

Final Results

- 4 Artists x 4 Itineraries = Total 32 Illustrated Travelogues were created and uploaded on the section.
- 80 creative variations of creatives across the platform were developed.
- 245 million ad impressions across the campaign was delivered.
- 140% & 110% clicks & page view were delivered respectively on the committed plan.



Contribution and Learnings

My Contribution

- Initiating the pitch process; fixing relevant meeting and creating the pitch presentation.
- Coordinating with the content strategy team to detail the concepts and workout the viability of execution.
- Negotiating and closing the deal.
- Detailing the process flow and resource allocation.
- I Touch point for all the executorial discussion between the internal team and client's agency..

- Understanding the culture of the new region/workplace is vital for any team execution.
- Involving the team during problem solving helps in getting them excited about the solution.
- The biggest strength of a creative ideation is it's execution.
- Managing committed deliveries from highly creative people, without hampering their creative process.

My Learning