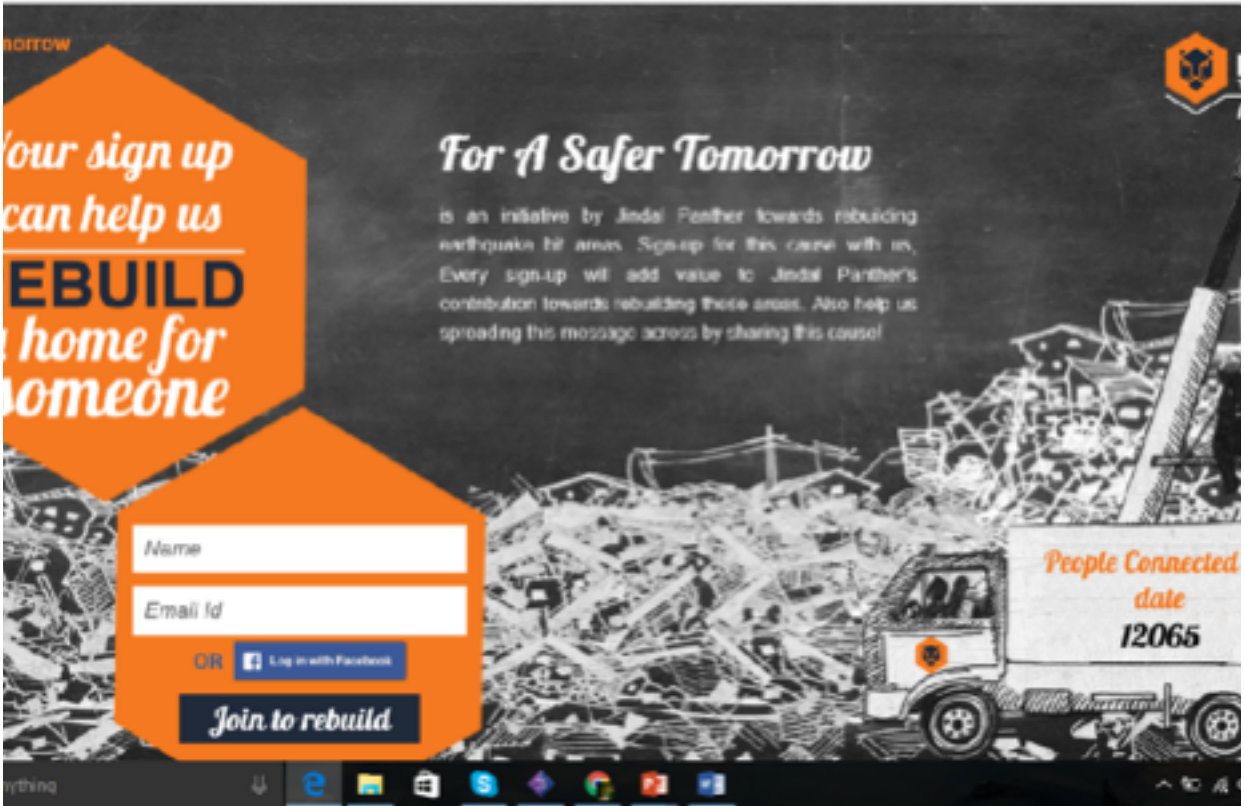
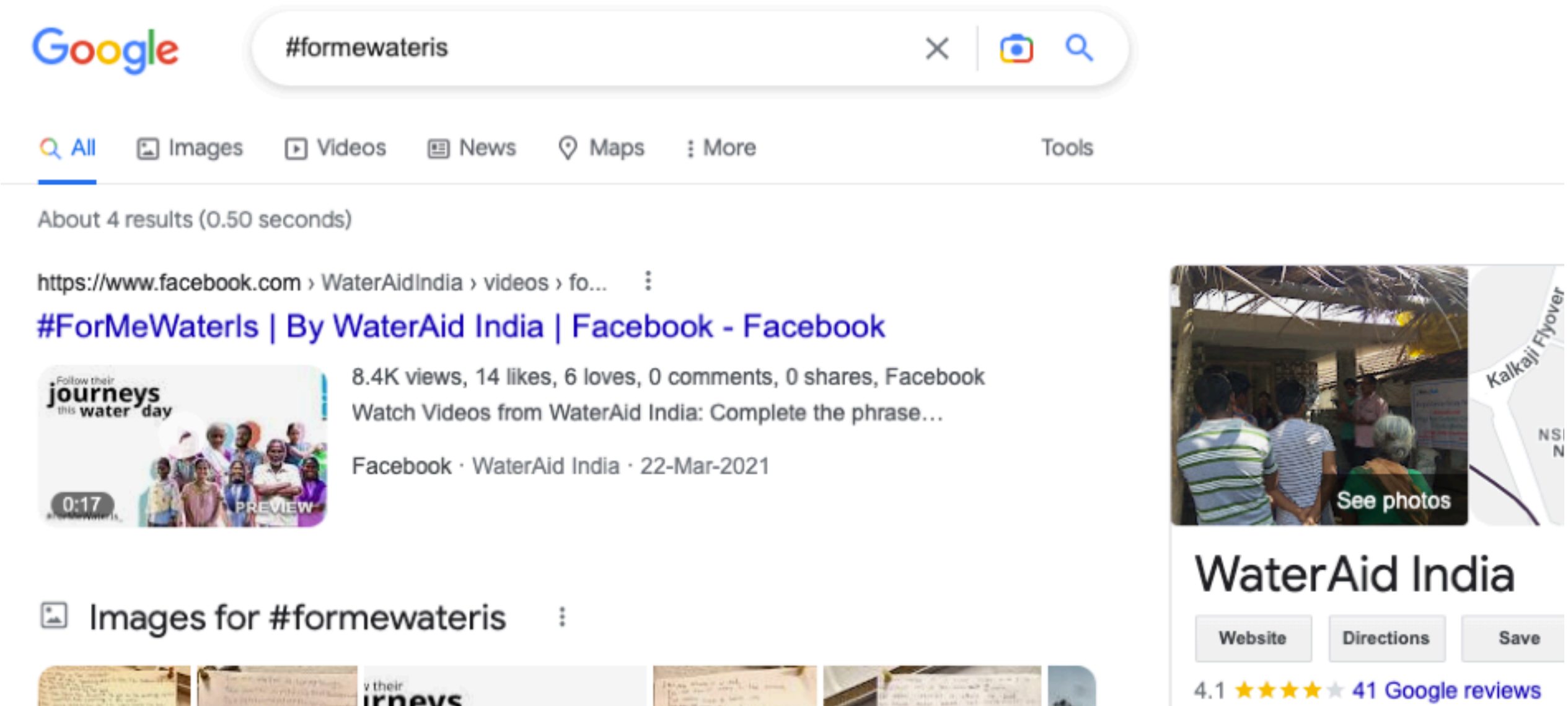


PLANNING & EXECUTION CAMPAIGNS

Campaign effect: hashtag becomes synonymous with brand in search



Jindal Panther #ForABetterTomorrow

Goal: Buzz, awareness, pledge

CTA: Pledges/Join

Campaign Results:

Over 16k pledges and millions reached

Daikin #DaresOfGoodness

Goal: Buzz, awareness, views

Budget: 5cr

CTA: Watch/View

Campaign Results:

Heightened awareness and awards

WaterAid #ForMeWaterIs_

Goal: Buzz, awareness, engagement

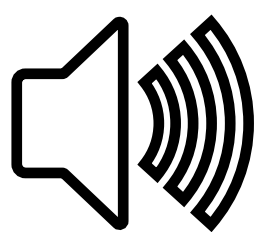
Budget: 2.5L

CTA: #ForMeWaterIs_/#WaterForMels_

Campaign Results:

27.25L engaged, 15K+ clicks

MANAGED AUDIO VISUAL CAMPAIGNS



*This slide has audio/video samples.
Press icon to play.
Video/Audio campaigns



https://m.facebook.com › ... › Videos › #ForMeWaterIs

WaterAid India - #ForMeWaterIs | Facebook

Complete the phrase #ForMeWaterIs_ and answer in the comment below. Share with your friends as the most striking answers will ...

#ForMeWaterIs_

https://twitter.com › hashtag › formewateris_

#formewateris_ hashtag on Twitter

Water scarcity brought diseases to his tribe, draining all his income. For more #stories follow the handle. #ForMeWaterIs_ #WaterForAll #SaveWater ...

https://twitter.com › wateraidindia › status

WaterAid India on Twitter: "Complete the phrase ...

2-Mar-2021 — Complete the phrase #ForMeWaterIs_ and answer in the comment below. Share with your friends as the most striking answers will ...

Images for #ForMeWaterIs_

WaterAid

Water is colourless, but colors every life.

Water for my daughter

My daughter was in labour and we were short of drinking water.

Water in the

WaterAid