

## MOM's LUNCHBO)

#### She did for

OCEAN COLOR



OOA

India Today o with RR Solution

Mom, we remember all the lunchboxes we lost.

Scan the QR code to send your mother a lunchbox. Tur

Awesome ....... Wishing everyone a very

(a) (c)

Happy Mothers Day 44 1 y Like Reply

Corporate Gifting.

Here's a lunchbox to you.

An initiative by RR Solution.

← India Today

Liked by brandrichic

alai® DD# :AT

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Audience overview Users Sessions New Users 8.75K 12.3K 7.43K ↑1.74% 个10.35% 个11.59% Trend of Users 8,746 个10.35% 1.68K 1.6K 1.52K 1.36K 1.28K eriod Water scarcity brought diseases to his tribe, draining all his income. For more #stories like his, follow the handle.

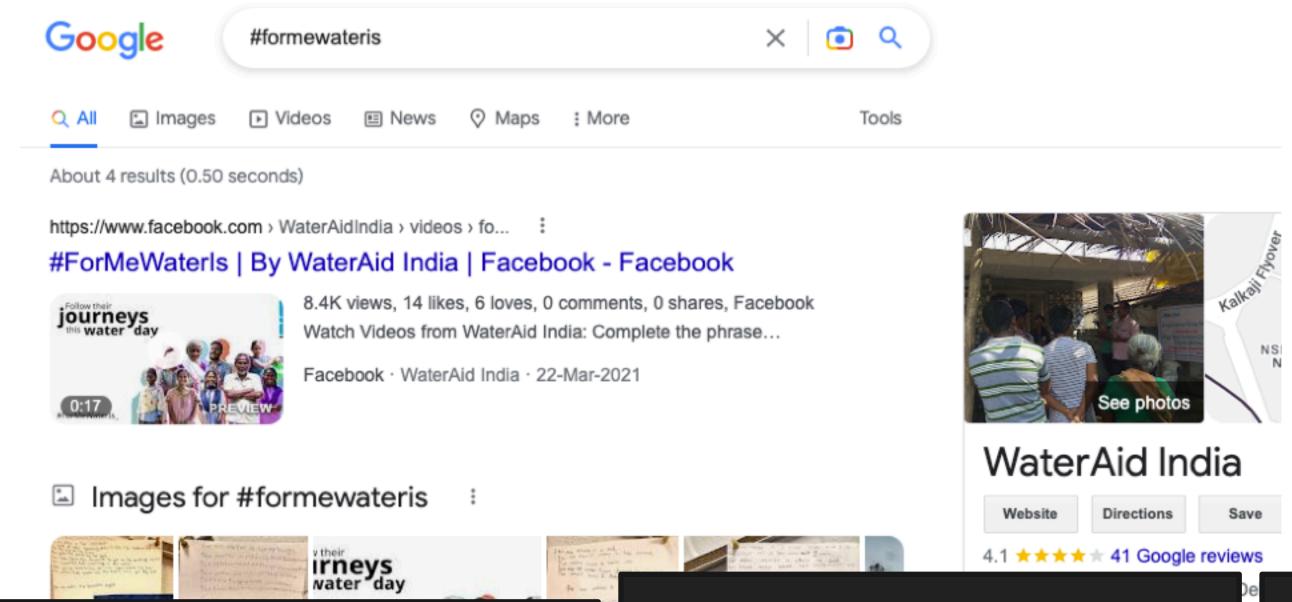
+32.72% (+00) 34.21% google / organic +34.21% (+00) 60.71% Banner / powercorridors +60.71% (+00) Banner / panchayati\_times 29.03% +29.03% (+00) grcode / indiatoday 57.14% +57.14% (+00) 0 0 0 0 0

#ForMeWaterIs\_ #WaterForAll #SaveWater #Sanitation



### Disruptive campaigns Profitable executions Engagements

# Campaign effect: hashtag becomes synonymous with brand in search



# PLANNING & EXECUTION CAMPAIGNS



### Jindal Panther #ForABetterTomorrow Daikin #DaresOfGoodness

Goal: Buzz, awareness, pledge CTA: Pledges/Join Campaign Results:

Over 16k pledges and millions reached

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\_/#WaterForMeIs\_

**Campaign Results:** 

27.25L engaged, 15K+ clicks