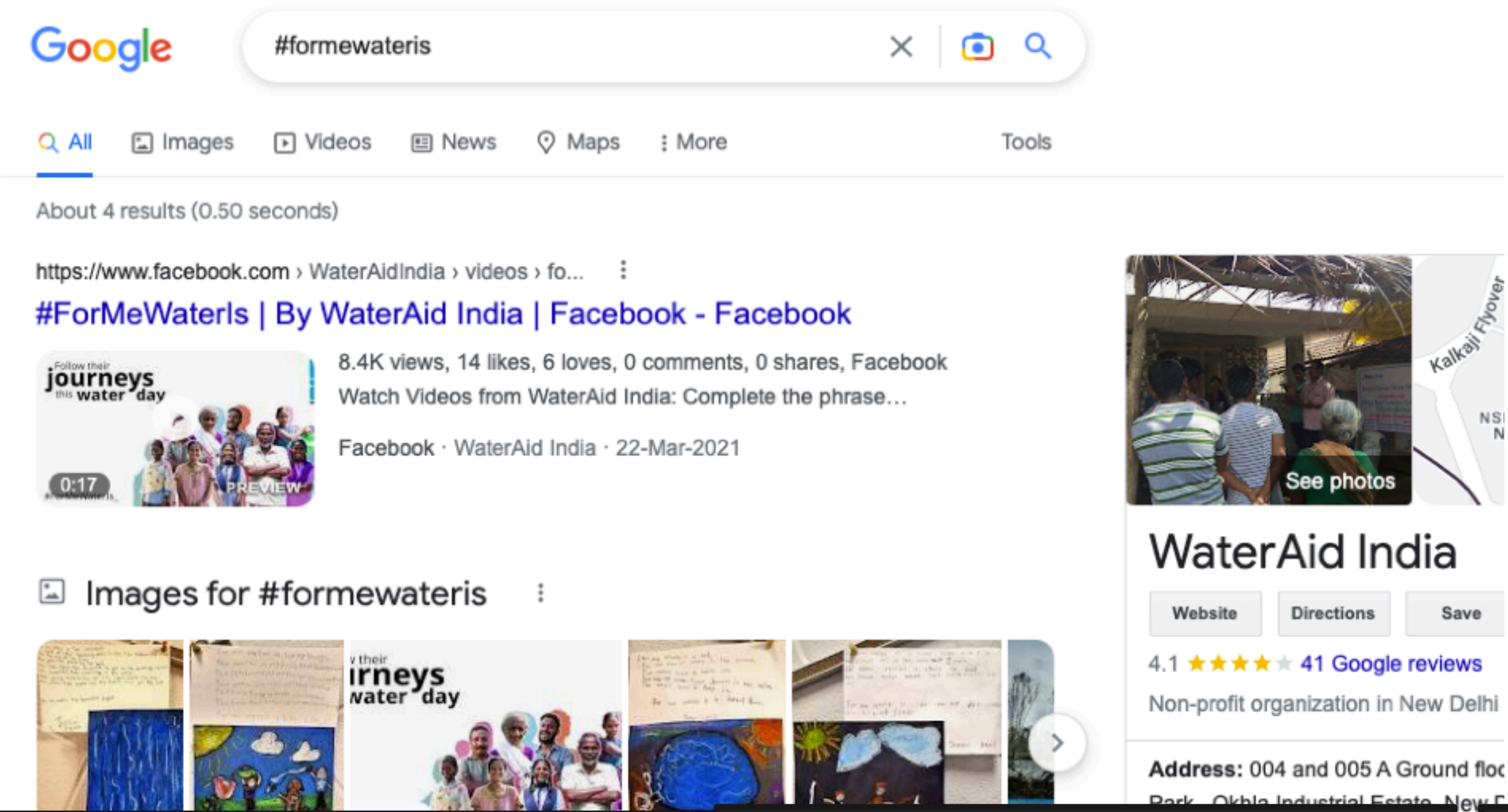


PLANNING & EXECUTION CAMPAIGNS

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

CTA: Watch/View

Campaign Results:

Heightened awareness and awards

WaterAid #ForMeWaterIs_

Goal: Buzz, awareness, engagement

CTA: #ForMeWaterIs_/#WaterForMels_

Campaign Results:

27.25L engaged, 15K+ clicks

@Connect

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Social Media:

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@deepak.jha

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