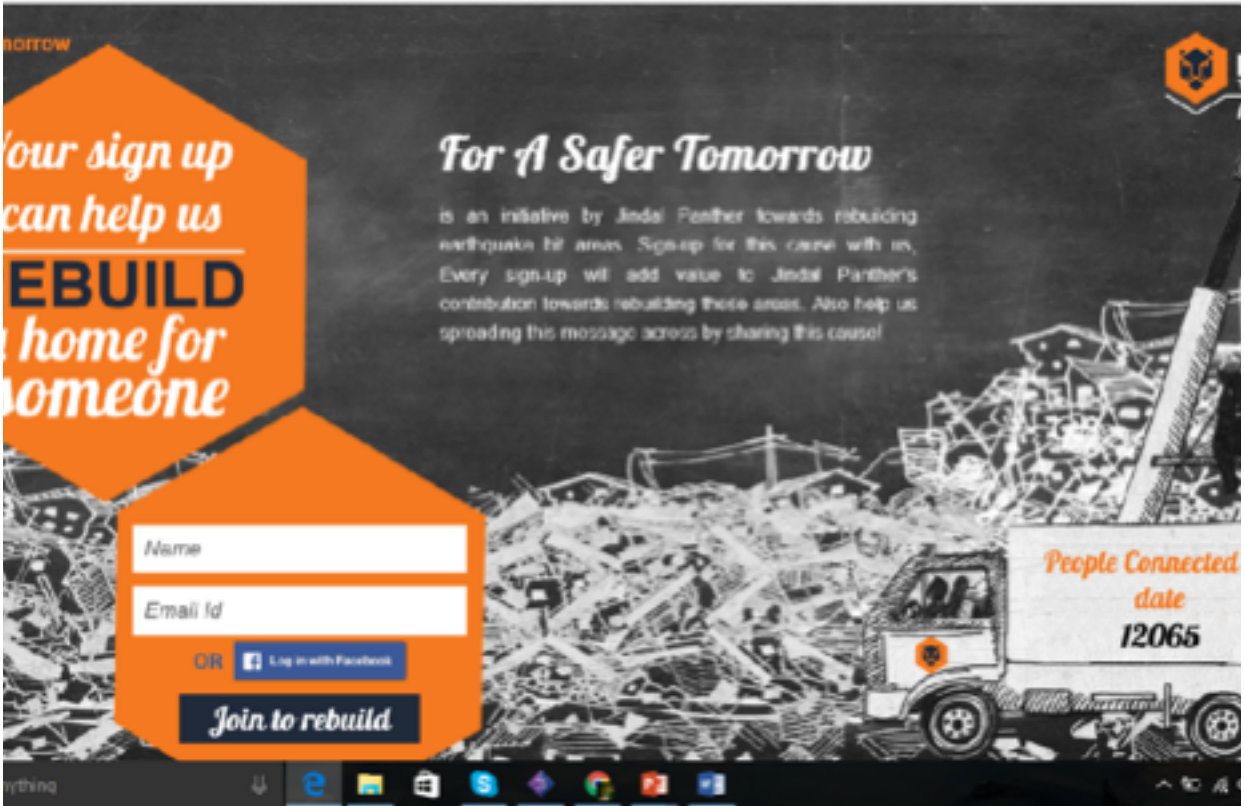
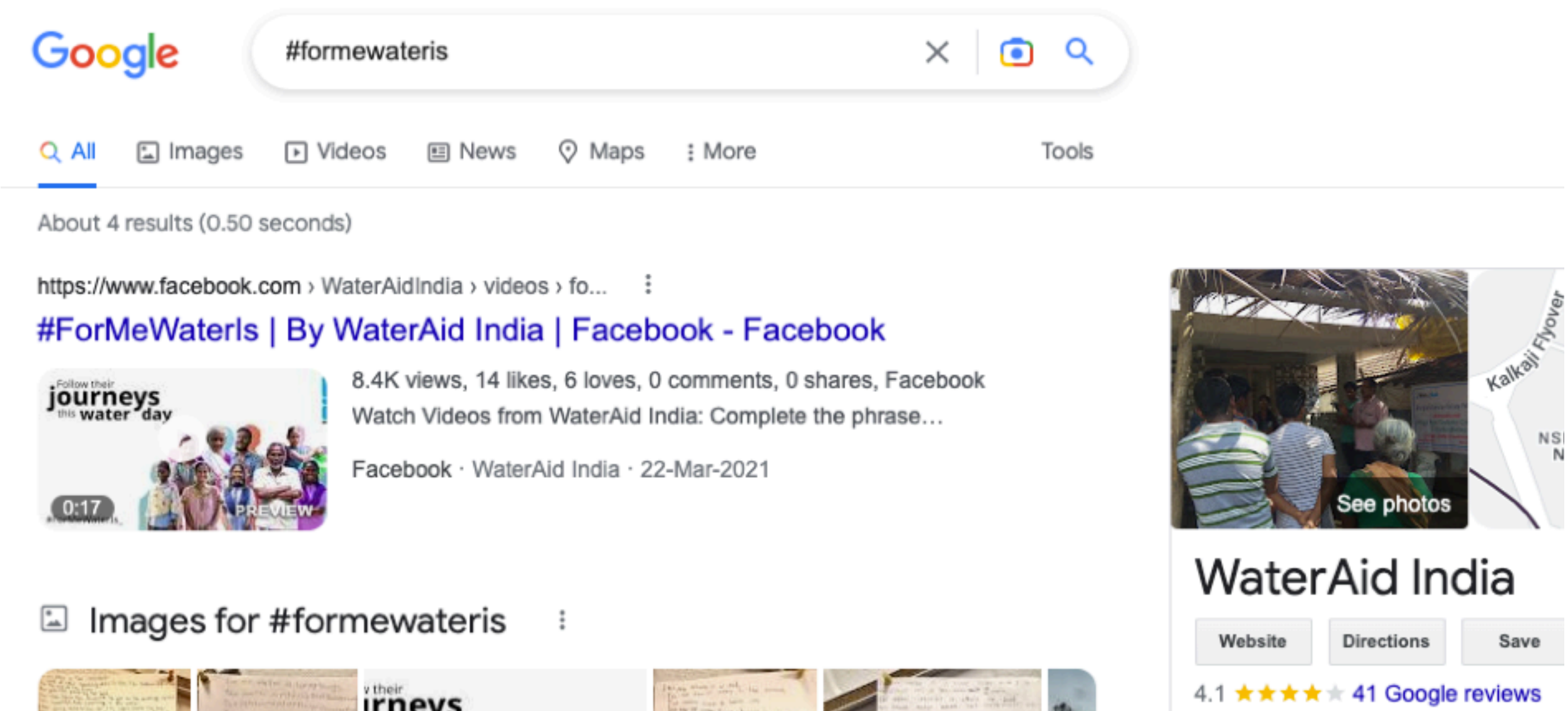


# PLANNING & EXECUTION CAMPAIGNS

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

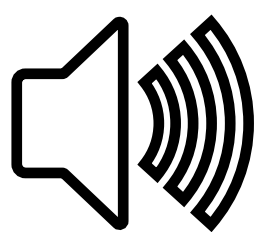
**CTA:** #ForMeWaterIs\_/#WaterForMels\_

**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\\_>](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 #ForMeWaterIs Water is colourless, but colors every day. Water for my daughter. My daughter was in labour and we were short of drinking water. Water in the...