



## Performance Marketing Intern Assignment (Screening Round)

### Objective:

We want to get a sense of your approach to ad strategy, audience understanding, and performance thinking. This assignment will help us evaluate your grasp on real-world ad scenarios and creative thinking.

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### Scenario

You are given the task to run a performance campaign for **Devavi**—a premium skincare startup targeting Indian millennials. The product line includes serums, cleansers, and moisturizers made from clean, vegan ingredients. The brand tone is minimal, youthful, and trustworthy.

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### What You Need to Submit (in one PDF or doc)

#### 1. Campaign Strategy Outline

- Objective: (e.g., awareness, lead gen, conversions)
- Target platform: (Facebook, Google, Instagram, etc.)
- Audience: Who will you target and why? Include at least 2 audience segments.
- Budget allocation: If you had ₹20,000 for 10 days, how would you split it across platforms or campaigns?

#### 2. Sample Ad Creatives (Rough Concepts)

- Write 2 headlines and 2 primary texts for a **Facebook ad**
- Mention ad links from similar brands.

#### 3. Landing Page Recommendations

- What key sections or elements would you recommend on the landing page to increase conversion?

#### 4. KPI Suggestions

- List 3–5 key metrics you'd track and what success would look like

## 5. Bonus

- Write a quirky, marketing strategy for launch on Instagram, like Kiara's suspenseful launch with Libas
  - Suggest one influencer or creator you'd collaborate with and why
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## Submission Instructions

- Please compile your responses into a **single file (PDF or Google Doc)**
- Share it with **anushka@devavimedia.com** with **view or edit access**
- Write a **well-written email** to Anushka introducing yourself, including your **full name**, and a short message about your submission