



# SOME OF OUR KEY CLIENTS

Presented by: Devout Growth Media



yatri  
sathi

Vedantu  
LIVE ONLINE TUTORING



E MOTORAD  
Premium E-Cycles



upGrad  
Campus

oppo



## Imagine Store Influencer Campaign

### OBJECTIVE

Drive regional awareness, increase in-store footfall, and boost response to limited-period offers at Imagine Stores through targeted influencer outreach.

### STRATEGY

- Partnered with 25+ regional tech and lifestyle influencers across Tier 1 and Tier 2 cities.
- Created 40+ pieces of localized, language-specific content highlighting exclusive Apple deals available at Imagine Stores.
- Content focused on driving urgency, showcasing in-store experience, and promoting product availability.



## EXECUTION

-  Campaign launched and executed in just **28 days**.
-  Influencer content went live across **Instagram, YouTube Shorts, and Facebook Reels**
-  Coordinated real-time audience engagement with influencer Q\&As and story polls



01

**18,000+** footfalls recorded across targeted Imagine Store locations

02

**4,000+** online inquiries generated during the campaign window

03

Surge in Google search trends and store direction requests for **“Imagine Apple Store near me”**

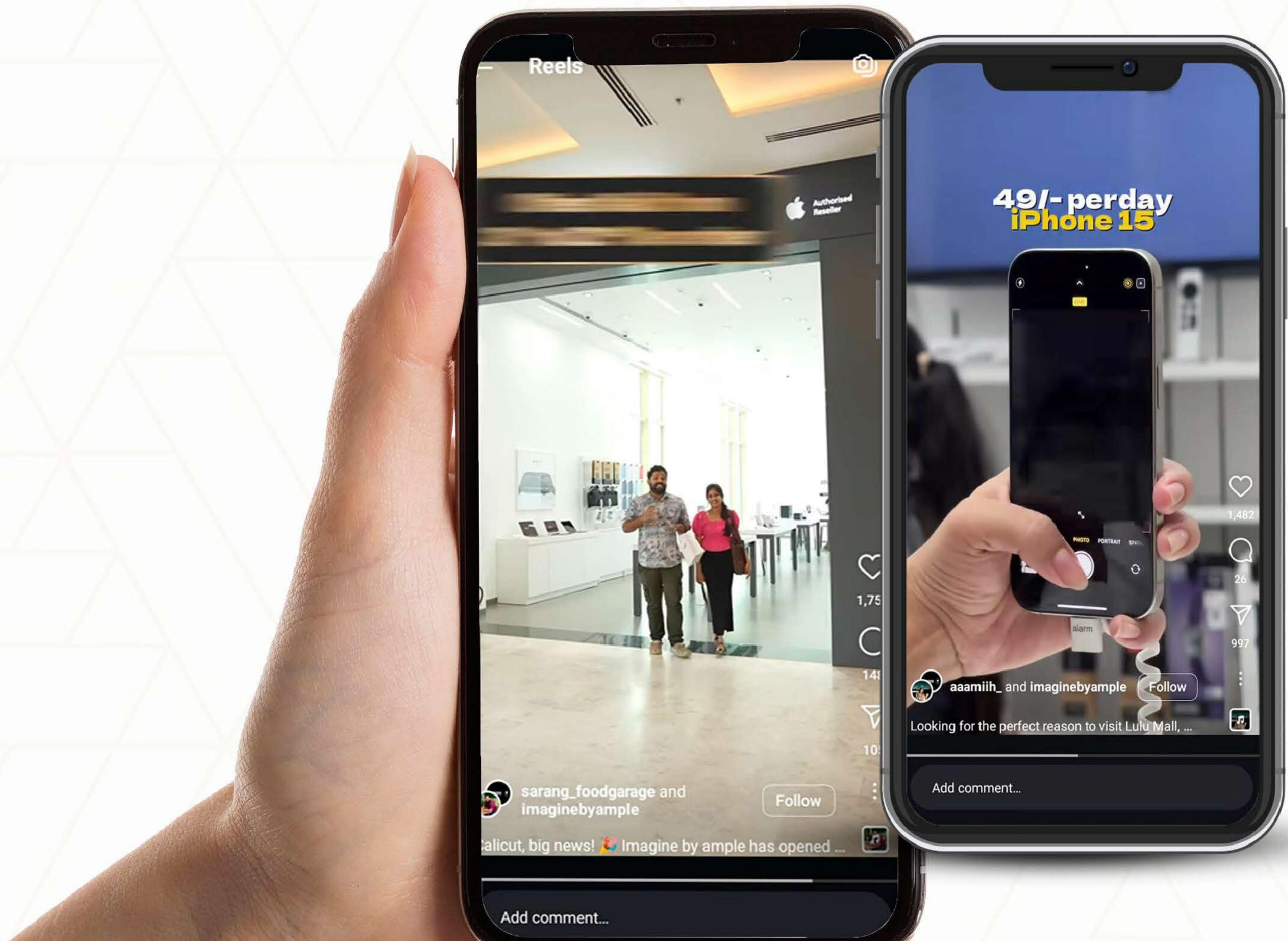
04

**Strengthened brand recall** and offer awareness at the hyperlocal level

# Key Insight

When executed swiftly and locally, multi-influencer campaigns can turn limited-time offers into high-footfall opportunities, bridging the gap between online influence and offline action.

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## Influencer Campaign

### OBJECTIVE

To elevate brand visibility and deepen cultural relevance of TVS Star City+ in Maharashtra by tapping into the festive spirit of Gudi Padwa through a powerful regional influencer strategy.

### STRATEGY

- Partnered with a mega Marathi creator known for high-engagement festive content.
- Built a culturally resonant storytelling narrative highlighting TVS values of progress, simplicity, and mobility.
- Focused on regional language content to enhance relatability.
- Leveraged Instagram Live, Reels, and short videos to create real-time and immersive festive experiences for the audience

## EXECUTION HIGHLIGHTS



The creator went Live on Gudi Padwa, featuring TVS Star City+ in a festive Marathi setting



Total viewership:  
3.57 million



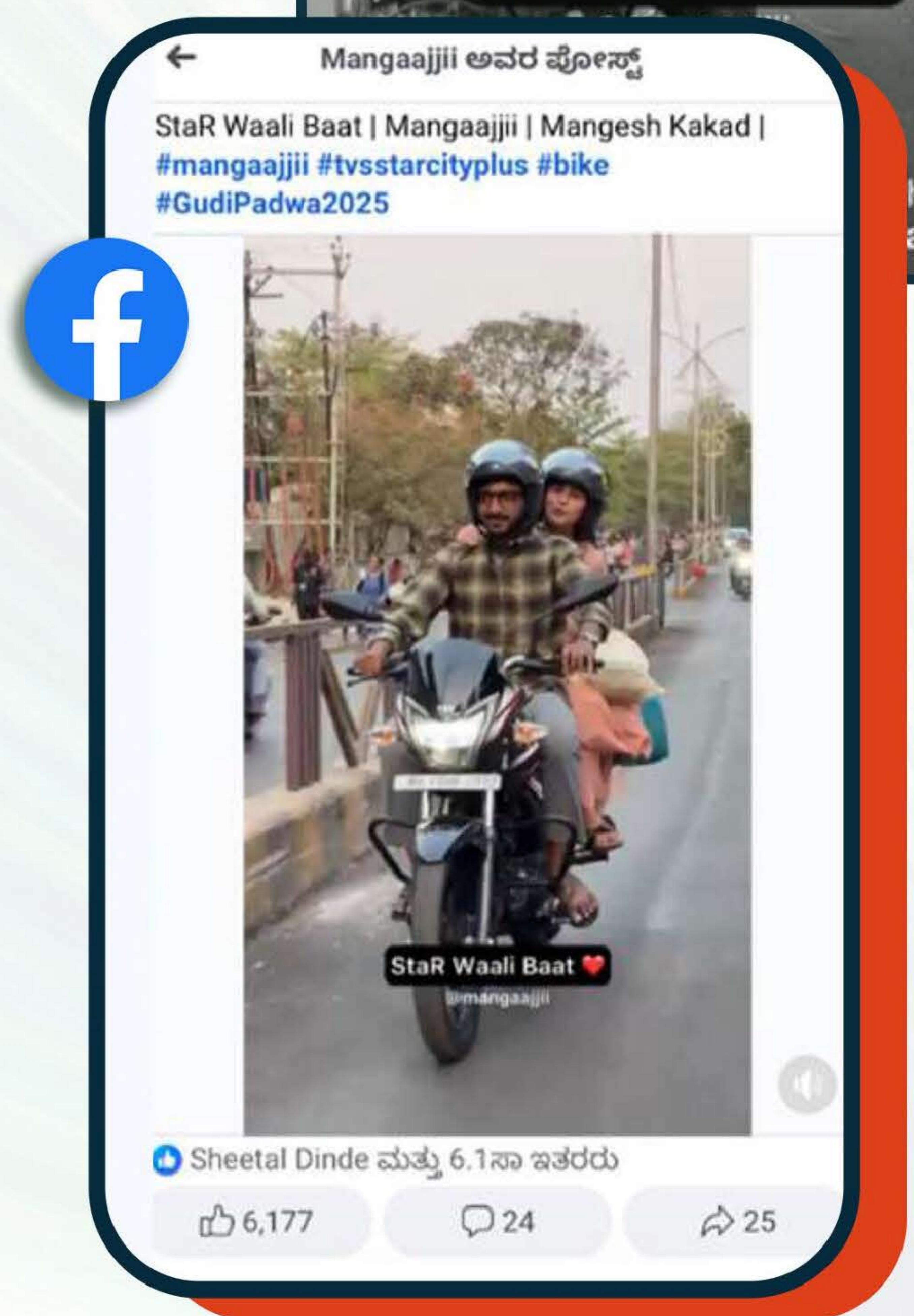
All content integrated traditional visuals, rituals, and Gudi elements to align with local aesthetics



Content delivered in Marathi language, enhancing emotional and cultural connection



Engagement Rate: 14.2%  
across formats





## Influencer Campaign

### OBJECTIVE

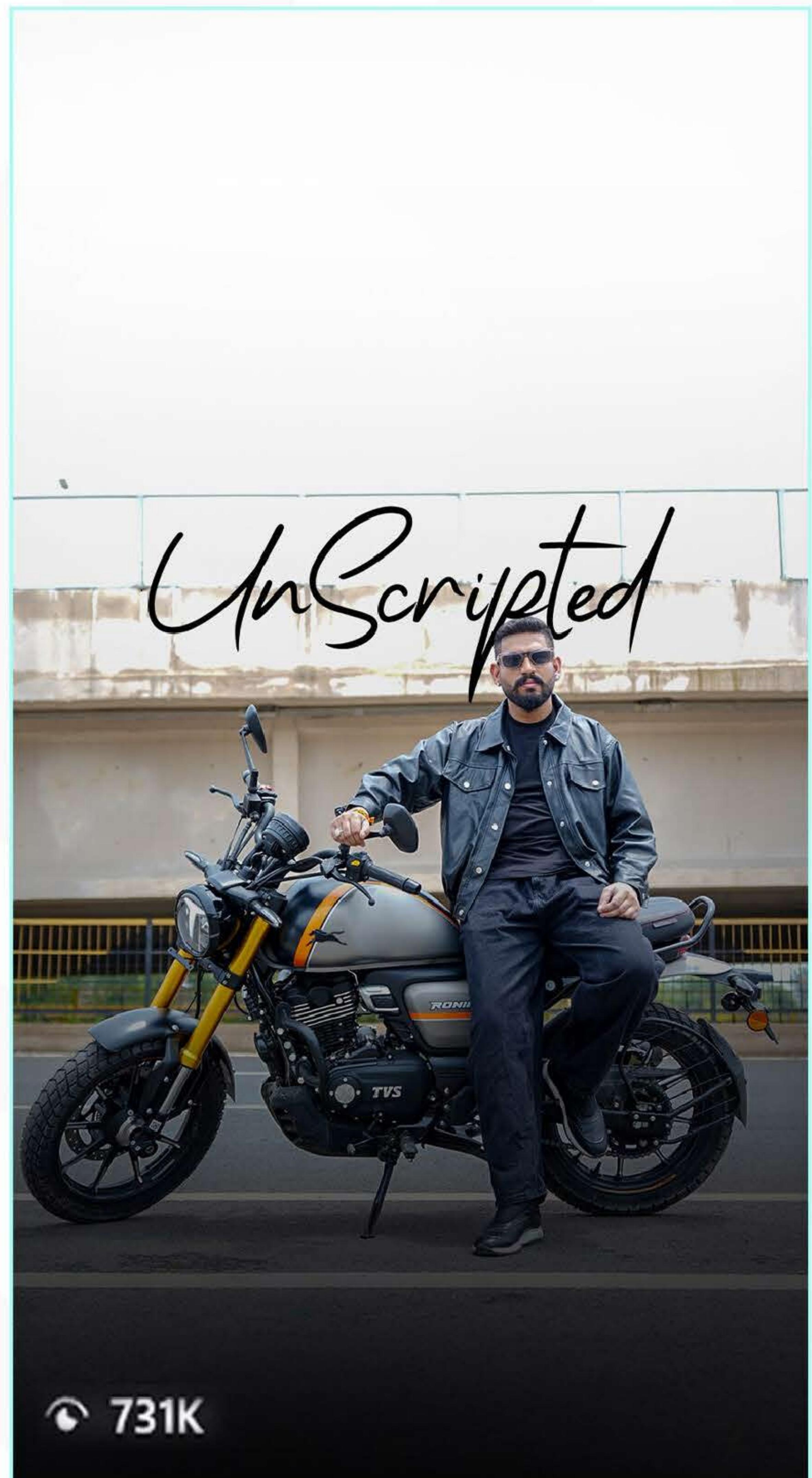
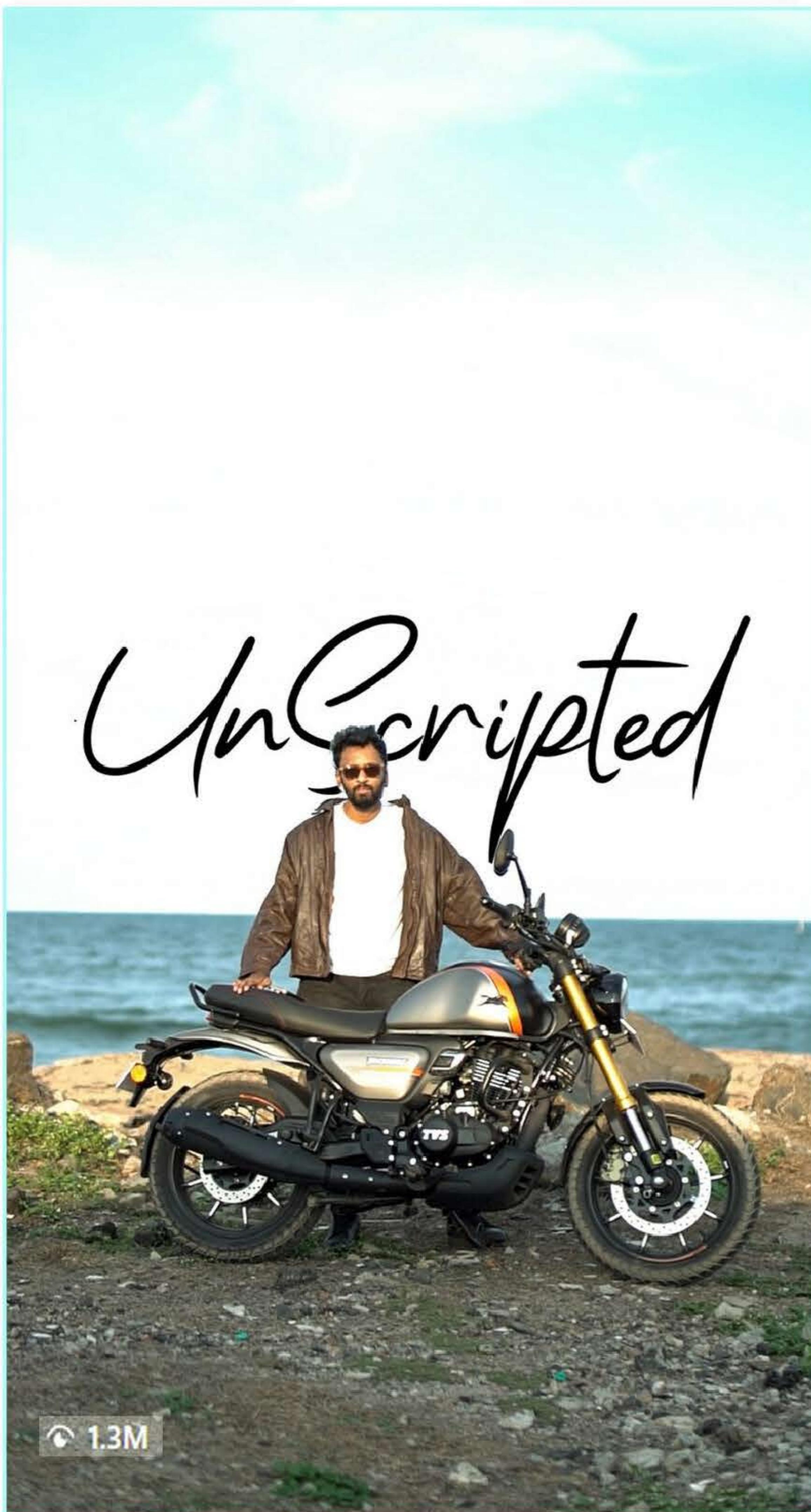
Achieve dominant visibility for TVS Ronin 2025 with a minimum 60% Share of Voice (SOV) among the target audience, while building curiosity and driving strong product consideration along the purchase funnel.

### STRATEGY

- Rolled out a tiered influencer approach using **Mega, Macro, Micro, and Nano creators** to target both national and hyperlocal audiences
- Communicated the **Rs. 1.35 Lakh price point** and refreshed styling through short-format, high-impact video content
- **Focused on 3 key product features:** refreshed look, urban-rugged appeal, and tech-forward details
- Allocated **20% of content to lifestyle themes**, using Micro & Nano influencers to tap aspirational sentiments and regional relatability

## EXECUTION HIGHLIGHTS

-  Delivered **5.33M+ views in just 15 days** with strong engagement across Instagram and YouTube Shorts
-  **Phased rollout:** Teaser > Reveal > Engagement Push
-  Influencer activation across **20 states**
-  **Pan-India mega creator** led the reveal, followed by regional influencers for deeper audience penetration





## Treat Circle Challenge

### OBJECTIVE

Engage teenagers nationwide by launching a fun, curiosity-driven Rs 10 lakh treat circle challenge that boosts interaction and brand recall for Britannia Treat.

### STRATEGY

- **Collaborated with Nitin Vijay (NV Sir),** a highly trusted educator and youth icon, to kickstart the “Treat Circle Challenge.”
- Participants were invited to measure the inner circumference of a Treat biscuit and share their entries for a chance to win Rs. 10 lakh — combining playfulness with a reward-driven hook.





## EXECUTION HIGHLIGHTS

01

Campaign video went viral, crossing 1 million likes within just 4 days

02

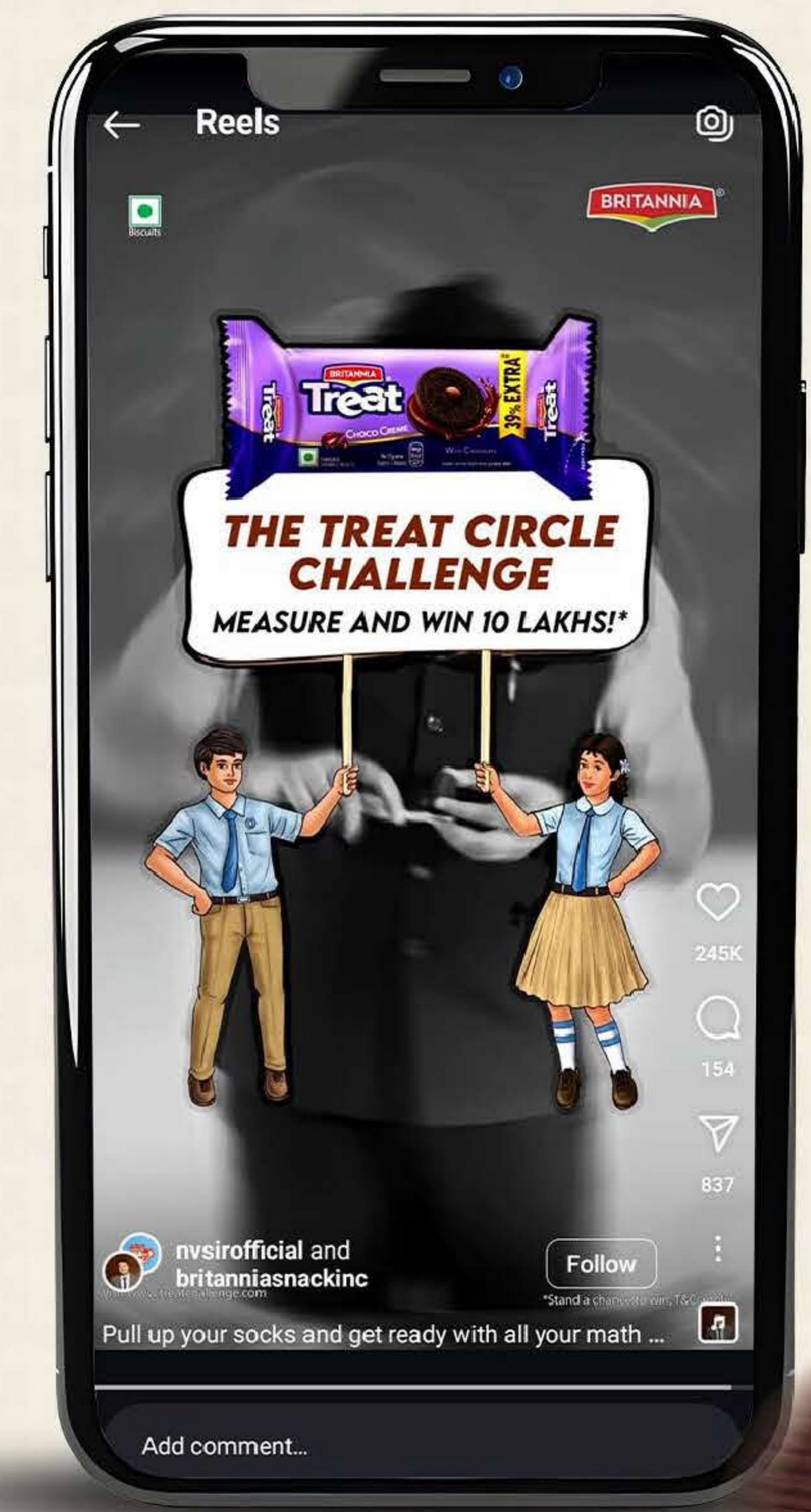
Widespread participation from teenage audiences across platforms

03

Massive uplift in brand interaction and positive youth sentiment

04

Successfully positioned Britannia Treat as a fun, engaging brand with high recall among Gen Z





## Influencer Campaign

### OBJECTIVE

Promote Vi's network expansion - 1 lakh towers in 6 months - by showcasing stronger connectivity for streaming, gaming, and travel through relatable influencer stories.

### STRATEGY

- Rolled out the campaign under the unifying message "Vi for We" emphasizing collective connectivity.
- Partnered with regional and national influencers including travel vloggers, gamers, and remote-working professionals.
- Crafted quirky, fun, and highly relatable video narratives.
- Initiated campaign from Karnataka, followed by a phased national expansion to ensure strong regional relevance.

## EXECUTION HIGHLIGHTS

01

The first video went live and gained over 850K views in just 3-4 days.

02

Campaign kicked off from Karnataka and scaled across 10+ states.

03

Engaged over 40 influencers from multiple categories and geographies.



## UpGrad Campus SEO Strategy

### OBJECTIVE

Enhance digital visibility and lead generation by:

- Transitioning to Google Analytics 4 (GA4) for advanced tracking
- Optimizing lead tracking mechanisms
- Addressing on-page SEO errors to improve site health

### STRATEGY:

- **Backlink Generation:** Acquired 2.4 million backlinks from 17,300 referring domains, with 95% being do-follow links
- **Local SEO Enhancement:** Optimized Google My Business listings to boost local search visibility
- **GA4 Migration:** Ensured seamless transition with accurate lead funnel tracking



- **On-Page SEO Optimization:** Conducted technical audits and implemented structured data
- **Content Strategy:** Developed high-quality, keyword-rich content and visual assets.



## EXECUTION HIGHLIGHTS

- 01 **Organic Traffic Surge:** Achieved a significant increase, reaching 2.38 million visitors
- 02 **Keyword Expansion:** Grew organic keyword rankings to over 412,600, with 4,289 keywords in the top 3 positions
- 03 **Mobile Optimization:** Captured 57% of traffic from mobile devices, indicating effective mobile SEO strategies
- 04 **Enhanced Brand Authority:** Strengthened presence in the ed-tech sector through consistent content and engagement strategies



जन विश्वास संकल्प हमारा

## 360° Marketing Campaign

### OBJECTIVE

To transform Bihar Police's **digital presence** by building a strong, engaging, and credible voice on social media that connects effectively with citizens and enhances public trust.

### STRATEGY

- Established a consistent and creative content calendar with regionally resonant campaigns.
- Leveraged timely graphics, awareness posts, and festival-driven narratives to humanize the force.
- Focused on platform-wise optimization (Twitter, Facebook, Instagram, YouTube) for maximum outreach.
- Aligned messaging with public safety, police achievements, and community engagement themes.

## EXECUTION HIGHLIGHTS

- 01** **Followers surged from 50K to 1.5 Million+ across all SM platforms within 12 months**
- 02** **Creative content received national recognition with features in top print and electronic media.**
- 03** **Bihar Police became #1 in Bihar among government institutions in both engagement and follower count.**
- 04** **Achieved #4 rank Pan India among all government departments on social media in terms of engagement and growth.**



FEDERAL BANK

## 360° Marketing Campaign

### OBJECTIVE

Amplify brand presence and drive digital adoption of Federal Bank's suite of banking products among urban millennials.

### STRATEGY

- Integrated digital, social media, influencer marketing, and offline activations
- Highlighted personalized banking solutions and ease of use
- Engaged influencers from finance, lifestyle, and tech segments for authentic storytelling
- Focused on building customer trust through relatable content

## EXECUTION HIGHLIGHTS

- 01** Multi-channel rollout spanning social media, digital platforms, and retail touchpoints
- 02** Collaborated with 25 influencers across key segments
- 03** Generated 1 million+ digital impressions in 6 weeks
- 04** Achieved 30% increase in app downloads and 20% rise in new accounts
- 05** Strengthened brand recall with localized influencer narratives



## Influencer Campaign

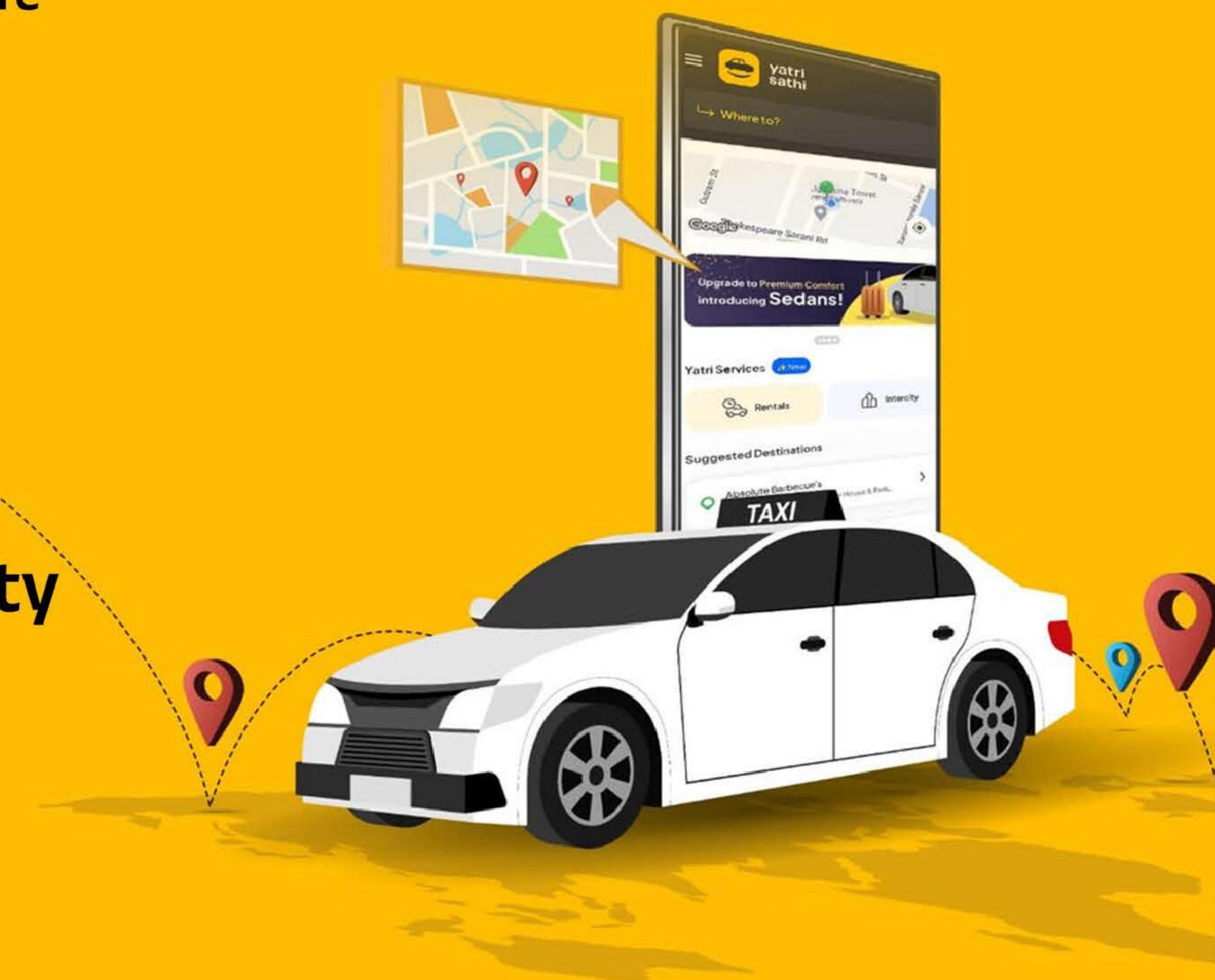
### OBJECTIVE

Establish Yatri Sathi as the go-to cab, auto, and bike booking app by emphasizing reliability, affordability, and community-driven value.

### STRATEGY

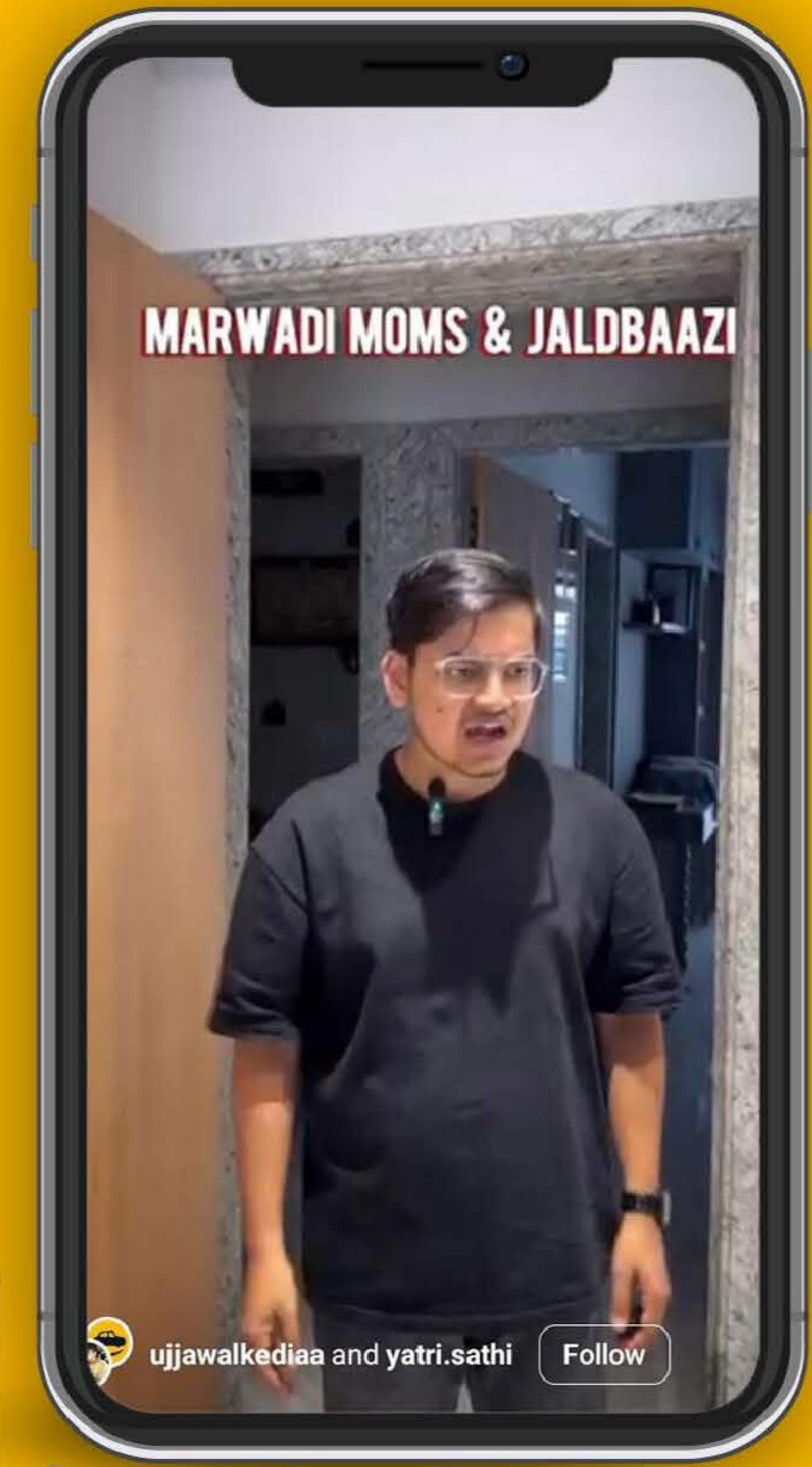
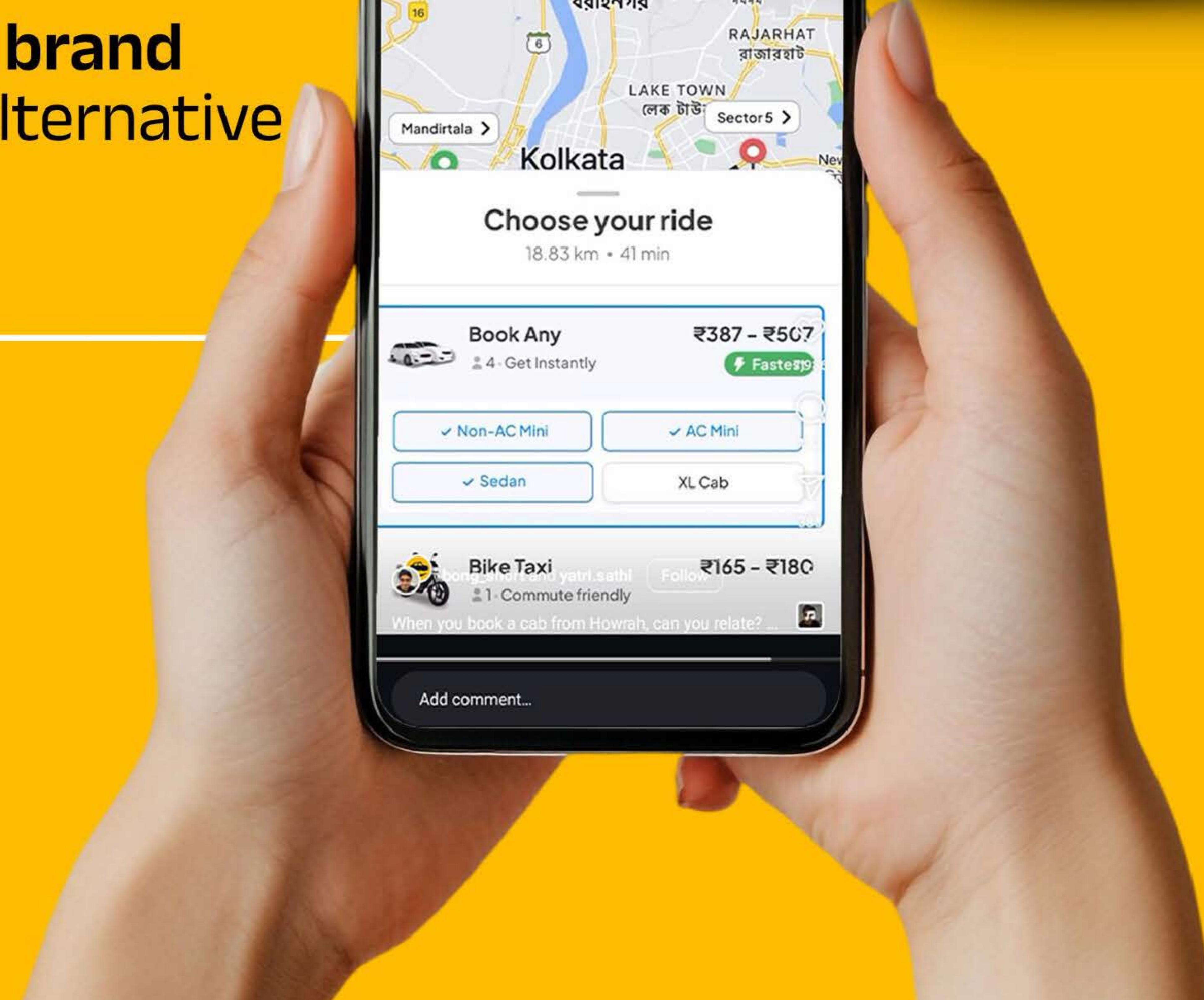
Launched a digital-first influencer campaign using regional micro-creators to build trust and highlight core app benefits, including:

- ▶ **Hassle-free bookings** for daily commuters
- ▶ **Real-time tracking** with verified local drivers
- ▶ **Multilingual support for broader accessibility**  
Content was designed around real-life scenarios to connect emotionally with semi-urban audiences and strengthen user confidence.



## Execution Highlights

- ✓ Delivered over 2.6 million impressions and 2X engagement through short-form videos and reels in just 28 days.
- ✓ Saw a 42% spike in app installs during the campaign period
- ✓ Reported a 37% increase in ride bookings, majorly from tier-2 and tier-3 towns
- ✓ Strengthened Yatri Sathi's brand position as a trustworthy alternative to mainstream apps





## Influencer Campaign

### OBJECTIVE

Increase brand awareness and student sign-ups for Vedantu's live online learning platform during exam season.

### STRATEGY

- Partnered with education-focused micro and macro influencers
- Shared authentic learning journeys and exam prep tips
- Leveraged Instagram Reels, YouTube videos, and live Q&A sessions
- Emphasized interactive classes, expert teachers, and doubt-solving features

## EXECUTION HIGHLIGHTS

- 01** Worked with 30 education influencers across major academic boards
- 02** Created 50+ engaging content pieces (testimonials, study hacks, demos)
- 03** Reached 25K+ students over 2 months
- 04** Boosted trial class registrations by 45% and app downloads by 25%
- 05** Increased community engagement through live sessions



## Influencer Campaign

### OBJECTIVE

Boost awareness and user acquisition for E MotoRad

### STRATEGY

- Collaborated with eco-conscious and urban mobility influencers
- Showcased convenience, affordability, and environmental benefits
- Produced short-form videos highlighting rides and app features
- Targeted busy urban hubs in Mumbai, Bangalore, and Delhi

## EXECUTION HIGHLIGHTS

- 01** Engaged 50 influencers from lifestyle, environment, and tech categories
- 02** Created 60+ videos and stories focused on sustainability
- 03** Generated 1 million+ views with a 35% app install increase in 2 month
- 04** Achieved 28% rise in first-time riders
- 05** Boosted brand visibility among urban commuters



# Infulencer Campaign

## OBJECTIVE

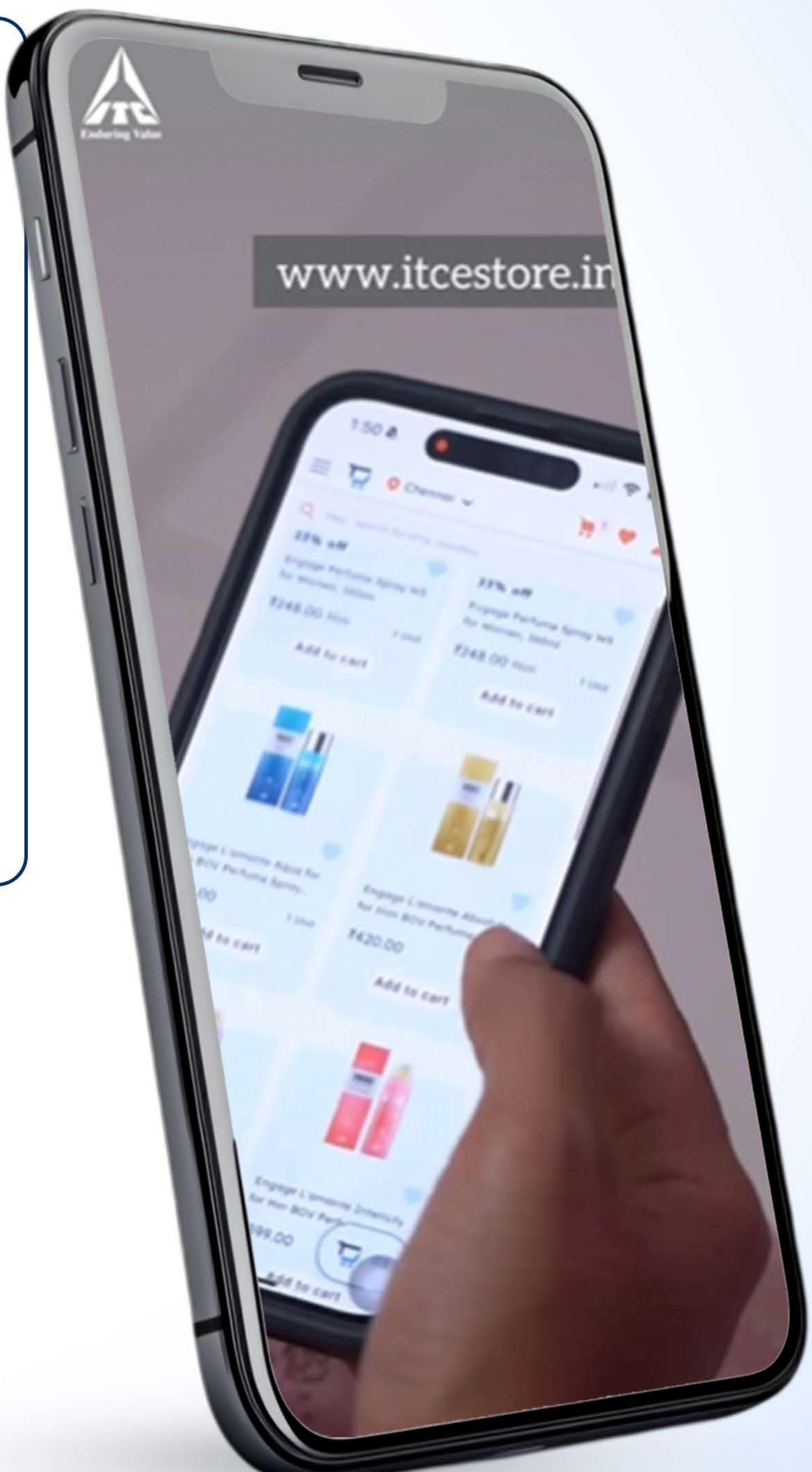
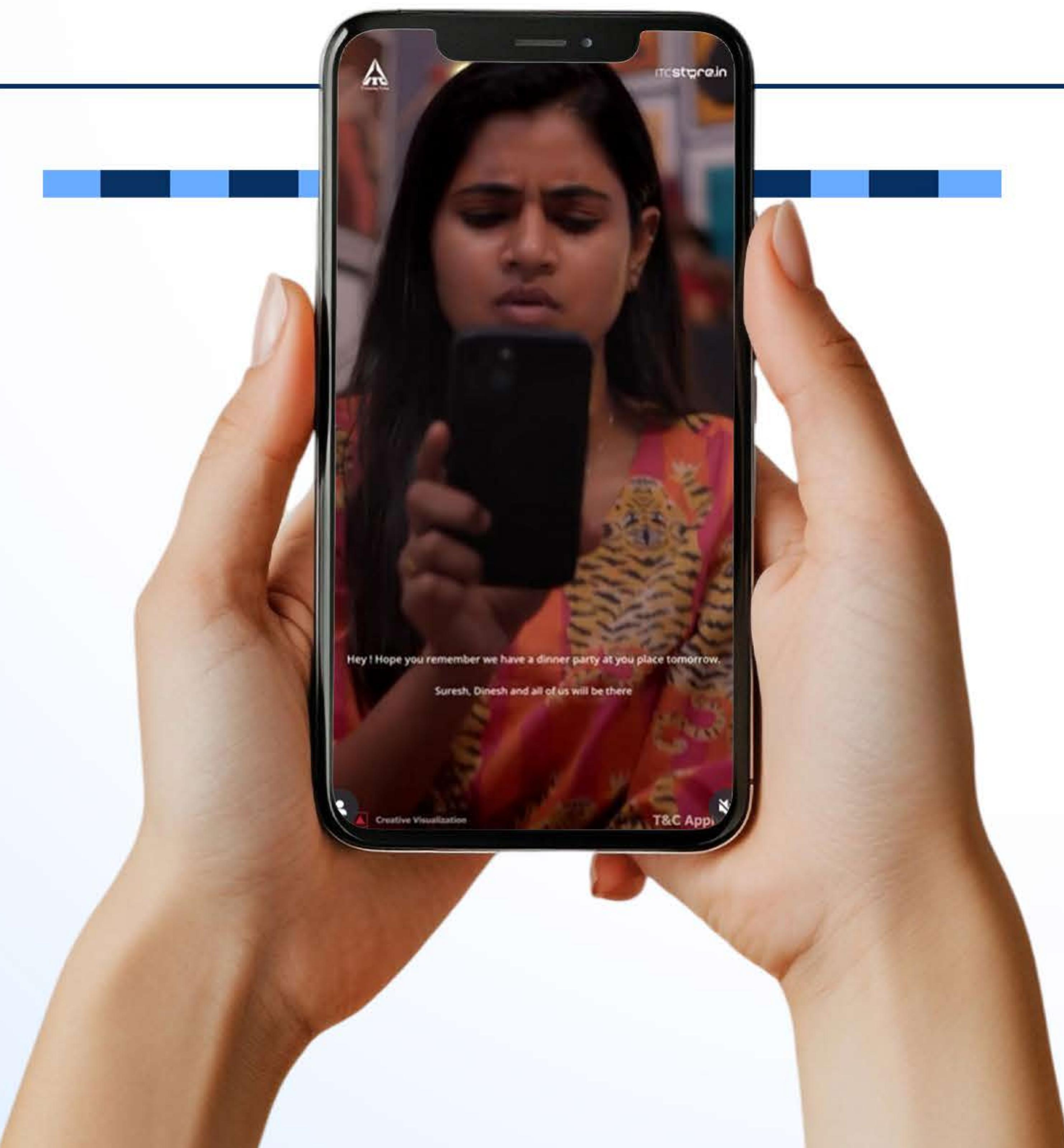
To drive **awareness and user engagement** for the ITC online store in Chennai, emphasizing the ease of **fulfilling daily needs** and ordering favorites for loved ones through the **ITC app**.

## STRATEGY

- Partnered with macro and mega (lifestyle, entertainment) influencers to expand campaign visibility.
- Crafted storylines based on real-life routines and local experiences.
- Focused on Instagram with couple and solo male-centric content tied to daily life.
- Incorporated regional language and Chennai lifestyle to ensure cultural resonance.

## EXECUTION HIGHLIGHTS

- App downloads increased by 15%, showing higher user interest and conversion.
- 40% of campaign impressions came through video content.
- Strong audience connection due to local language integration.
- Content reflected relatable, everyday scenarios, leading to better engagement and brand recall.





## Tactical Campaign Execution

### OBJECTIVE

Drive the successful launch of a specific Oppo model in North India using short-term digital and OOH bursts to maximize brand visibility and retail footfall.

### STRATEGY

- Focused campaign theme tailored for North Indian audiences
- Implemented hyperlocal activation strategies to target regional markets effectively
- Enhanced retail visibility to boost in-store engagement
- Collaborated with Oppo, while influencer shortlisting and management was handled internally
- Leveraged aspirational branding combined with localized price-point messaging in regional dialects



## EXECUTION HIGHLIGHTS

- 01** Rolled out digital and OOH campaigns across key North Indian cities
- 02** Achieved increased footfall at partnered retail stores during the campaign week
- 03** Delivered strong regional engagement through tailored messaging and retail activations
- 04** Strengthened brand recall and purchase intent through a focused short-term push



# OUR CREATIVE-MEDIA COVERAGE

**Social List :** चैपियंस ट्रॉफी में #INDvsAUS के मैच के बीच, लोगों ने X पर ट्रेविस हेड के खूब मजे लिए #INDvsAUS के बीच लोगों ने खूब मीम बनाए.

**Bihar Police की Creativity की जमकर तारीफ, सोशल मीडिया पोस्ट देख जनता हो रही जागरूक**

**Seeing the creativity of Bihar Police, along with dealing with Travis Head, they gave the biggest lesson of life to the people**

Bihar Police shared a post from its X handle regarding Travis Head's wicket. In which Bihar Police talked about the wicket of Travis Head as well as the wickets of people's lives.

**Champions Trophy 2025 : ऑस्ट्रेलियाई खिलाड़ी ट्रेविस हेड और बिहार पुलिस कनेक्शन, माजरा जान आप हेरान रह जाएंगे**

Bihar Police's post on X handle regarding Travis Head's wicket. In which Bihar Police talked about the wicket of Travis Head as well as the wickets of people's lives.

**Bihar Police: Bihar Police sitting in Patna did wonders along with the Indian cricket team playing the semi-final in Dubai, be careful before watching the final**

Bihar Police: In India, the passion for cricket is very strong. Sometimes people even want to risk their lives to enjoy every moment of a cricket match. In such a situation, they do not hesitate to break some rules. For such passionate cricket fans as well as common people, Bihar Police has taken a unique initiative in the Championship Trophy matches. Its best message was seen in the semi-finals when the teams of India and Australia played the match.

# OUR CREATIVE-MEDIA COVERAGE

## Bihar Police advising people to avoid cyber fraud through short film and video

**Alok Mishra**

Patna : Cyber fraud cases have started increasing rapidly across the country. In Bihar too, many such cases have been reported in recent times, in which cyber frauds are making people victims of fraud by making phone calls. Although those who are aware of such scams are not falling into this trap, people are often getting trapped in trap of cyber thugs due to lack of information. Seeing this problem of the people, Bihar Police is constantly engaged in making them aware.

A video has been shared on the social media platform of Bihar Police on Monday. An awareness video has been released on the theme of a Bhojpuri song 'Hello Kaun' which went viral a few days ago, through which it has been told to ignore the calls coming from unknown numbers and do not fall into their trap. It has been shown through the song that even after asking 'Hello Kaun?', if no one gives a proper answer and only we are speaking, then reply to his words thoughtfully.



A message has been given by Bihar Police that yes, if you do not know then beware Bihar. It asked people not talk to unknown callers, this can be a trick of cyber criminals. Through this, people have been appealed that if they become a victim of cyber crime, then they immediately dial 1930 or register a com-

plaint on NCRP portal. Apart from this, one can also contact his nearest cyber police station. It may be mentioned here that this song released in 2019 has set a record among the people. Bhojpuri artist Ritesh Pandey has made a new record in his name with this

song. He has become the first Bhojpuri singer whose song "Hello Kaun" has been viewed by more than 1 billion people. The lyricist and composer of this song viral on social media is Ashish Verma, while the directors are Sonu Verma and Ashish Yadav.

Under 'Savdhan Mission', Bihar Police is constantly making people aware so that no one becomes victim of cyber fraud. Two days ago, a short film has been shared on the social media platform of the police, through which an appeal has been made to avoid cyber fraud. This video made for digital arrest awareness shows how cyber fraudsters scare people by posing as police officers and then trap them in their net. Cyber fraudsters not only cheat people by posing as police officers, but also CBI, Customs officers, judges, etc. Due to lack of information, people also get trapped in their net. Bihar Police is constantly making people aware these days, appealing to not fall into the clutches of such criminals, so that no one becomes its victim unnecessarily.

## देख रहा है बिनोद... पिज्जा डिलीवरी से पहले पहुंच रही पुलिस

कुनार रजा • पट्टना

बिहार पुलिस अपना चेहरा बदल रही है। इंटरनेट माइडिय पर जनता की बत, जनता की भाषा में कर रही है। युवाओं तक अपने बात पहुंचाने के लिए फ़िल्मों के नाम और डायलालग से जुड़े भी मीम और पोस्टर का भी सहारा लिया जा रहा है, जो लोकप्रिय भी हो रहा। इसका असर भी दिख रहा है। महज छह माह में बिहार पुलिस के फेसबुक, टिकटर, यूट्यूब और इंस्टाग्राम जैसे इंटरनेट माइडिया प्लेटफार्म से पांच लाख से अधिक फ़ालोअर्स जुड़ चुके हैं। टिकटर पर सिक्के जून में फ़ालोअर्स की संख्या में 44 प्रतिशत की वृद्धि हुई है।

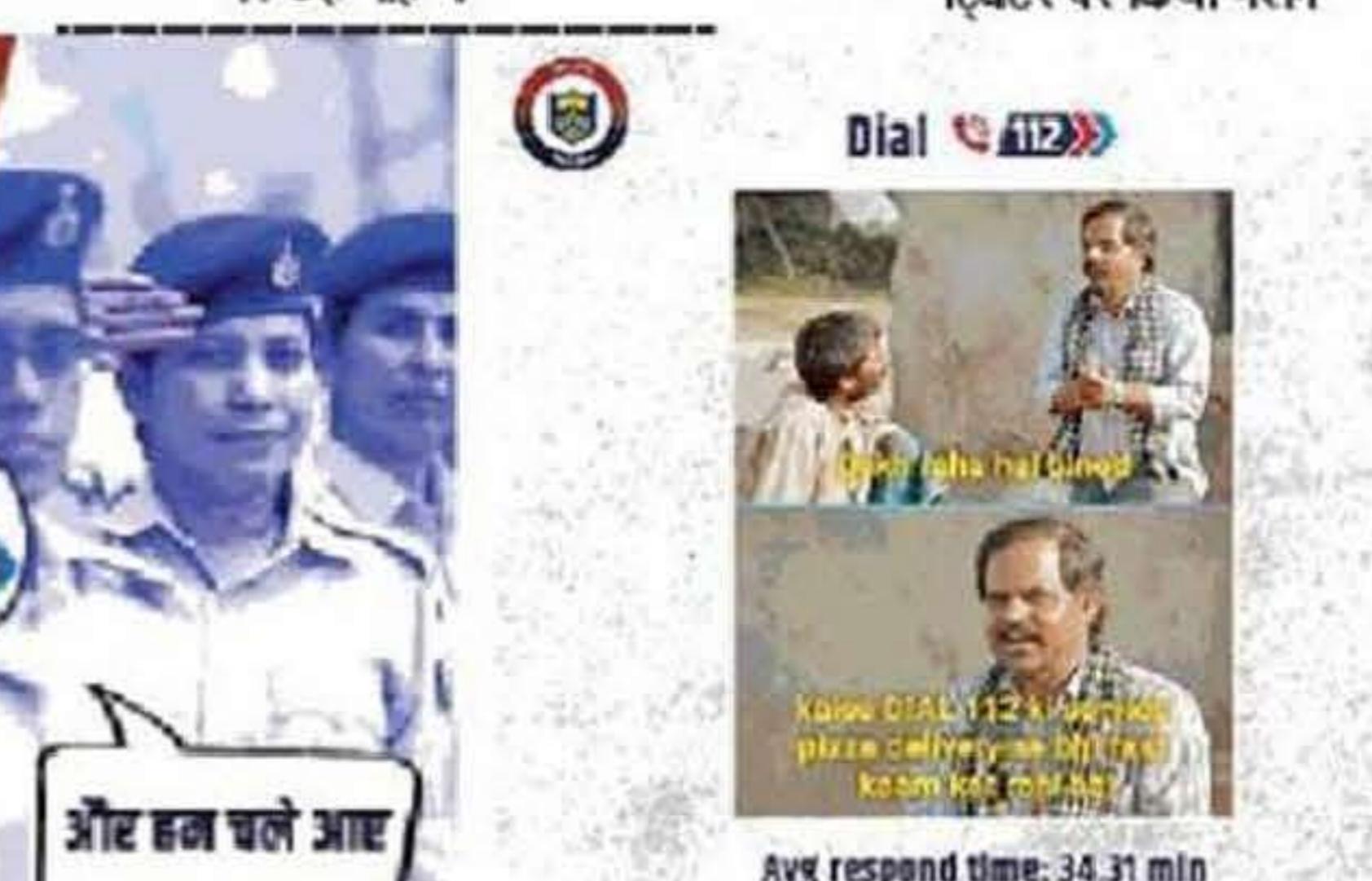
इमरजेंसी सेवा के लिए जारी डायल-112 का रिस्पॉन्स टाइम 51 मिनट से घटकर 34 मिनट तक आया तो बिहार पुलिस ने फेसबुक व इंस्टाग्राम पोस्ट किया- 'देख रहा है बिनोद, कैसे डायल-112 की सर्विस पिज्जा डिलीवरी से भी फ़ास्ट काम कर रही है।' इसी तरह रात में जनता

5 लाख फ़ालोअर जुड़ चुके हैं बिहार पुलिस से



बिहार पुलिस के द्वारा जारी पोस्टर और सीम। • स्रोत: बिहार पुलिस

75 द्वारा फ़ालोअर्स वडे फेसबुक पर 7 ह माह में



24 द्वारा से अधिक लोगों ने टिकटर पर किया मैशन

कुछ प्राचलित फेसबुक पोस्ट

- देख रहा है बिनोद, कैसे डायल-112 की सर्विस पिज्जा डिलीवरी से भी फ़ास्ट काम कर रही है।
- सिक्योरिटी इतनी टाइट... चार लोग घूमे बैंकिंग एट नाइट।
- डायल-112 : तुमने बुलाया... और हम चले आए।
- रम्पर (अफवाह) फैलाने वालों से... जरा हटके जरा बचके।
- ओटीपी मारने वालों से... जरा हटके जरा बचके।

जनता से संवाद बढ़ाने के लिए बिहार पुलिस फेसबुक, टिकटर, इंस्टाग्राम जैसे ऐप्लिकेशन का बहतर इस्तेमाल कर रही है। इसका उद्देश्य जनता तक सही समय पर सही तरीके से सही जनकारी पहुंचाना है। इस द्वारा जनता की ओर से भी सुझाव और शिकायतें भी आती हैं, जिस पर कार्रवाई की जाती है। - जिरोड़ सिंह गंगवार, पुलिस मुख्यालय

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# OUR CGI AD



\*You can click on the ads to view them

# OUR CGI AD



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