Bachchan speak about The Family Man on his show! That's unbeatable.

DEEPA JATKAR
Agency Head, WPP OpenDoor

amazon MXPLAYER

SCREENS TO SWIGGY

Turns Panchayat's Butkun ki Dukaan into a real-world fan experience.



BRAND : Panchayat Season 4 | Amazon Prime Video

AGENCY : WPP OpenDoor

ABOUT AMAZON PRIME VIDEO

Prime Video is a streaming entertainment service within the Amazon Prime ecosystem in India. It offers a wide array of movies, TV series, and Amazon Originals. The platform focuses on providing a comprehensive content library, including a strong emphasis on Indian and global productions, as a key value for its members.

ABOUT WPP OPENDOOR

WPP OpenDoor is a WPP agency specialising in strategic media planning, buying, and conceptualising innovative media solutions. Its core capabilities include driving creative thinking across OOH, digital, and other media. OpenDoor exclusively serves Amazon (Ecommerce and Prime Video), defining and executing media strategy for their campaigns.

OBJECTIVE

To launch Panchayat Season 4 effectively amidst India's cluttered content landscape. The objective is to create genuine, experiential fan engagement beyond passive viewing by extending Phulera into fans' daily lives and driving cultural conversations.

KEY CHALLENGES

A significant creative hurdle was innovating beyond Season 3's highly successful 'Lauki' mnemonic. The task was to engineer an extraordinary, fresh campaign that captivated fans while seamlessly integrating and amplifying this season's core election narrative.

CHAI, SAMOSAS AND STREAMING

The campaign transformed Panchayat's iconic 'Butkun ki Dukaan' into an interactive digital destination on Swiggy during Season 4's launch. In an industry first, the team took over Swiggy's homepage at peak snacking hours. During the launch weekend (June 26–July 2), users clicked the banner to order show-inspired snacks during peak evening hours, merging storytelling with real-world experience. Panchayat-themed flyers added a phygital experience, teasing the season's election plotline. This strategic approach blurred fiction and reality, transforming everyday food delivery into cultural engagement. The campaign reached 15 million users, drove significant chai and samosa order increases, and generated substantial earned media coverage.

BUILDING IMPACT

- Partnered with Swiggy, which has 35M+ monthly active users, for a complete home-page takeover during the launch weekend. The activation drove participation during the peak snacking hours, between 4 and 7pm.
- Homepage banner led users to 'Butkun ki Dukaan' experience for a curated menu of show-inspired snacks (chai, samosas) with attractive discounts. Panchayat-themed flyers were added to select deliveries, featuring election storyline teasers ('Kranti Devi or Manju Devi?')

BIG IDEA
Phulera's key hotspot, Butkun ki Dukaan, came alive on Swiggy.

CRITICAL INSIGHT
Phulera's gathering spot over chai became ideal for fan immersion.

CANVAS
Digital

RESULT

15M Unique users

72M Impressions

1.15% CTR

TEAM BRAND

In Phulera, Butkun ki Dukaan is the village's social hub, where conversations and camaraderie brew over chai. Extending this world to Swiggy, we created a functional digital destination for fans. The idea: if Panchayat lives where people gather, Season 4 should live where India orders chai and samosas. This seamless reel-to-real bridge offered a natural show extension, not a promotion.

CHIRAG SHARMA
Lead Digital Marketing, Prime Video IN & SEA

TEAM AGENCY

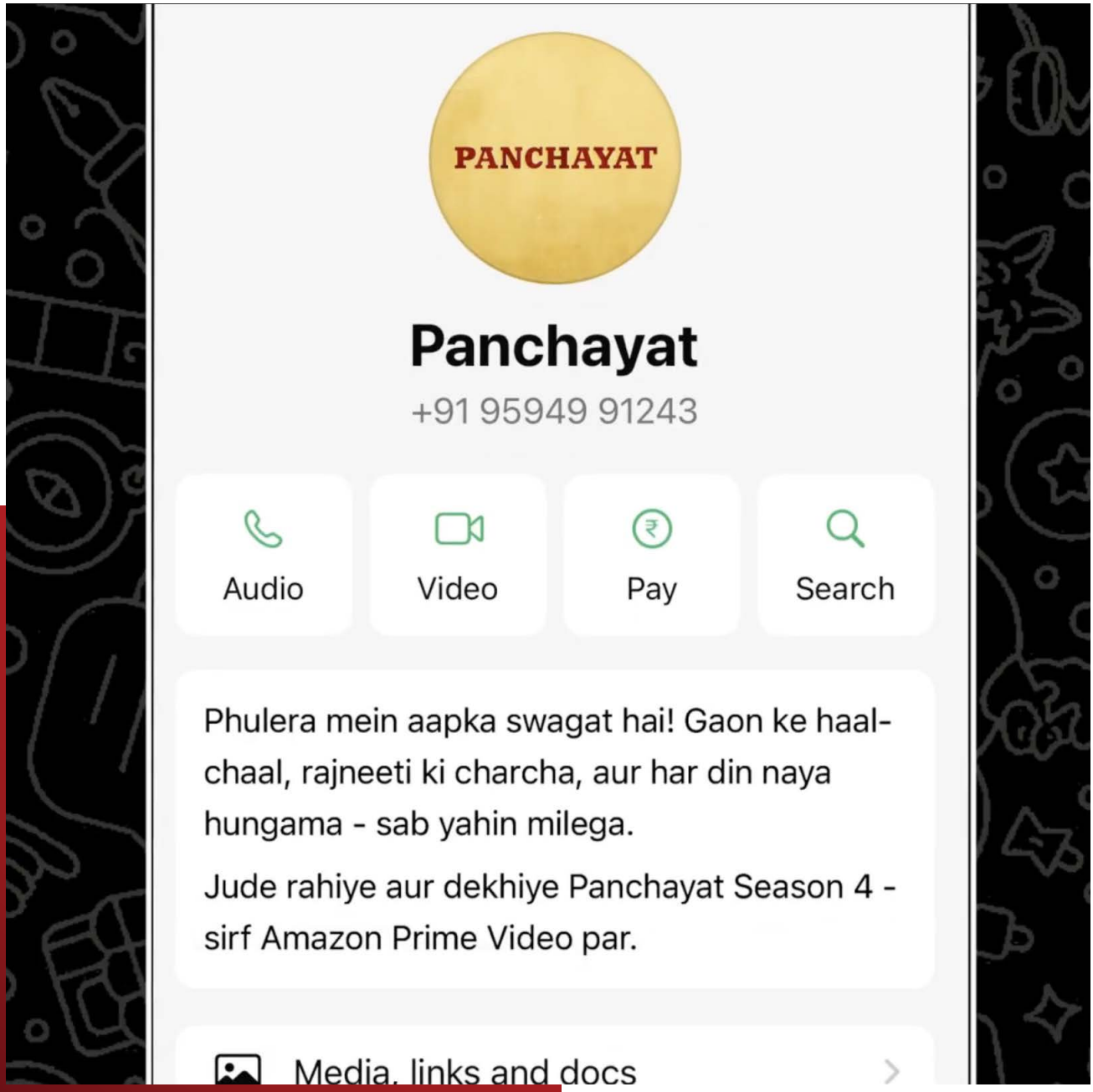
We kept coming back to 'Butkun ki Dukaan', where every important conversation happens over food. Getting a homepage takeover during prime snacking hours on Swiggy was ambitious, but it worked beautifully. People weren't just ordering food; they were ordering from Phulera. The themed flyers added the final touch. Suddenly, the show wasn't just on screens... it was in their hands.

DEEPA JATKAR
India lead of WPP OpenDoor

prime video

WELCOME TO PHULERA

Builds belonging for the show through interactive storytelling.



BRAND : Panchayat Season 4 | Prime Video

AGENCY : Interactive Avenues (Omnicom)

ABOUT PRIME VIDEO

Prime Video is Amazon's streaming service, offering a vast collection of movies, TV shows, and original series across genres, available anytime, anywhere.

ABOUT IA (OMNICOM)

Interactive Avenues is a leading Indian digital agency under IPG Mediabrands, offering media, creative, tech, data, and content solutions through 800+ specialists nationwide.

Mediabrands Content Studio crafts culturally relevant storytelling and end-to-end content experiences people choose to engage with, not skip.

KEY CHALLENGES

The challenge was making quiet compelling in a noisy market. A gentle show needed more than quality; it needed a launch model that earned daily, voluntary attention, rewarded time spent over time bought, and captured engagement.

OBJECTIVE

Strengthen emotional affinity for Panchayat S4 by designing a participatory launch that deepens daily fan engagement and builds lasting connections with the show's world.

AB BANO PHULERA KE ELECTION GURU

For Panchayat S4, the team turned belonging into action. Building on Season 3's cliffhanger, Gram Panchayat Elections, fans became 'Phulera's Election Guru' through a seven-day interactive journey. Each day, they guided the village through election chaos, making decisions, backing parties, joining rallies, and choosing slogans. Marketing mirrored the show's slow, warm, participative tone, making engagement continuous and deepening emotional connection.

BUILDING IMPACT

- For 7 days, fans lived inside Phulera's chaotic WhatsApp world, where every chat became a personalised journey through the village's election madness.
- Fans received Phulera Nivasi IDs, face-swapped into rally songs, created posters, chose election issues, and earned call-outs from their chosen party.
- Rival party paths ensured no two experiences were the same.
- The bot became a host & gossiping neighbour, introducing new villagers daily, and sustaining retention levels as high as 90%.

BIG IDEA

Fans didn't watch Panchayat S4, they lived its election chaos.

CRITICAL INSIGHT

Panchayat fans crave agency, continuity, and insider access, not spectacle.

CANVAS

Digital

RESULT

30.5%
Completion rate

91%
Peak hop-to-hop retention

1.6L
Phones engaged

TEAM BRAND

Panchayat S4 proved that when marketing expands the story instead of interrupting it, audiences don't just watch, they step in. The way fans shaped and interacted with Phulera this season validated our global belief that immersive, narrative-first experiences create lasting impact.

CHIRAG SHARMA
Lead Digital Marketing at Prime Video IN & SEA

TEAM AGENCY

In a world built for short bursts, we wanted to prove the power of long-tail storytelling. Bano Phulera ka Election Guru unfolded as a six-chapter story over seven days, letting fans live a mini-series inside WhatsApp. By blending rich narrative and character-driven interactions, we turned viewers into active participants in Phulera, not just spectators.

ESHWARI PANDIT
Senior Creative Director at Interactive Avenues (Omnicom)

amazon MXPLAYER

GAMEFYING THE TRAITORS

Turns a new reality show launch into a live gaming experience.



BRAND : The Traitors | Amazon Prime Video

AGENCY : WPP OpenDoor

ABOUT AMAZON PRIME VIDEO

Prime Video is a streaming entertainment service within the Amazon Prime ecosystem in India. It offers a wide array of movies, TV series, and Amazon Originals. The platform focuses on providing a comprehensive content library, including a strong emphasis on Indian and global productions, as a key value for its members.

ABOUT WPP OPENDOOR

WPP OpenDoor is a WPP agency specialising in strategic media planning, buying, and conceptualising innovative media solutions. Its core capabilities include driving creative thinking across OOH, digital, and other media. OpenDoor exclusively serves Amazon (Ecommerce and Prime Video), defining and executing media strategy for their campaigns.

OBJECTIVE

To drive discovery and sustained weekly conversation for The Traitors by embedding the show within youth passion points and turning a binge-watch format into ongoing participation and chatter around its deception-led gameplay.

KEY CHALLENGES

Introducing an unfamiliar genre to India, breaking through crowded social and video ecosystems. The campaign needed to explain and build intrigue weekly, and find a passion point where betrayal-led storytelling could thrive for 18-34-year-old digital natives.

GAME OF BETRAYAL

The Traitors' entered India as a completely unfamiliar reality format, demanding not just promotion but education and intrigue. WPP Open's AI-led insights revealed gaming as the strongest shared passion point among contestants' audiences and reality-show viewers, indexing at 215. This unlocked a strategic direction: take betrayal to gaming environments where deception isn't observed but experienced. The campaign embedded the show inside Among Us, Free Fire, and BGMI through creators who recreated betrayal moments, reacted to episodes, and integrated real 'traitors' into live gameplay. This turned the show into an interactive, week-long cultural experience instead of a passive entertainment property.

BUILDING IMPACT

- The campaign mirrored the show's weekly episode drops, using each release as a trigger for speculation and betrayal-led chatter.
- Gaming livestreams were selected as they naturally reflect trust, deception, and real-time decision-making central to the show.
- 'Traitors' were embedded into Among Us, BGMI, and Free Fire livestreams.
- 150+ creators, including 15 duos, and 70+ YouTube channels drove contextual insertions, sparking real-time comments and social conversations.

BIG IDEA

Embed the show inside gaming worlds where betrayal is lived.

CRITICAL INSIGHT

Gamers already live deception, alliances and betrayal through gameplay.

CANVAS

Digital

RESULT

3.8M+ Reach

7M+ Impressions

85K+ Clicks

TEAM BRAND

Launching The Traitors in India introduced a new reality genre of suspicion and betrayal. To make it intuitive, we entered gaming spaces like Among Us and Free Fire, where deception is gameplay. By integrating show mechanics, we transformed viewers into co-conspirators, letting them practice paranoia and strategy. Impressive reach and engagement proved that platform-respecting integration isn't advertising; it's added gameplay.

CHIRAG SHARMA
Lead Digital Marketing, Prime Video IN & SEA

TEAM AGENCY

Gaming environments naturally mirror the themes of trust, alliances, and betrayal at the heart of The Traitors. By designing live, in-game integrations, we transformed media placements into participatory experiences. This allowed the campaign to evolve week by week, keeping audiences actively engaged while maintaining cultural relevance throughout the season.

DEEPA JATKAR
Agency Head, WPP OpenDoor

DAILY CHAOS, ON REPEAT

Transforms slice-of-life chaos into repeatable, viral formats.



BRAND : Bakaiti | ZEE5

AGENCY : White Rivers Media

ABOUT ZEE5

ZEE5 is a leading OTT entertainment platform offering movies, originals, and television content across multiple Indian languages. With culturally rooted, diverse storytelling, it caters to digital-first audiences in India and the global diaspora.

ABOUT WHITE RIVERS MEDIA

White Rivers Media is an independent, integrated digital agency crafting culturally fluent campaigns that blend strategy, storytelling, and social intelligence to keep brands meaningfully relevant in the internet age.

OBJECTIVE

To position Bakaiti as a fun, slice-of-life family show by using everyday humour and pop-culture collaborations. The objective was to drive awareness, relatability, and sustained engagement among young, digital-first, and wider family audiences.

KEY CHALLENGES

Standing out in the crowded family-drama category, making a simple premise feel exciting, and successfully converting everyday 'tanki problems' into fresh, consistent, and highly shareable humour across creator and platform-led executions.

THE BAKAITI

The Bakaiti campaign successfully utilised everyday middle-class chaos to build extreme relatability and humour. The strategy fused pop-culture trends with the show's core setting: the 'Shark Tanki' concept and the 'Paani Ki Tanki Anthem' by Anshuman became instantly repeatable formats. Supported by high-volume reels and a collaboration with Aryan Kataria, the campaign transformed daily family frustration into highly engaging entertainment, driving organic sharing, cultural recognition, and sustained digital viewership.

BUILDING IMPACT

- Anchored around creator-first humour and high-impact music hooks. Key creators like Aryan Kataria produced comic reels, while the Shark Tanki parody and the Paani Ki Tanki Anthem became highly repeatable, format-first assets.
- High-frequency reel strategy, meme-style cutdowns and activation videos amplified shareability.
- Strategic OOH and OTT placements ensured consistent offline and on-platform visibility, sequencing the rollout to sustain momentum and drive viewership.

BIG IDEA

Turn everyday family chaos into relatable entertainment.

CRITICAL INSIGHT

Audiences connect deeply with real, messy family dynamics.

CANVAS

OOH, Digital, Social Media, Influencers, OTT

RESULT

1.14B+
Reach

1.41B+
Views

24M+
Engagement

100M+
Watchtime on ZEE5 within 7 days of release

TEAM BRAND

Zee understands the middle-class milieu as the storyteller of many Bharats. The strength of Bakaiti lies in its unfiltered, everyday family chaos and big heart, so we built the campaign around turning those dynamics into familiar yet surprising household quirks. By fusing humour, music-led cues and creator amplification, we drove broad relatability and high engagement velocity on Zee5.

KARTIK MAHADEV
CMO- Marketing & Growth, ZEE5

TEAM AGENCY

The goal was simple: make the show's core problem the water tank feel bigger than its solution. We did this by turning everyday chaos into pop-culture moments, from the 'Shark Tanki' idea to a catchy anthem. By blending relatable pain points with trending formats, we showed how humour and musicality can become powerful engines for organic sharing, and sustained viewership.

SHRENIK GANDHI
Co-founder & CEO, White Rivers Media

THE QUIRKY DETECTIVE

Makes mystery playful, participative, and impossible to ignore.



BRAND : Detective Sherdil | ZEE5

AGENCY : White Rivers Media

ABOUT ZEE5

ZEE5 is a leading OTT entertainment platform offering movies, originals, and television content across multiple Indian languages. With culturally rooted, diverse storytelling, it caters to digital-first audiences in India and the global diaspora.

ABOUT WHITE RIVERS MEDIA

White Rivers Media is an independent, integrated digital agency crafting culturally fluent campaigns that blend strategy, storytelling, and social intelligence to keep brands meaningfully relevant in the internet age.

OBJECTIVE

To drive awareness and anticipation for Detective Sherdil by leveraging Diljit Dosanjh's unique humour and the film's playful tropes. The objective was to create character-driven engagement that sparked curiosity, laughter, and strong viewership upon release.

KEY CHALLENGES

Breaking through the dense content clutter, balancing high intrigue with spoilers, authentically aligning with Diljit Dosanjh's iconic persona, and seamlessly coordinating multiple major brand and creator collaborations.

DETECTIVE SHERDIL

The Detective Sherdil campaign merged intrigue, humour, and pop culture to drive anticipation for the film. A striking silhouette-based OOH billboard created mystery with the line 'Sherdil Aa Gaya Oye', while fan screening carousels built social proof. Key collaborations with Ashish Chanchlani and Satish Ray delivered entertainment-led content to younger audiences. The Burger King 'Detective Sherdil Combo' extended the character into everyday life, and an AI dog video added a fun, tech-forward hook. This integrated approach transformed promotion into playful participation, strengthening connection and recall across all touchpoints.

BUILDING IMPACT

- Began with a silhouette-led OOH billboard, building mystery, which was amplified on digital with high-frequency Reels and statics.
- Key collaborations with creators like Ashish Chanchlani and Satish Ray delivered character-led comedy.
- A high-impact brand partnership with Burger King introduced the 'Detective Sherdil Combo', extending the character into consumer culture.
- Fan-screening content built social proof, while an AI-generated dog video added a tech-forward novelty.

BIG IDEA
Turn the city into Sherdil's mystery playground.

CRITICAL INSIGHT
Quirky heroes spark higher curiosity and conversation.

CANVAS
OOH, Digital, Social Media, Influencers, OTT

RESULT

1.94B+
Reach

2.29B+
Views

12M+
Engagement

125M+
Watch minutes on ZEE5 within 2 weeks

TEAM BRAND

With Detective Sherdil, we designed the campaign to spark interaction at every touchpoint, from high-impact OOH teasers to creator-led short-form content and a contextual Burger King co-lab. This approach turned content into culture moments, driving intrigue for Diljit as Detective Sherdil and fuelling strong viewership momentum for the film.

KARTIK MAHADEV
CMO- Marketing & Growth, ZEE5

TEAM AGENCY

The central strategy was the multi-format amplification of Diljit Dosanjh's unique, quirky persona. We consciously used innovative, non-traditional assets: including high-impact CGI, AI content, and top creators, to make the mystery feel current and widely shareable. This diverse digital mix broke through the clutter, proving that personality-driven strategy converts curiosity into definitive streaming numbers.

SHRENIK GANDHI
Co-founder & CEO, White Rivers Media

EVERY RUPEE COUNTS

Embeds Hisaab Barabar into real-world payment behaviour.



BRAND : Hisaab Barabar | ZEE5

AGENCY : White Rivers Media

ABOUT ZEE5

ZEE5 is a leading OTT entertainment platform offering movies, originals, and television content across multiple Indian languages. With culturally rooted, diverse storytelling, it caters to digital-first audiences in India and the global diaspora.

ABOUT WHITE RIVERS MEDIA

White Rivers Media is an independent, integrated digital agency crafting culturally fluent campaigns that blend strategy, storytelling, and social intelligence to keep brands meaningfully relevant in the internet age.

OBJECTIVE

To drive awareness and viewership for Hisaab Barabar by linking its theme of financial accountability with Republic Day. The campaign aimed to spark conversations around everyday money habits through culturally relevant, interactive, and high-visibility executions.

KEY CHALLENGES

Overcoming the Republic Day media clutter, simplifying the film's financial theme for mass appeal, and authentically integrating a strategic partner (Paytm) without making the collaboration feel forced or commercial.

HISAAB BARABAR

India's desire for financial justice was the campaign's anchor. Hisaab Barabar brought its theme of accountability into real-world behaviour, leveraging Republic Day for cultural context. The strategy centred on novelty: a strategic Paytm Soundbox collaboration using R. Madhavan's voice for personalised audio messages, alongside high-impact CGI assets. This approach broke through clutter, making the concept of 'settling the score' relatable and actionable. The campaign drove massive scale, turning a film promotion into a culturally resonant conversation about fairness and everyday money habits.

BUILDING IMPACT

- A strategic collaboration with Paytm integrated R. Madhavan's audio messages into the Paytm Soundbox, embedding the film's message into real-world payment transactions.
- A digital-first media mix utilised high-impact Reels, statics, and targeted bursts around the Republic Day period, supported by influencer content to ensure high recall and consistent reinforcement of the film's theme of financial fairness.

BIG IDEA

Ab Hisaab Barabar Karega India.

CRITICAL INSIGHT

People ignore small money mistakes, but crave financial fairness.

CANVAS

TV, OOH, Digital, Social Media, Influencers

RESULT

390.7M
Reach

341.8M
Views

22M+
Engagement

120M+
Watchtime on ZEE5 within 4 days of release

TEAM BRAND

With Hisaab Barabar, the campaign captured a relatable point-of-sale moment where small cash transactions became a pain point. In a market rapidly shifting to digital PoS systems, the Paytm integration highlighted the value of small change through our multi-format creative, helping the movie travel far beyond the trailer. The narrative resonated well with digital audiences.

KARTIK MAHADEV
CMO- Marketing & Growth, ZEE5

TEAM AGENCY

We realised the campaign wasn't about explaining finance, it was about spotlighting the habits people overlook. Everyone wants their hisaab barabar, whether the amount is big or small. When we used that lived reality as the starting point, the campaign found its shape. Paytm, CGI, social, each touchpoint simply amplified a truth people already feel.

SHRENIK GANDHI
Co-founder & CEO, White Rivers Media

SILENCE FINDS A VOICE

Spotlights the unseen sacrifices women make after marriage.



BRAND : Mrs. | ZEE5

AGENCY : White Rivers Media

ABOUT ZEE5

ZEE5 is a leading OTT entertainment platform offering movies, originals, and television content across multiple Indian languages. With culturally rooted, diverse storytelling, it caters to digital-first audiences in India and the global diaspora.

ABOUT WHITE RIVERS MEDIA

White Rivers Media is an independent, integrated digital agency crafting culturally fluent campaigns that blend strategy, storytelling, and social intelligence to keep brands meaningfully relevant in the internet age.

KEY CHALLENGES

Cutting through the general entertainment clutter with a sensitive, niche topic like women's self-worth, and translating intense emotional content into widely shareable digital formats.

OBJECTIVE

To drive awareness and viewership for Mrs. by linking the film's theme of self-worth to breaking patriarchal stereotypes. The campaign aimed to spark high-visibility conversations about the sacrifices women are expected to make after marriage.

MRS.

Positioned Mrs. as an empowering drama challenging the stereotypes of married life. The strategic approach was based on emotional authenticity: using raw scene lifts, quote-based creatives, and real-world vox-pop to shift the film's themes from viewing to reflection. By amplifying real women's stories and sacrifices, the campaign fostered a safe space for dialogue, driving strong, sustained engagement and cementing Mrs. as a culturally resonant conversation starter.

BUILDING IMPACT

- The core creative utilised scene-lift reels and quote-led creatives to highlight the film's themes of identity, self-worth, and sacrifice.
- Influencer collaborations amplified the narrative through reflection-based content, while an impactful street vox-pop and audience story reposts brought real women's experiences into the conversation.
- Visibility was reinforced through strategic OOH and OTT placements, with a timed rollout designed to drive viewership

BIG IDEA
Thank You Mrs.

CRITICAL INSIGHT
Women must stand up for themselves, against family when necessary.

CANVAS
OOH, Digital, Social Media, Influencers, OTT

RESULT

165M+
Reach

33M+
Views

29M+
Engagement

500M+
Watch minutes on ZEE5 within a month

TEAM BRAND

Just like the pace of 'Mrs' unassuming yet attentive, we allowed the campaign to take shape organically, while always aiming to make the film a catalyst for everyday conversations. Reflective content, human-interest narratives and user-led storytelling created an authentic connection between the character, her world and our users, keeping the film culturally relevant and sustaining healthy engagement across platforms.

KARTIK MAHADEV
CMO- Marketing & Growth, ZEE5

TEAM AGENCY

Our core insight was that the audience needed permission to discuss these personal sacrifices openly. We engineered the campaign as a vehicle for dialogue, leveraging authentic content like vox-pop and quote-led creatives to invite women into the conversation. This emotion-first strategy proved that powerful, reflective storytelling drives deeper engagement and stronger retention than traditional promotion.

SHRENIK GANDHI
Co-founder & CEO, White Rivers Media

CONTRIBUTE YOUR

Stories & Inputs

WRITE TO

content@socialsamosa.com





Visit www.socialsamosa.com for news, campaigns, case studies and more from the world of Advertising & Marketing