



20 WATTS



ABOUT US

We strive for excellence in our work process.

We are specialists, not generalists, that work toward building experiences that elevate and empower organisations.

Working with you every step of the way to build comprehensive, creative and purpose-driven brands and experiences.



TEAM MIX

Our team of creative and innovative professionals are passionate about partnering with good people and organisations to design exceptional custom solutions that suit your brand and requirements.

Our team consists of expertise from professionals like Arathi Jayaram (Creative Head) with 14 years of experience in content creation right from TV to digital mediums, Anushree M. (Business Head) with 11 years of experience in advertising & brand building and a robust in-house team of production and post-production from various channels.



OUR SERVICES



STRATEGY
& PLANNING



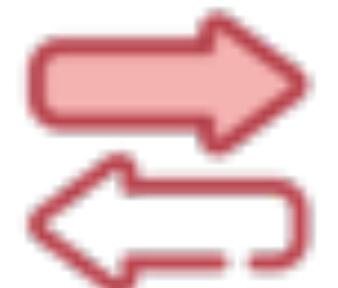
CREATIVE



SOCIAL MEDIA



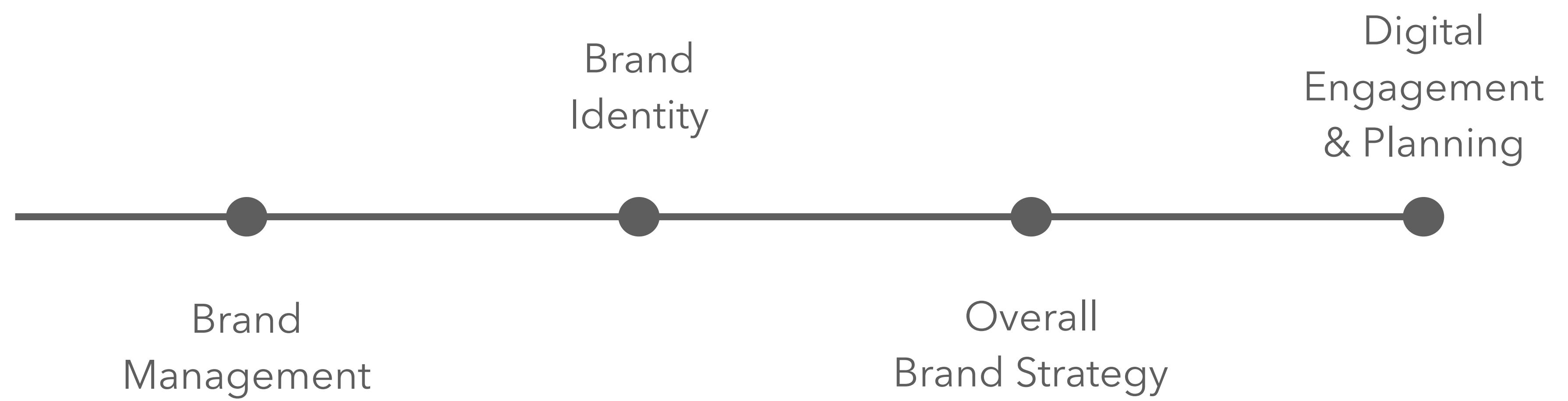
PRODUCTION



POST
PRODUCTION



STRATEGY & PLANNING





CREATIVE



Creative
Storytelling

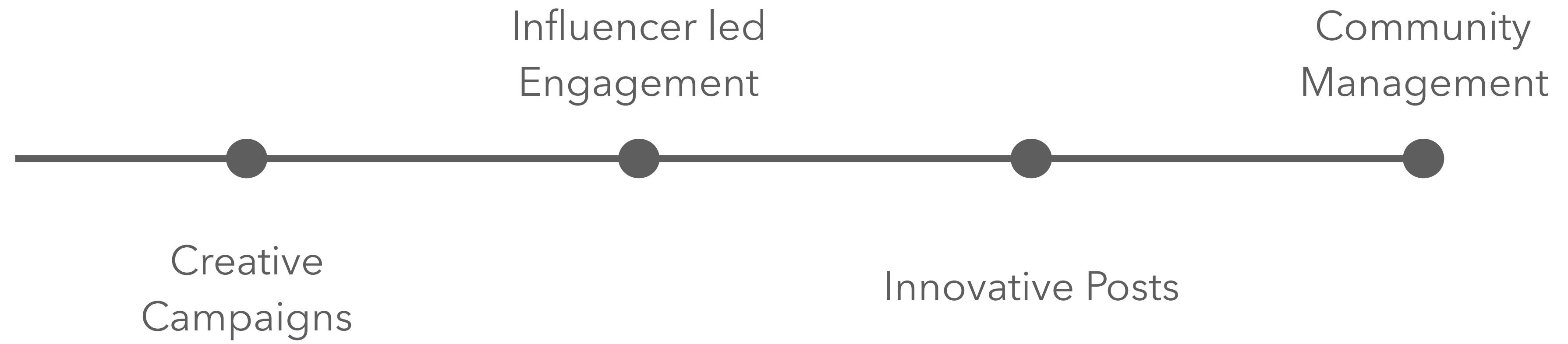
Video

On-ground &
Online Engagement

Web + UI

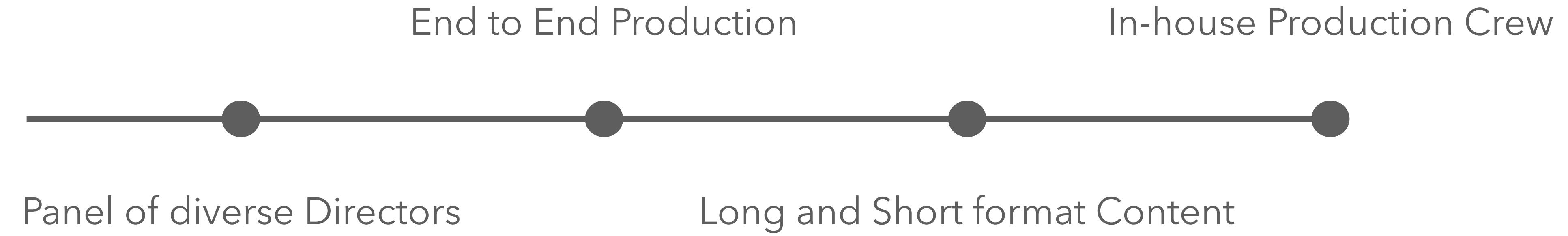


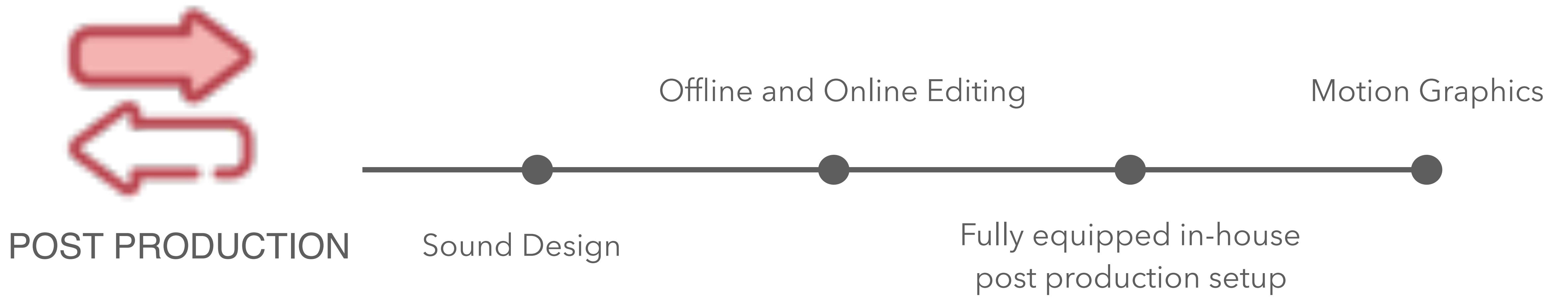
SOCIAL MEDIA





PRODUCTION







20WATTS AND AMAZON

20 Watts started their Amazon journey with a branded promo for Diwali in 2017.

Soon we extended our services across different capacities and domains. Our collaboration portfolio now consists of work in social media engagement campaigns, marketing promos, influencer marketing campaigns, cross-branding promos like Raw Pressery, Vivo and Project Alexa where we identifying and curating content using APV comedy shows.

We are also working towards building APV Youtube page with independent and parallel universe content to gain more engagement and awareness towards the brand.

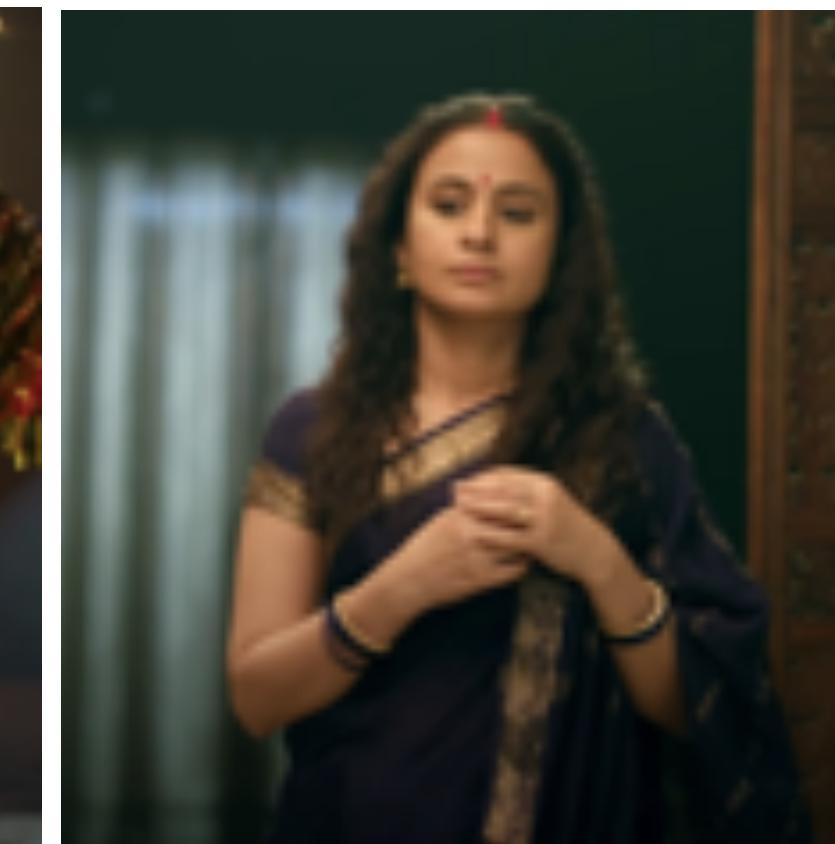
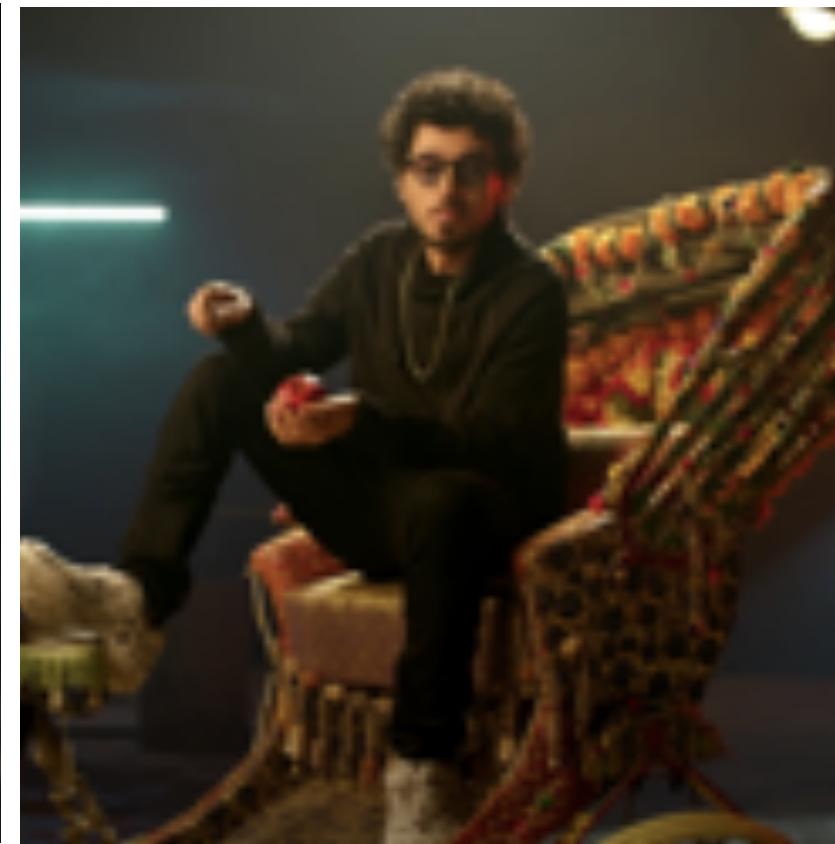
KAHAANIYON WALI DIWALI

Humans are born storytellers.

So the simple idea was to celebrate the art of storytelling because that's what Amazon Prime Video is about.



MIRZAPUR RECAPS



Since the first season of Mirzapur aired almost 2 years before the second, as build up to the new season we were asked to create short, snackable recap videos from Season 1 using the cast of Mirzapur.

We scripted, produced and post produced these films with cast members like Pankaj Tripathi, Ali Fazal, Divyendu, Shweta Tripathi, Vijay Varma, Vikrant Massey, Rasika Dugal, etc.

THE BOYS FT. ROHAN & ABISH



The brief was to create buzz around the first season right before the new season dropped. We collaborated with Rohan Joshi and Abish Mathews to create this fun video to do the same.

THE TEST

Scripting and
Conceptualisation

Production

Post Production



INSIDE EDGE 2

Post production of multiple films in association with the brand partners of the show.



HANNA FT. JOSE & CHLOE

Conceptualisation, production and post production of this fun collab with Jose and his daughter Chloe to build up to the new season of Hanna.



FAMILY MAN - MUSIC VIDEO

Conceptualisation

Production

Post Production

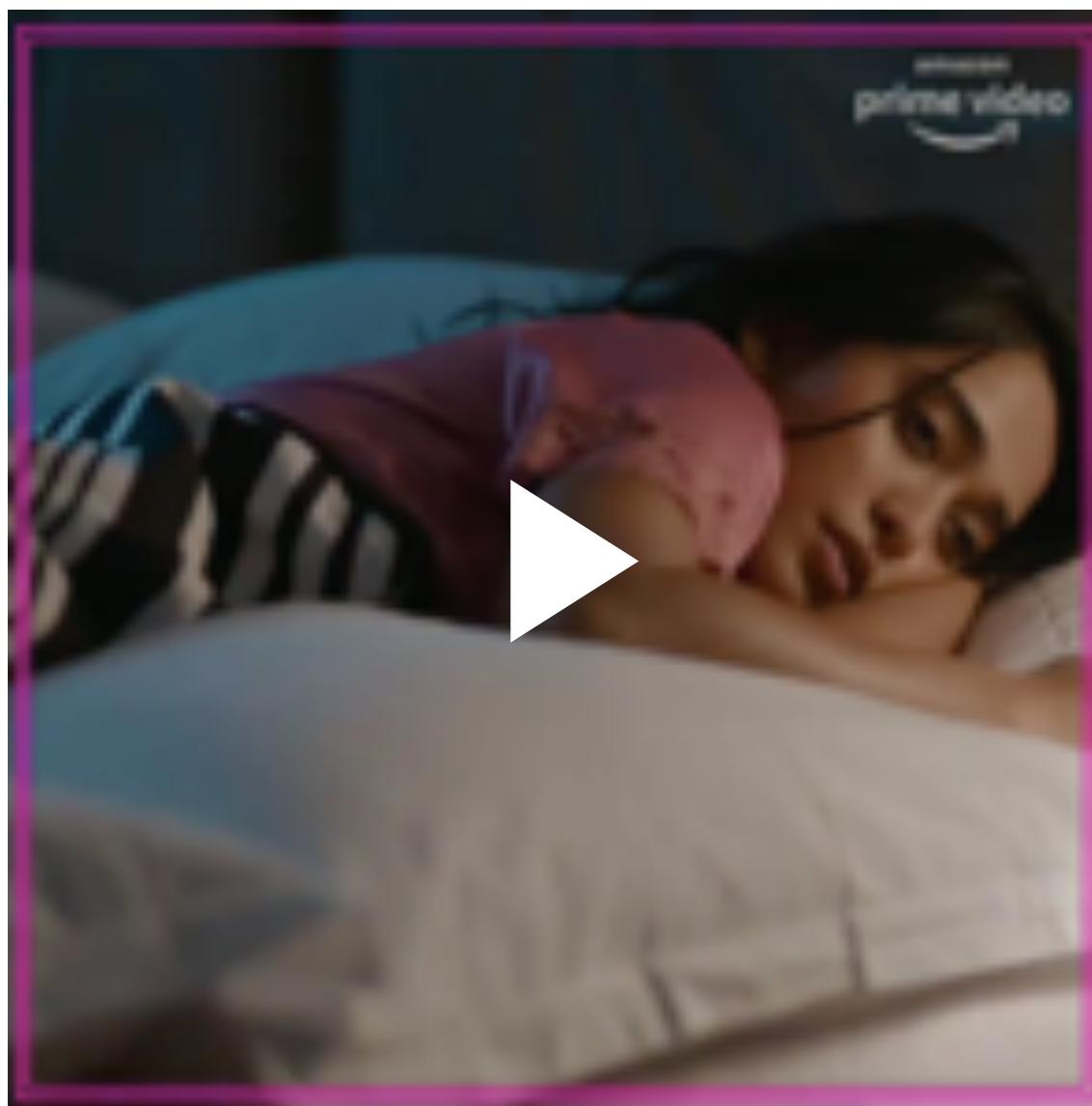
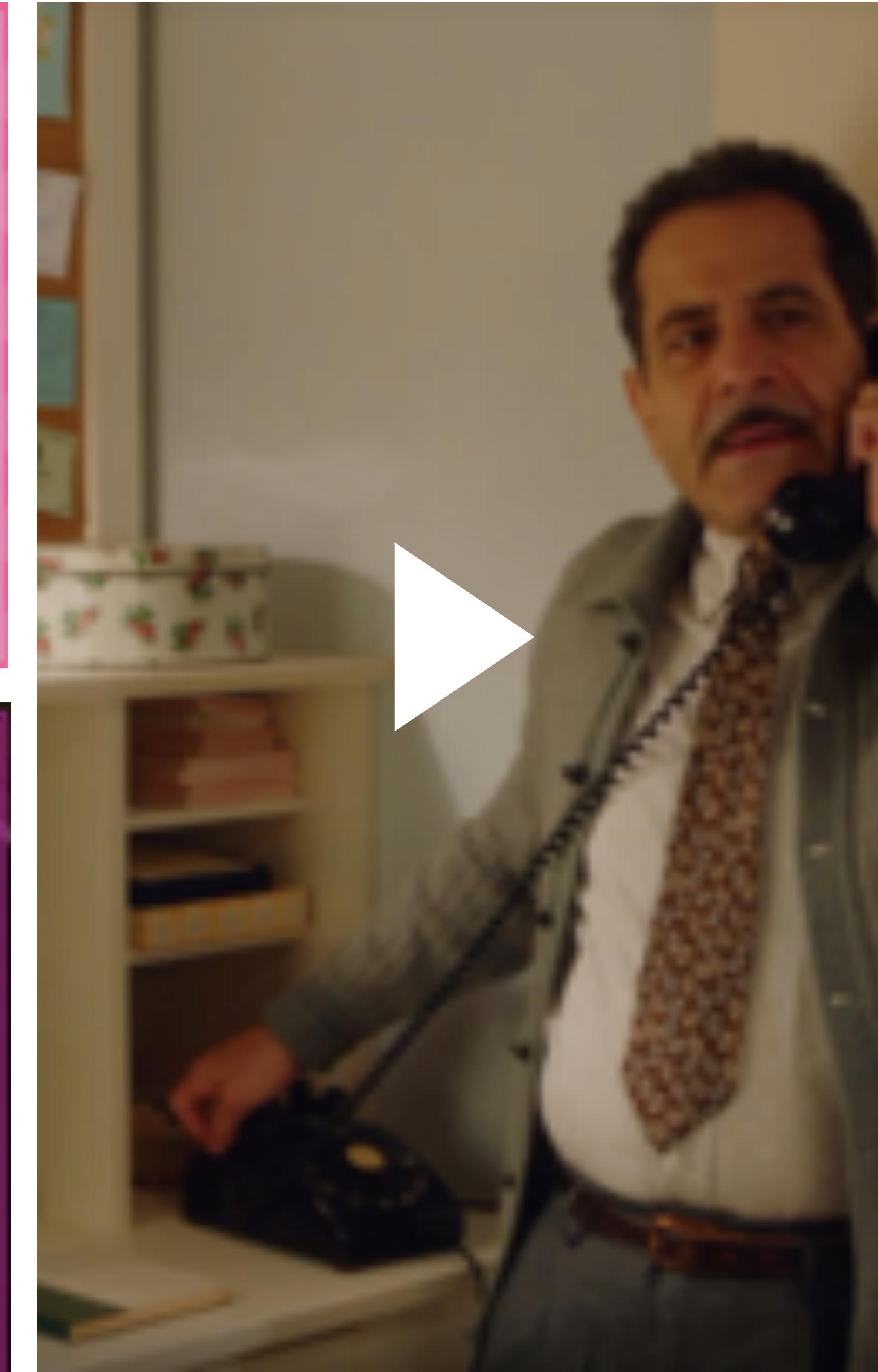


MOODS CAMPAIGN

As part of a very recent and the first service marketing campaign for Amazon Prime Video, we worked on a series of social ads for the Moods Campaign of APV. We conceptualised and produced various 10 and 12 sec ads and adapts featuring Amazon talent, to be run across all digital platforms as part of the campaign.



M R S . M A I S E L



Digital Campaign

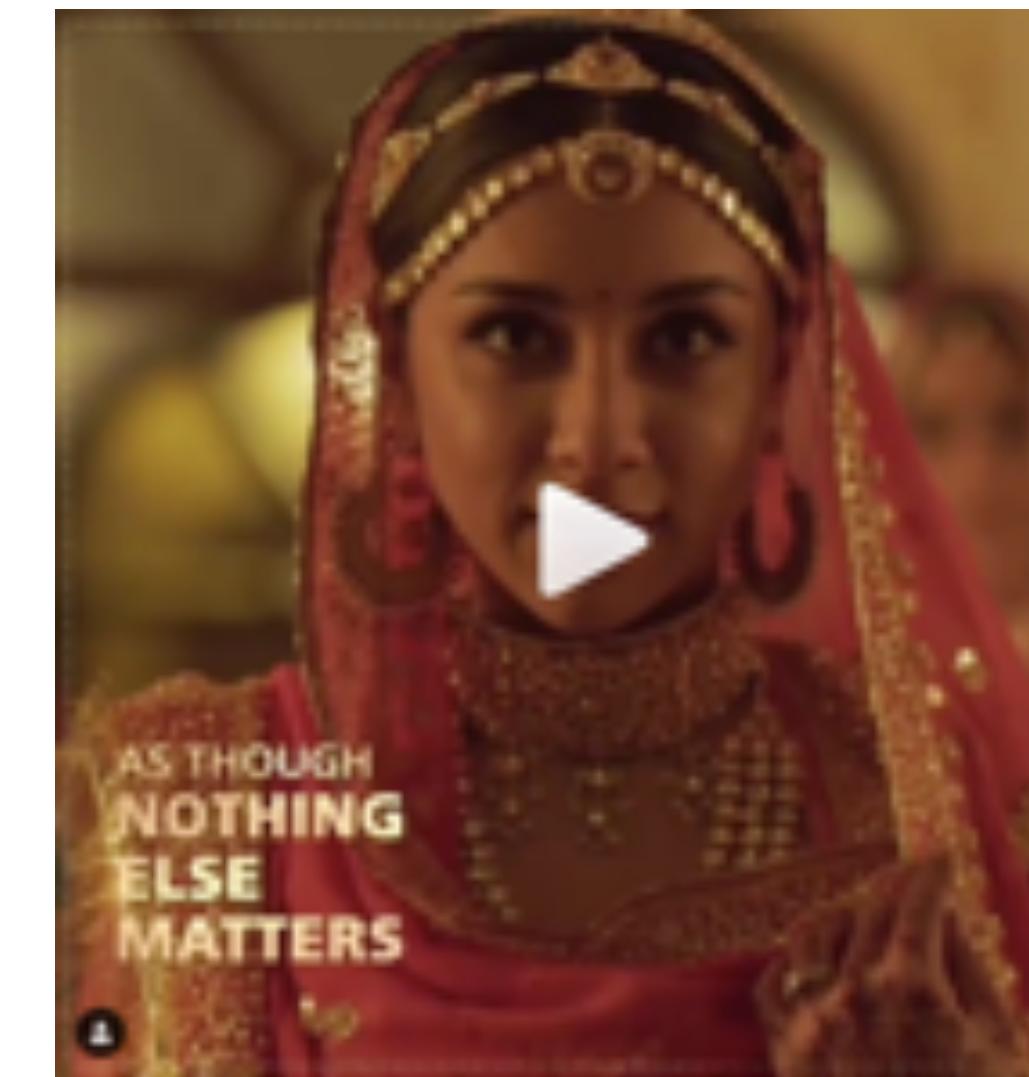
Social Media Creatives

Digital Promotion

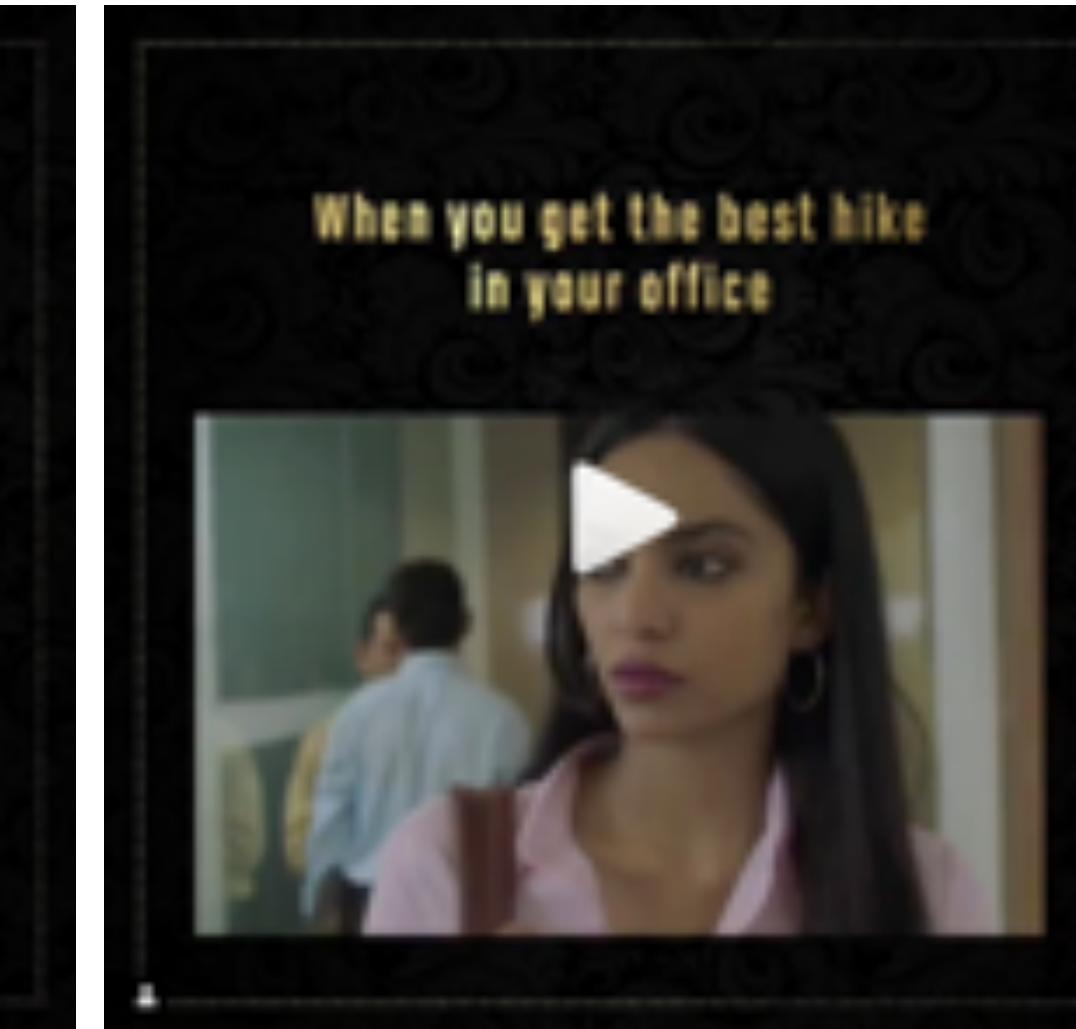
On Ground Activations

Influencer Collaborations

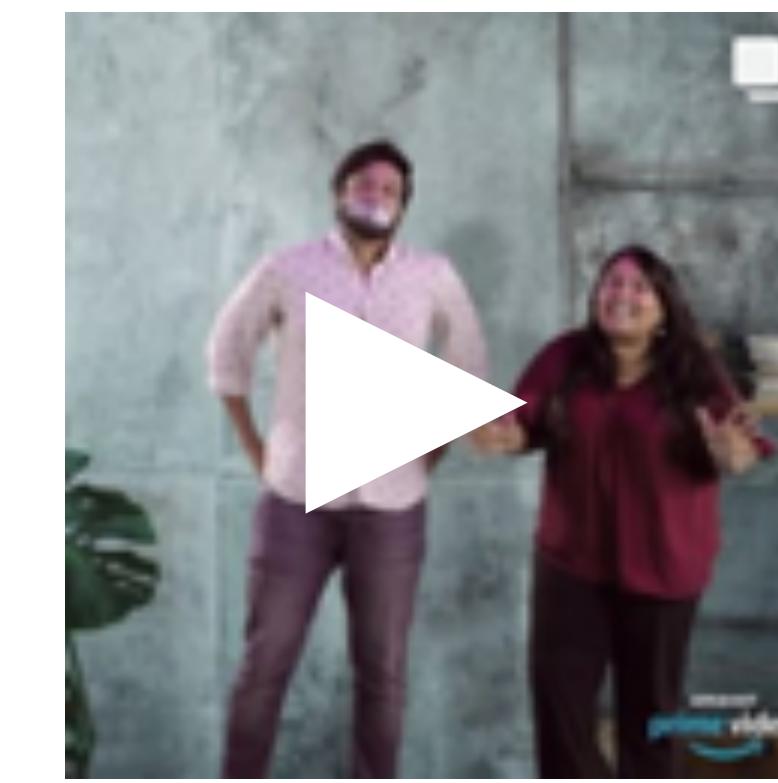
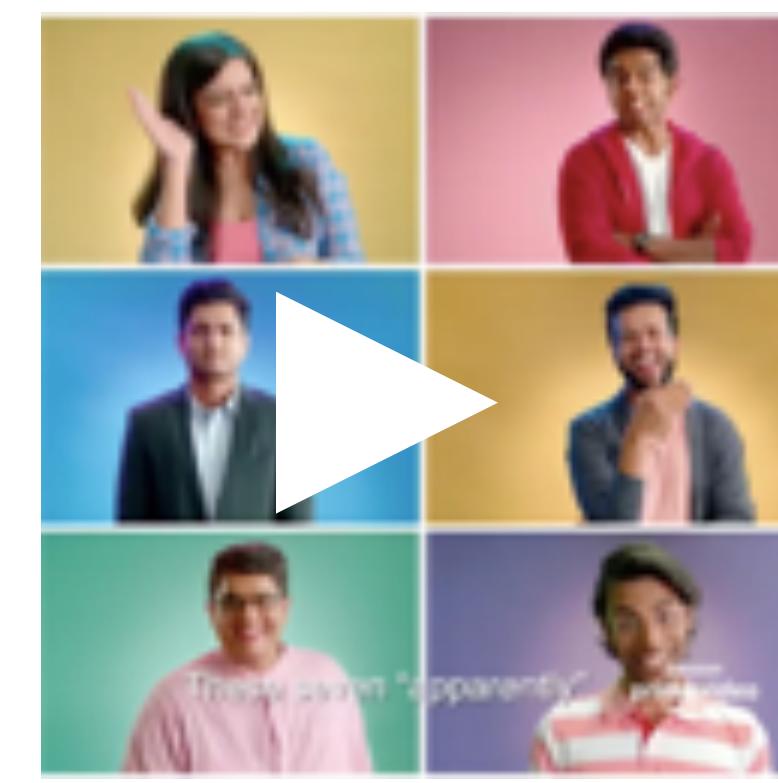
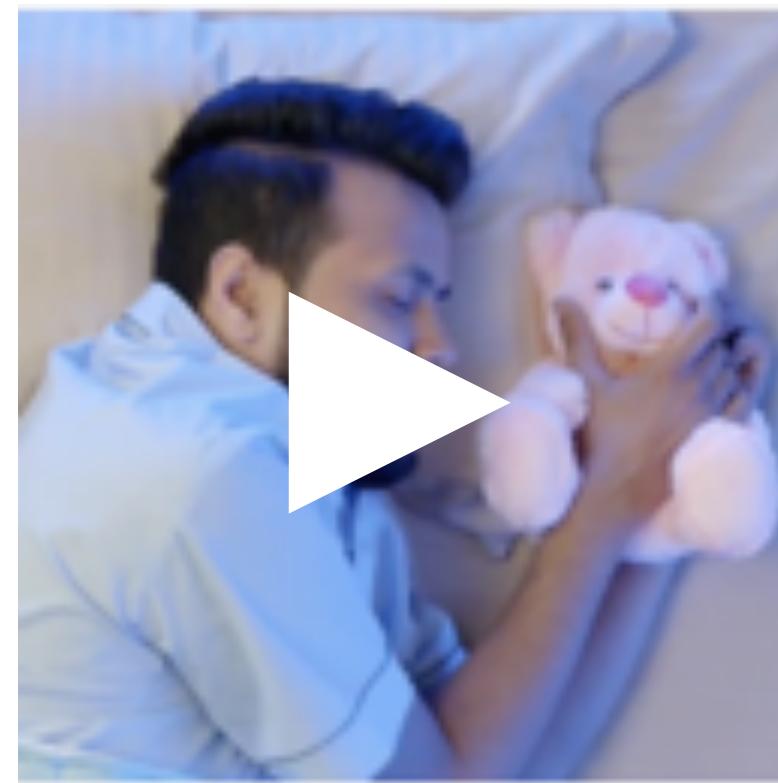
MADE IN HEAVEN



Post Production of conceptual units in different aspect ratios across multiple social media platforms.



COMICSTAAN



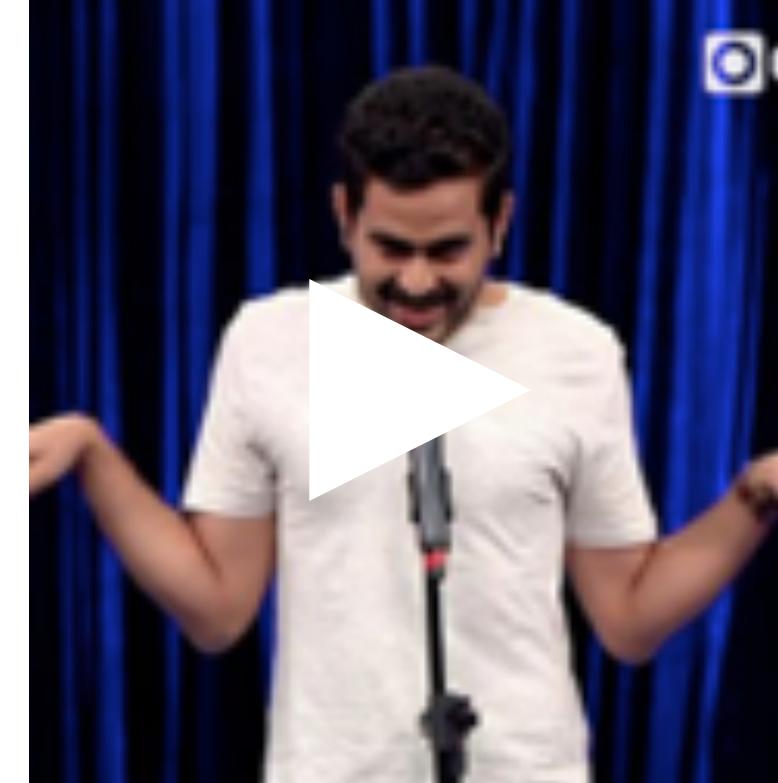
Social Media Campaign

Generation of Social Media Creatives

Production of Promos

Influencer Content Creation

Digital Promotion



COMICSTAAN 2

ISS
MEIN
KVA
KI AS
BAAT
HAI?



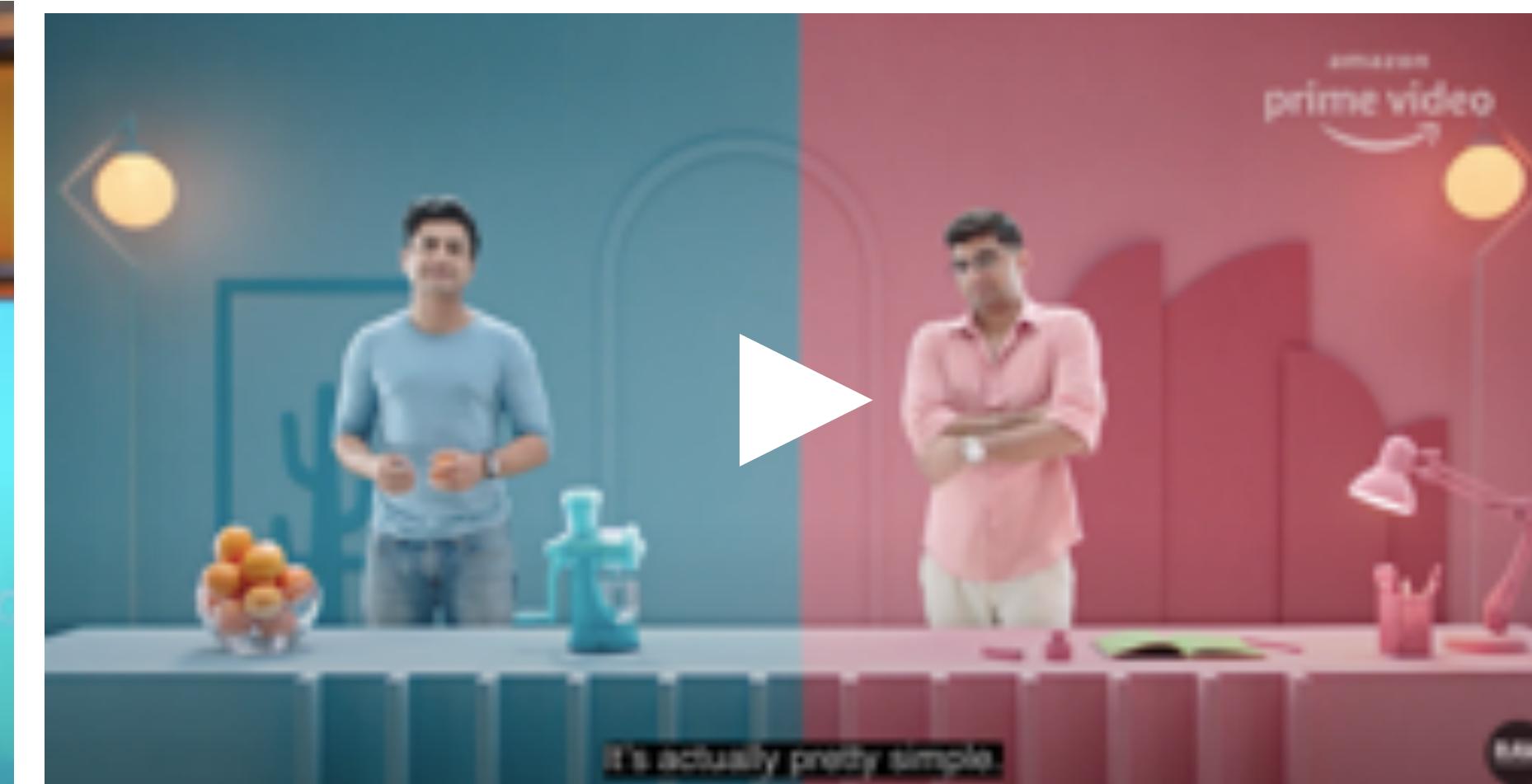
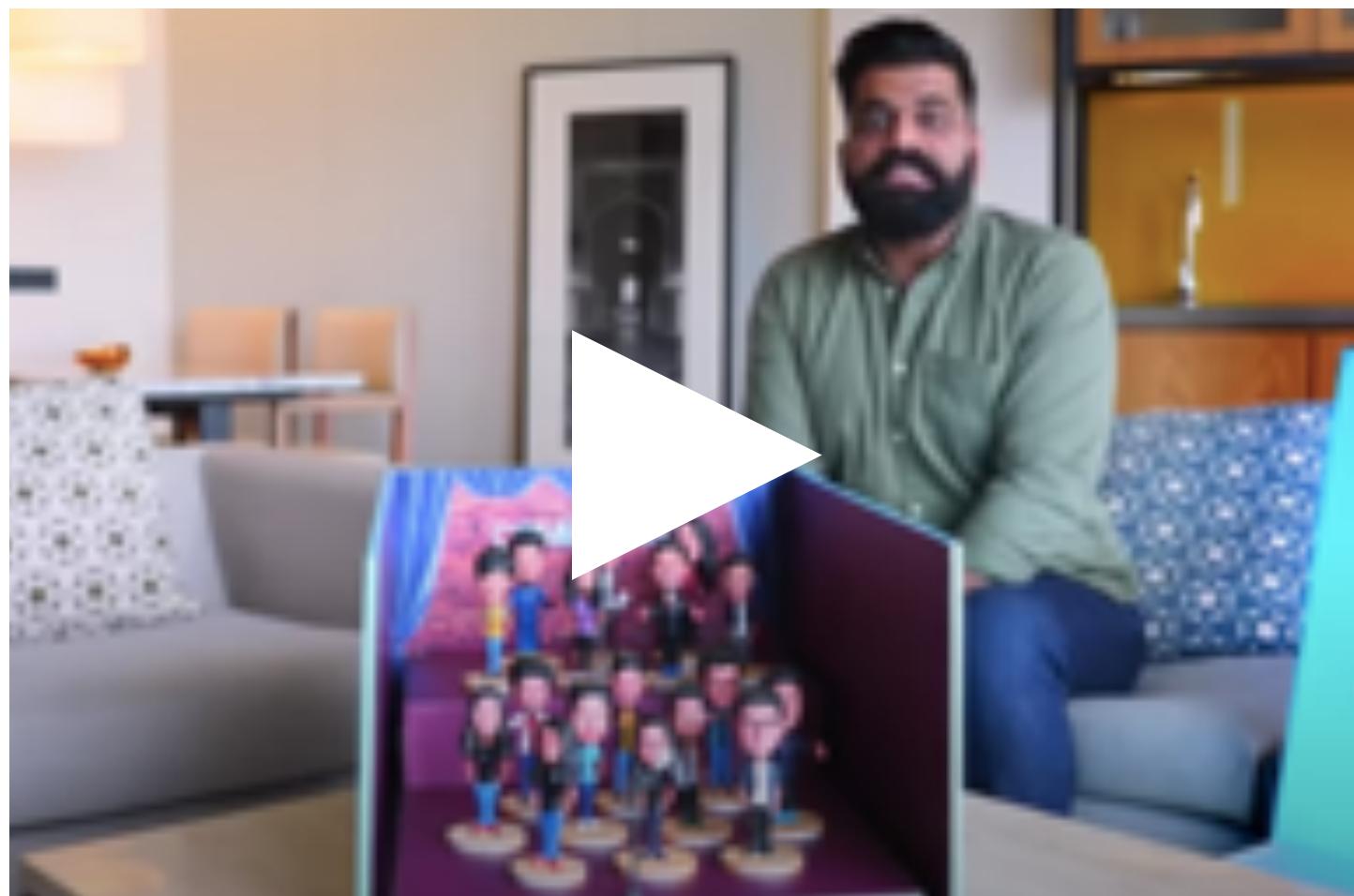
Social Media Campaign

Influencer Content Creation

Brand Collaborations

Digital Promotions

Production of Promos



COMICSTAAN 2



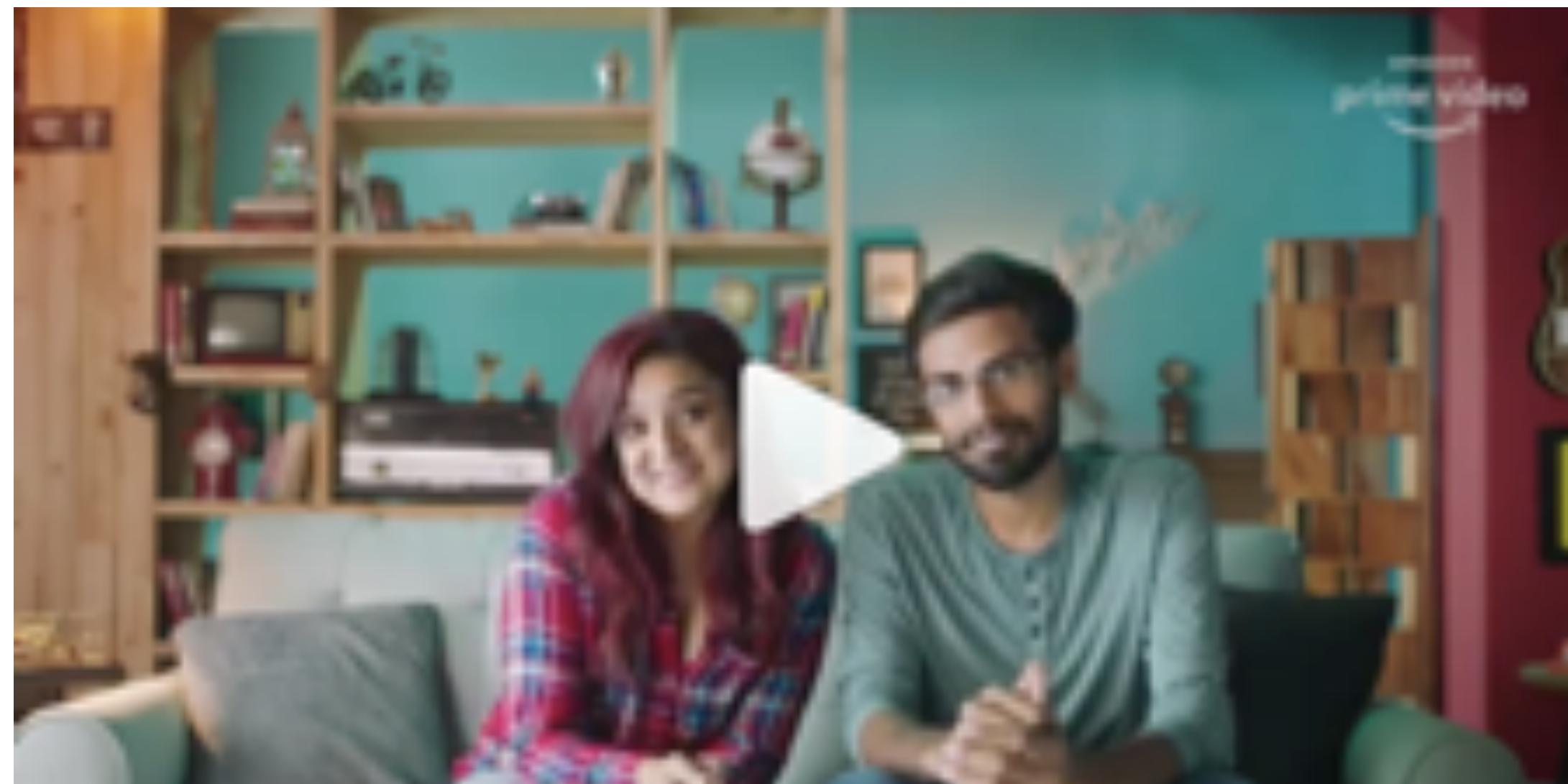
Social Media Campaign

Influencer Content Creation

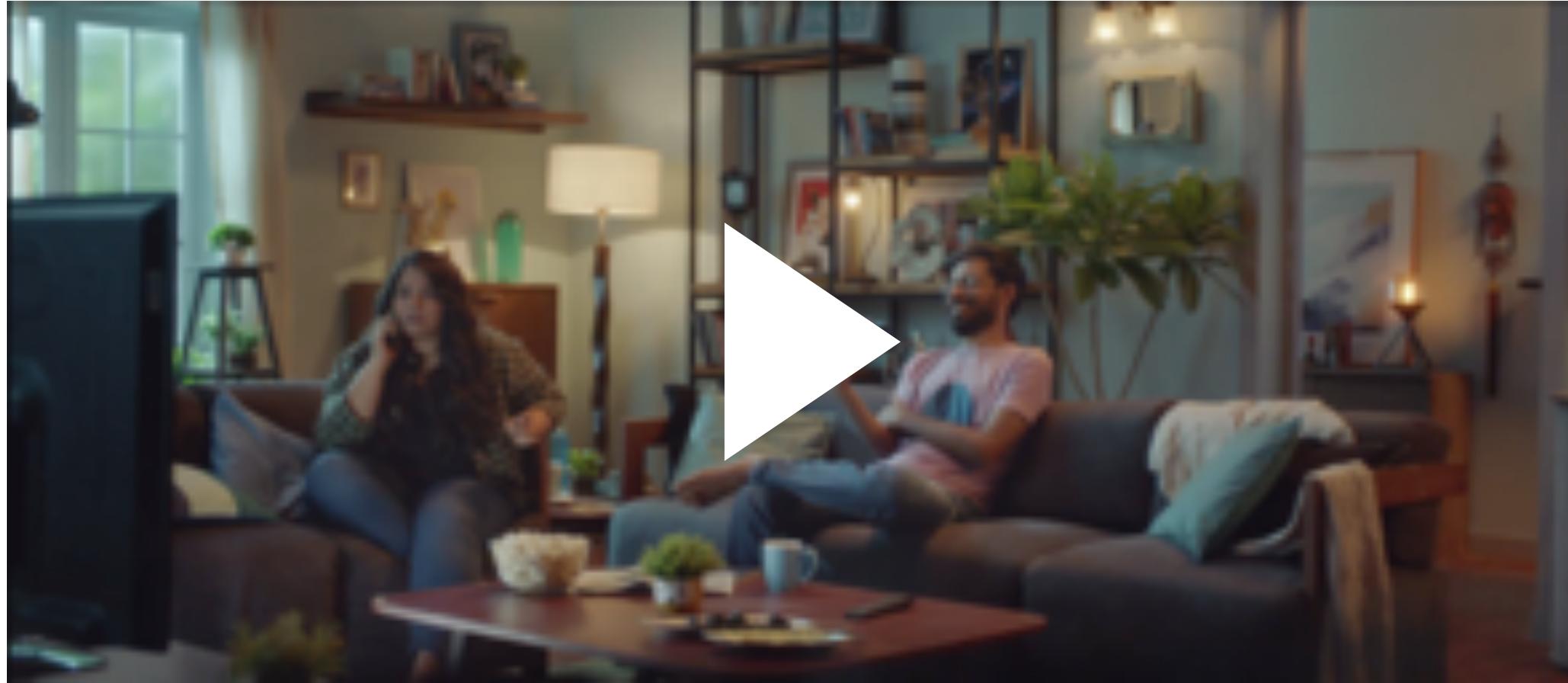
Brand Collaborations

Digital Promotions

Production of Promos

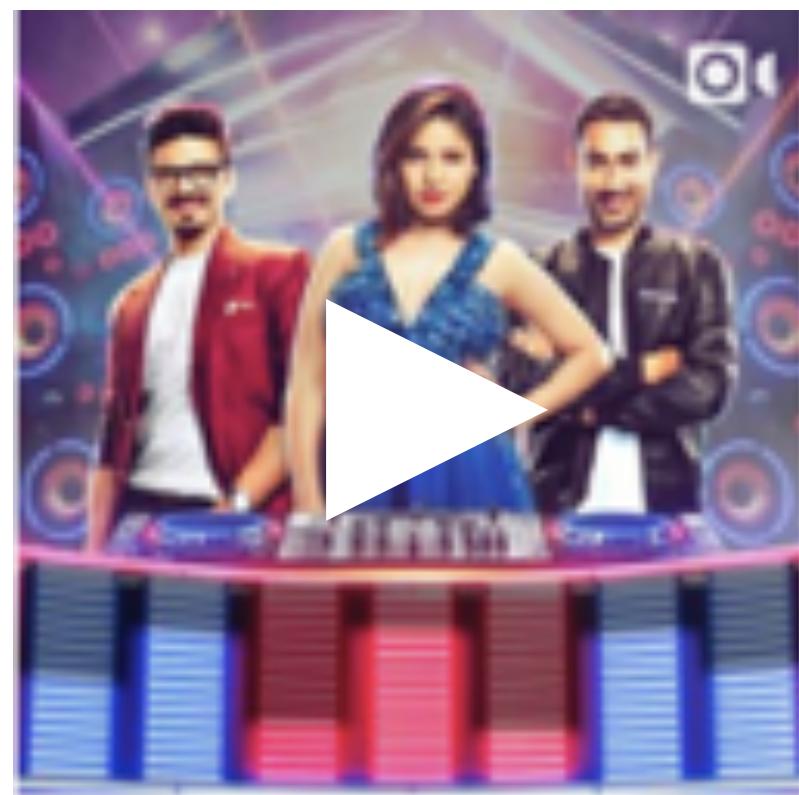
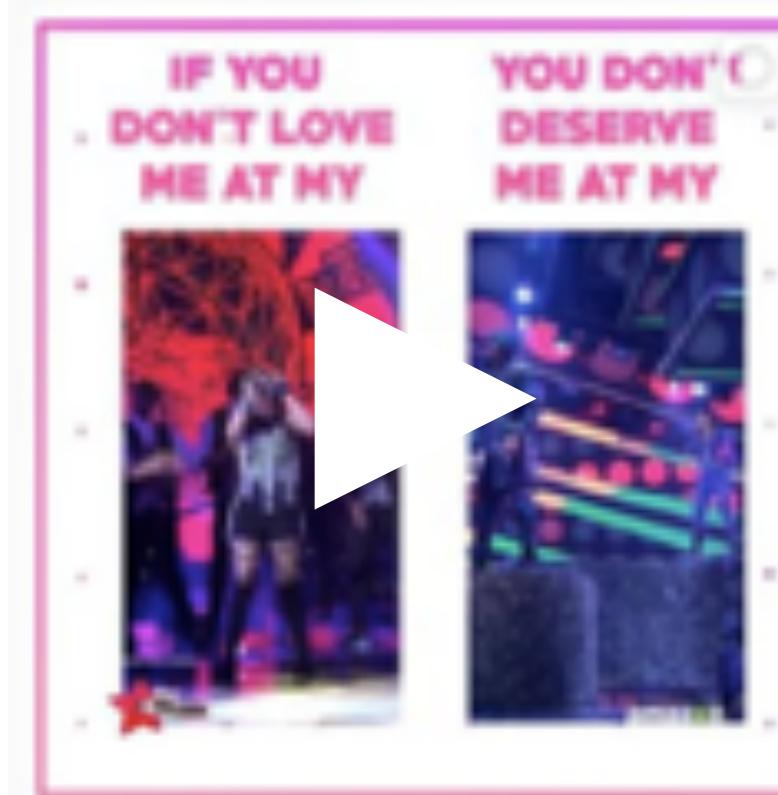
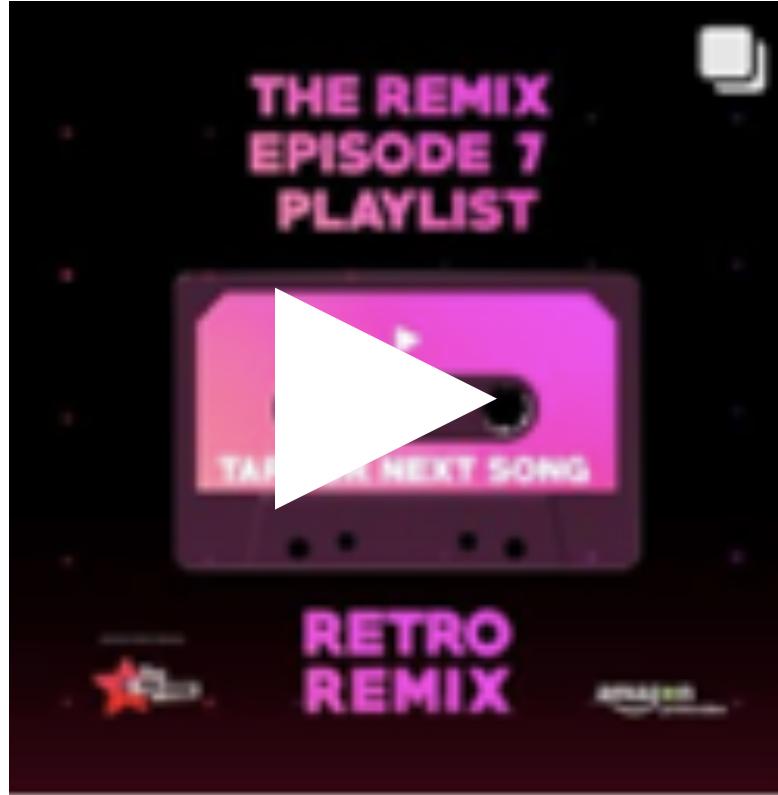


COMICSTAAN 2 - TVCs



We teamed up with Biswa and Sumukhi to create a series of TVCs for the show in association with the Cricket World Cup, scripted, produced and post produced in-house.

THE REMIX



Designed the marketing campaign for '**The Remix**' as their social media agency for the show. We post produced more than 200 units as part of the campaign and managed the social media handles of the show.

We produced and post produced the trailer of the show, the concept of which was to take the audience inside the song that they were listening to. It's a dream sequence happening inside a vinyl. This helped them discover the multiple layers of music that goes into a remixed song.

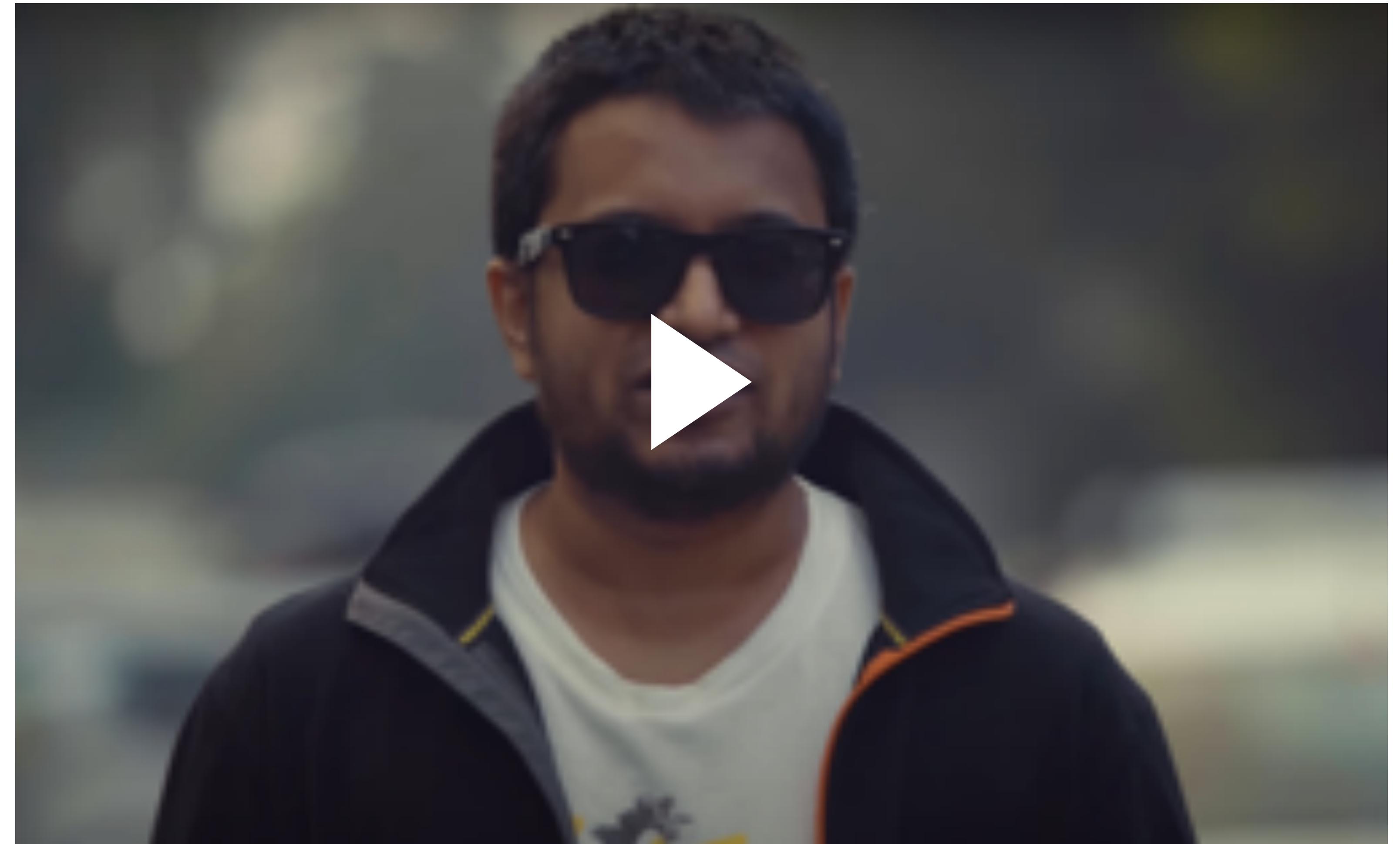
Influencer Content Creation - Collaborated with Jose Covaco to create a series of videos called Masterclass with DJ Bunty

THE GRAND TOUR W/ JOSE

Conceptualisation

Production

Post Production



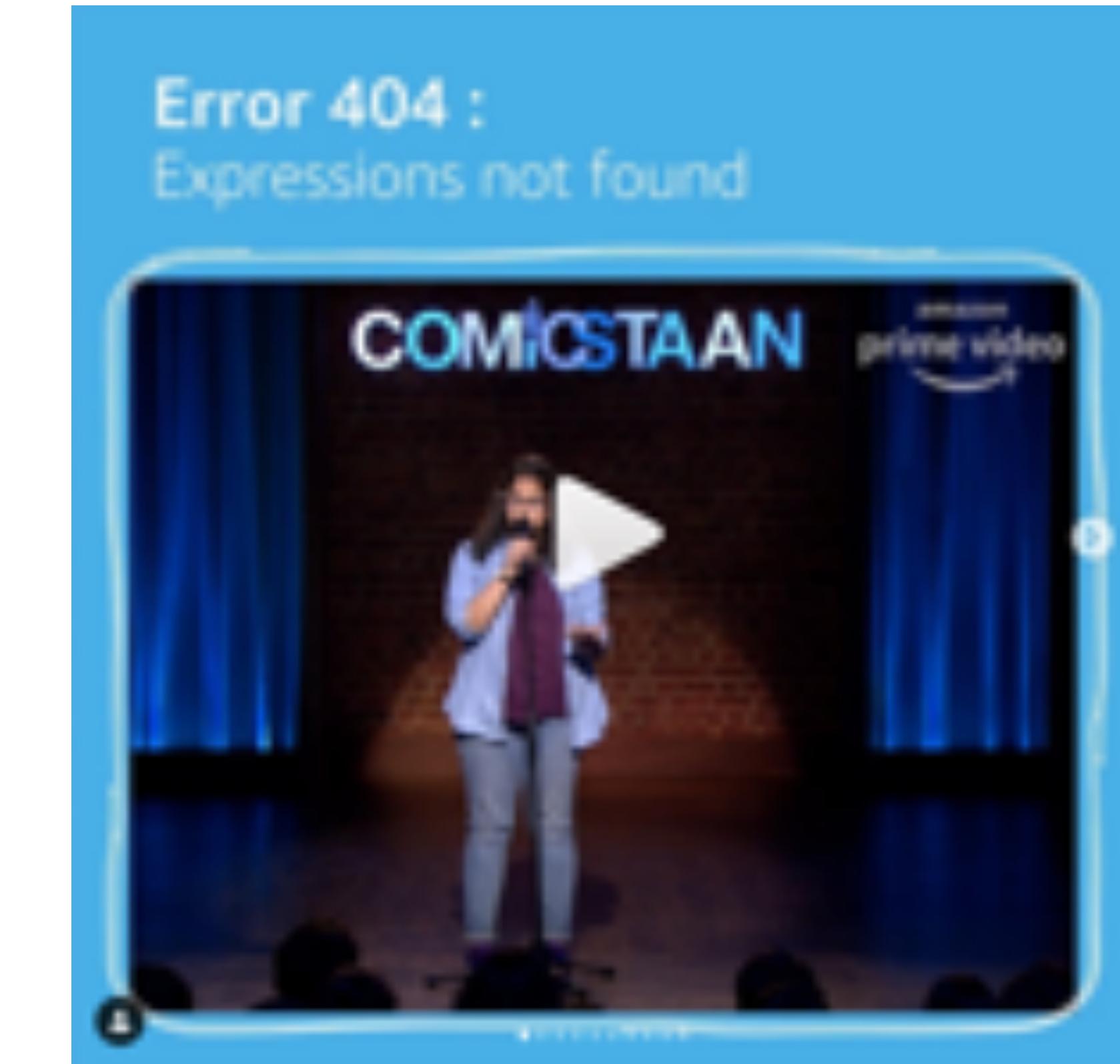
AMAZON.IN PRIME DAY

Production

Post Production



ADAPTS (1 : 1)



Meme Format

ADAPTS (16:9)



ADAPTS (9 : 16)





EXCEL



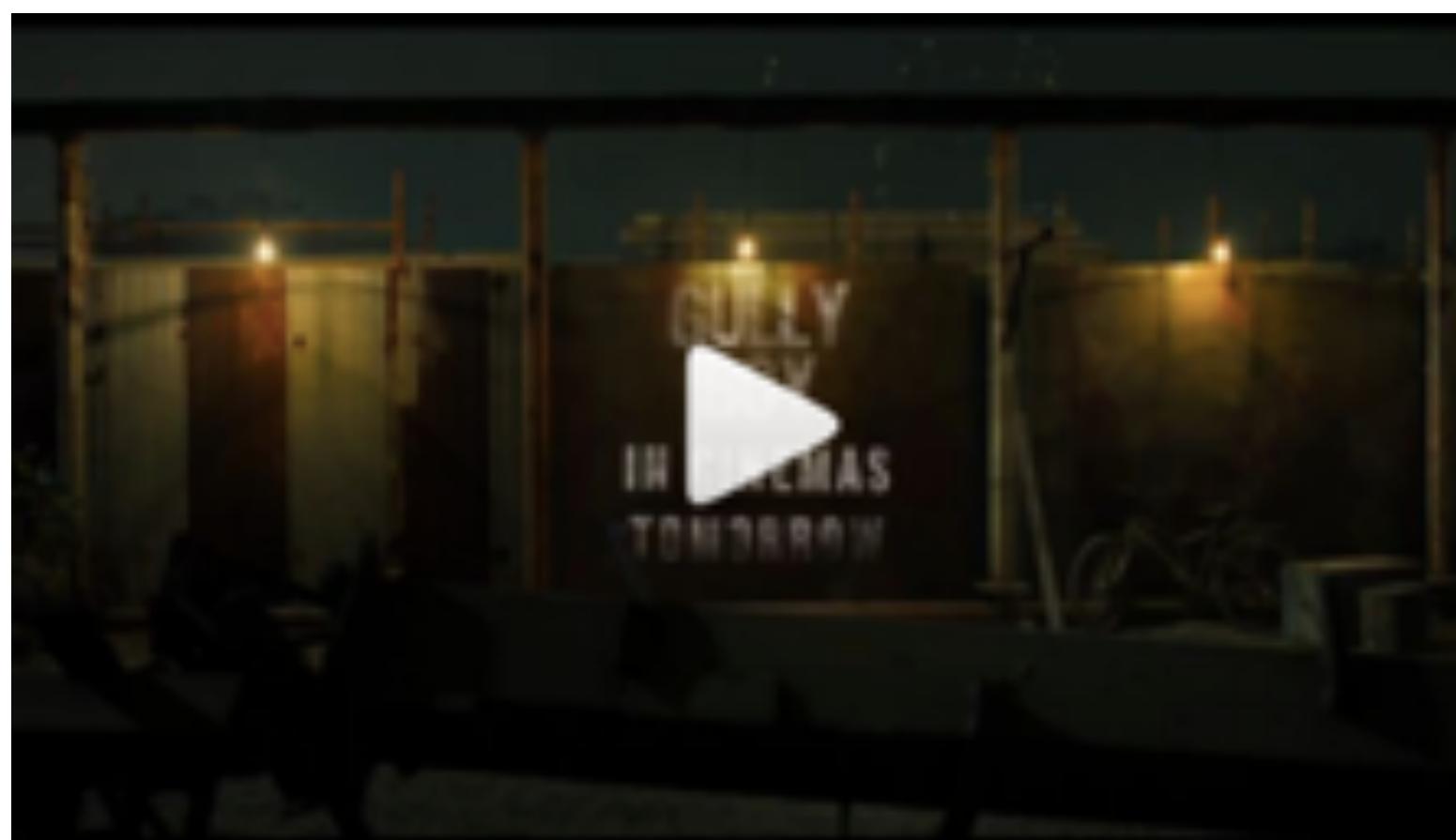
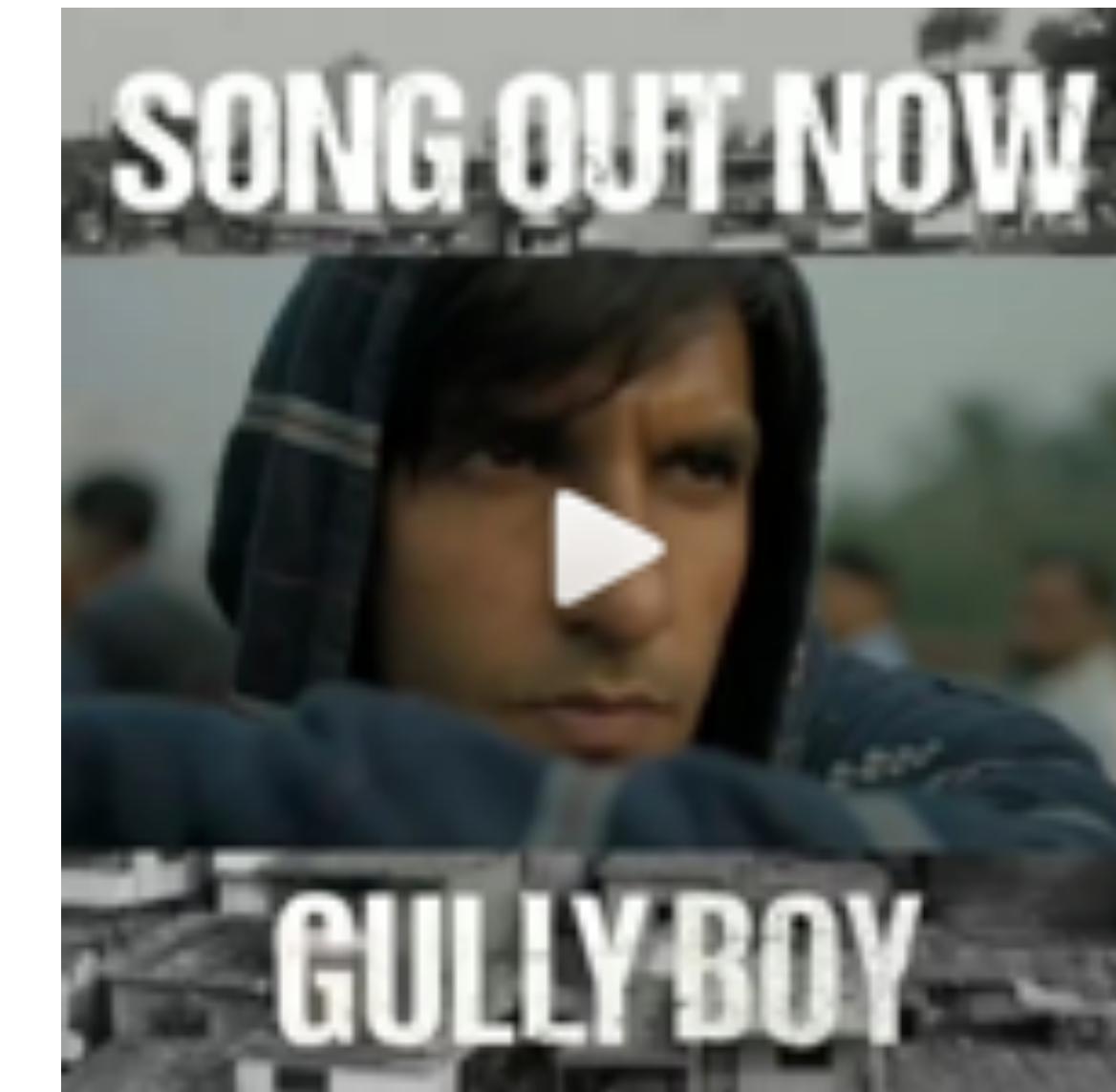
ENT

GULLY BOY

Conceptualisation and Designing of
the entire Digital Marketing
Campaign of the film.

Generation of Social Media Strategy
and Creatives

Post Production of all social units



SYERAA NARASIMHA REDDY

Conceptualisation



Social Media Creatives

Digital Promotions

Post Production



K G F

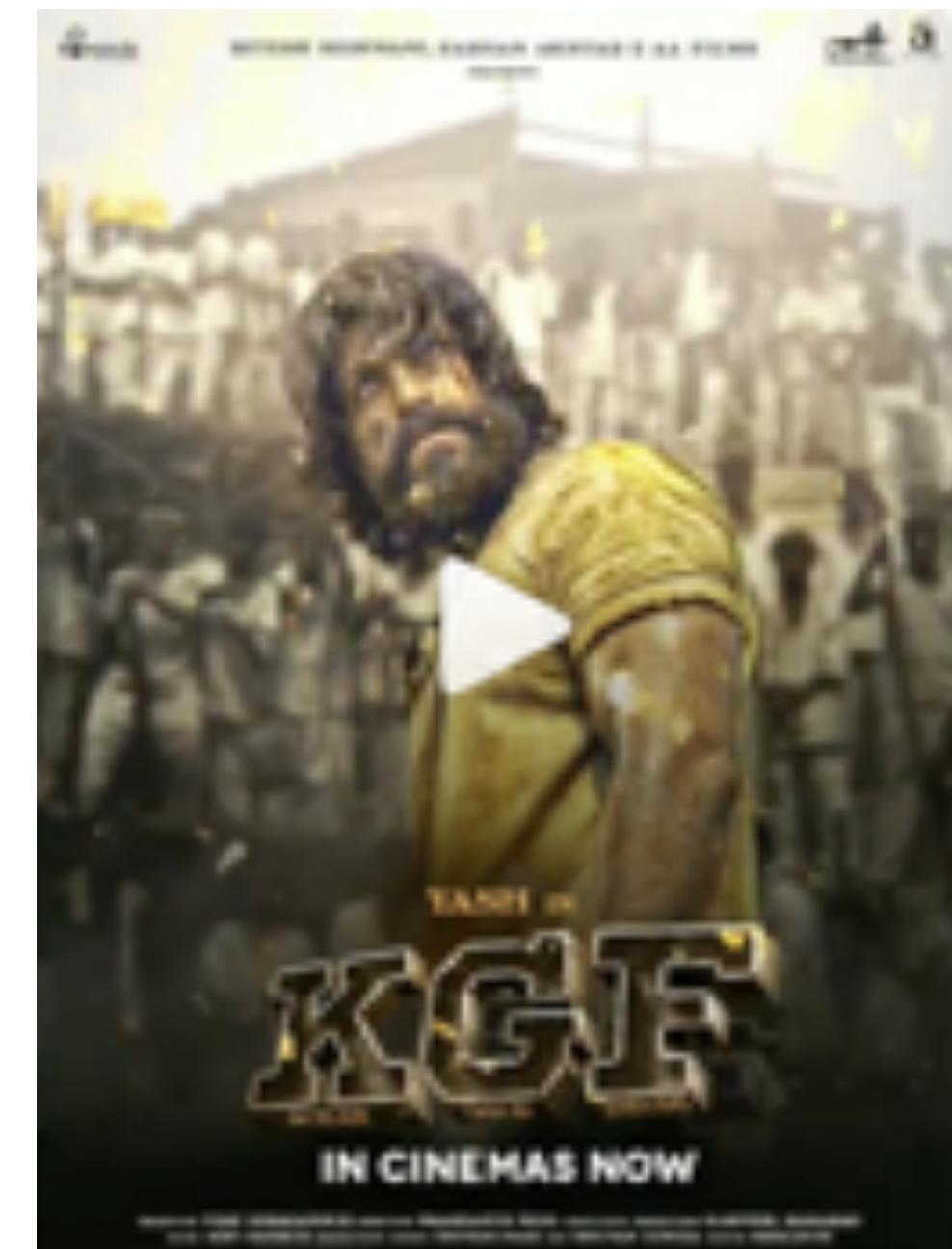
Conceptualisation
and Scripting

Social Media Units

Lookbook design
for the film

Production of
Influencer Content

Post Production



DHOOP MUSIC VIDEO

As part of our latest project, we worked on the gfx of Siddhant Chaturvedi's track 'Dhoop'.





OTHER BRAND



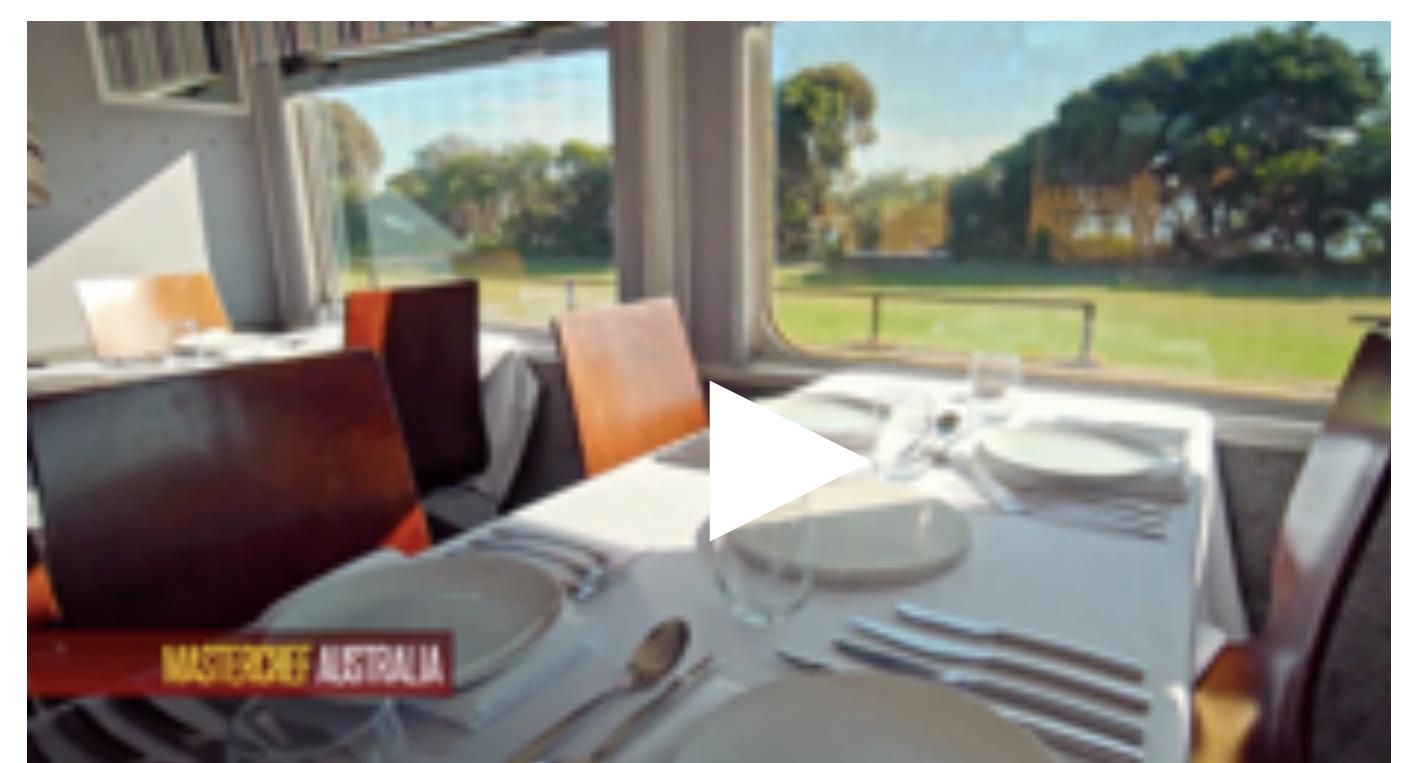
WORK

STAR INDIA RETAINER

Annual creative and post production retainer (starting Sept '19) for broadcast fillers for channels like Star World, Star Movies.

Creation of units like season recaps, action cuts, all episode fillers, etc. with an average of 70 assets on a monthly basis for shows like Masterchef, The Office, How I Met Your Mother, Fresh Off The Boat, Koffee with Karan.

Created assets for Star Movies gamification with an average of 100 units over a span of 5 weeks.



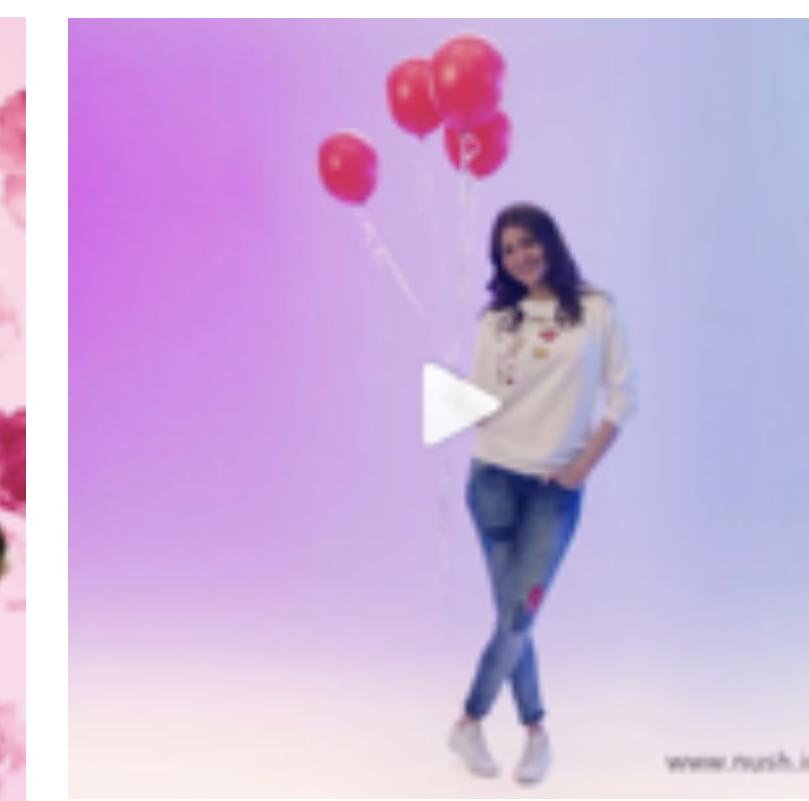
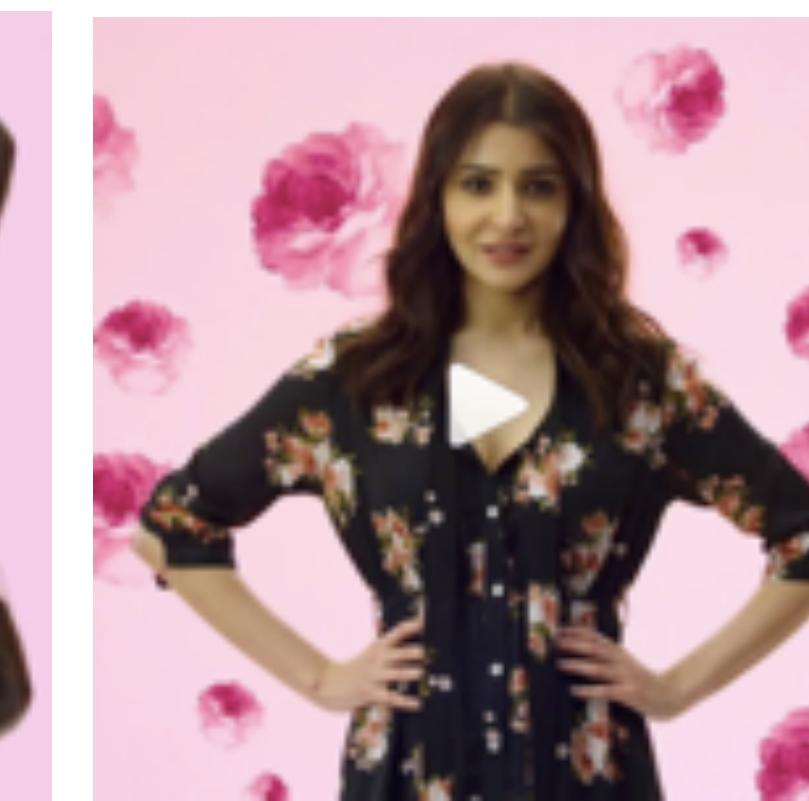
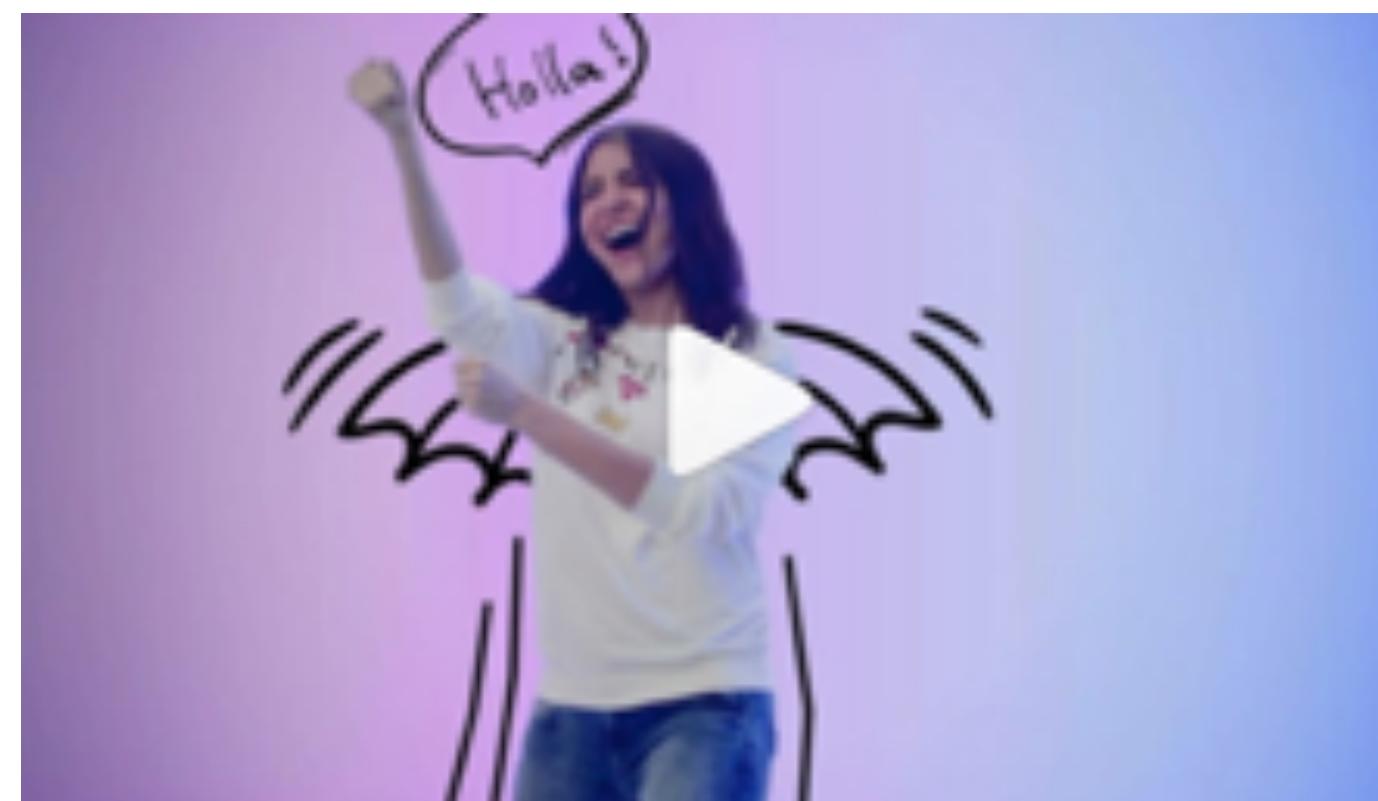
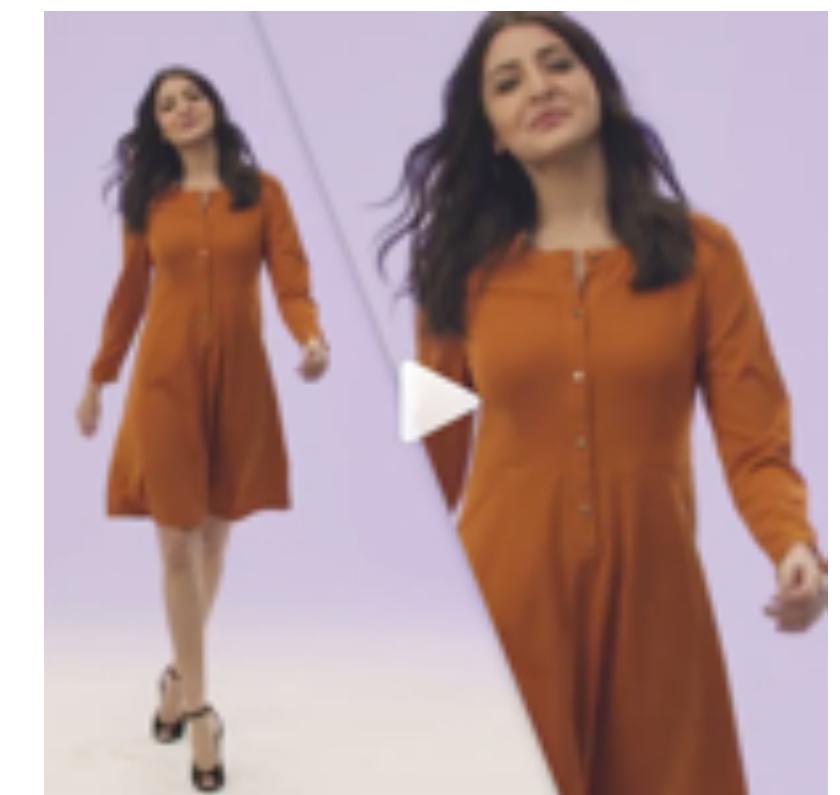
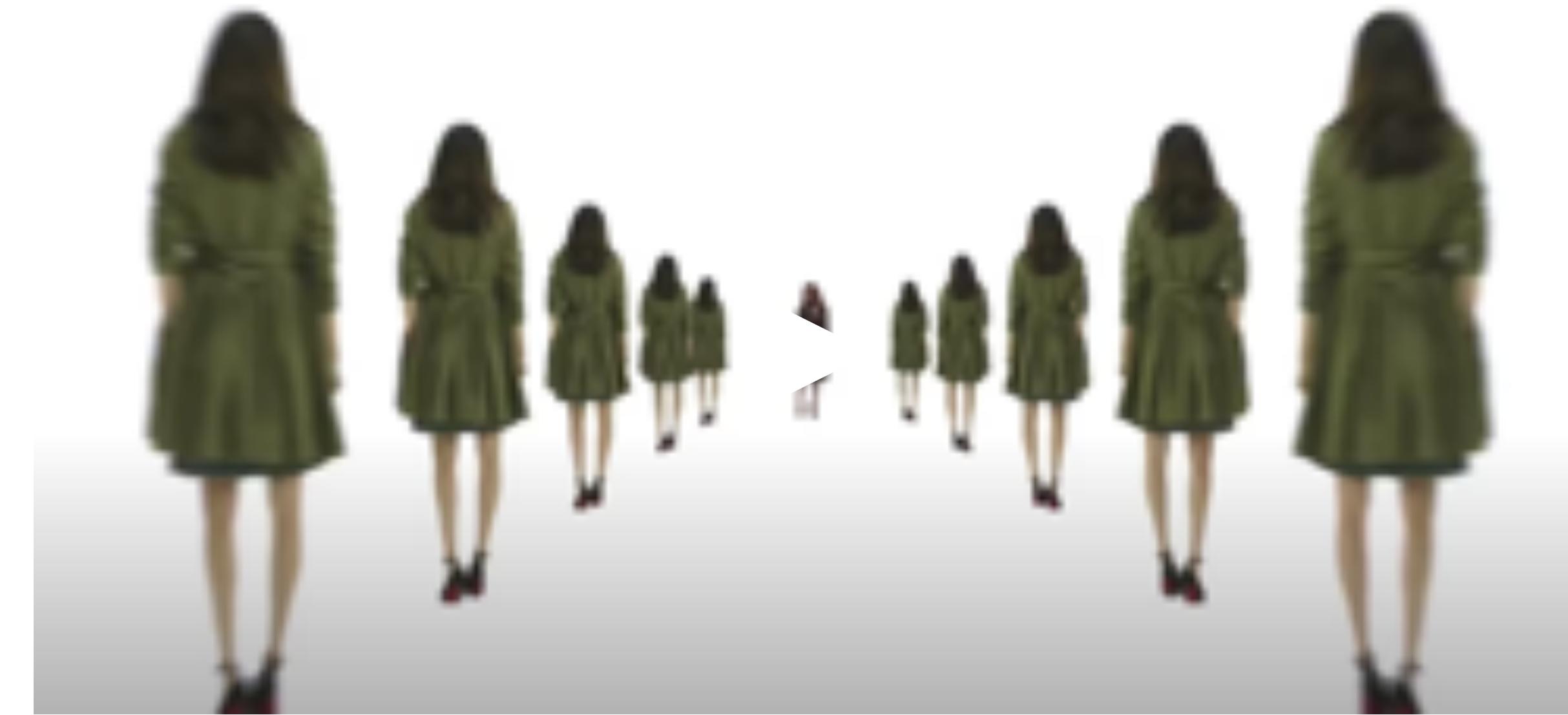
NUSH BY ANUSHKA SHARMA

Brand Strategy

Conceptualisation

Production of the main promo
and numerous ancillary content
buckets and units.

Post Production

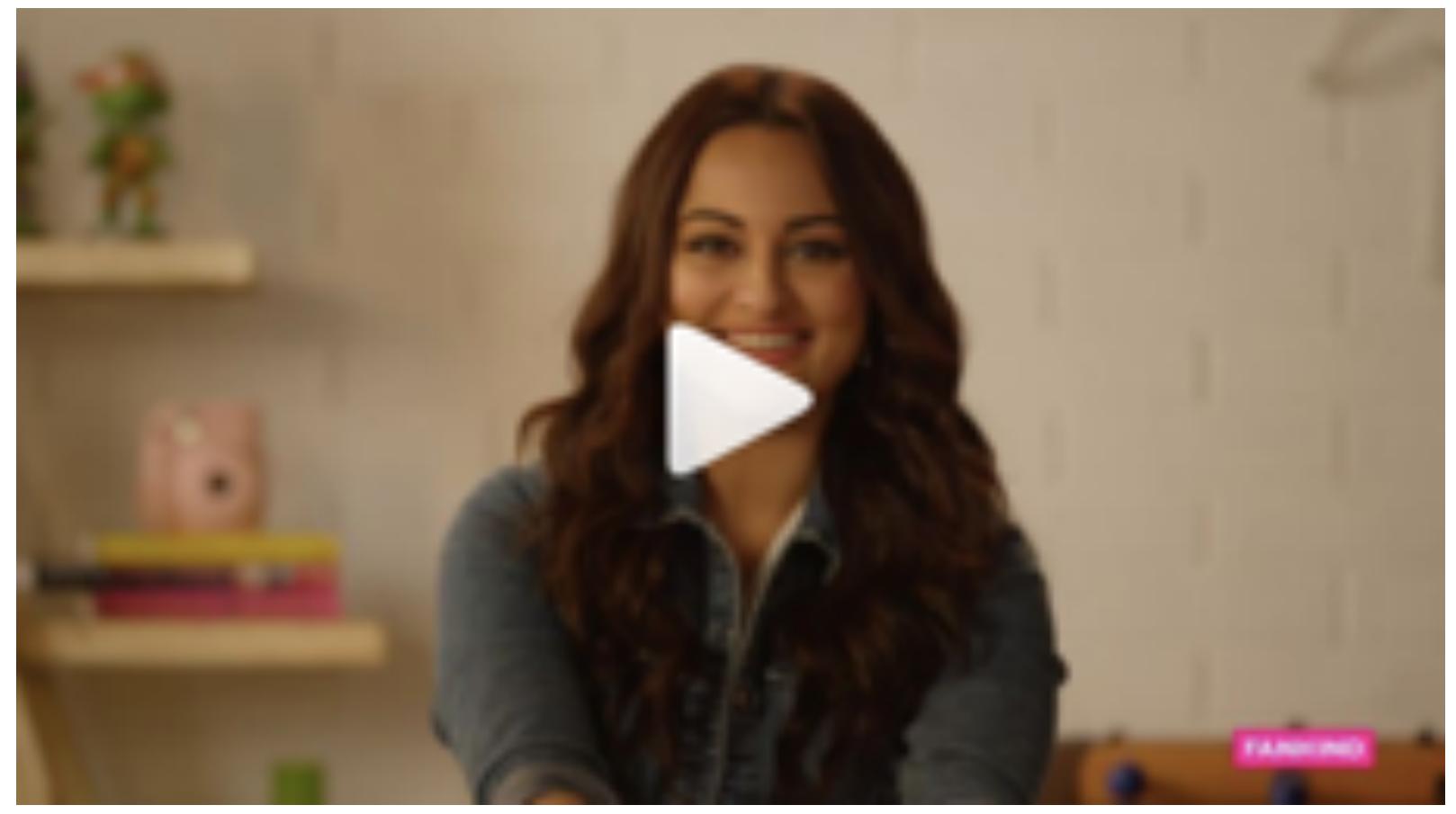
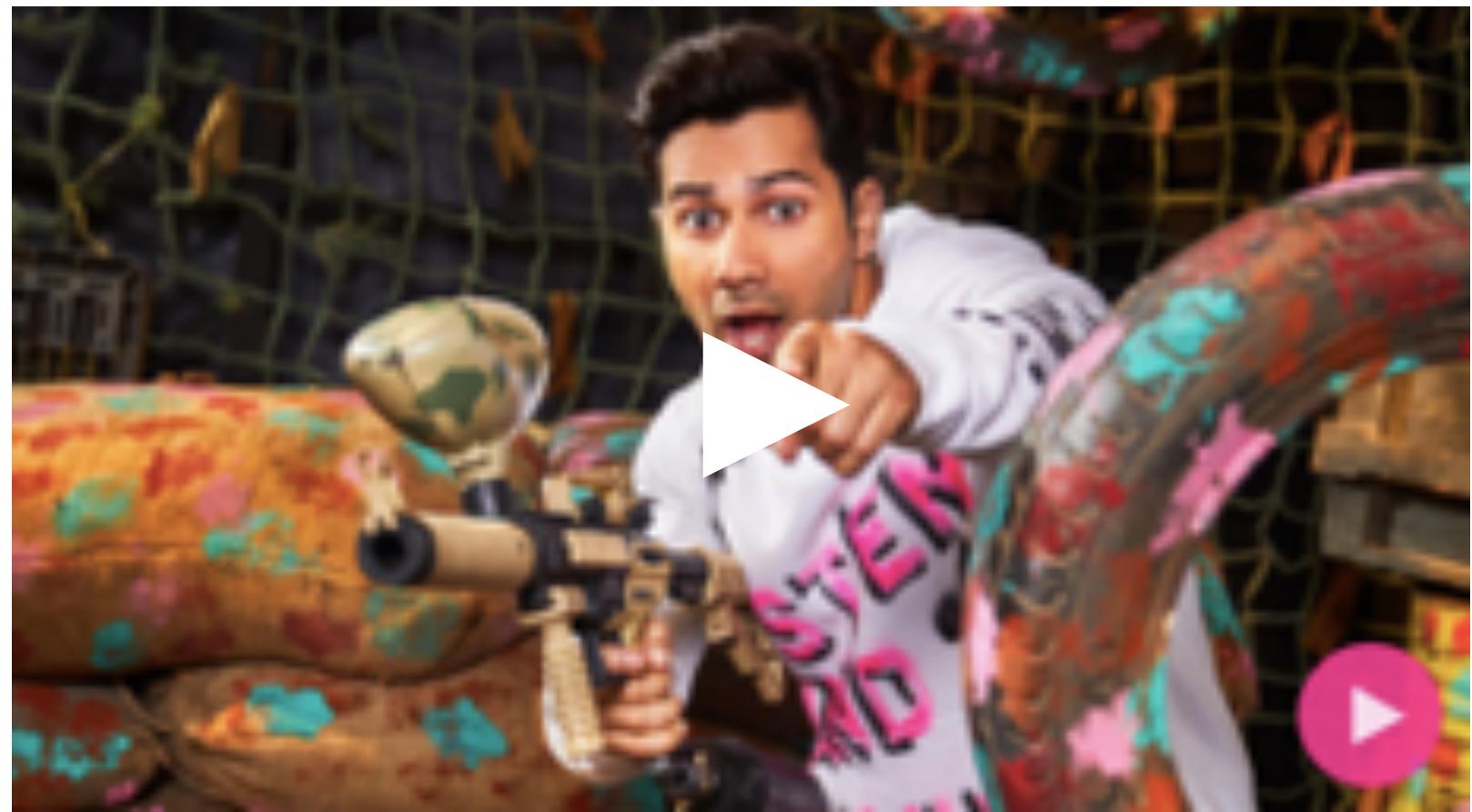
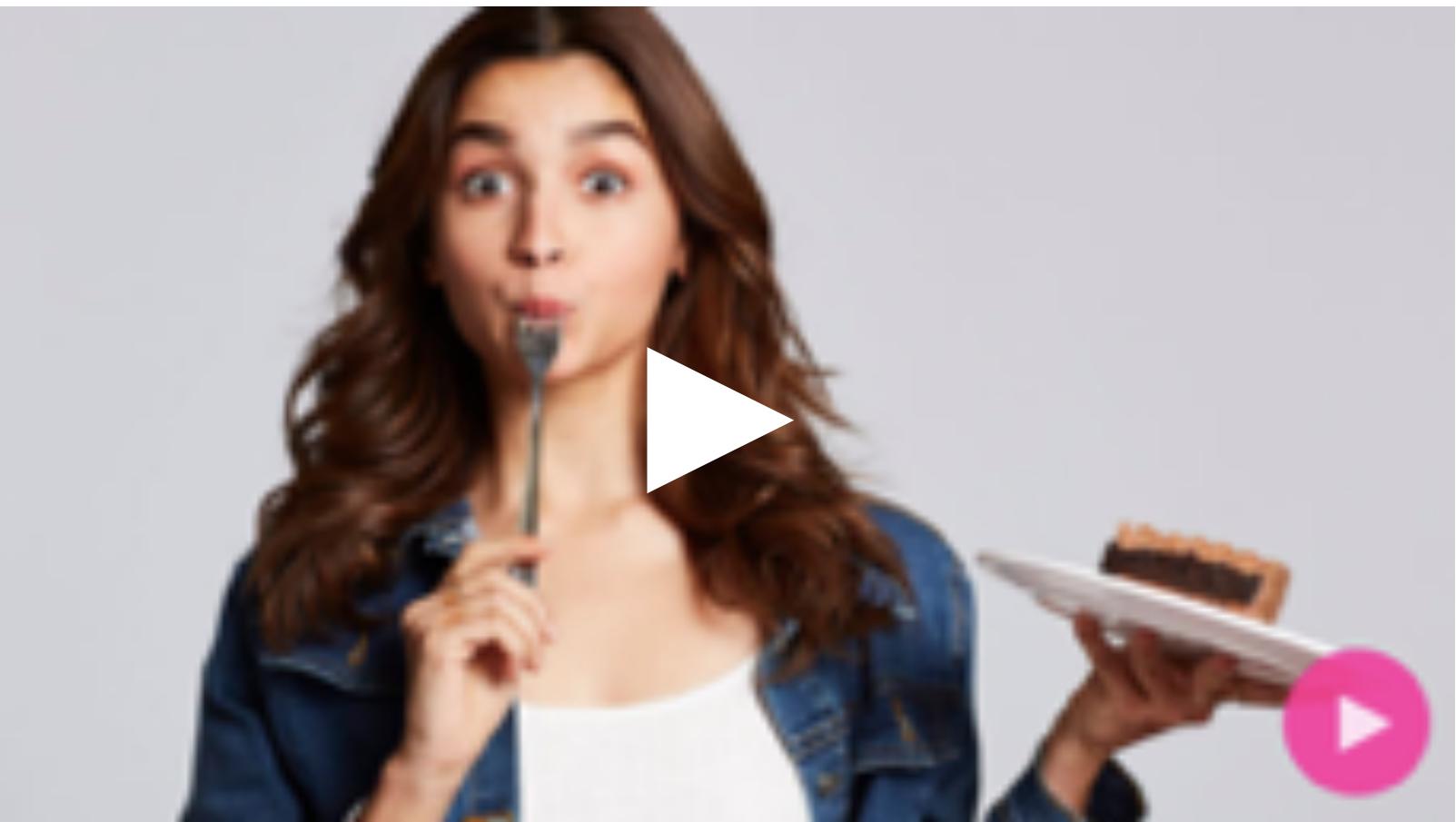


FANKIND

Conceptualisation and Scripting

Production of promo films and
fan experiences

Post Production of social media
units, brand promos and fan
experiences.



AVANSE COMMERCIALS

Production

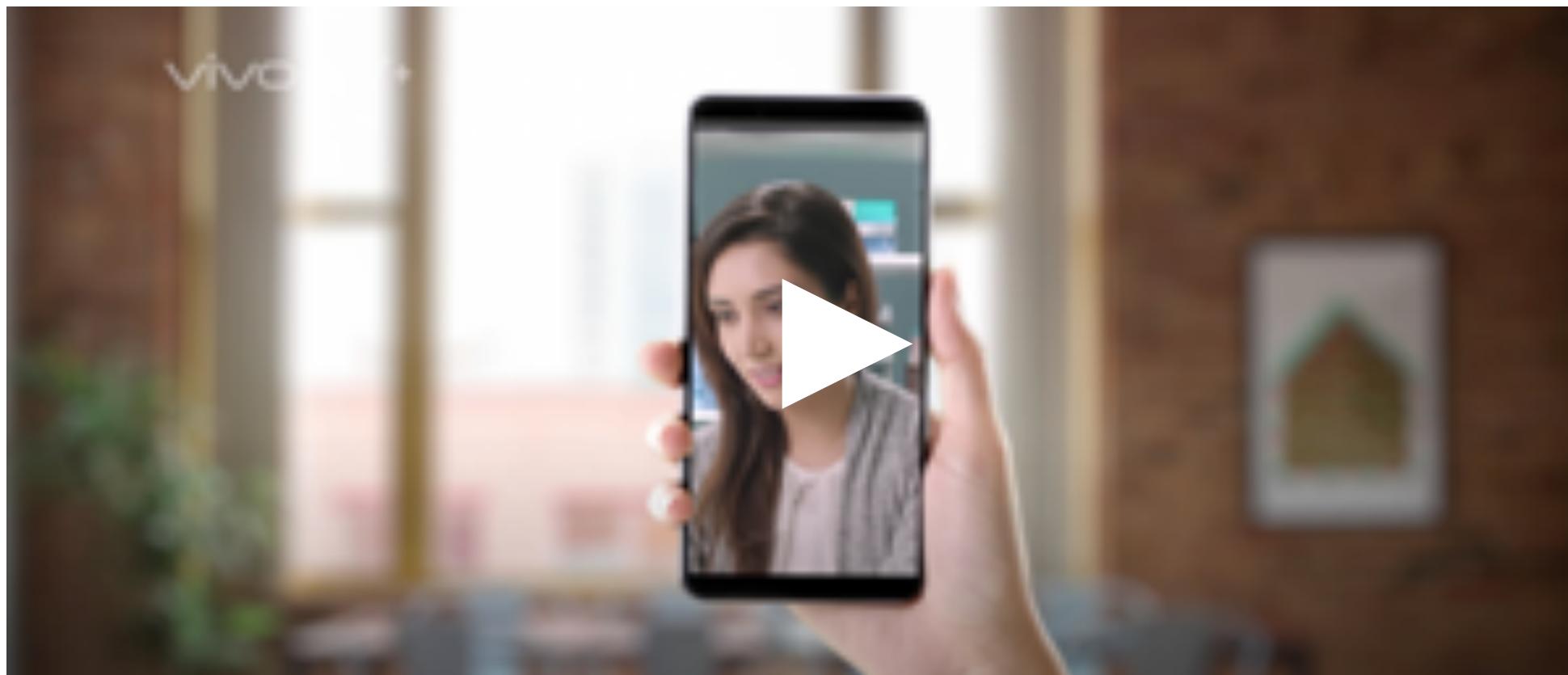


Post Production

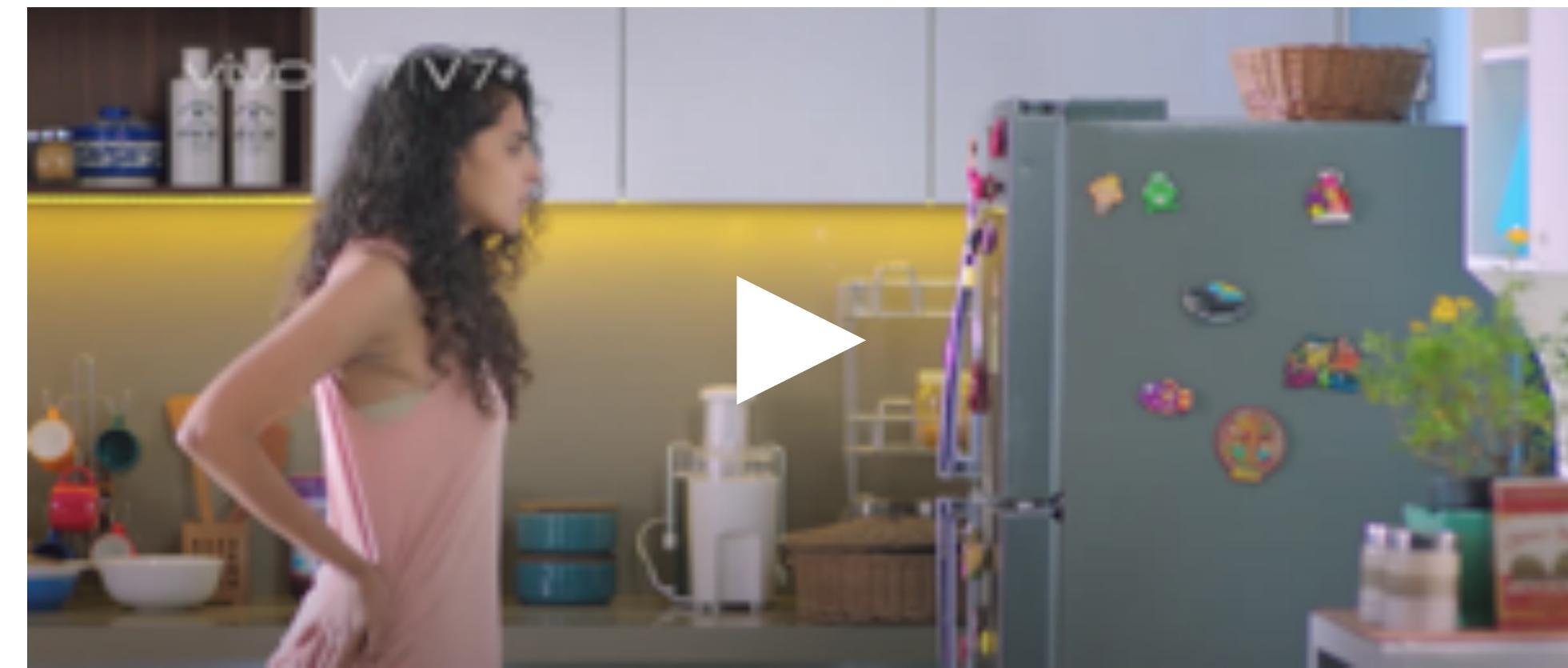


VIVO V7+

Conceptualisation



Production



Post Production



FOOD CLOUD

Conceptualisation

Scripting

Production

Post Production



WHAT THE DUCK

Production

Post Production



SEASON 2



SEASON 3

BANK CHOR

Conceptualisation



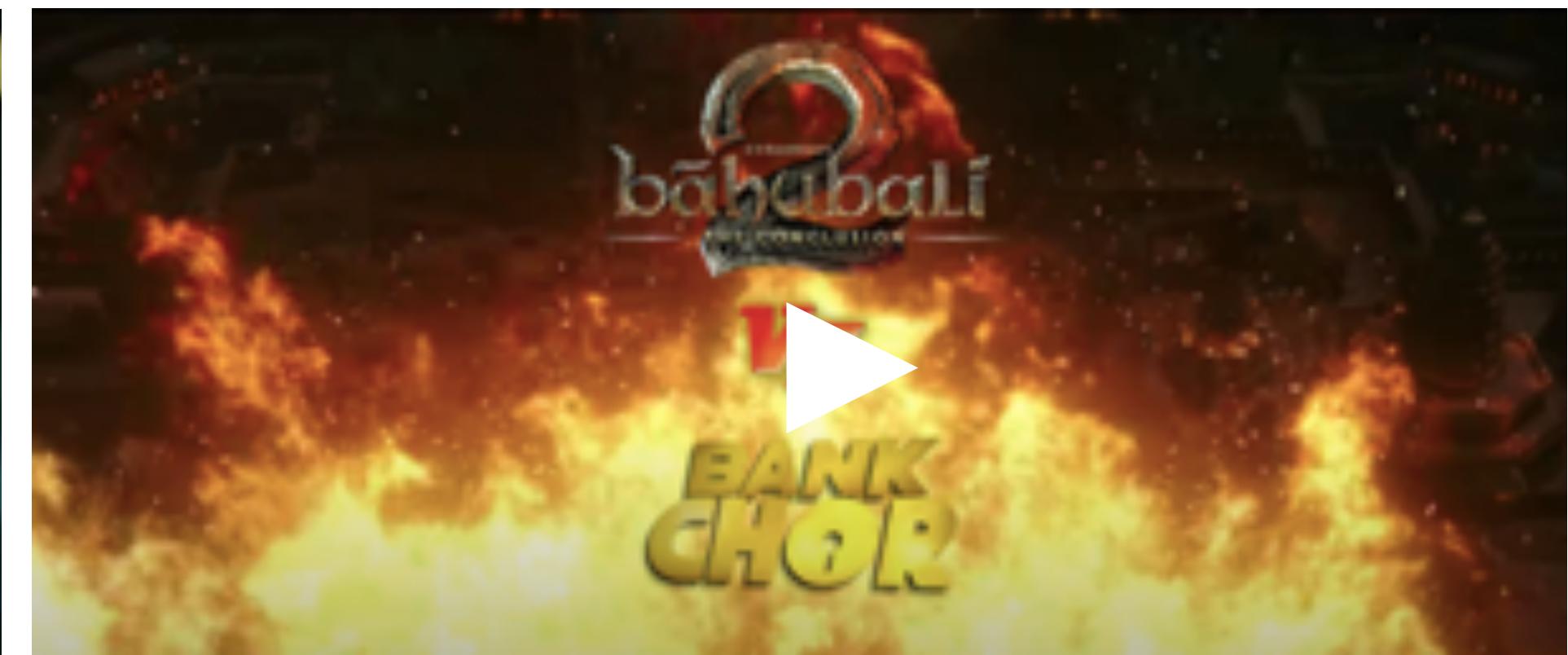
Digital Marketing
Campaign



Production



Post Production



YRF - JUMBO JUTTS

Conceptualisation



Production



Post Production



MARQUE PROJECTS

- Produced and edited a 40 episodic Travel show '**India Travelogue**' for Network18 with a 2 unit shoot crew travelling across India and the turnaround time for shoot to telecast being 2 weeks. The footage was sent across to our studios for editing, grade and mixing.
- Created over 50 units for Excel Entertainment's '**Gully boy**'. It was a 2 month campaign with a dedicated team of 2 gfx, 2 editors and 1 Producer. Before and after Gully Boy we also worked on two other South Indian films - KGF and Sye Raa Narasimha Reddy. We are now on an annual retainer with Excel for the digital marketing of their upcoming films of the year.
- Designed the marketing campaign for '**The Remix**' as their social media agency for the show. We post produced more than 200 units as part of the campaign and managed the social media handles of the show.

MARQUE PROJECTS

- **Comicstaan S1** - Post produced the trailer of the season, created multiple series of promos and teasers with the mentors including production and post production for the same.
- **Comicstaan S2** - As a social media agency for the show, we created approximately 250 units for the digital marketing. These included paid ads and organic units for the social media campaign. We conceptualised, scripted, produced and post produced multiple films as collaboration with influencers like Technical Guruji and brands like Raw Pressery, Bingo, Belgian Waffle co., etc.
- Post produce around 70 units of filler content on a monthly basis for our retainer brand '**Star India Channels**'. As part of the gamification campaign for Star Movies, we created over 100 assets over a span of 4 weeks.



THANK YOU



20 WATTS