

## **Brand Chosen: Casio**

### **Brand goal:**

Casio stands for durability, reliability, and smart design. Its watches appeal to people from different lifestyles—students, professionals, creatives, athletes, and travelers.

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### **1. Nikhil Kamath (Entrepreneur / Investor)**

- **Why he fits:** Casio watches match his clean, practical, and no-nonsense style. A Casio on a busy entrepreneur feels authentic, not flashy.
  - **Audience:** Young professionals and business-minded adults (22–40).
  - **Engagement:** Niche but strong engagement with thoughtful comments and discussions.
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### **2. Bhuvan Bam (Content Creator / Storyteller)**

- **Why he fits:** His relatable personality and everyday lifestyle connect well with Casio's classic and affordable watches.
  - **Audience:** Students and young adults (16–30) across urban and semi-urban India.
  - **Engagement:** Very high engagement due to emotional connection with followers.
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### **3. Shivya Nath (Travel Blogger)**

- **Why she fits:** Casio's durability and reliability suit a travel-heavy lifestyle perfectly.
  - **Audience:** Travel lovers and minimalists (20–40).
  - **Engagement:** Good engagement with a loyal audience that values practicality.
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### **4. Kusha Kapila (Comedy / Lifestyle Influencer)**

- **Why she fits:** Casio watches can be styled casually, making them perfect for her everyday, relatable fashion content.
- **Audience:** Young adults (18–35), especially women.
- **Engagement:** High engagement with strong comment interaction.

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## 5. Prateek Kuhad (Musician / Artist)

- **Why he fits:** His calm, minimal, and authentic vibe aligns with Casio's timeless and classic designs.
- **Audience:** Music lovers and creative youth (18–35).
- **Engagement:** Smaller but very loyal and engaged fan base.