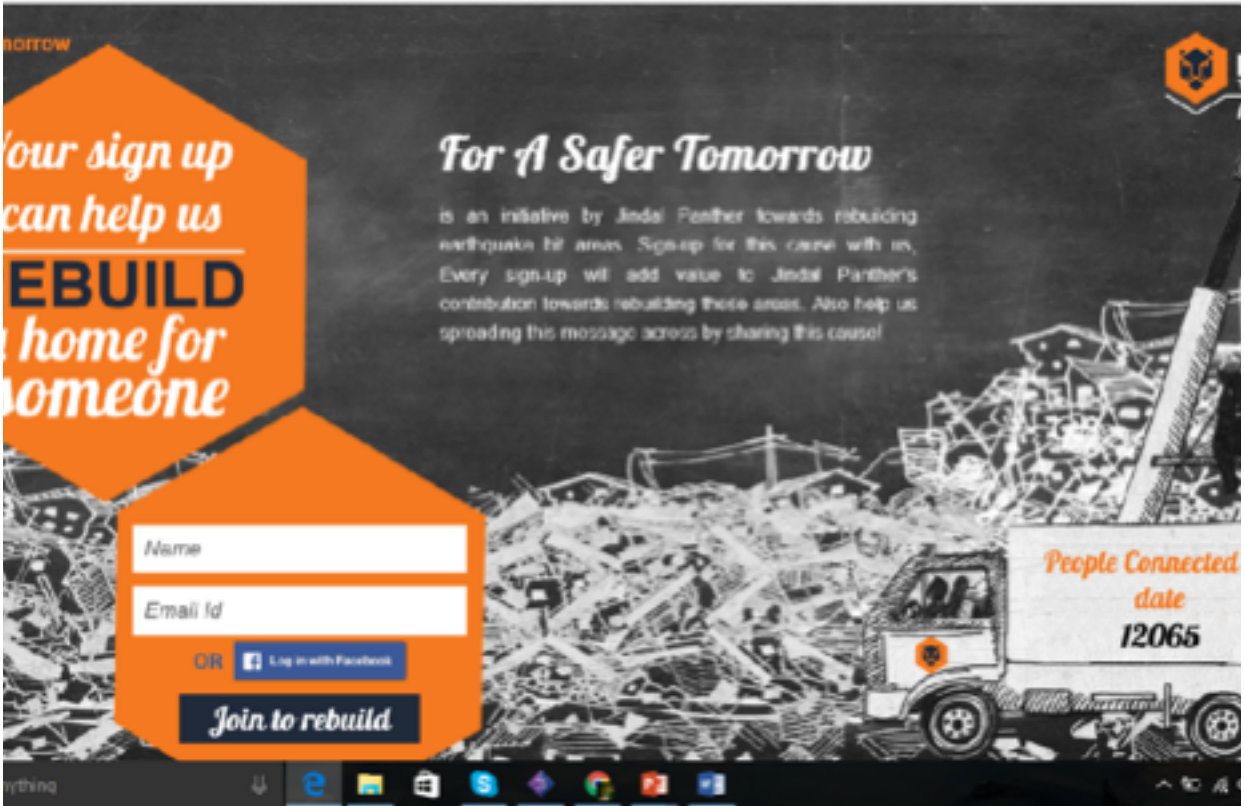
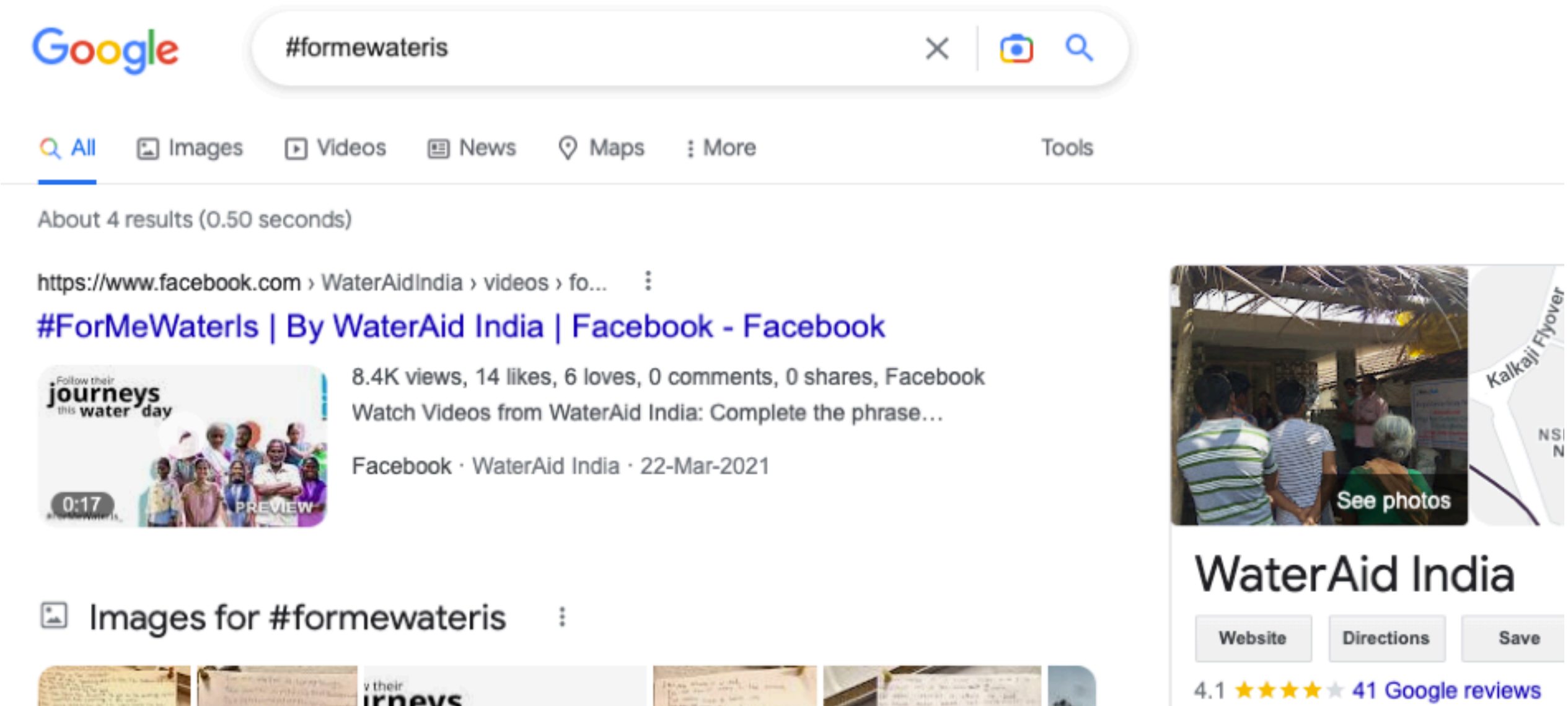


PLANNING & EXECUTION CAMPAIGNS

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

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**Check out
sample decks.**