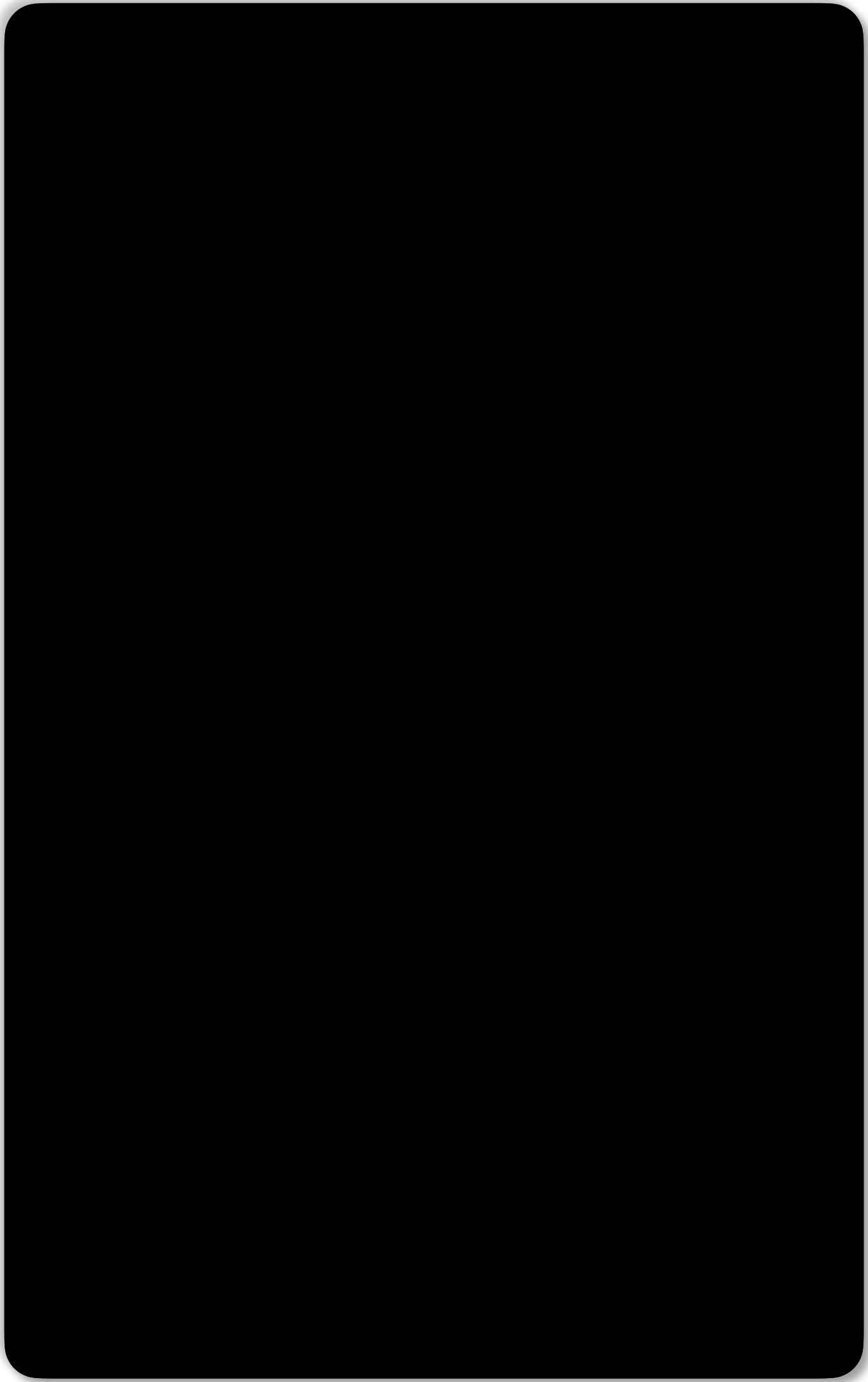






ekaideiido



About the campaign

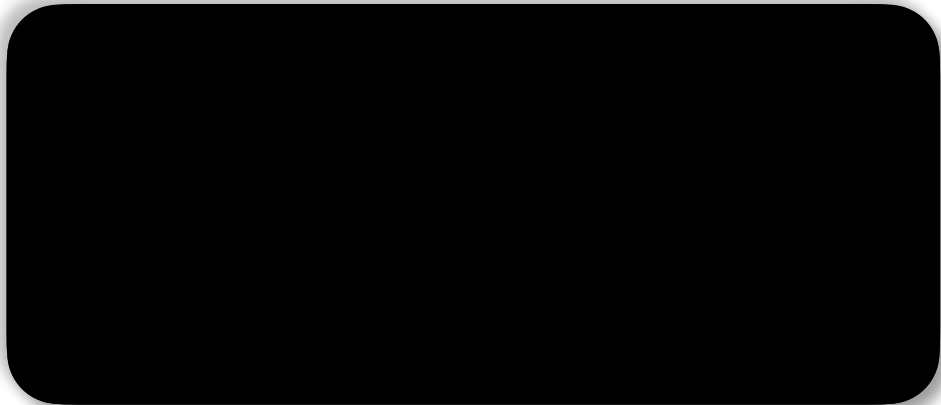
- Boddess launched its first brand campaign ‘I am Many’ with brand ambassador Bhumi Pednekar in Oct’21.

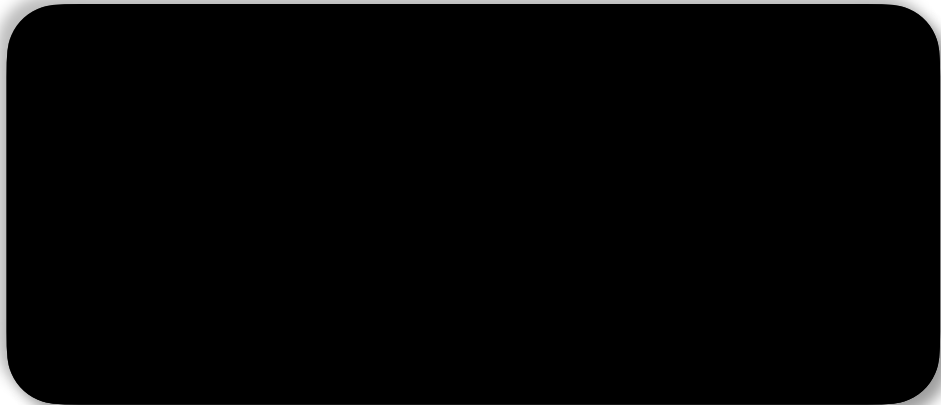
Goals

- Channel the brand’s core philosophy--fearlessness, inclusivity and optimism--and encourages women to embrace all parts of themselves and be proud of their avatars.
- To promote living many lives within one lifetime & to discover and experience it all.

Interactive storyline

- Engaging first frame highlights BA Bhumi Pednekar with brand’s communication #IAmMany, asking viewers to tap to engage.
- Second frame shows offers, and takes viewers to an e-commerce experience.
- Viewers choose to buy by categories, and for each category we showcase top products that viewers can choose from.





Engagement Rate

2.19%

Clickthrough Rate

1.81%



BHUMI PEDNEKAR FOR

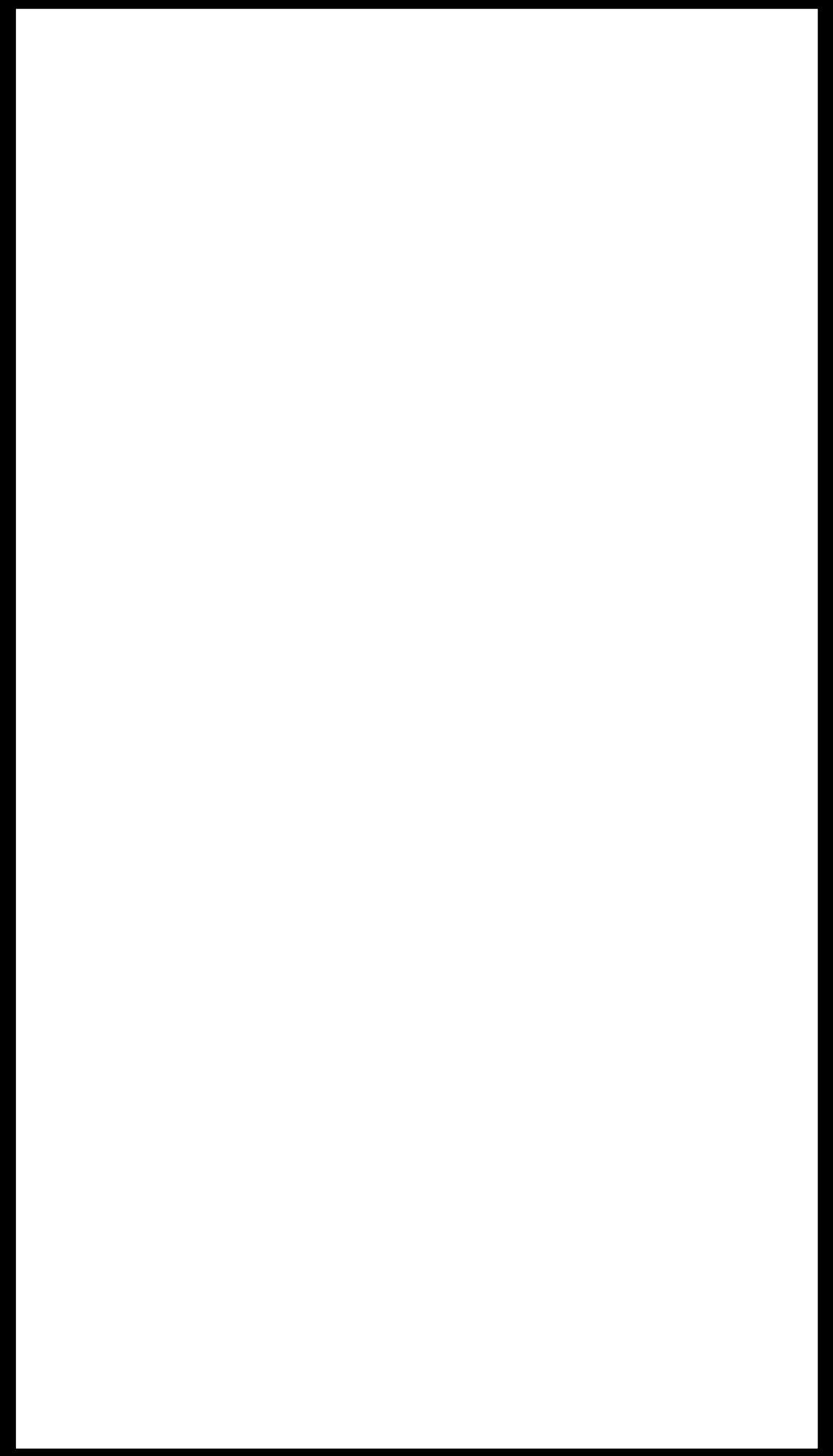
BOODLESS

THE ULTIMATE BEAUTY DESTINATION

TAP TO ENGAGE



#IAmManv





BHUMI PEDNEKAR FOR

BOODLESS

THE ULTIMATE BEAUTY DESTINATION

TAP TO ENGAGE

#IAmManv

Brand - Boddess



About the campaign

- Boddess launched its first brand campaign 'I am Many' with brand ambassador Bhumi Pednekar in Oct'21.

Goals

- Channel the brand's core philosophy--fearlessness, inclusivity and optimism--and encourages women to embrace all parts of themselves and be proud of their avatars.
- To promote living many lives within one lifetime & to discover and experience it all.

Interactive storyline

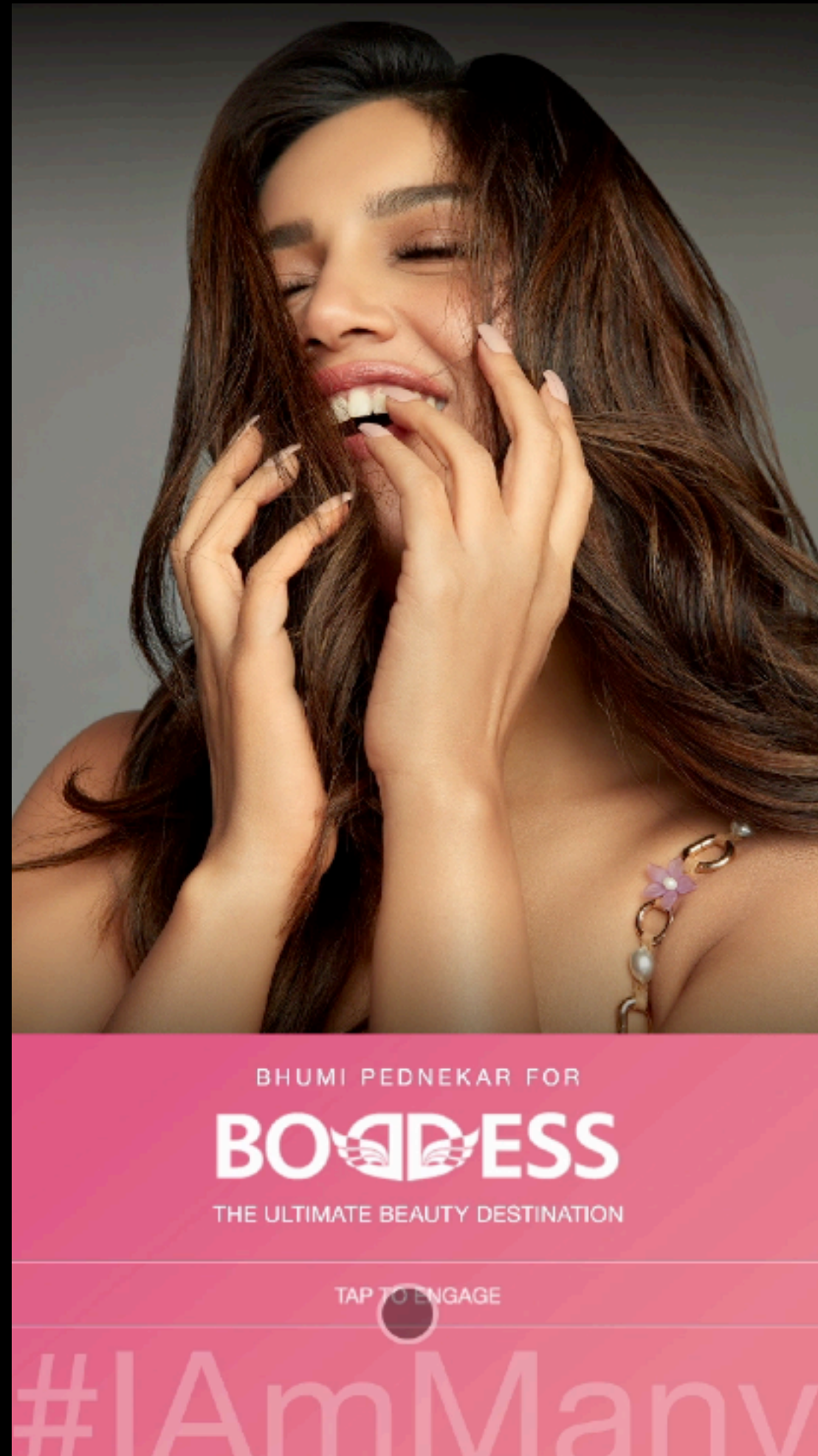
- Engaging first frame highlights BA Bhumi Pednekar with brand's communication #IAmMany, asking viewers to tap to engage.
- Second frame shows offers, and takes viewers to an e-commerce experience.
- Viewers choose to buy by categories, and for each category we showcase top products that viewers can choose from.

Engagement Rate

2.19%

Clickthrough Rate

1.81%



Brand - Panasonic Evolta

Panasonic®

About the campaign

- EVOLTA is not just the ultimate long lasting energy Panasonic battery; it consistently outperforms our competitors' premium products in commonly accepted performance tests.
- Panasonic launched an awareness campaign for Evolta batteries in Apr'21

Goals

- Build awareness about Panasonic Evolta batteries that boast high power and last 20 times longer as compared to standard zinc carbon batteries* in high powered devices such as photo flash and toy cars.

Interactive storyline

- Engaging first creative ft. brand's mascot and brand communication, asking viewers to engage on tap.
- Leading viewers to brand's quiz centred around product's USP of lasting 20 times longer than standard Zinc batteries.
- Upon correctly answering the brand quiz, viewers are taken to a short video film made for the campaign. CTA leads viewers out to brand's landing page.

Engagement Rate

2.97%

Clickthrough Rate

2.07%

