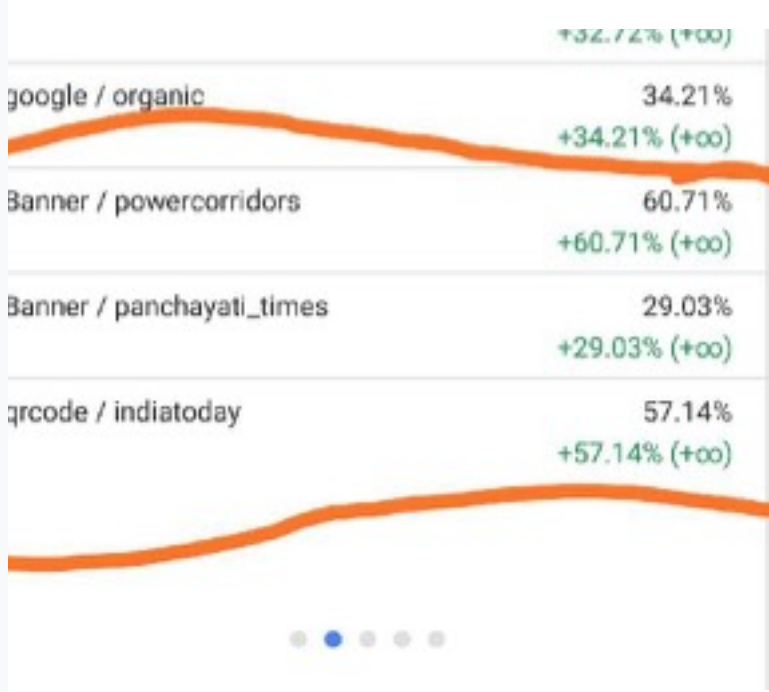
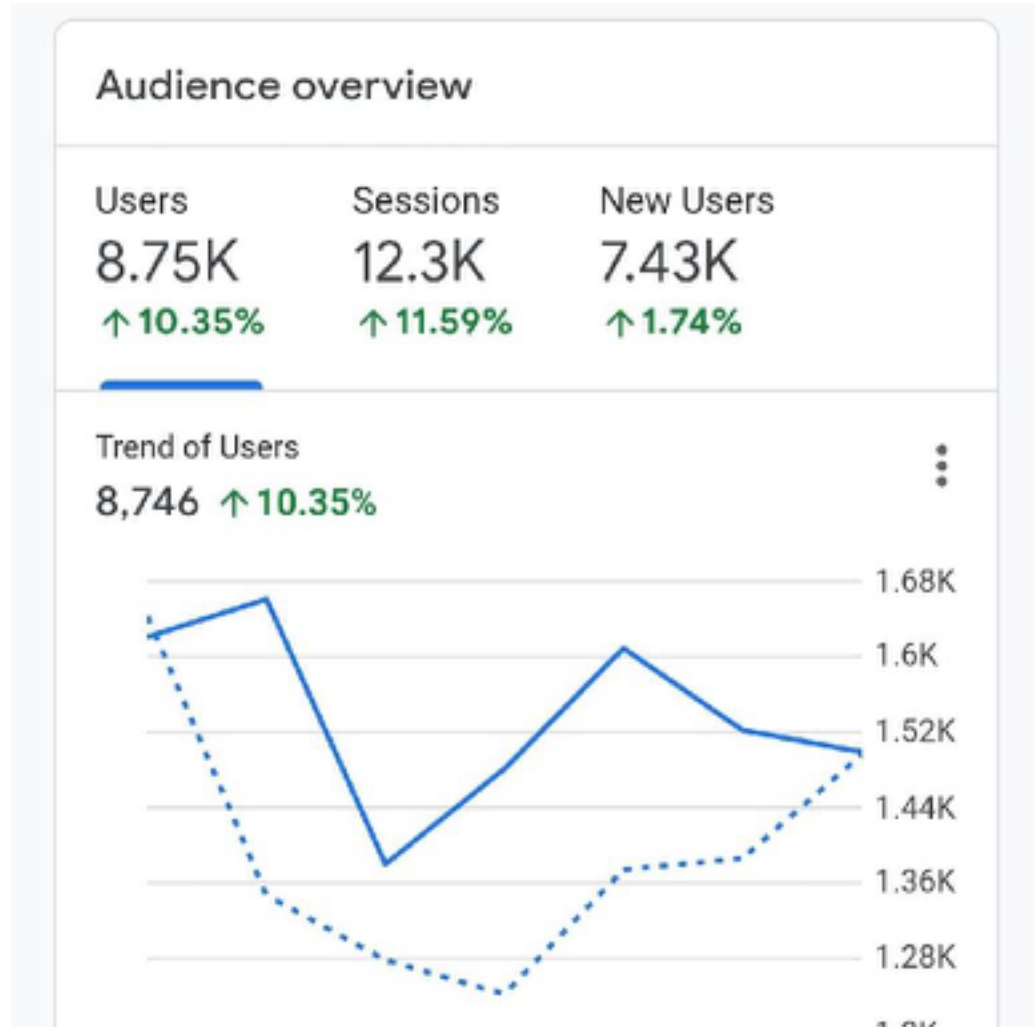
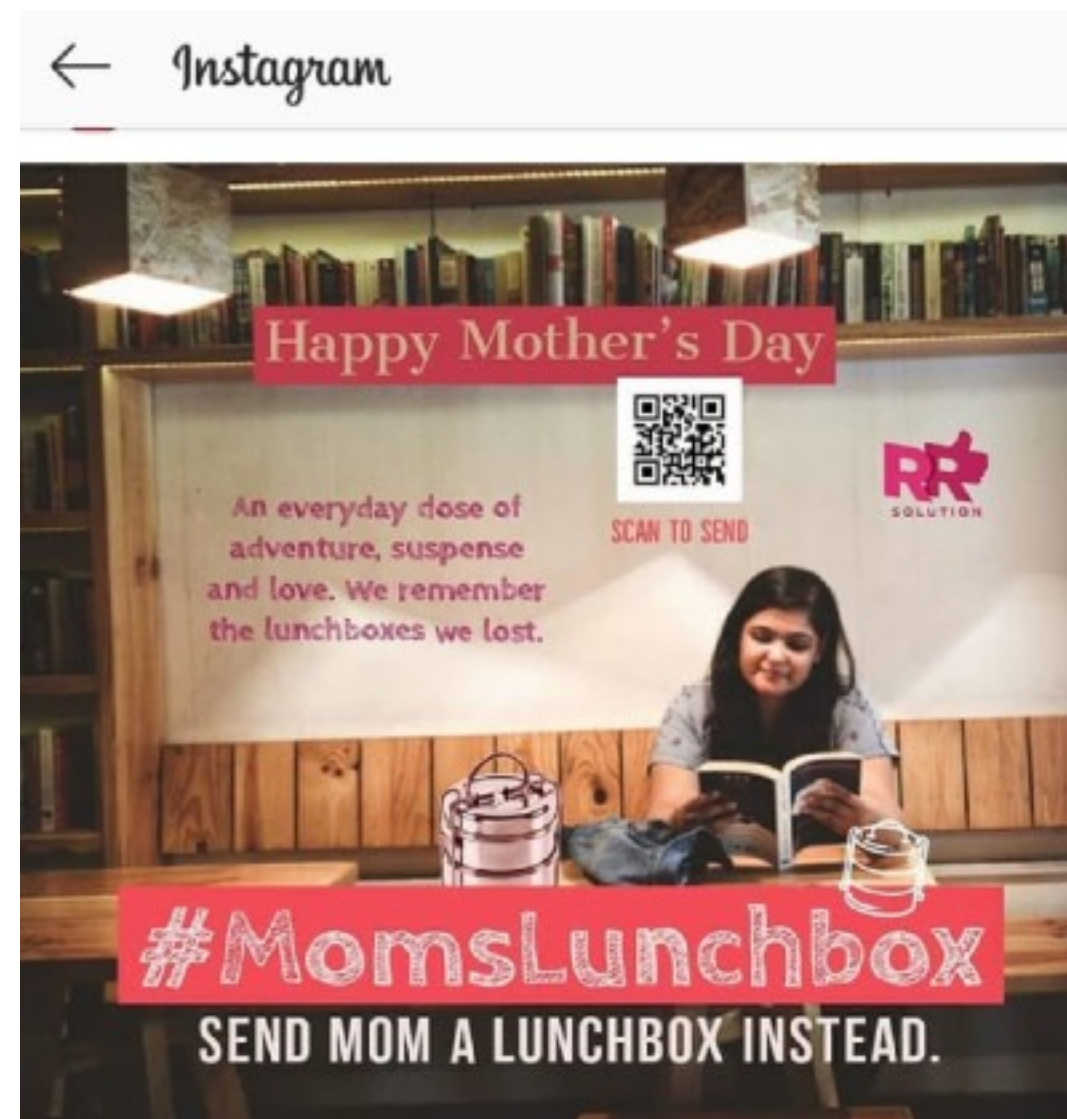


MOM's  
LUNCHBOX

She did for  
Fast 'n engaging landing  
pages that catch  
attention  
your mind to  
#wantthis??

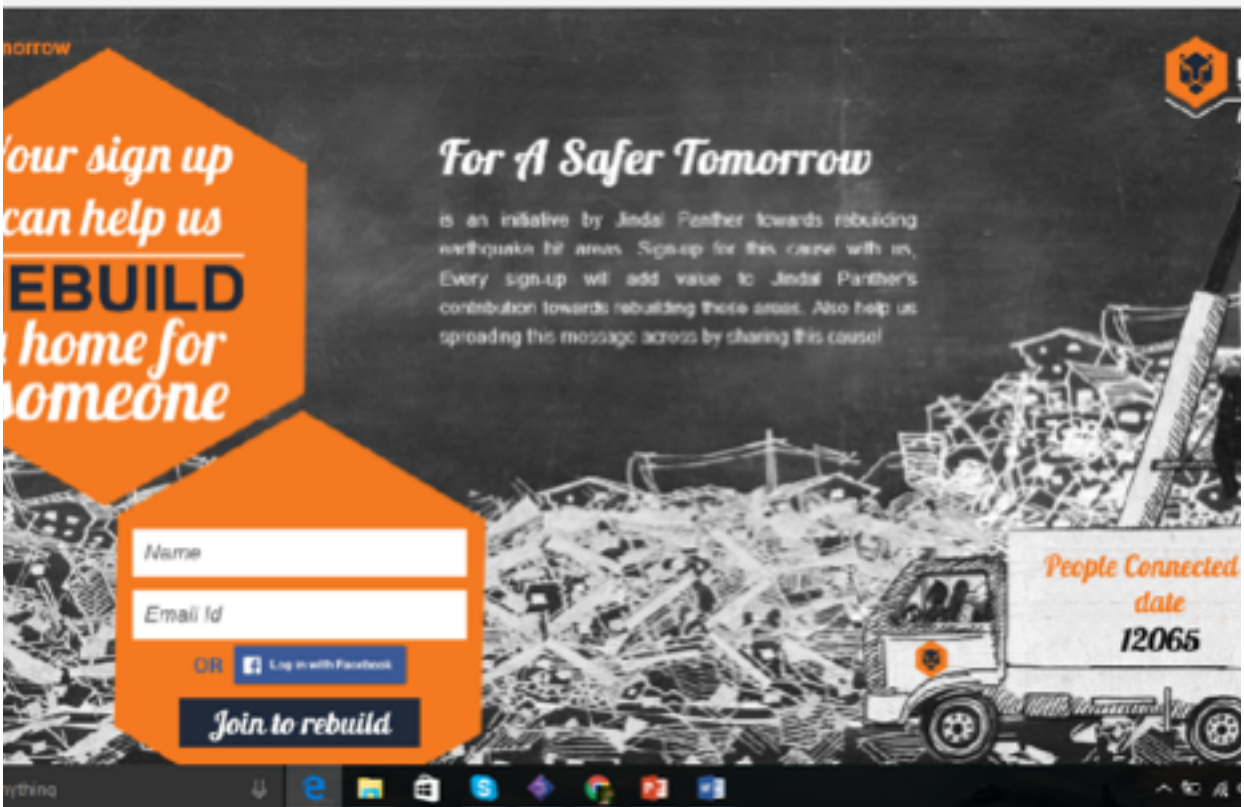
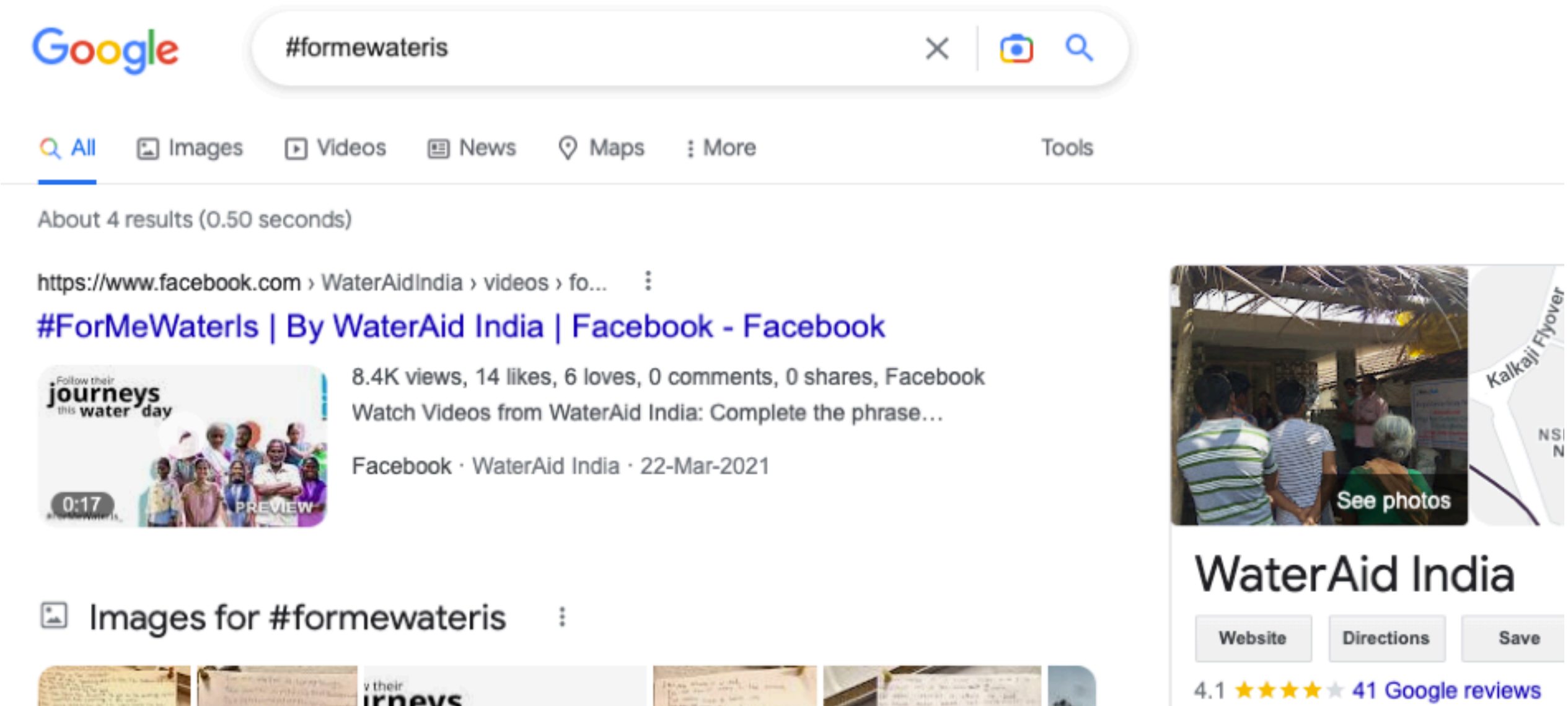


Disruptive  
campaigns  
Profitable  
executions  
Engagements



# 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