

— case STUDIES

D & K

2018–2026

Creator-led marketing agency
Delhi NCR, India

@DHI&KIN

134 brands. 150 campaigns.
One idea first, then the creators, then the
sky.



The work, in numbers

Influencer campaigns, brand films, retail activations and stunts. Every project starts with the idea, then the right few creators, then live tracking and a report you can show your team.

- Creator-led, idea-first
- Cast from 20,000+ creators on file
- India and UAE
- Reports on views, engagement and footfall

150+
CAMPAIGNS

134+
BRANDS

20k+
CREATORS ON CALL

Four things, done well

01

Creators

Influencer campaigns cast by fit, not follower count.

02

Film

TVCs, brand films and UGC, shot and cut in-house.

03

Retail

Store and mall activations: 80 creators, 16 stores, one weekend.

04

Stunts

Space balloons, drones, helicopters and light shows.

Case studies by category

01	FMCG	22	07	Beauty	6	13	Real estate	2
02	Fashion	21	08	Technology	5	14	Publishing	2
03	Electronics	15	09	Healthcare	4	15	Ed-tech	2
04	Finance	13	10	Home	4	16	More work	14
05	Automotive	10	11	Jewellery	3			
06	Skincare	6	12	Food & beverage	2			



INFLUENCER MARKETING · INSTAGRAM · UAE

Ariel

THE BRIEF

Promotional campaign. Highlighting USP (long lasting freshness of Ariel Lavender).

WHAT WE DID / RESULTS

- Each creator was suppose to wear a lavender colour top, and went about doing their daily chores, implying that the...

50M
VIEWS

7
CREATORS

1
CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · INDIA

Bingo Tedhe Medhe

THE BRIEF

We executed the campaign by integrating Bingo's theme into humorously-themed content and crafted engaging narratives adding a touch of amusement.

WHAT WE DID / RESULTS

- #TedheMedhe We launched campaign for Bingo aimed at elevating the brand's visibility.
- By leveraging the influencers' reach and creativity, our objective was to enhance brand recognition and resonate with a...
- #TedheMedhe The campaign's focal point was encouraging the audience to experience Bingo in a lighthearted and...

15+

VIDEOS

7

CREATORS

1

CAMPAIGN





INFLUENCER MARKETING · YOUTUBE · INDIA

Country Delight

THE BRIEF

Acquire and retain new customers.

500K
VIEWS1
CAMPAIGN

DHI & KIN · CREATOR-LED MARKETING · DELHI NCR

INFLUENCER MARKETING · INSTAGRAM · INDIA

Dabur

THE BRIEF

We initiated an awareness campaign on Father's day for Dabur showcasing a unique bond between fathers and daughters.

WHAT WE DID / RESULTS

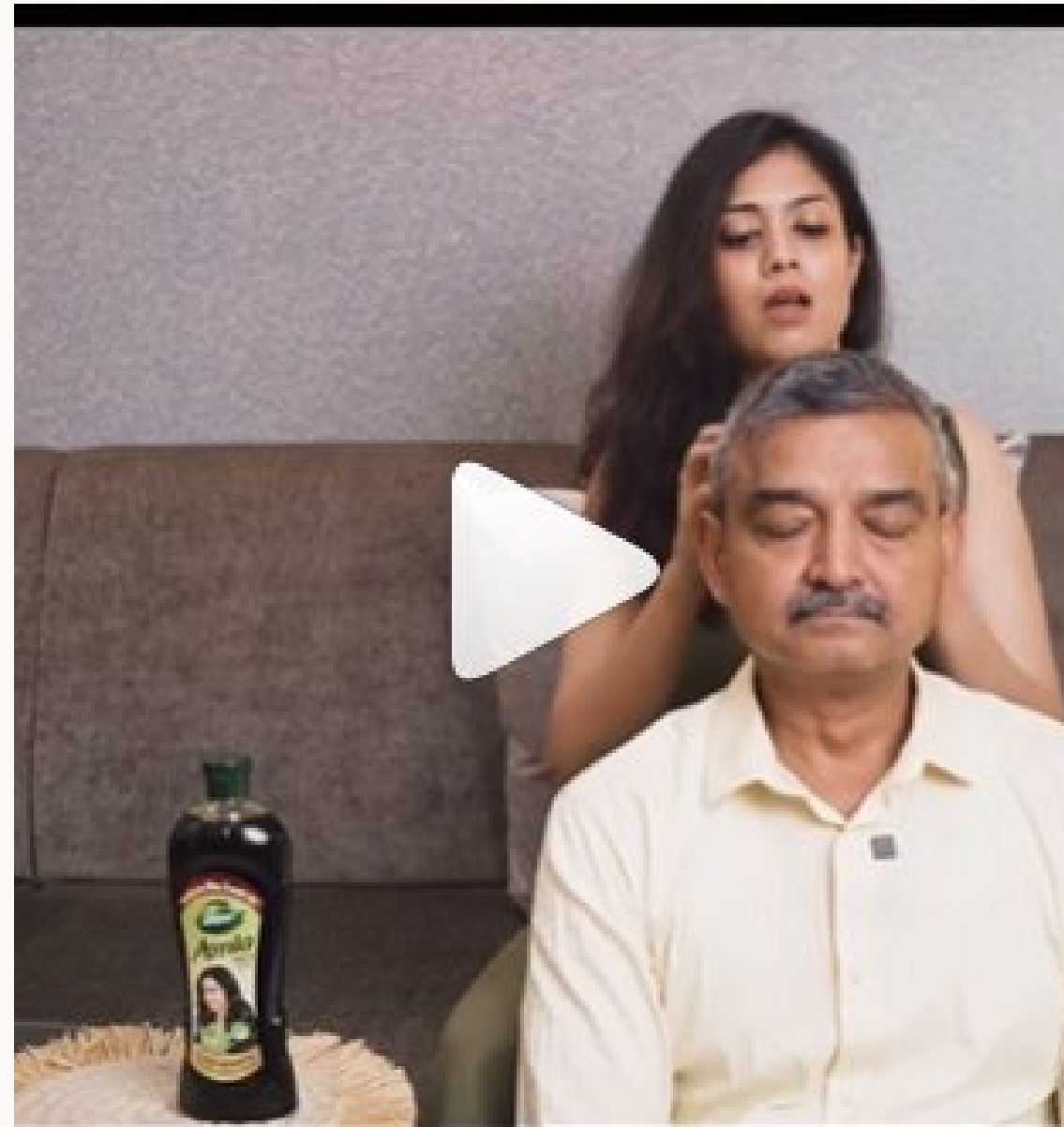
- Father's Day Campaign Father's Day Campaign.
- We planned a campaign with Dabur oil, showcasing a genuine father-daughter bond, emphasizing relationship nurturing...
- Friendship Day Campaign Friendship Day Campaign.

4

CREATORS

I

CAMPAIGN





INFLUENCER MARKETING · INSTAGRAM · UAE

Fairy Arabia

THE BRIEF

We launched a promotional campaign for Fairy Arabia, a brand of dishwashing soap to: Enhance their brand visibility Encourage people to make a purchase Our aim was to create compelling content and raise awareness of various dishwashing products offered by Fairy Arabia.

WHAT WE DID / RESULTS

- The brand aimed to assist individuals facing post-cooking dishwashing challenges.
- To meet our goal, we partnered with three influencer types: Moms sharing daily challenges after cooking, food...

+9.4%
ENGAGEMENT

5
CREATORS

1
CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · INDIA

Haldiram

THE BRIEF

Raksha Bandhan campaign. Nagpur, raipur and indore. Store visit.

20+
VIDEOS

7
CREATORS

1
CAMPAIGN





INFLUENCER MARKETING · INSTAGRAM · INDIA

KitKat

THE BRIEF

2.5M + Views Mega Influencers Campaign Mega Influencers Campaign Mega Influencers Campaign 2.5M + Views.

WHAT WE DID / RESULTS

- Considering KitKat's renowned image of offering a break, we launched the #HaveABreakHaveAKitKat campaign.
- We collaborated with 7 prominent mid-tier and mega influencers from diverse categories to reach a wider audience.

7

CREATORS

2

CAMPAIGNS

2

MARKETS

INFLUENCER MARKETING · INSTAGRAM · UAE

Kwality Global

THE BRIEF

We launched the campaign to create awareness and noise around about the new product #kwalitybonbons The campaign was focused closely on increasing awareness and engagement around kwality walls new bonbon bites.

WHAT WE DID / RESULTS

- We strategised the campaign in a way, that it cold catch maximun eyeballs.
- We chose creators from different categories such as food, mom, lifestyle etc and guided them to create a video...

7

CREATORS

I

CAMPAIGN





INFLUENCER MARKETING · INSTAGRAM · INDIA

Licious

THE BRIEF

The goal was to target the audience's attention and spotlight Licious Infinite.

WHAT WE DID / RESULTS

- We strategized a campaign to ensure Licious Infinite's message reaches more people and creates a strong impact.
- Under our guidance, the influencers crafted a narrative around Honey Cyrus leaving Bigg Boss to explore Licious...
- We showcased the concept, skillfully addressing Cyrus's departure and effectively promoting Licious as the best choice.

6

VIDEOS

6

CREATORS

1

CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · UAE

Lulu Hypermarket

THE BRIEF

The campaign was executed with prominent food influencers, successfully showcasing the festival's vibrant atmosphere and exclusive deals.

WHAT WE DID / RESULTS

- Thoroughly selecting lifestyle influencers, we directed them to visit stores and showcase sale products, urging the...
- These videos generated enthusiasm, driving engagement and sales in the process.

I

CAMPAIGN



NELLARA

Lulu

SEASON - 02

FINAL

JUNE 18 SUNDAY @ LULU Hypermarket Muweilah, Sharjah

We are thrilled to extend this special invitation to you for the highly anticipated **Nellara Kutty Cook Season 2 Grand Finale**

Join us at the Nellara Kutty Cook Season Two Grand Finale on **18th June at Lulu Hypermarket Muweilah**. Witness top contestants compete for the title and a **10,000 AED grand prize**. Experience culinary brilliance with Chief Judges

RAJ KALESH **JUMANA KADRI**

*Celebrate the magic and witness exceptional talent our small cooks
Don't miss out on this unforgettable event!*

10,000 AED

1st PRIZE

Dhi & Kin

INFLUENCER MARKETING · INSTAGRAM · UAE

Nellara

THE BRIEF

The entire campaign was aimed at fulfilling the following objectives: The focus of the campaign is to create awareness about the #NellaraKuttyCook Contest Season 2 through influencer marketing activities.

WHAT WE DID / RESULTS

- We planned on collaborating with micro to mid-tier food and lifestyle influencers to promote and create a hype for the...

+9.8%

ENGAGEMENT

I

CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · INDIA

Nutella

THE BRIEF

The campaign was executed with Home Decor creators to target a specific audience and it revolved around the hashtags #NutellaJarDIY and #NutellaWaliDiwali.

WHAT WE DID / RESULTS

- #NutellaJarDIY Nutella aimed to boost brand visibility effortlessly by promoting sustainability and the ability to...
- #NutellaJarDIY With the goal of promoting sustainability alongside Nutella, we strategized the campaign.

+9%

ENGAGEMENT

7

CREATORS

1

CAMPAIGN



UGC PRODUCTION · PAID SOCIAL · INDIA

Organic India

THE BRIEF

A UGC campaign to raise awareness of Organic India's herbal blends among India's health-conscious audience.

WHAT WE DID / RESULTS

- 20 videos delivered; used in performance advertising, with the campaign deck reporting a 12% increase in conversions...

20

VIDEOS

+12%

CONVERSIONS

1.7%

CTR

INFLUENCER MARKETING · INSTAGRAM · UAE

Pampers

THE BRIEF

We initiated a Pampers campaign, utilizing influencers to highlight the brand's unique features.

WHAT WE DID / RESULTS

- Aligning with the brand's goals and the intended audience, we carefully chose 30 micro and macro Mom influencers.
- The posting schedule was organized in a way that five distinct influencers shared videos every month #NoRashYesPampers...
- We carefully executed the campaign, aligning with the brand's message about their new Premium Care diapers.

30

CREATORS

2

CAMPAIGNS



INFLUENCER MARKETING · INSTAGRAM · UAE

Pantene

THE BRIEF

Awareness campaign about the new product launch. Boost product visibility. Drive sales.

+9.4%
ENGAGEMENT

30
VIDEOS

7
CREATORS

3- after styling



INFLUENCER MARKETING · INSTAGRAM · INDIA

Paper Boat

THE BRIEF

#TenYearsOfPaperBoat: a campaign marking Paper Boat's 10th anniversary through nostalgic stories from creators.

WHAT WE DID / RESULTS

- 7 videos delivered in 15 days; 2.8M views achieved, per the campaign deck

7

VIDEOS

2.8M

VIEWS

15

DAYS





INFLUENCER MARKETING · INSTAGRAM · INDIA

RSPL

THE BRIEF

The campaign was executed on Instagram and Youtube.

WHAT WE DID / RESULTS

- Xpert Dishwash introduced a special offer in: Uttar Pradesh, where 5 dishwash bars were available for Rs 30.
- In Maharashtra and Rajasthan, the offer included a free steel scrub with the purchase of a Rs 30 dish wash bar.
- Collaborating with regional creators such as food bloggers, recipe makers, and homemakers, we aimed to reach the target...

+9.8%

ENGAGEMENT

2

CAMPAIGNS

INFLUENCER MARKETING · INSTAGRAM · INDIA

Saffola

THE BRIEF

Raise awareness of Saffola Munchiez Chips and introduce the product to a broader audience.

WHAT WE DID / RESULTS

- 58 videos delivered in 4 days; 30M views achieved, per the campaign deck

58

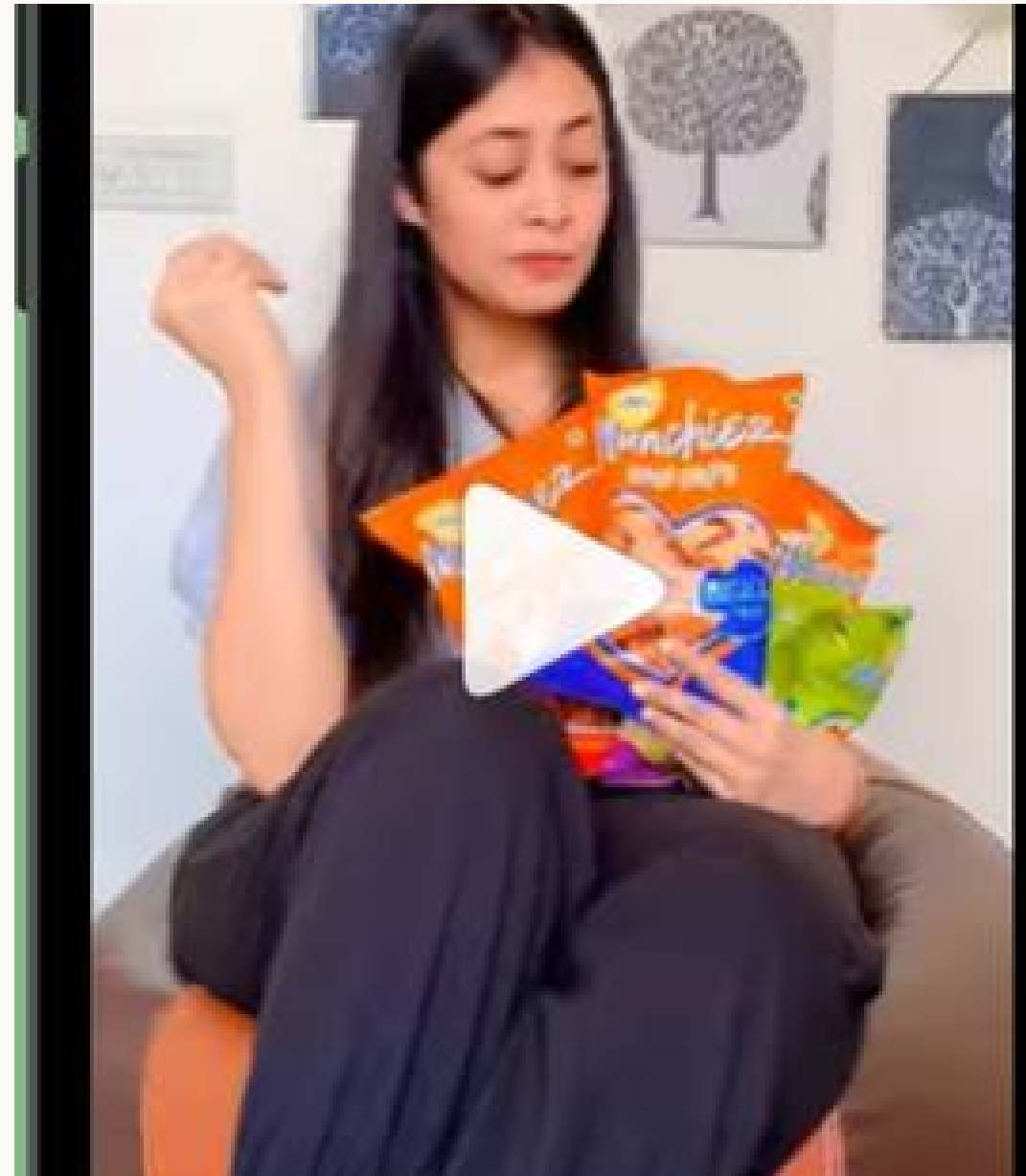
VIDEOS

30M

VIEWS

4

DAYS





INFLUENCER MARKETING · INSTAGRAM · INDIA

Tata Tea Premium

THE BRIEF

#DeshKiChai: an Independence Day campaign honouring India's handloom heritage by showcasing fabric prints on the packs.

WHAT WE DID / RESULTS

- 30 videos delivered in 2 days; the campaign deck headlines 5 million-plus views

30 VIDEOS 2 DAYS 5M+ VIEWS

INFLUENCER MARKETING · INSTAGRAM · INDIA

Vanish

THE BRIEF

We introduced a campaign on Pongal which revolved around the hashtag #PongalReadyWithVanish To promote the use of vanish by emphasizing its effectiveness in maintaining the quality of Vintage Saree And enhance engagement and embrace the Pongal spirit, all while subtly promoting Vanish.

WHAT WE DID / RESULTS

- Aligning with the brand's objective we guided influencers to create content that portrayed their desire to wear their...
- #PongalReadyWithVanish Aligning with the brand's objective we guided influencers to create content that portrayed their...

30

VIDEOS

7

CREATORS

3

CAMPAIGNS





INFLUENCER MARKETING · INSTAGRAM · INDIA

Vaseline

THE BRIEF

We organised a special event called Flaunt Your Glow, where we invited influencers in the beauty and lifestyle categories.

WHAT WE DID / RESULTS

- We introduced a promotional campaign for vaseline to: Enhance their brand visibility
Highlight the product vaseline...

5

CREATORS

2

CAMPAIGNS

2

MARKETS

CREATIVE SERVICES · DESIGN · INDIA

Zomato

THE BRIEF

Creative Motion Graphics deliverables for zomato's offer sale around the festive time.

WHAT WE DID / RESULTS

- Post - Production After collecting, brainstorming and understanding every thing we needed for compiling the final film...
- After collecting, brainstorming and understanding every thing we needed for compiling the final film, we decided to go...

I

CAMPAIGN





O2

Fashion

21 brands · Amazon, Andamen, Bata, BIBA, Blackberry, Bliss Club and more



TVC & FILM · FILM · INDIA

Amazon

THE BRIEF

Amazon, a global leader in e-commerce, identified a unique challenge within the Indian market.

WHAT WE DID / RESULTS

- The strategy involved a multi-platform marketing campaign anchored by a 30-second television commercial (TVC) that...
- Creative Concept The creative concept revolved around "DilBhiKhushDimagBhiKhush" showcasing a range of shoes that cater...
- Storyline The TVC's storyline depicted a man trying on his new shoes and having a conversation with his alter ego who...

I

CAMPAIGN

CREATIVE SERVICES · DESIGN · INDIA

Andamen

THE BRIEF

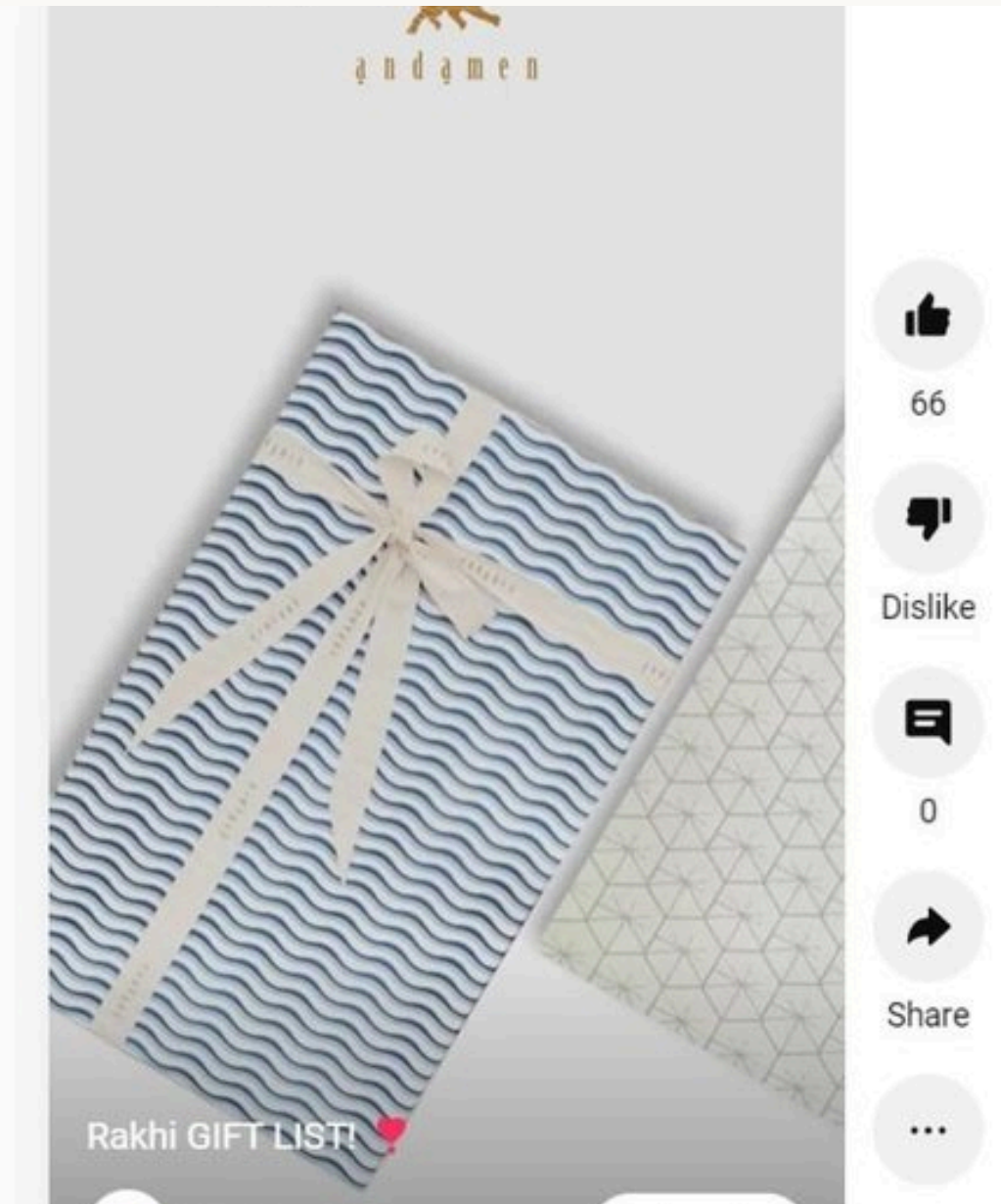
We understood brand's objective and created a plan of 8 seconds to 1 min bumper and promotional ads To target pan India we made video ads for multiple platforms.

WHAT WE DID / RESULTS

- For a week we change offers & product images in video ads according to website We created each video ad in 2-3...
- BUMPER ADS CASE STUDY Strategy & Execution How Vidzy helped with Andamen for their sale od of - "Days of summer sale".
- 10+ 20+ 11.6% Relative lift in product awareness Platforms Videos Products Phone Frame Rose Gold.

I

CAMPAIGN



Bata

INFLUENCER MARKETING · INSTAGRAM · INDIA

Bata

THE BRIEF

#LiveLimitless. 9 micro and macro influencers. Store Visit. Micro & Macro. Footwear.

WHAT WE DID / RESULTS

- 9 micro and macro influencers
- Store Visit
- Micro & Macro

9

CREATORS

I

CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · INDIA

BIBA

THE BRIEF

We collaborated with 4 influencers in the Fashion/Lifestyle sector, ranging from micro to mega, assigning two to create single videos and the other two to produce videos with accompanying images.

WHAT WE DID / RESULTS

- #Mother'sDay We launched a Mother's Day campaign for Biba, enlisting influencers to feature the new Mom & Me collection.
- #Mother'sDay Alligning with the brand's objective we targeted mother- daughter duos, instructing influencers to capture...
- These content pieces, meeting the brand's specifications, were then posted on the brand's Instagram page.

4

CREATORS

I

CAMPAIGN





INFLUENCER MARKETING · INSTAGRAM · INDIA

Blackberry

THE BRIEF

#MakeYourMove We launched a campaign to promote Blackberry's latest Tech Pro collection.

WHAT WE DID / RESULTS

- With the goal of showcasing Blackberry's new tech pro collection, we strategized to target the modern generation of men.
- We partnered with macro fashion influencers, guiding them to produce content doing store visits.
- They showcased the new collection and highlighted its USPs.

7
CREATORS

1
CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · INDIA

Bliss Club

THE BRIEF

#WomenWhoMove We initiated a campaign for BlissClub to promote its clothing by creating relatable content and showcasing the product in action.

WHAT WE DID / RESULTS

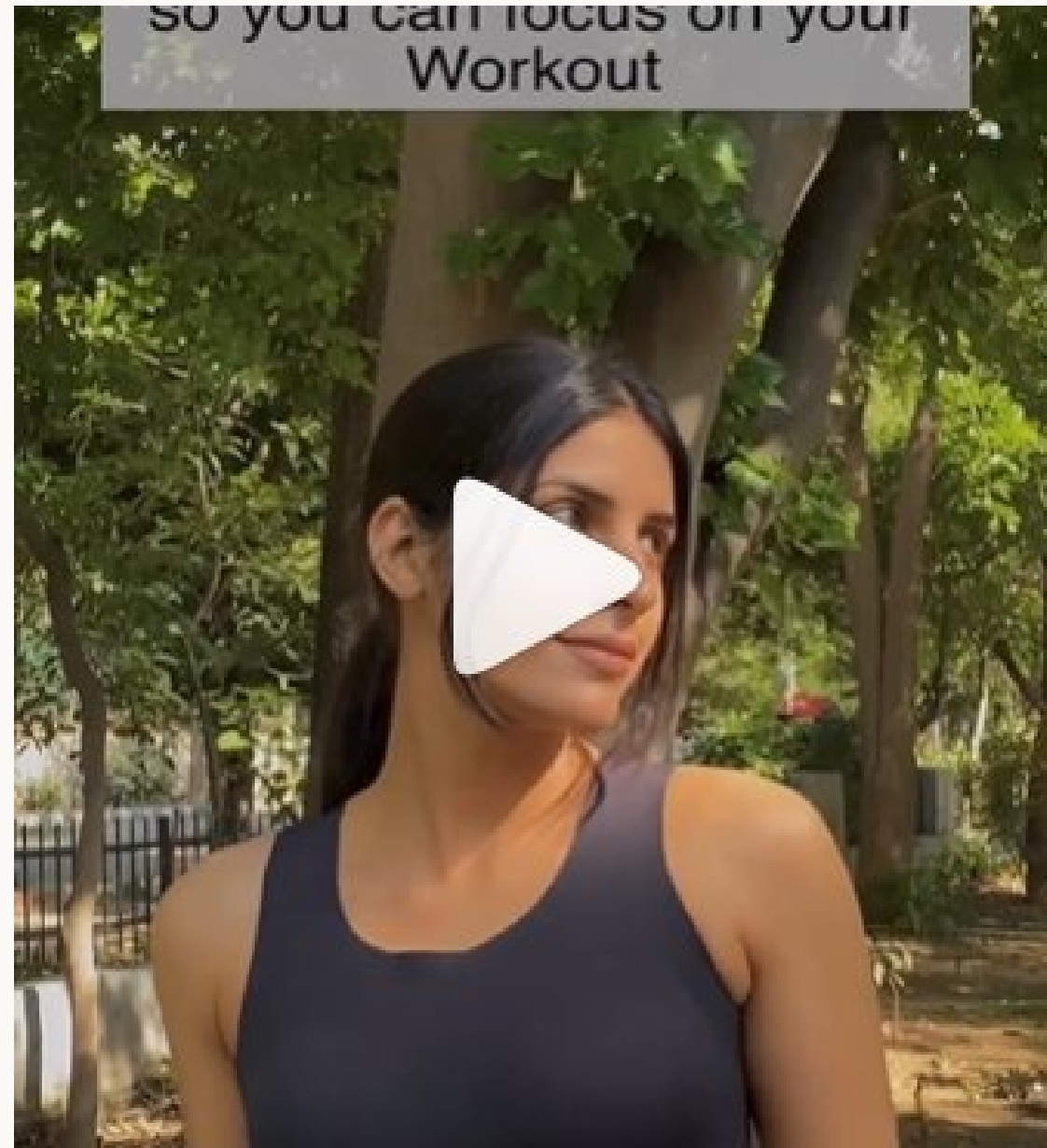
- Under our guidance, they created videos showcasing various workouts such as yoga or weight training while wearing...
- #WomenWhoMove Videos #WomenWhoMove Videos Phone Frame Rose Gold Phone Frame Rose Gold Phone Frame Rose Gold Phone Frame...
- The deliverables included 1 reel & 1 story Additionally, they generously shared a discount coupon for a ₹500 reduction...

II

CREATORS

I

CAMPAIGN





INFLUENCER MARKETING · INSTAGRAM · INDIA

Bonkers

THE BRIEF

We engaged micro to macro fashion influencers, directing them to create content like GRWM and styling videos featuring Bonkers' apparel.

WHAT WE DID / RESULTS

- The aim was to promote Bonkers' collection by incorporating them into the influencer's content backed by trendy music...
- #bonkerscorner With the goal of showcasing Bonkers' clothing line, we developed a strategy to target and entice buyers.
- The captions included product names for easy searching.

7
CREATORS

I
CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · UAE

Cottonon

THE BRIEF

Make people aware about 2 new store launch.

WHAT WE DID / RESULTS

- During these visits, we guided influencers to create videos showcasing the store's ambiance and trying out their...

5

CREATORS

2

STORES

1

CAMPAIGN





INFLUENCER MARKETING · INSTAGRAM · UAE

Debenhams

THE BRIEF

Aligning to the brand's objective, we strategized a concept to challenge influencers to try different fashion styles like chic, formal, streetwear, or casual.

+9.1%
ENGAGEMENT

7
CREATORS

1
CAMPAIGN

INFLUENCER MARKETING · YOUTUBE · INDIA

H&M

THE BRIEF

We engaged micro to macro fashion influencers, directing them to create compelling content like GRWM and styling videos featuring H&M apparel.

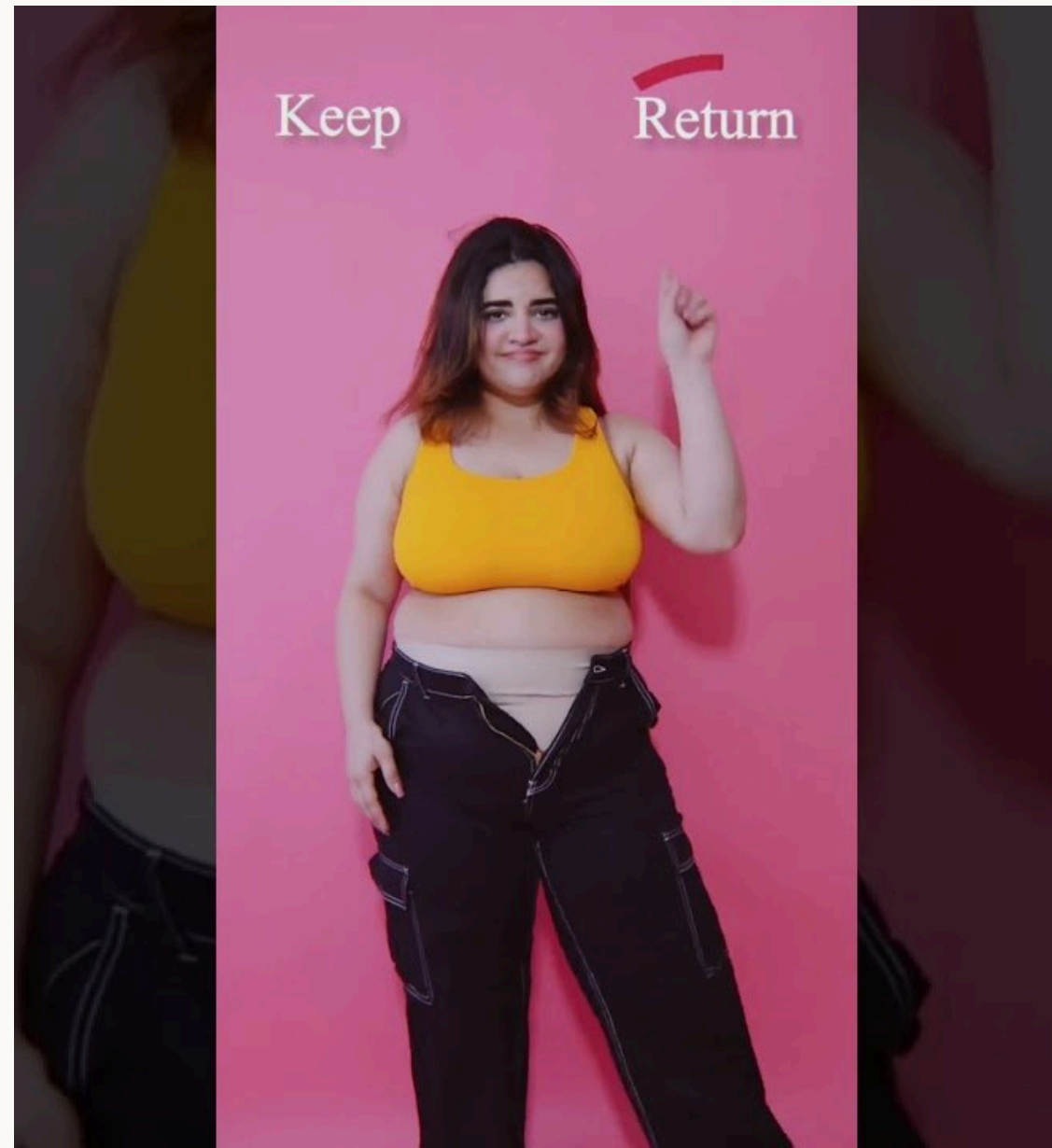
WHAT WE DID / RESULTS

- In our partnership with H&M we offered them our exclusive influencer marketing services.
- The aim was to promote H&M's collection by incorporating them into the influencer's content backed by trendy music to...
- With the goal of showcasing H&M's clothing line, we developed a strategy to captivate and entice buyers.

50+
VIDEOS

5
CREATORS

1
CAMPAIGN





INFLUENCER MARKETING · INSTAGRAM · INDIA

Janasya

THE BRIEF

We carefully chose fashion influencers, specifically from the Delhi region, to engage with the local audience and encourage them to visit the store in rajouri Store Launch Analyzing the campaign's goal of raising awareness about the new store launch.

WHAT WE DID / RESULTS

- Store Launch Analyzing the campaign's goal of raising awareness about the new store launch.

6

CREATORS

I

CAMPAIGN

INFLUENCER MARKETING · YOUTUBE · INDIA

Lenskart

THE BRIEF

We collaborated with 100+ influencers from YouTube to promote LensKart's newest range of sports eyewear.

WHAT WE DID / RESULTS

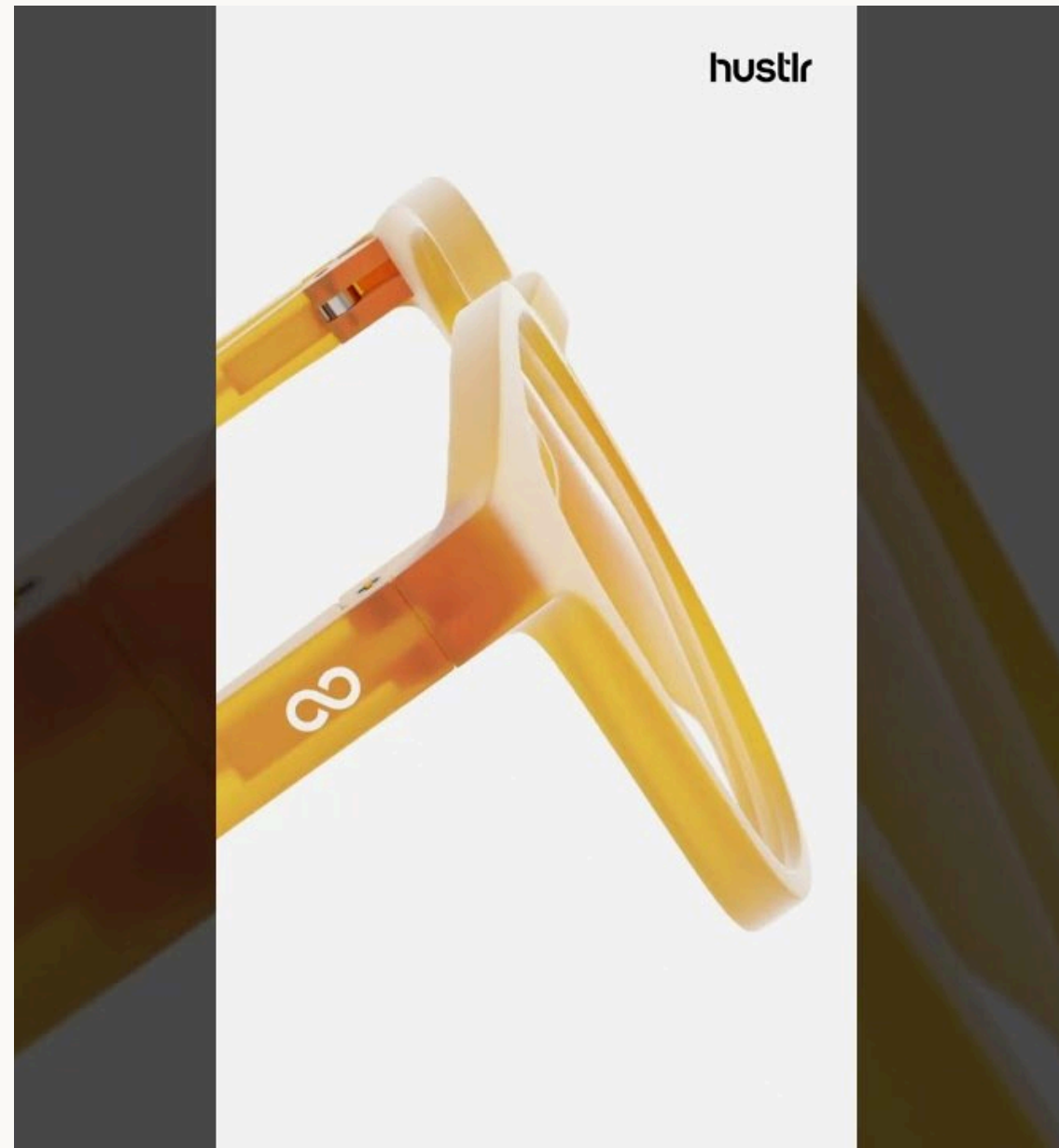
- The campaign revolved around the sports, fitness & fashion genres as the new range of eyewear from LensKart is designed...
- These include athletes, fitness freaks, sportsmen, 9-5ers etc.
- To promote their new range, we focused on collaborating with influencers who can resonate with this new range of...

25

CREATORS

I

CAMPAIGN



CREATIVE SERVICES · DESIGN · INDIA

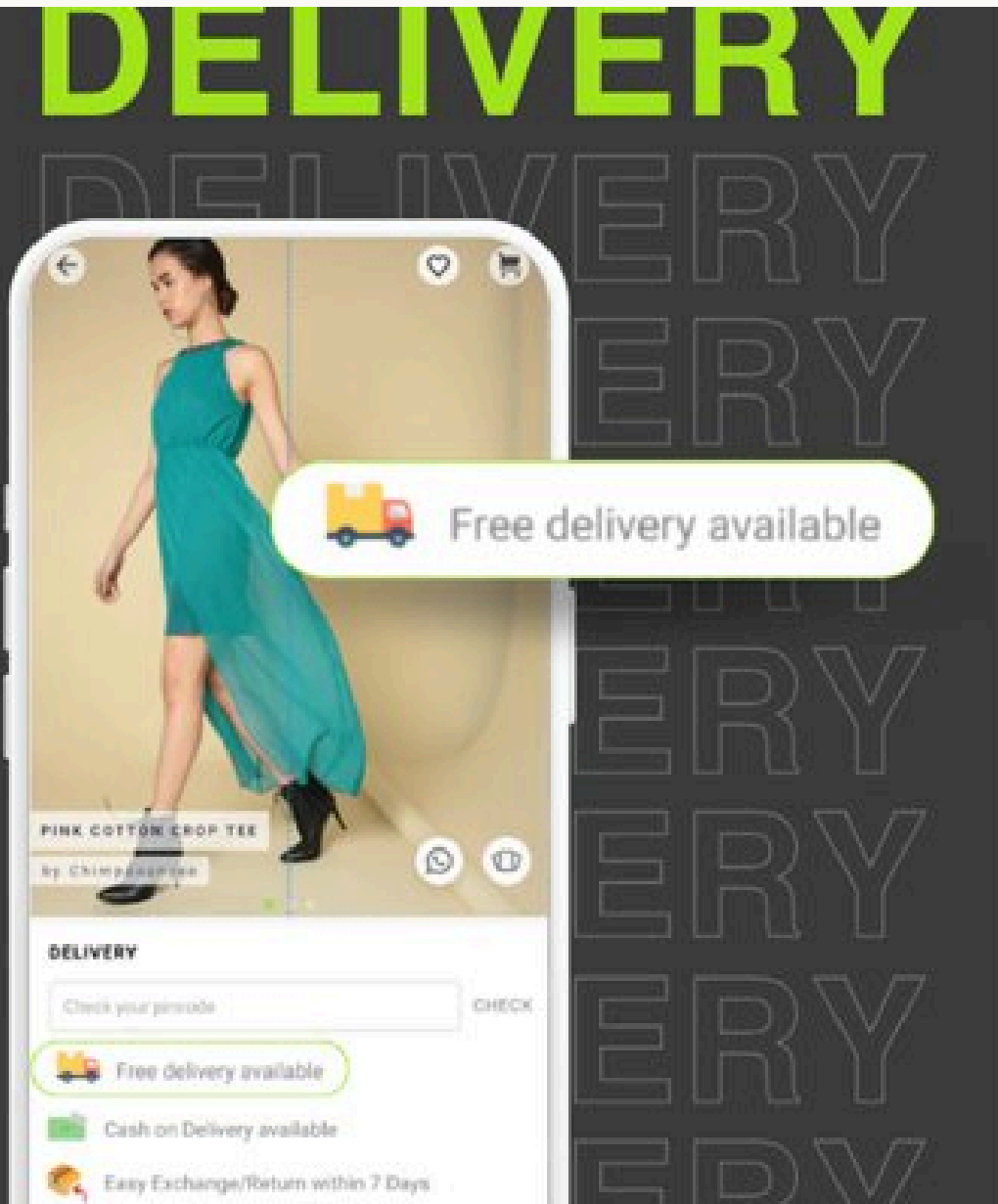
Limeroad

THE BRIEF

Platforms 1200x628 Tamil(6Secs) RTB(6Sec) Footwear (6sec) Relative lift in product awareness Resized videos Per Month New templates every month Objective BUMPER ADS CASE STUDY Strategy & Execution : How limeroad managed to run 1500 video ads per month in 7 different languages on multiple platforms...

I

CAMPAIGN



INFLUENCER MARKETING · INSTAGRAM · INDIA

Louis Philippe

THE BRIEF

We executed the campaign with 3 male-macro-fashion creators.

WHAT WE DID / RESULTS

- In a short span, we successfully produced over 16 videos featuring a wide range of content creators.
- #LouisPhillipeJeans Louis Phillipe wanted to enhance brand visibility and promote its range of jeans.
- #LouisPhillipeJeans The campaign was strategized targeting young, urban upper-class professionals and sophisticated men.

16

VIDEOS

+9.1%

ENGAGEMENT

3

CREATORS



CREATIVE SERVICES · DESIGN · INDIA

Pantaloons

THE BRIEF

one page case study.

I

CAMPAIGN

Pantaloons

CREATIVE SERVICES · DESIGN · INDIA

Paragon

THE BRIEF

Creative Editing & Conceptualizing for Paragon for their new series of athletic footwear range - "Stimulus" To create awareness towards the launch of a new collection of footwear under the title of "Stimulus" amongst the people through theatre commercial.

WHAT WE DID / RESULTS

- Post - Production After collecting, brainstorming and understanding every thing we needed for compiling the final film...
- After collecting, brainstorming and understanding every thing we needed for compiling the final film, we decided to go...

I

CAMPAIGN





INFLUENCER MARKETING · INSTAGRAM · INDIA

PUMA

THE BRIEF

Raise awareness of PUMA's new collection through store visits by regional content creators, under #PropahLady.

WHAT WE DID / RESULTS

- 80 regional creators across 16 selected outlets
- 4M target audience reached, with about 50K average views per creator, per the campaign deck

80	16	4M
CREATORS	STORES	REACHED

INFLUENCER MARKETING · YOUTUBE · UAE

Shein

THE BRIEF

We launched an awareness campaign for Shein.

WHAT WE DID / RESULTS

- Aligning with the brand's objective we strategized on creating long-format dedicated videos targeting an audience...
- Shein products were sent to the creators, then we guided them to create haul or review videos showcasing shein apparel.

I

CAMPAIGN



INFLUENCER MARKETING · INSTAGRAM · INDIA

Shoppers Stop

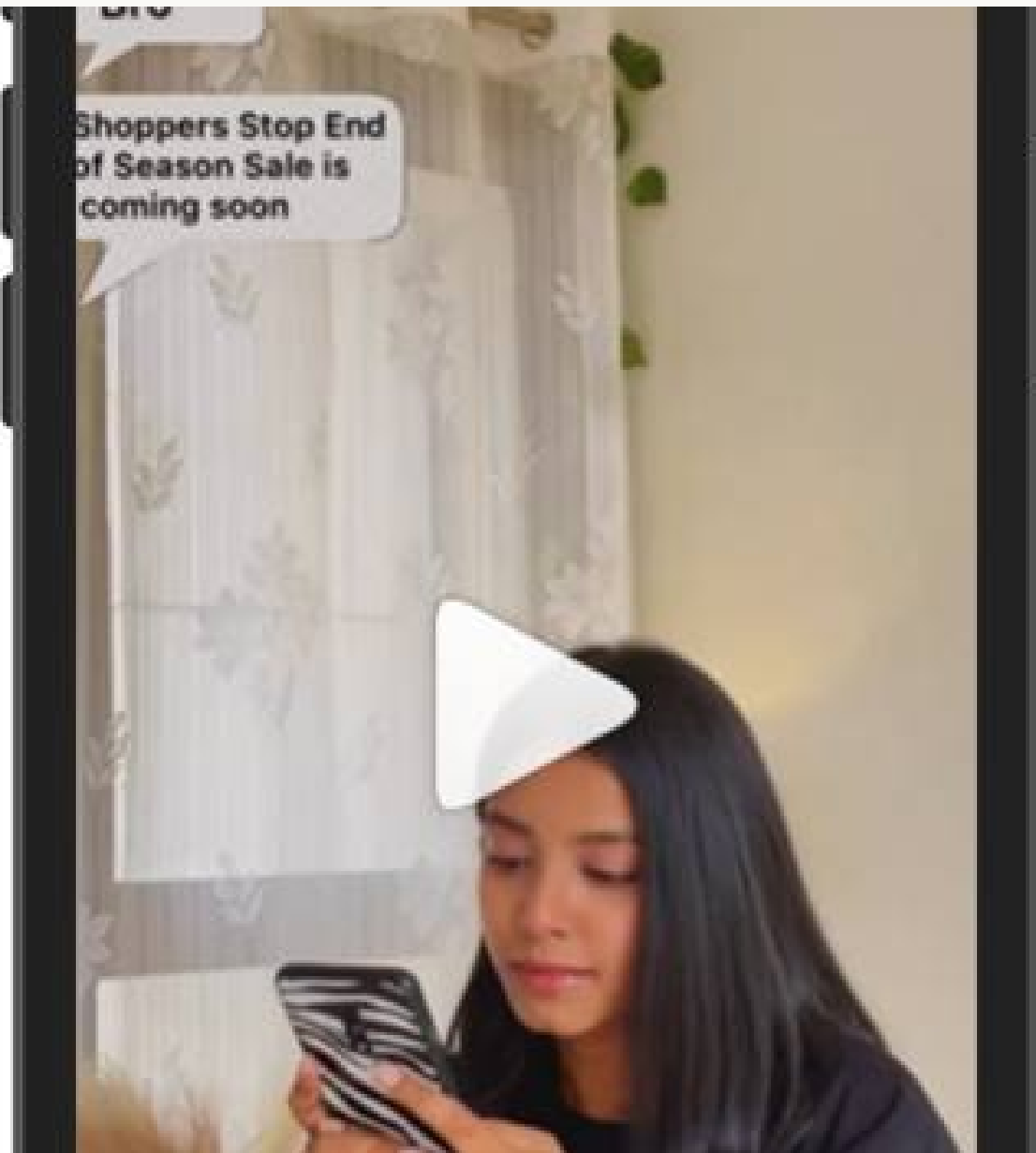
THE BRIEF

An End of Season Sale campaign to drive sales through micro and macro influencers who made videos urging viewers to shop.

WHAT WE DID / RESULTS

- 10 posts delivered over one month; 11.6M views achieved, per the campaign deck

10	1	11.6M
POSTS	MONTH	VIEWS



CREATIVE SERVICES · DESIGN · INDIA

Snapdeal

THE BRIEF

one page case studies.

I

CAMPAIGN

Snapdeal



TVC & FILM · FILM · INDIA

Zivame

THE BRIEF

Zivame, a leading women's innerwear brand in India, embarked on a mission to create a television commercial (TVC) that would effectively showcase its extensive range of bras.

WHAT WE DID / RESULTS

- Target Audience Analysis: Zivame's target audience was the broad spectrum of Indian women, with a focus on those who...
- Creative Concept: The creative concept revolved around "Wear Your Confidence." The idea was to depict real women with...
- This approach aimed to foster a connection with the viewer, presenting the bras as an empowering and essential wardrobe...

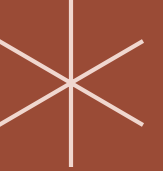
I

CAMPAIGN

03

Electronics

15 brands · Casio, Dyson, Epson, Fastrack, Firebolt, Foreo and more





INFLUENCER MARKETING · CREATIVE SERVICES · INSTAGRAM · INDIA

Casio

THE BRIEF

After understanding the brand's objective, we teamed up with influencers to collaborate with Casio for its products. Assigning influencers with products and describing them the brief of how to shoot and implement the process for the campaign.

WHAT WE DID / RESULTS

- We collected all the data and post produced it into videos - adding music and effects to make it attractive for the...
- 54.1 M Objective VIDEO EDITING CASE STUDY Strategy & Execution Dhi & Kin teamed up with some influencers to create...
- To provide Casio with videos, shot and edited by the team and hired influencers of Vidzy Total no. of Eyeballs Platforms...

I

CREATORS

2

CAMPAIGNS

INFLUENCER MARKETING · INSTAGRAM · UAE

Dyson

THE BRIEF

The campaign was executed with lifestyle influencers.

WHAT WE DID / RESULTS

- Aligned with the brand's goal of promoting Dyson Zone™ air-purifying headphones, we strategized to highlight its USP's.
- This was a barter Collaboration with micro-influencers and paid Collaboration with macro Influencers.

+9.4%
ENGAGEMENT

5
CREATORS

1
CAMPAIGN





TVC & FILM · FILM · INDIA

Epson

THE BRIEF

The campaign's primary goal was to elevate brand awareness and establish a heartfelt connection between Epson and the Diwali festival, a time of celebration, light, and joy in many communities.

WHAT WE DID / RESULTS

- 2)Tone and Messaging: The tone was warm, inviting, and celebratory, reflecting the spirit of Diwali.
- The messaging focused on family, joy, and the role of technology in bringing people closer during the festivities...
- Sadly, he's unable to afford a printer of his own so he relies on an office executive to take the printouts for him...

I

CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · INDIA

Fastrack

THE BRIEF

The campaign was executed in partnership with 15 macro- mid-tier- mega-level influencers of the infotainment category.

WHAT WE DID / RESULTS

- #BadAdviceClub We initiated the campaign on Friendship Day to raise awareness about the brand.
- The aim was to celebrate friendship day and subtly promote Fastrack's smartwatches #BadAdviceClub We initiated the...
- #BadAdviceClub Keeping in mind the objective of the brand we planned on creating humorous content that portrayed...

7

CREATORS

I

CAMPAIGN





INFLUENCER MARKETING · INSTAGRAM · INDIA

Firebolt

THE BRIEF

Following Firebolt's vision, we designed a strategic campaign, spotlighting three distinct watches in different campaigns, under a unified theme.

WHAT WE DID / RESULTS

- Firebolt entrusted us with their vision, seeking to elevate their fashion profile with three exquisite watch models:...
- Our approach featured 3 unique campaigns, each tailored to a specific watch under a unified theme for consistency.

I

CAMPAIGN

INFLUENCER MARKETING · YOUTUBE · UAE

Foreo

THE BRIEF

Awareness Campaign. Brand visibility. Beauty and Fashion.

WHAT WE DID / RESULTS

- Intending to enhance brand visibility, we targeted an audience concerned about their skin and appearance.
- We strategized on creating long-format integrated videos incorporating Foreo's products in the content showcasing its...

9.7M

VIEWS

I

CAMPAIGN





TVC & FILM · FILM · INDIA

Lenovo

THE BRIEF

Lenovo, a renowned global technology company, sought to launch an impactful television commercial (TVC) for their product, the Lenovo Yoga 720, in the Indian market.

WHAT WE DID / RESULTS

- 1) Target Audience Analysis: The target audience was identified as the Indian middle class, particularly families in...
- The campaign was tailored to appeal to their values, dreams, and the emotional dynamics within a typical Indian family.
- 2) Creative Concept: The creative concept revolved around a relatable Indian middle-class family from a small town.

I

CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · INDIA

Oppo

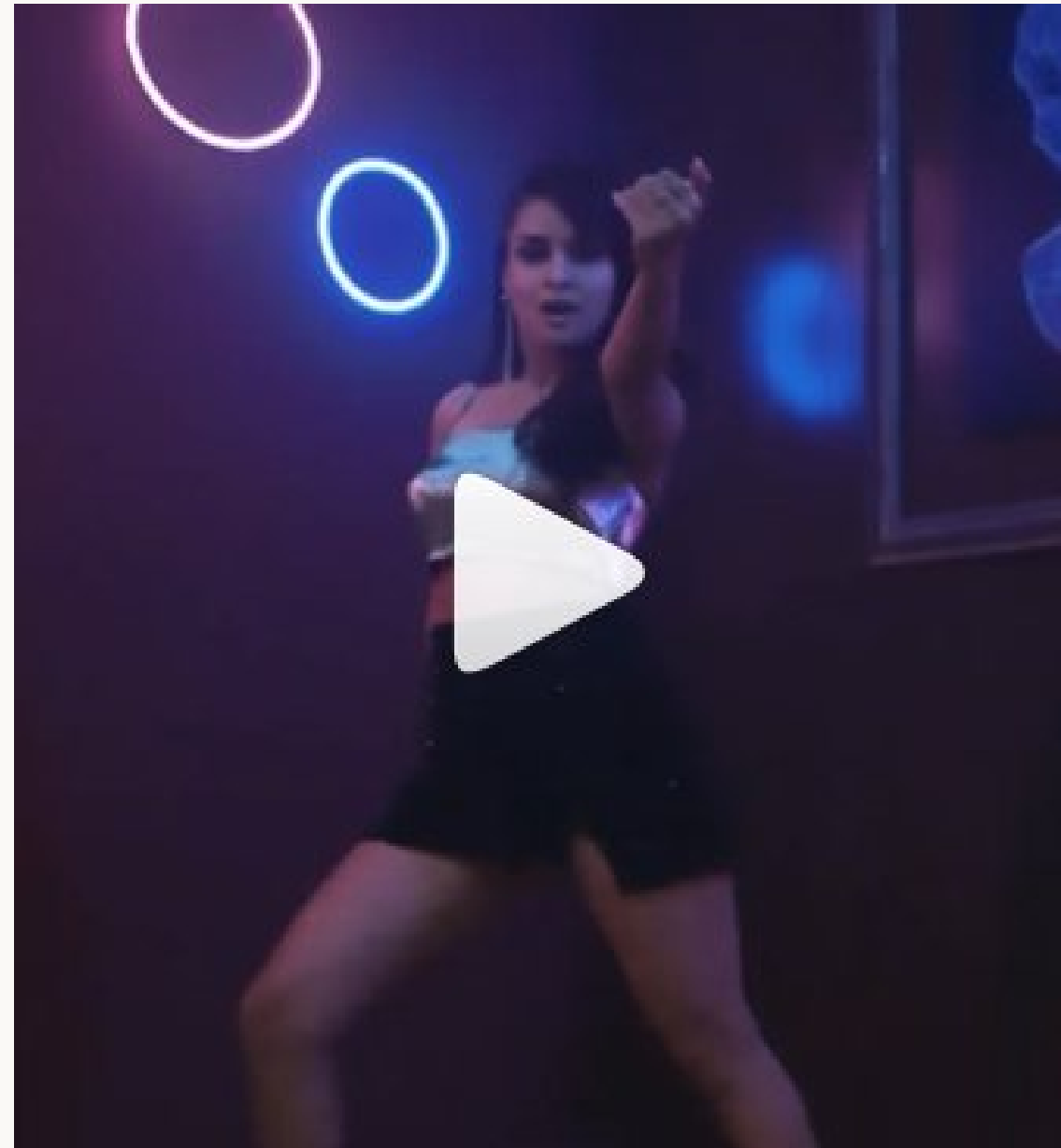
THE BRIEF

We introduced the #FlauntYourBest Dance Challenge, offering a shot at winning cool prizes: a signed jacket from Varun Dhawan, an OPPO F21 Pro phone, or a chance to be in the next campaign.

WHAT WE DID / RESULTS

- #FlauntYourMove OPPO intends to develop a lively and engaging campaign, aiming to boost brand visibility.
- #BestFlipPhone We identified that Oppo focused on targeting the audience with its portable design and stylish...
- Our approach involved producing top-notch videos where influencers showcased the features of the Oppo Find N2 Flip in...

10M	+2.77%	75
VIEWS	ENGAGEMENT	CREATORS



INFLUENCER MARKETING · INSTAGRAM · INDIA

Philips

THE BRIEF

Two Philips campaigns: #BaalonSeJalao for the hair straightener and #IsseyNahiKatega for the BT 1000 trimmer.

WHAT WE DID / RESULTS

- 20+ videos delivered in the first week; 1M+ views achieved, per the campaign deck

20

CREATORS

20+

VIDEOS

1M+

VIEWS

INFLUENCER MARKETING · INSTAGRAM · INDIA

Prestige

THE BRIEF

We initiated a campaign during Eid, linking Prestige utensils with the festive occasion.

WHAT WE DID / RESULTS

- To achieve this, we carefully selected 4 influencers spanning from micro and macro levels in the food, recipe, and...
- Implementing our plan, we selected 3 influencers spanning micro and macro levels in the mother and lifestyle category.
- We customized scripts to fit their specific niche, highlighting the product in connection with Mother's Day, and...

+8%

ENGAGEMENT

4

CREATORS

I

CAMPAIGN



INFLUENCER MARKETING · INSTAGRAM · INDIA

Samsung

THE BRIEF

Samsung launched the S23 series and held an event in Bangalore. We ran an influencer campaign to build awareness of both the event and the new Samsung S23 FE.

WHAT WE DID / RESULTS

- 15 posts delivered; the campaign deck reports a 9.2% increase in engagement

15	+9.2%	2
POSTS	ENGAGEMENT	CAMPAIGNS

TVC & FILM · FILM · INDIA

Sony

THE BRIEF

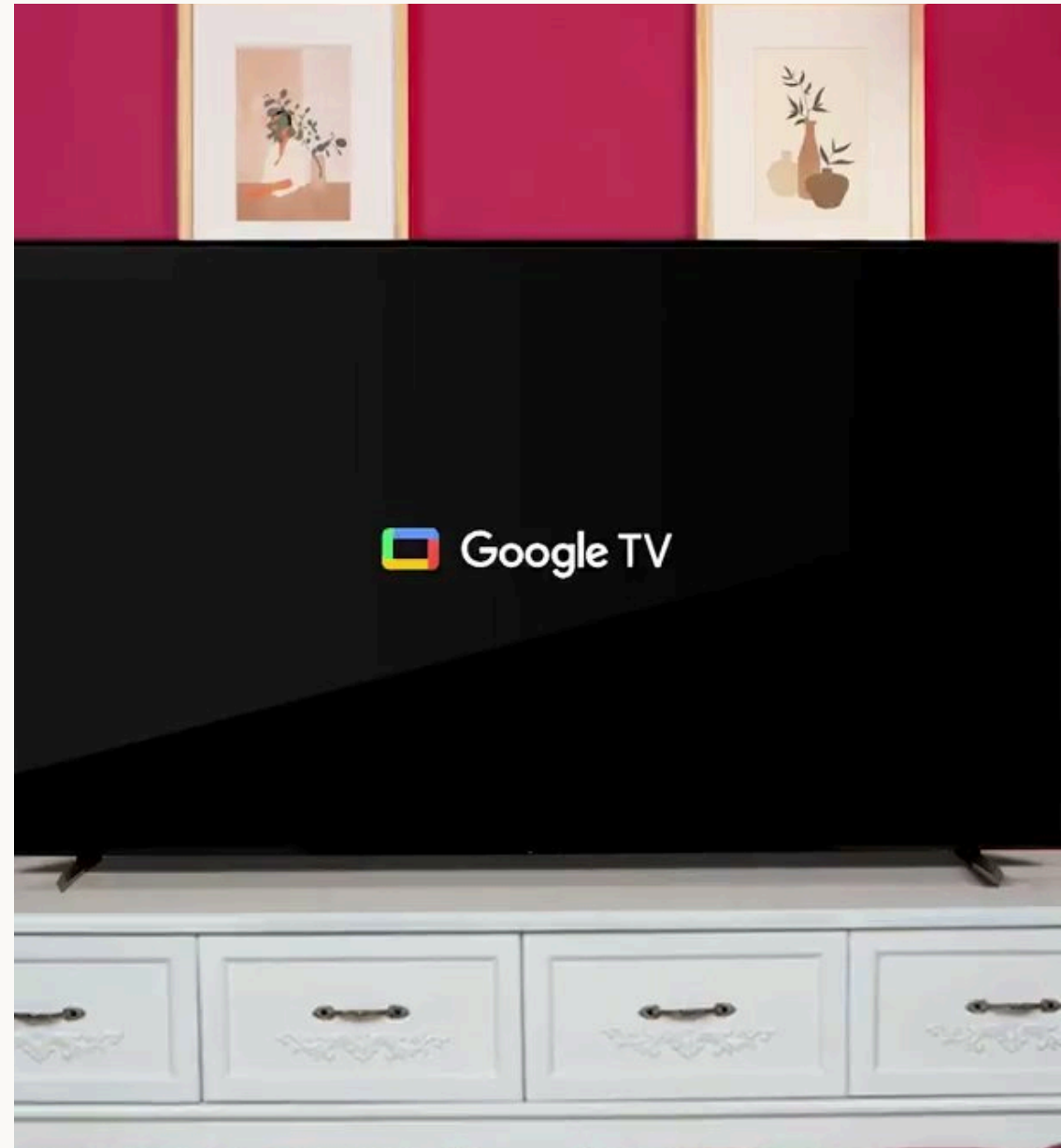
4) Video Production We filmed the videos in a considerate studio setting.

WHAT WE DID / RESULTS

- We adopted a strategy to create testimonial-based videos to promote Sonia Bravia.
 - 1) Brainstorming and Scripting We...

I

CAMPAIGN



Titan

INFLUENCER MARKETING · INSTAGRAM · INDIA

Titan

THE BRIEF

EOSS. engagement & sales. 10Micro and Macro. Fashion & Lifestyle.
#RishtonKiGhadi. Raksha Bandhan campaign. 16 Micro fashio influencers. Titan
Heist. the grand opening of 12 mega stores in Delhi NCR. 2 Micro fashion &
Infotainment.

WHAT WE DID / RESULTS

- engagement & sales
- 10Micro and Macro
- Fashion & Lifestyle

16

CREATORS

12

STORES

1

CAMPAIGN

CREATIVE SERVICES · DESIGN · INDIA

Vijay Sales

THE BRIEF

Other services offered : Video production Appointed a team of experts in their respective fields.

WHAT WE DID / RESULTS

- Designed some cool and attractive assets for the promotion, highlighting - products features & benefits.
- Combination of info-graphics and 2d designed assets along with pictures lead to the completion.
- Reach out to mass audiences in the most organic format.

I

CAMPAIGN

Vijay Sales

UGC PRODUCTION · PAID SOCIAL · INDIA

Yamaha

THE BRIEF

Awareness Campaign.

I

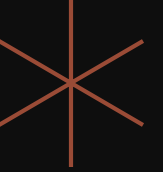
CAMPAIGN

Yamaha

O4

Finance

13 brands · Angel One, Grow, Groww, ICICI Bank, Paisa Bazaar, Paytm and more





CHANNEL MANAGEMENT · YOUTUBE · INDIA

Angel One

THE BRIEF

Our in-house team created and merged these contents, designed impactful videos, and incorporated voiceovers as per the brand's objective.

WHAT WE DID / RESULTS

- We began by creating short animated educational videos, and recent updates in fintech.
- The educational videos focused on two topics: -General stock market -Angel One app usage To add a variation we created...
- We guided influencers in the, ensuring alignment with the brand's messaging and goal Creator Based Content Strategy...

I

CAMPAIGN

INFLUENCER MARKETING · YOUTUBE · INDIA

Grow

THE BRIEF

The objective was: To increase the volume of installs.

WHAT WE DID / RESULTS

- We came up with a campaign aimed at the 25-40 age group, emphasizing investment prospects.
- The campaign was executed with 80 macro influencers.

IM+

VIEWS

80

CREATORS

I

CAMPAIGN





CHANNEL MANAGEMENT · YOUTUBE · INDIA

Groww

THE BRIEF

We don't just produce ads; we create experiences.

WHAT WE DID / RESULTS

- SEO, AEO & GEO Channel Audit & Strategy We begin by evaluating your channel's current performance and defining clear...
- Optimized Video Content From metadata to thumbnails, we craft compelling titles, descriptions, and visuals that capture...
- Search-Friendly Tagging Strategic keyword research and targeted tagging place your videos in front of the right...

000+

VIDEOS

1

CAMPAIGN

TVC & FILM · FILM · INDIA

ICICI Bank

THE BRIEF

This timing maximized the campaign's relevance and impact, aligning with a period when the target audience was most receptive to messages of female empowerment.

WHAT WE DID / RESULTS

- 1) Target Audience Analysis: The target audience for this campaign was Indian women, particularly those who...

I

CAMPAIGN





INFLUENCER MARKETING · INSTAGRAM · INDIA

Paisa Bazaar

THE BRIEF

#PaisaTalkiesWithMaa: a Mother's Day campaign to boost Paisabazaar's brand visibility around the theme of what mothers teach us about money.

WHAT WE DID / RESULTS

- 4 videos delivered in one day; 2.1M views, per the campaign deck

4
VIDEOS

2.1M
VIEWS

1
DAY

INFLUENCER MARKETING · CREATIVE SERVICES · INSTAGRAM · INDIA

Paytm

THE BRIEF

#PaytmSummerSpecial: a short, focused campaign to build Paytm's brand presence and drive higher app usage for transactions.

WHAT WE DID / RESULTS

- 5 creators from 59K to 732K followers

5

CREATORS

3

CAMPAIGNS



CHANNEL MANAGEMENT · CREATIVE SERVICES · YOUTUBE · INDIA

Plural

THE BRIEF

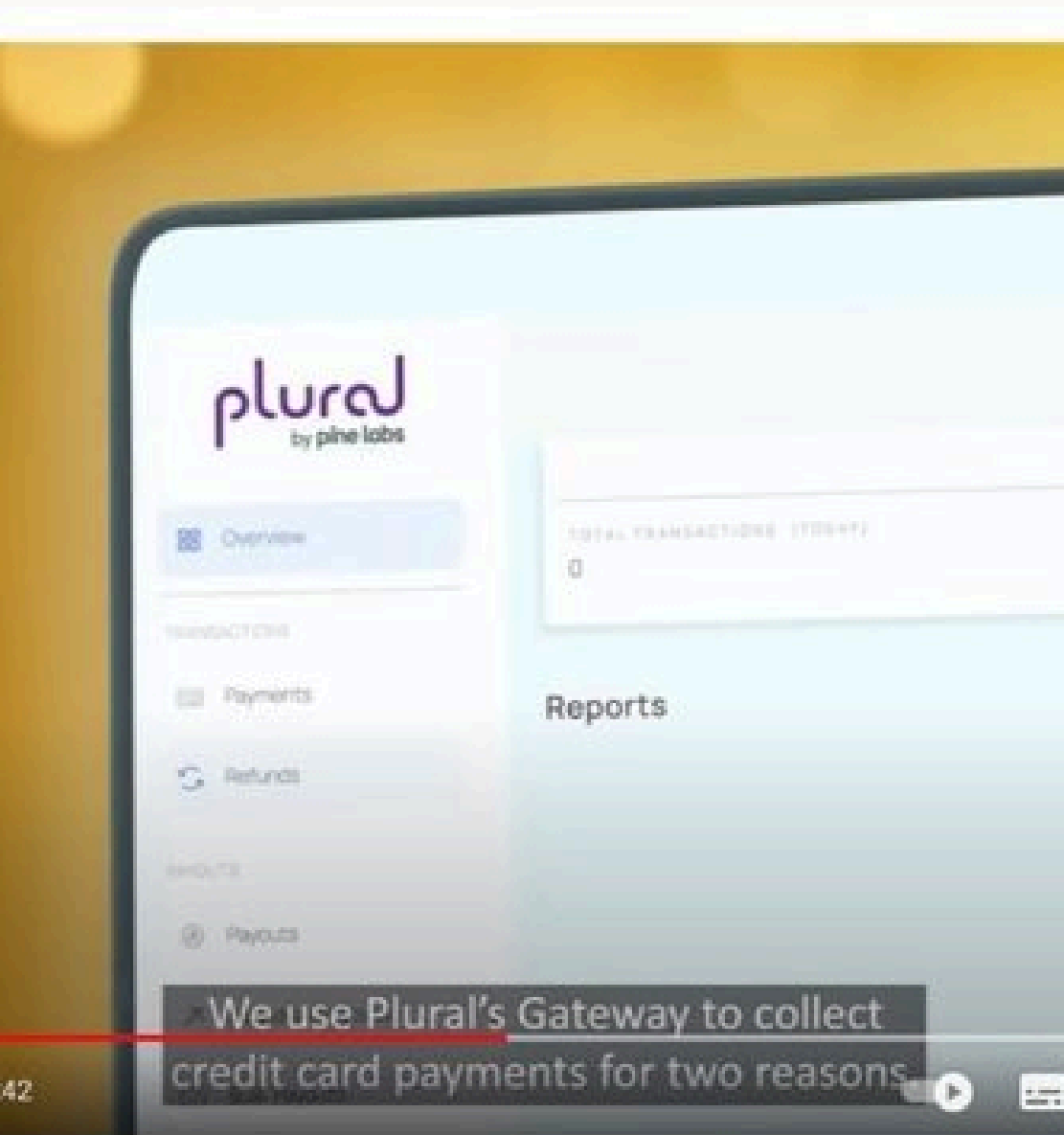
Video Editing Case Study How Dhi & Kin helped Plural by Pine Labs in developing videos for their social media channel & reaching pan india across platforms to spread awareness and knowledge.

WHAT WE DID / RESULTS

- After understanding the brand's objective and keeping the company guidelines in tact, we started with scripting and...
- & Execution After understanding the brand's objective and keeping the company guidelines in tact, we started with...

2

CAMPAIGNS



CREATIVE SERVICES · DESIGN · INDIA

Policy Bazaar

THE BRIEF

Reach out to mass audiences in the most organic format.

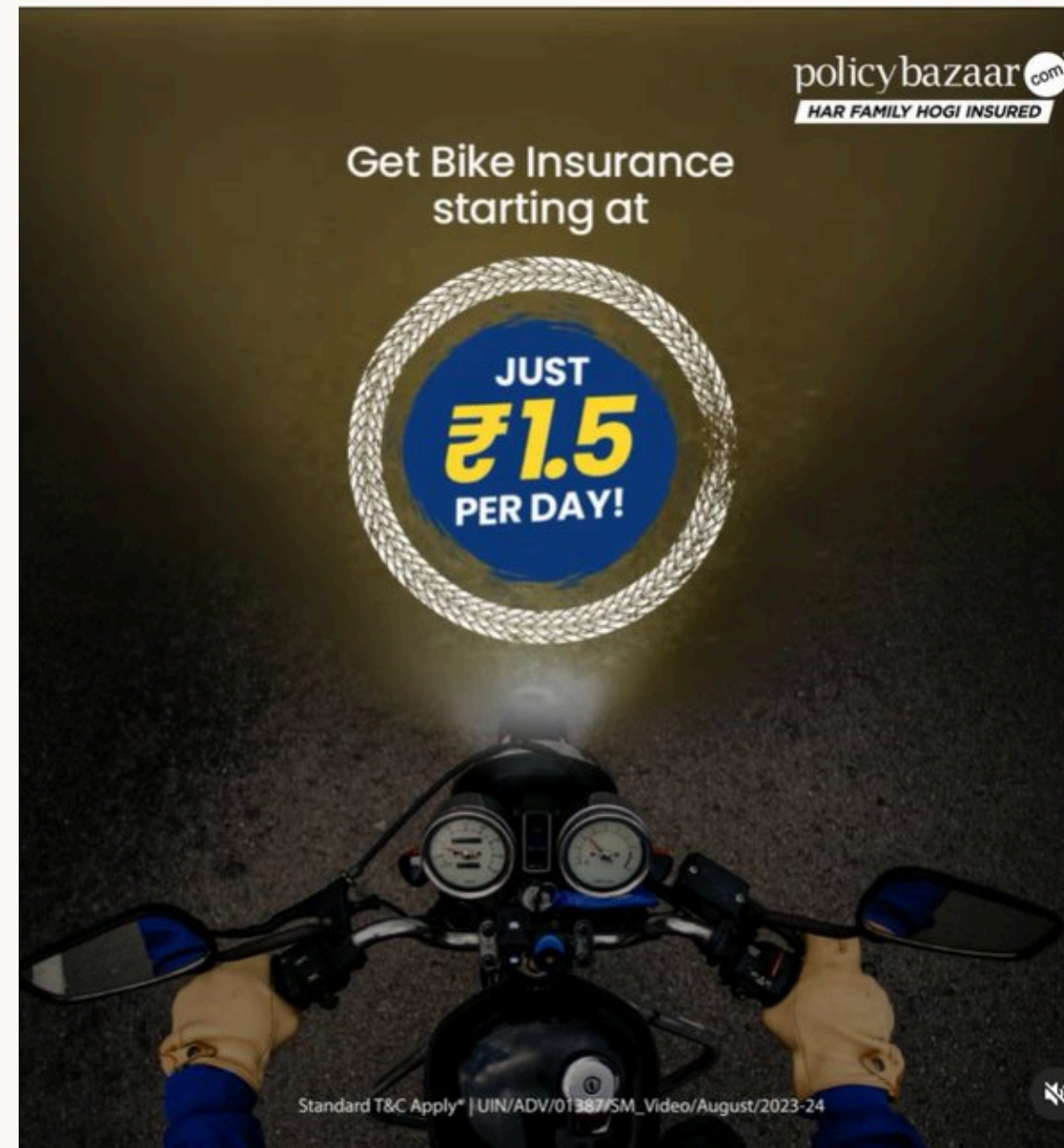
WHAT WE DID / RESULTS

- To help amplify policybazaar's social media handle for better reach & visibility Create some viral & trending posts...
- Designed some cool and attractive assets for the promotion, highlighting - policybazaar's offers & benefits.
- Combination of info-graphics and 2d designed assets along with pictures lead to the completion of this amazing...

20+ **I**

VIDEOS

CAMPAIGN



UGC PRODUCTION · PAID SOCIAL · INDIA

Privo

THE BRIEF

We partnered with various creators to produce branded, user-generated content in the form of informative videos.

WHAT WE DID / RESULTS

- Our strategy was in line with the brand's goal of spreading awareness and information about the latest events in the...
- We shared a list of creators, and once they were selected, we structured a series called #PrivoCleverCoins.
- We thoroughly researched topics, wrote the scripts, and then each creator was assigned a different financial topic to...

45
VIDEOS

+9.2%
ENGAGEMENT

3
CREATORS

UGC PRODUCTION · PAID SOCIAL · INDIA

Teji Mandi

THE BRIEF

Awareness about the stock investment service.

I

CAMPAIGN

Teji Mandi



INFLUENCER MARKETING · YOUTUBE · INDIA

Upstox

THE BRIEF

As part of this partnership, we successfully executed a campaign featuring a diverse group of creators, all in strict compliance with the provided guidelines.

WHAT WE DID / RESULTS

- The campaign engaged 100 macro influencers, spanning vloggers, travelers, comedians, finance, and infotainment genres.

+8%

ENGAGEMENT

100

CREATORS

1

CAMPAIGN

TVC & FILM · FILM · INDIA

Yes Bank

THE BRIEF

The campaign's core was to highlight the range of specialized services offered by Yes Bank for MSMEs, ensuring these services were communicated effectively to the target audience.

WHAT WE DID / RESULTS

- 1) Target Audience Analysis: The target audience comprised owners and decision-makers within MSMEs across India.
- The campaign aimed to reach out to these individuals, showcasing how Yes Bank's services could be a catalyst for their...

I

CAMPAIGN





UGC PRODUCTION · PAID SOCIAL · INDIA

Yes Securities

THE BRIEF

UGC Campaign Boosts Stock Market Awareness 28.2M+Views UGC Campaign Boosts Stock Market Awareness 28.2M+Views.

WHAT WE DID / RESULTS

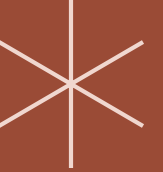
- Educational Videos To boost page engagement, we devised "Crack The Stock Code" videos.
- In this format, influencers discussed specific topics, prompting the audience to guess the mentioned company by...
- Stock Market Update (Format 1 Videos) Our plan involved crafting weekly short-format videos titled "Closing Bell..."

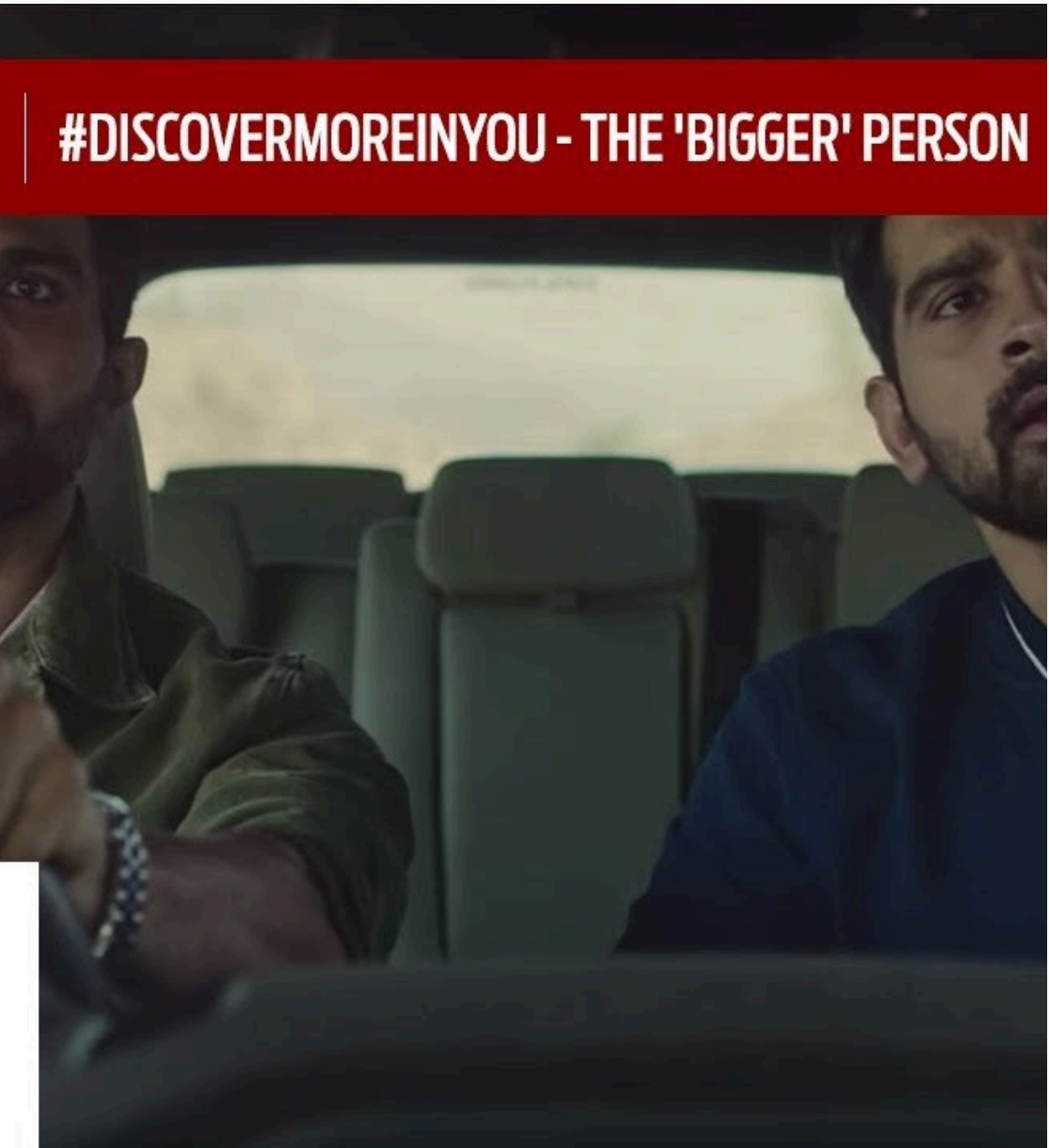
I	+9%	I
VIDEOS	ENGAGEMENT	CAMPAIGN

05

Automotive

10 brands · Ford, Hero, Honda, Land Rover, MG Motor, Nexa Fronx and more



A photograph of a man driving a car, seen from the passenger side. The car's interior, including the seats and dashboard, is visible. A prominent red banner is overlaid at the top of the image, containing white text.

#DISCOVERMOREINYOU - THE 'BIGGER' PERSON

TVC & FILM · FILM · INDIA

Ford

THE BRIEF

Ford approached us to shoot a TVC for their SUVs, however, there was one catch, this TVC had a particular message they wanted to communicate with their audience.

WHAT WE DID / RESULTS

- Target Audience Analysis: Primary Target: Existing and potential SUV owners, specifically those interested in Ford SUVs.
- Secondary Target: Aspiring off-road enthusiasts looking for versatile vehicles.
- Geographic Focus: Urban and semi-urban areas in India.

I

CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · INDIA

Hero

THE BRIEF

We played a pivotal role in Hero's launch of their latest motorcycle, the Hero Xtreme 160R4V, by leveraging influencer marketing to generate widespread awareness.

WHAT WE DID / RESULTS

- In line with the brand's objective of boosting awareness and driving registrations for the new bike launch.
- We executed the campaign in two strategic phases: firstly, influencers created anticipation videos, avoiding bike...
- In the second phase, influencers shared event videos and bike reviews.

15

VIDEOS

+0.97%

ENGAGEMENT

7

CREATORS





INFLUENCER MARKETING · INSTAGRAM · INDIA

Honda

THE BRIEF

#HondaElevate We introduced the campaign with the main highlight being the Honda Elevate, which demonstrated how the vehicles drive like a dream.

WHAT WE DID / RESULTS

- We strategized the campaign highlighting the top notch features of the vehicle, so we picked out macro to mega...

7

CREATORS

I

CAMPAIGN

CREATIVE SERVICES · DESIGN · INDIA

Land Rover

THE BRIEF

Post-production was the most important thing and we did it magnificently.

WHAT WE DID / RESULTS

- After the whole process, we delivered a success to the brand.
- TVC Concept Idea Showcase Land Rover's remarkable 70 years of history on the unsafe and dangerous uphill roads of...

I

CAMPAIGN





INFLUENCER MARKETING · INSTAGRAM · INDIA

MG Motor

THE BRIEF

The objective was to reach target audiences, generate awareness, and build buzz and anticipation among potential customers.

WHAT WE DID / RESULTS

- We planned to highlight the car's USP through various storylines.

20

VIDEOS

10M+

VIEWS

7

CREATORS

TVC & FILM · FILM · INDIA

Nexa Fronx

THE BRIEF

Nexa approached us to shoot a TVC for their new futuristic & sporty SUV, Fronx.

WHAT WE DID / RESULTS

- Target Audience Analysis: Primary Target: Urban Indian consumers aged 25-45 with a preference for sporty and futuristic...
- Secondary Target: Aspiring off-road enthusiasts looking for versatile vehicles.
- Geographic Focus: Urban and semi-urban areas in India.

I

CAMPAIGN



ere harmed during the shoot of this commercial.



CREATIVE SERVICES · DESIGN · INDIA

Oben Rorr

THE BRIEF

The Creative & Content team provided with banners, graphic ads and video
EXECUTION Designed the assets on Adobe softwares - Ps, Pr, Ai, Ae and C4D.

WHAT WE DID / RESULTS

- Hired Influencers and Tech-content creators to aware people about Oben Rorr
EXECUTION The Creative & Content team...
- "Oben Rorring like a Lion" "Oben Rorring like a Lion".

I

CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · INDIA

Royal Enfield

THE BRIEF

The campaign had two parts: a short video featuring a trailer of the creator and a longer testimonial video.

WHAT WE DID / RESULTS

- #RoyalEnfieldBullet We launched an awareness campaign for Royal Enfield.
- Through creative content, we sought to enhance brand awareness, making it a memorable experience for the audience.
- Aligning with the brand's objective of creating a strong impact by evoking nostalgia with Bullet we strategized a...

+9%

ENGAGEMENT

5

CREATORS

1

CAMPAIGN



INFLUENCER MARKETING · INSTAGRAM · INDIA

Tata Altroz

THE BRIEF

A campaign to promote the Tata Altroz iCNG by highlighting its features through creative, humorous content.

WHAT WE DID / RESULTS

- 4 videos delivered; the campaign deck reports an 8.5% increase in engagement

4

VIDEOS

+8.5%

ENGAGEMENT

4

CREATORS



CREATIVE SERVICES · DESIGN · INDIA

Tork

THE BRIEF

After analyzing brand's objective and creating a plan of 15 seconds to 1 min bumper and creative ads - we looked for some more creative ways to develop them.

WHAT WE DID / RESULTS

- BUMPER ADS CASE STUDY Strategy & Execution How Vidzy helped Tork Motors in spreading awareness for their electric bike...
- Relative lift in product awareness Platforms Videos 15+ 2K+ 26.2% : Views Bumper Ads Case Study How Vidzy helped Tork...
- 15+ 2K+ 26.2% Relative lift in product awareness Videos Views Platforms.

I

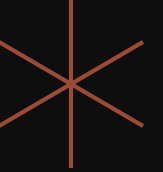
CAMPAIGN



06

Skincare

6 brands · Bepanthen, Bioderma, Neolyn Pro, No7, Olay, Re'equil



Bepanthen

INFLUENCER MARKETING · INSTAGRAM · UAE

Bepanthen

THE BRIEF

Awareness campaign. Brand visibility. Product usage videos. Customized scripts.

WHAT WE DID / RESULTS

- Brand visibility
- Product usage videos
- Customized scripts

I

CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · INDIA

Bioderma

THE BRIEF

Grow Bioderma's presence with Indian skincare audiences on Instagram, with national reach and repeat visibility, without the cost of a fee-based creator campaign.

WHAT WE DID / RESULTS

- 620K Reel views and 440K+ Story views, together more than 1 million views, at zero creator fees
- About 28K engagements on 620K Reel views, roughly a 4.5% engagement rate
- About 1 comment for every 9 likes, suggesting viewers were asking about skin types, usage and where to buy

200 200 240+

CREATORS

VIDEOS

STORIES

Bioderma



UGC PRODUCTION · PAID SOCIAL · INDIA

Neolayr Pro

THE BRIEF

Our partnership with Neolayr pro commenced in April 2022, for our UGC video service leading to the successful creation of 15 impactful videos every month.

15

VIDEOS

7

CREATORS

1

CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · UAE

No7

THE BRIEF

Awareness campaign. #DontRegretJustReverse.

WHAT WE DID / RESULTS

- The campaign was executed with micro-macro lifestyle influencers.
- #DontRegretJustReverse Our campaign strategy aimed to target young audiences who are concerned about their skin health.

+8.7%

ENGAGEMENT

5

CREATORS

1

CAMPAIGN





INFLUENCER MARKETING · INSTAGRAM · UAE

Olay

THE BRIEF

During our collaboration with Olay Arabia, our primary objective was to raise awareness of its two new star products: Olay Collagen and Olay Retinol.

I

CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · INDIA

Re'equil

THE BRIEF

Two campaigns for Re'equil: product promotion for O Free Sunscreen, and a celebration of the brand's 5 years.

WHAT WE DID / RESULTS

- O Free Sunscreen: 7 creators, about 1M views and 8% engagement, per the campaign deck
- 5 Years of Re'equil: 7 creators, 2.3M views, per the campaign deck

7

CREATORS

8%

ENGAGEMENT

2.3M

VIEWS





INFLUENCER MARKETING · INSTAGRAM · INDIA

Garnier

THE BRIEF

We initiated an influencer marketing campaign, collaborating with various niche influencers to promote and raise awareness about the event.

WHAT WE DID / RESULTS

- #GarnierGreenSchool Garnier organized events in different colleges to educate people about the science behind the...
- #GarnierGreenSchool The campaign was strategized targeting the recently graduated young audience, capturing the...

+9.1%

ENGAGEMENT

I

CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · UAE

Herbal Essence

THE BRIEF

The campaign centered around hashtags #GlowWithMoroccanArganoil, #NaturalCurlsPower, and #CurlsHydratedWithAloe.

+9.1%
ENGAGEMENT

7
CREATORS

1
CAMPAIGN





INFLUENCER MARKETING · INSTAGRAM · UAE

IZIL

THE BRIEF

Our primary objective was to enhance Izil's brand visibility and create awareness of their hair care and skincare range.

WHAT WE DID / RESULTS

- Through the means of these creators, we targeted a wide audience to look at and talk about Izil's hair and skincare...
- We executed the campaign in collaboration with Izil, with female lifestyle and beauty content creators who created...

I

CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · INDIA

Nivea

THE BRIEF

Recurring campaign. Soft Light Moisturizer, Nivea Body Milk, and Nivea Face Wash.

WHAT WE DID / RESULTS

- Soft Light Moisturizer, Nivea Body Milk, and Nivea Face Wash

I

CAMPAIGN

Nivea

Nysaa & Kay Beauty

INFLUENCER MARKETING · INSTAGRAM · UAE

Nysaa & Kay Beauty

THE BRIEF

Brand launch in Dubai in association with Nysaa. Makeup look videos. Use of Arabic and English to cater the audience well.

WHAT WE DID / RESULTS

- Makeup look videos
- Use of Arabic and English to cater the audience well

I

CAMPAIGN

CREATIVE SERVICES · DESIGN · INDIA

The Man Company

THE BRIEF

The campaign was executed in a 4-step manner as follows : Follow @healthandglow & @themancompany Answer the question in the comments below.

WHAT WE DID / RESULTS

- #SOCIALIZING WITH MEMES I am very social bro, kya matlab meme bhejna is not socialising? 🤔 Content Ideation Creative...
- After structuring the campaign, we designed some memes using our very loving pets and the most amazing show "shark tank..."
- Media Assets After understanding the Meme marketing, we were asked to work onto some media assets of the brand's...

I

CAMPAIGN



o8

Technology

5 brands · Grab, Haier, Noise, OnePlus, POCO





INFLUENCER MARKETING · INSTAGRAM · INDIA

Grab

THE BRIEF

Grab is Southeast Asia's leading superapp.

WHAT WE DID / RESULTS

- It provides everyday services like Deliveries, Mobility, Financial Services, and More.
- Aligning with the brand's goal we strategized the campaign targeting the audience who frequently travels.

8

CREATORS

I

CAMPAIGN

CREATIVE SERVICES · DESIGN · INDIA

Haier

THE BRIEF

Other services offered : 2D and Video production Appointed a team of experts in their respective fields.

WHAT WE DID / RESULTS

- Designed some cool and attractive assets for the promotion, highlighting - products features & benefits.
- Combination of info-graphics and 2d designed assets along with pictures lead to the completion of this amazing campaign.
- Reach out to mass audiences in the most organic format.

25+

VIDEOS

I

CAMPAIGN

Haier



CREATIVE SERVICES · DESIGN · INDIA

Noise

THE BRIEF

one Page Case Studies.

I

CAMPAIGN

CREATIVE SERVICES · DESIGN · INDIA

OnePlus

THE BRIEF

Total likes Platforms No of Artist Month Strategy : Roped in 8 Premium Artists & Won the ET Influencer Marketing Award for excellence in One Plus campaign.

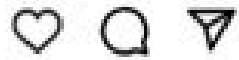
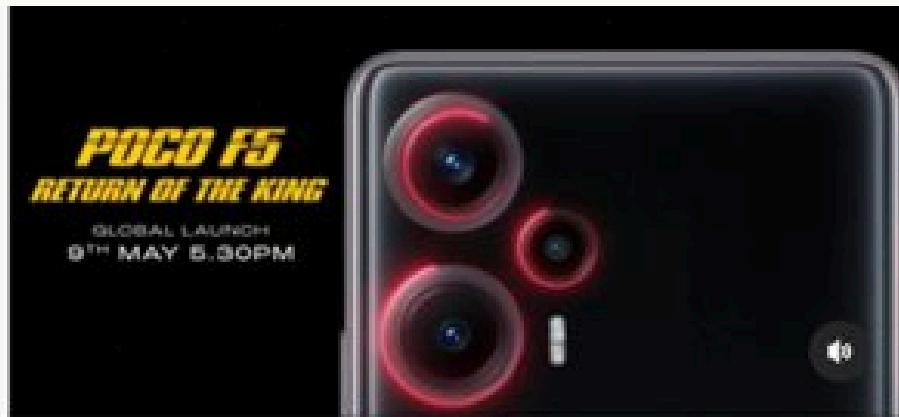
WHAT WE DID / RESULTS

- Create conversations among the target audience.
- To attract the art lovers of the world & stand out.
- Identified top 8 Indian artist and illustrators.

I

CAMPAIGN





3,356 likes

indiapoco Imposters will fall, the F'in King will rule them all



...

more

View all 81 comments

ayush_kushwaha09 🌟👍

ayush_kushwaha09 💖🌟

APRIL 26



CREATIVE SERVICES · DESIGN · INDIA

POCO

THE BRIEF

Other services offered : 2D and 3D motion graphics Appointed a team of experts in their respective fields.

WHAT WE DID / RESULTS

- Designed some cool and attractive assets for the promotion, highlighting - products features & benefits.
- Combination of info-graphics and 2d designed assets along with pictures lead to the completion of this amazing campaign.
- Reach out to mass audiences in the most organic format.

I

CAMPAIGN



Now up

INFLUENCER MARKETING · INSTAGRAM · INDIA

Apollo

THE BRIEF

This initiative aimed to encourage people to explore Apollo's new healthcare plan strongly urging viewers to prioritize well-being, endorsing Apollo's tailored healthcare plans.

WHAT WE DID / RESULTS

- #WorldHealthDay We launched a campaign to introduce Apollo Healthcare's Personalized Plan through influential figures...
- They emphasized the importance of wellness, empowering individuals to take control of their health under the theme...
- #WorldHealthDay We curated a strategic collaboration between Apollo and three influencers.

30
VIDEOS

7
CREATORS

1
CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · INDIA

Apollo 24|7

THE BRIEF

Our goal was to increase engagement with the Apollo App, achieving successful results in promoting its features and benefits.

WHAT WE DID / RESULTS

- The campaign was executed with Mom, Travel, Fitness, and Lifestyle creators to reach a wider audience.

24

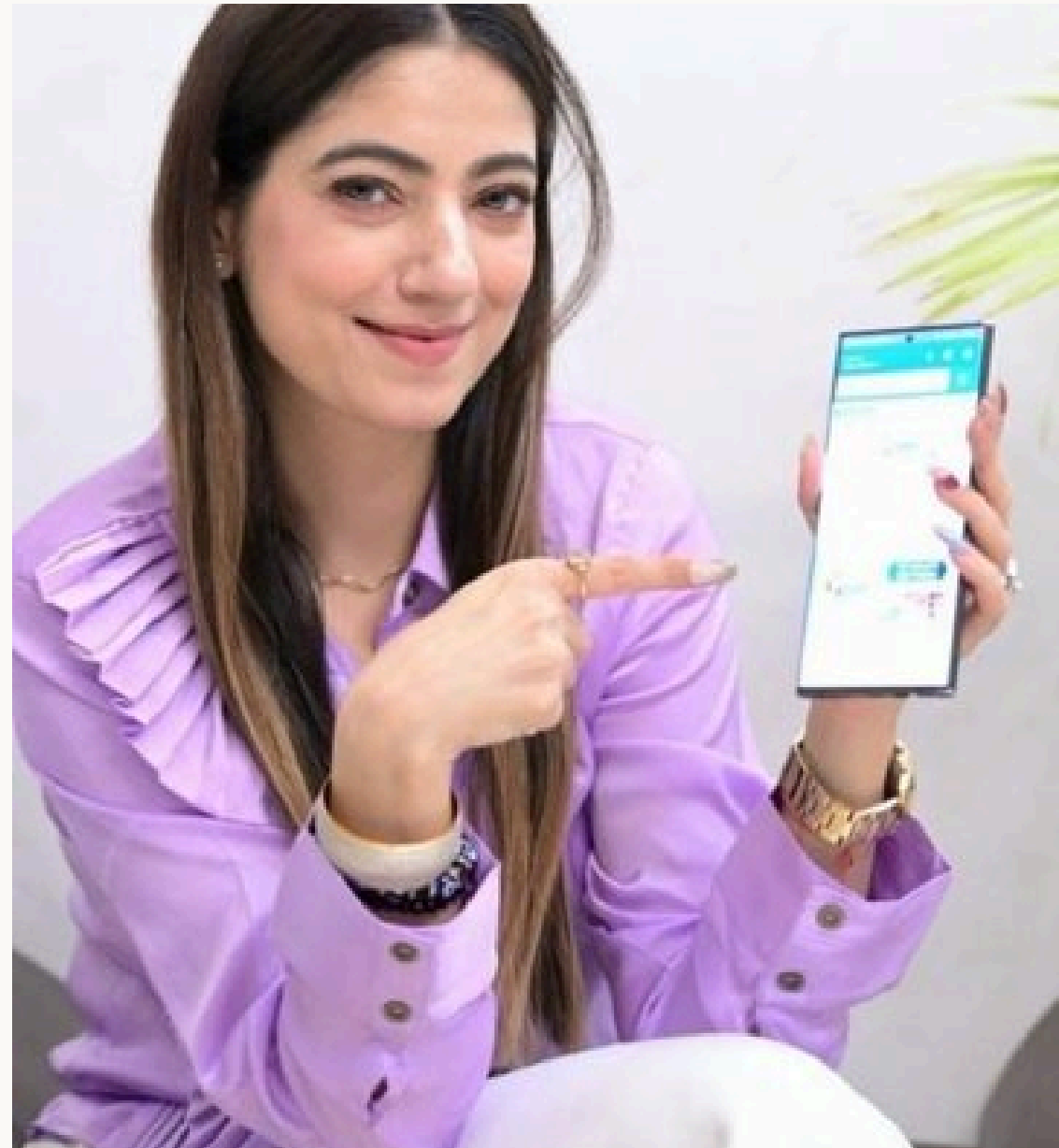
VIDEOS

+9%

ENGAGEMENT

7

CREATORS



Redcliffe

INFLUENCER MARKETING · INSTAGRAM · INDIA

Redcliffe

THE BRIEF

Diwali campaign. Youtube and instagram.

WHAT WE DID / RESULTS

- Youtube and instagram

I

CAMPAIGN

UGC PRODUCTION · PAID SOCIAL · INDIA

WellBeing

THE BRIEF

We initiated a unique campaign promoting Well Being's diverse products, including : Hair Fall Control Melts Superfood Plant Protein Healthy Gut Melts, Daily Fiber Probiotic+Prebiotic Effervescent Tablets.

WHAT WE DID / RESULTS

- Well Being Nutrition's UGC Campaign Boosts Conversion by 11% Well Being Nutrition's UGC Campaign Boosts Conversion by...
- Curation We'll create a content strategy on content pillars identified through trend analysis for utility on multiple...
- To align with the brand's goals, we crafted videos highlighting product USPs.

+9%

ENGAGEMENT

7

CREATORS

1

CAMPAIGN



Festival Season



IO

Home

4 brands · Asian Paints, Godrej Interio, IKEA, WoodenStreet

INFLUENCER MARKETING · INSTAGRAM · INDIA

Asian Paints

THE BRIEF

To raise awareness, expand outreach and connect with larger audience. 7 creators from bollywood and sports industry. Mouni roy. Yuvraj Sing etc.

WHAT WE DID / RESULTS

- 7 creators from bollywood and sports industry
- Mouni roy. Yuvraj Sing etc

Asian Paints

7
CREATORS

I
CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · INDIA

Godrej Interio

THE BRIEF

#WelcomeToTheFamily We launched a concise yet impactful campaign in collaboration with influencers to boost brand visibility.

WHAT WE DID / RESULTS

- #WelcomeToTheFamily We conducted the campaign in collaboration with three mid-tier and mega influencers from the...
- Guided by us, these influencers visited stores and created videos featuring furniture in family settings, using...

5.2M+
VIEWS

3
CREATORS

1
CAMPAIGN





Home is where it all begins

TVC & FILM · CREATIVE SERVICES · FILM · INDIA

IKEA

THE BRIEF

IKEA, recognized as one of the leading online furniture retailers globally, identified a need to enhance its market share in the outdoor furniture segment, particularly targeting apartment dwellers in India.

WHAT WE DID / RESULTS

- 1) Target Audience: The campaign targeted urban apartment dwellers, particularly those with limited outdoor space who...
- 3) Visual and Emotional Appeal The commercial used visually appealing settings, showcasing the furniture's design and...

2

CAMPAIGNS

TVC & FILM · FILM · INDIA

WoodenStreet

THE BRIEF

WoodenStreet.com, an emerging online furniture retailer in India, sought to carve out a unique space in the highly competitive furniture market.

WHAT WE DID / RESULTS

- The narrative played on the concept of 'Jugaadpanti' humorously suggesting that while traditional methods may be...

I

CAMPAIGN

WoodenStreet



INFLUENCER MARKETING · INSTAGRAM · INDIA

GIVA

THE BRIEF

We aimed to reach audiences by showcasing the product's appearance and sentimental value #TiesOfLove We launched a Rakshabandhan awareness campaign to promote the new Rakhi by GIVA.

WHAT WE DID / RESULTS

- In a short span, we successfully produced over 8 videos featuring a wide range of content creators.
- #TiesOfLove We launched a Rakshabandhan awareness campaign to promote the new Rakhi by GIVA.
- #TiesOfLove To highlight sibling bonds during Raksha Bandhan, we crafted a narrative around gifting rakhis and...

8

VIDEOS

7

CREATORS

1

CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · INDIA

PC Jeweller

THE BRIEF

A campaign to showcase PC Jeweller's diamond collection through branded image and video content.

WHAT WE DID / RESULTS

- 5 creators over 2 months; 2.8M views achieved, per the campaign deck

5	2	2.8M
CREATORS	MONTHS	VIEWS



INFLUENCER MARKETING · INSTAGRAM · INDIA

Tanishq

THE BRIEF

#AlekhyaByTanishq: a Diwali campaign for the new Alekhya collection to enhance brand visibility, engagement and sales.

WHAT WE DID / RESULTS

- 6 posts delivered in 5 days; the campaign deck reports 9% engagement

6

POSTS

9%

ENGAGEMENT

5

DAYS

I2

Food & beverage

2 brands · Go Cheese, Tetley





TVC & FILM · FILM · INDIA

Go Cheese

THE BRIEF

Parag Milk Foods approached us to shoot a TVC for Go Cheese, the idea was to incorporate Go Cheese in every food segment that the Indian audience consumes daily.

WHAT WE DID / RESULTS

- Audience Analysis: Understanding the diverse Indian audience and their food preferences.
- Identifying the key target segments: homemakers, working professionals, and youth.
- Key Message: The TVC conveyed that Go Cheese is the perfect accompaniment for all types of food.

I

CAMPAIGN

TVC & FILM · FILM · INDIA

Tetley

THE BRIEF

The TVC focused on addressing the prevalent issue of body-type stigma and how Tetley can be a part of a solution.

WHAT WE DID / RESULTS

- Target Audience: Primary: Health-conscious individuals, aged 25-55, who are actively seeking a healthier lifestyle.
- Secondary: Young adults who are open to embracing a healthier lifestyle.
- Key Message: Diversity and Inclusivity: Everyone, regardless of their body type, can lead a healthy and active...

I

CAMPAIGN



INFLUENCER MARKETING · INSTAGRAM · INDIA

House of Hiranandani

THE BRIEF

We initiated an influencer marketing campaign to: Promote the message of sustainability during the festive season Raise awareness and responsible celebrations within the community.

WHAT WE DID / RESULTS

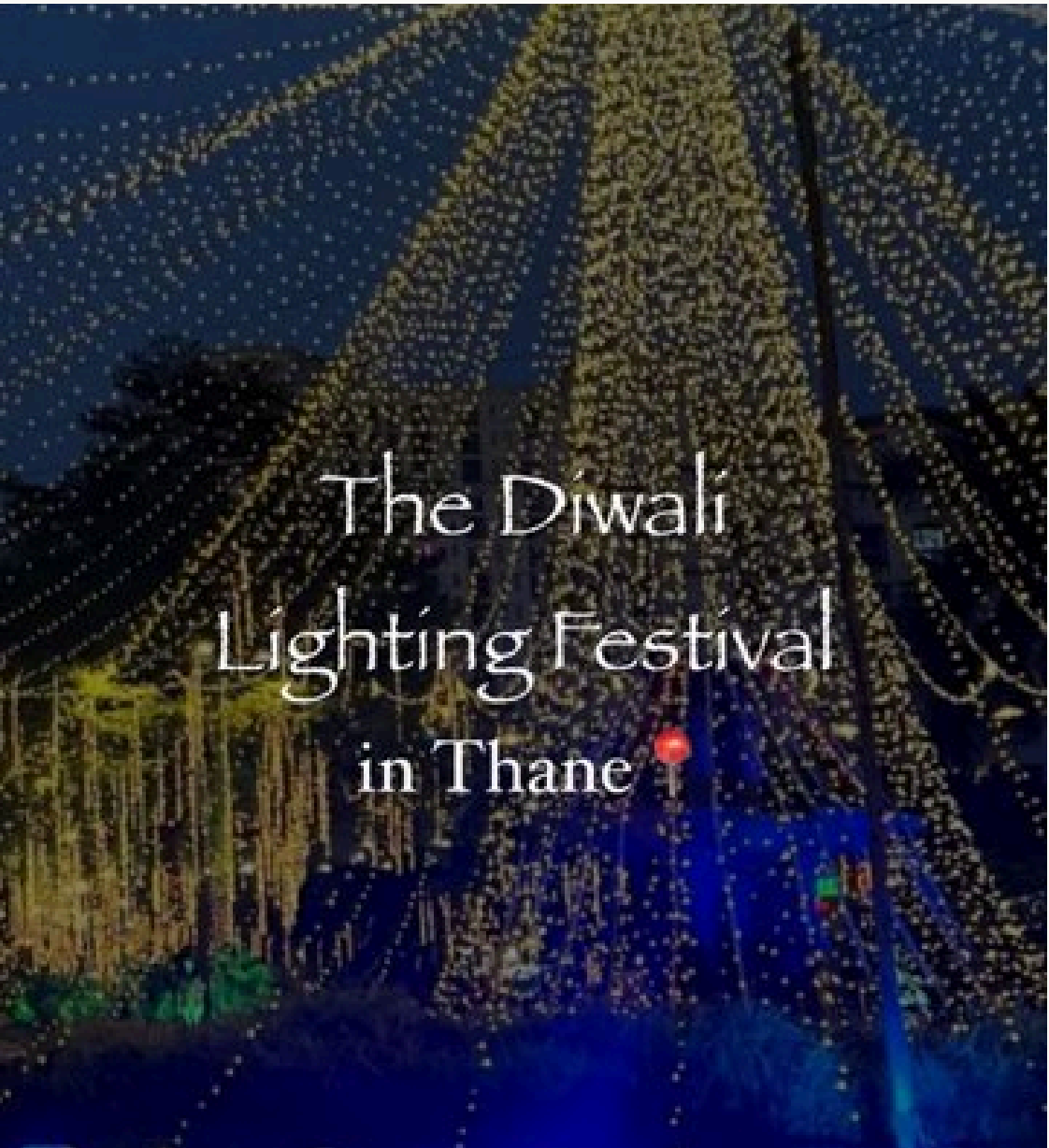
- They created videos highlighting various stalls, sharing their experiences, promoting sustainability, and encouraging...
- The campaign was implemented with Lifestyle, and travel influencers to reach a wider audience.

+9.1%

ENGAGEMENT

I

CAMPAIGN



The Diwali
Lighting Festival
in Thane

INFLUENCER MARKETING · INSTAGRAM · INDIA

Lodha

THE BRIEF

We gave them top-notch videos to enhance visibility, aiming to get more attention by creating interesting and varied visual content.

WHAT WE DID / RESULTS

- Additionally, we arranged shoots solely focused on showcasing the architectural features.
- Subsequently, our in-house team merged these videos to create a high-quality professional video.

+8.8% I

ENGAGEMENT

CAMPAIGN



I4

Publishing

2 brands · Linc Limited, Navneet





INFLUENCER MARKETING · INSTAGRAM · INDIA

Linc Limited

THE BRIEF

Linc Limited aimed to enhance awareness of the Pentonic pen.

WHAT WE DID / RESULTS

- Aligned with the brand's objective we strategized on creating videos that show how handwriting is linked to a person's...
- We guided creators to shoot themselves writing, and talking about what their handwriting says about their personalities.
- To reach a broader audience, we collaborated with influencers in lifestyle and fashion for the campaign.

+9.4%

ENGAGEMENT

2

CREATORS

2

CAMPAIGNS

INFLUENCER MARKETING · INSTAGRAM · INDIA

Navneet

THE BRIEF

We partnered with creators to produce engaging, user-generated content showcasing the used case scenarios.

WHAT WE DID / RESULTS

- Boosted Navneet's visibility via UGC, Video Production, and Meme Marketing
Boosted Navneet's visibility via UGC, Video...
- We aimed to engage the audience and enhance awareness.
- We strategized the campaign in line with the brand's objective of raising awareness about Navneet Book Publication.

1.2% I

CTR

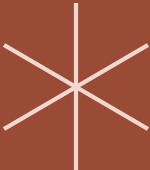
CAMPAIGN



15

Ed-tech

2 brands · Unacademy, Upgrad





INFLUENCER MARKETING · TVC & FILM · INSTAGRAM · INDIA

Unacademy

THE BRIEF

This was an offline event for which we did a pre-Buzz campaign online and also covered the campaign across social media platforms, majorly Instagram.

WHAT WE DID / RESULTS

- #UnacademyOne Unacademy introduced Unacademy One and hosted an event for it, where they invited prominent creators like...
- We initiated an influencer marketing campaign, to promote and raise awareness about the event and encourage the...
- #UnacademyOne The campaign was strategized targeting the audience who are currently students.

+9.1%
ENGAGEMENT

2
CAMPAIGNS

INFLUENCER MARKETING · TVC & FILM · INSTAGRAM · INDIA

Upgrad

THE BRIEF

A campaign for Upgrad to increase brand visibility and motivate people to enrol in its courses with engaging, informative content.

WHAT WE DID / RESULTS

- 10 videos delivered; the campaign deck reports a 3% click-through rate

10

VIDEOS

3%

CTR

2

CAMPAIGNS



I6

More work

14 brands · Bacardi, Benefit Cosmetics, Dominos, Eyewa, Get Cari, Google India and more





INFLUENCER MARKETING · INSTAGRAM · INDIA

Bacardi

THE BRIEF

We introduced an awareness campaign to : Create buzz around the event
Encourage individuals to register themselves for the event #DoWhatMoves Casa
Bacardi initiated a virtual CASA BACARDÍ festival.

WHAT WE DID / RESULTS

- We introduced #DoWhatMoves, showcasing enthusiasm, and guided influencers to create videos with lively music, featuring...
- In line with the brand's goals, we planned a campaign aimed at targeting the young audience.
- The brand provided us with short videos, images, and content, which we combined to create engaging and attractive...

1.4%

CTR

I

CAMPAIGN

INFLUENCER MARKETING · YOUTUBE · UAE

Benefit Cosmetics

THE BRIEF

Product launch. Awareness and brand visibility.

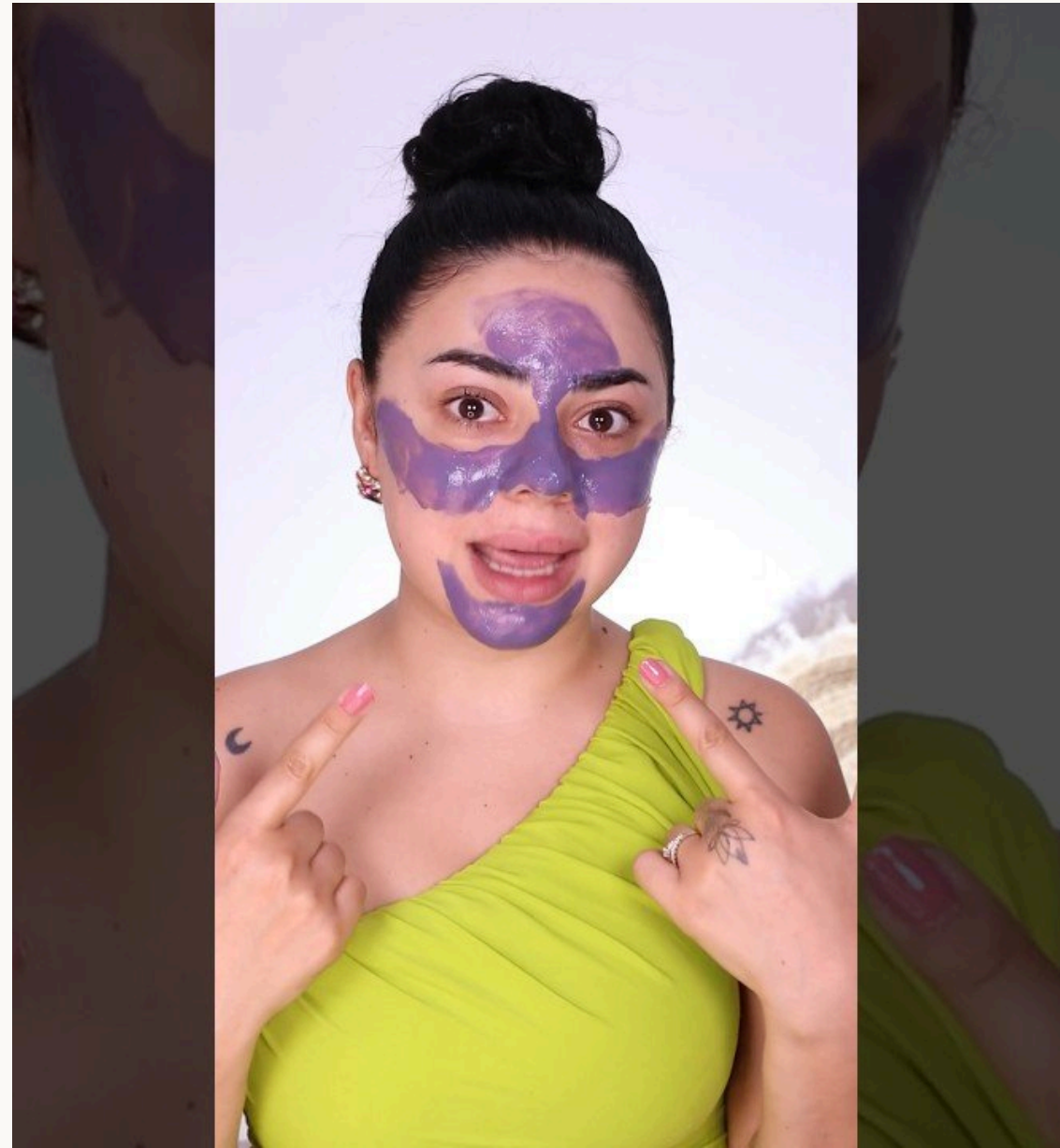
WHAT WE DID / RESULTS

- Aligning with the brand's objective we targeted an audience concerned about their skin and skin care routine.
- We strategized on creating short format YouTube shorts.

+8.6% I

ENGAGEMENT

CAMPAIGN





Introducing the #RedHotRange by Domino's

INFLUENCER MARKETING · INSTAGRAM · INDIA

Dominos

THE BRIEF

We launched a targeted campaign for Domino's, unveiling the #BauhatSpiceBauhatNice initiative to showcase their latest menu, the #RedHotRange.

WHAT WE DID / RESULTS

- Create Buzz for the new offerings among customers.
- Ultimately, aim to drive sales and brand loyalty through a memorable campaign experience.
- We executed the campaign with a dynamic approach.

I5

VIDEOS

II

CREATORS

I

CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · UAE

Eyewa

THE BRIEF

We launched a campaign for Eyewa, teaming up with fashion and lifestyle influencers.

WHAT WE DID / RESULTS

- They showcased different ways to style Eyewa glasses.
- Eyewa gave us special discount codes, and our task was to share these codes with the audience with the aim to drive...

3% I
CTR CAMPAIGN





INFLUENCER MARKETING · INSTAGRAM · UAE

Get Cari

THE BRIEF

We launched a promotional campaign for Get Cari, a food delivery app to: Drive Sales Increase traction to the app The brand provided discount codes, and our goal was to generate branded content and increase sales.

WHAT WE DID / RESULTS

- In line with the brand's objective, we planned to make content for people who love delicious food.
- The storyline highlighted its USPs, emphasizing the convenience of getting food with just one click.

+9.4%
ENGAGEMENT

5
CREATORS

1
CAMPAIGN

INFLUENCER MARKETING · YOUTUBE · INDIA

Google India

THE BRIEF

Promotional campaign. Content creation using the viral trends and topics. Focus on the virality.

WHAT WE DID / RESULTS

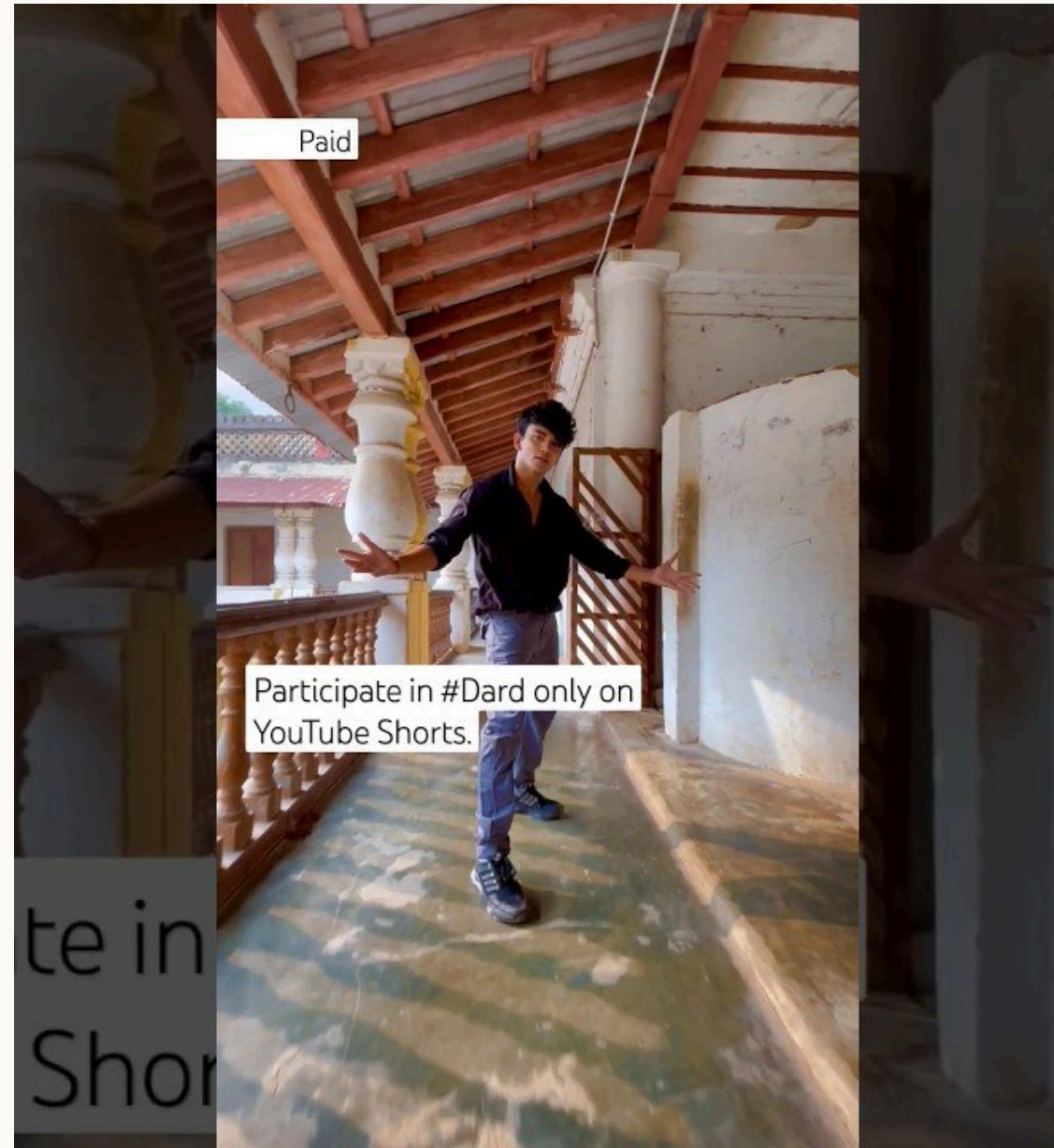
- We planned a campaign focused on the latest trends, showcasing and generating buzz around them.
- Weekly, 5-6 emerging trends were identified, and we enlisted 8-10 creators aligned with these trends.

IO

CREATORS

I

CAMPAIGN



INFLUENCER MARKETING · INSTAGRAM · UAE

Just Life

THE BRIEF

Enhance brand awareness. Drive sales.

+9.1%
ENGAGEMENT

2
CAMPAIGNS



INFLUENCER MARKETING · INSTAGRAM · INDIA

Kapiva

THE BRIEF

Youtube: Awareness. Shilajit's Gold. Short format and long format videos
Instagram: Awareness. Targeting fitness conscious audience.

WHAT WE DID / RESULTS

- Shilajit's Gold
- Short format and long format videos Instagram: Awareness
- Targeting fitness conscious audience

2

CAMPAIGNS





FOR A NUMBER OF REASONS.

INFLUENCER MARKETING · INSTAGRAM · INDIA

Muscle Blaze

THE BRIEF

We provided them with customized scripts and storylines, to add variation to the campaign featuring Biozyme whey protein.

WHAT WE DID / RESULTS

- In close collaboration with the MuscleBlaze team, we executed our Influencer Marketing service, implementing a...

+9.1%

ENGAGEMENT

6

CREATORS

1

CAMPAIGN

TVC & FILM · FILM · INDIA

OYO

THE BRIEF

OYO, a renowned hospitality service and budget hotel network in India sought to enhance its brand presence and market share.

WHAT WE DID / RESULTS

- 1) Target Audience Analysis: Our target audience was primarily young adults and professionals who often face...
- This demographic includes students, remote workers, and travelers who value quiet and peace for their work or study.
- By focusing on a student demographic, particularly those preparing for critical exams like board exams, the campaign...

I

CAMPAIGN



INFLUENCER MARKETING · INSTAGRAM · INDIA

Pacific Mall

THE BRIEF

Pacific Mall Tagore Garden launched its Spring Summer '23 collection. We ran a mall-visit campaign to raise awareness and boost sales.

WHAT WE DID / RESULTS

- 10 videos delivered; the campaign deck reports a 9% increase in engagement

10

VIDEOS

+9%

ENGAGEMENT

1

CAMPAIGN

CREATIVE SERVICES · DESIGN · INDIA

Shaadi

THE BRIEF

Platforms No of pages Week Strategy : How Shaadi.com reached 8M+ people with our creative meme strategy To help amplify the release of Anupam Ki Shaadi video.

WHAT WE DID / RESULTS

- Create a viral Meme Marketing campaign.
- Reach out to mass audiences in the most organic format.
- Create conversations among the target media.

I

CAMPAIGN

Shaadi



INFLUENCER MARKETING · INSTAGRAM · UAE

Titan Eye Plus

THE BRIEF

Launched a campaign to raise awareness for Bepanthen, aiming to: Enhance brand visibility Promote the brand effectively.

WHAT WE DID / RESULTS

- Intending to enhance brand visibility, we strategized on creating product usage videos.
- We partnered with Beauty and lifestyle macro-mid-tier influencers and provided them with customized scripts if needed.

7
CREATORS

1
CAMPAIGN

INFLUENCER MARKETING · INSTAGRAM · INDIA

Victoria's Secret

THE BRIEF

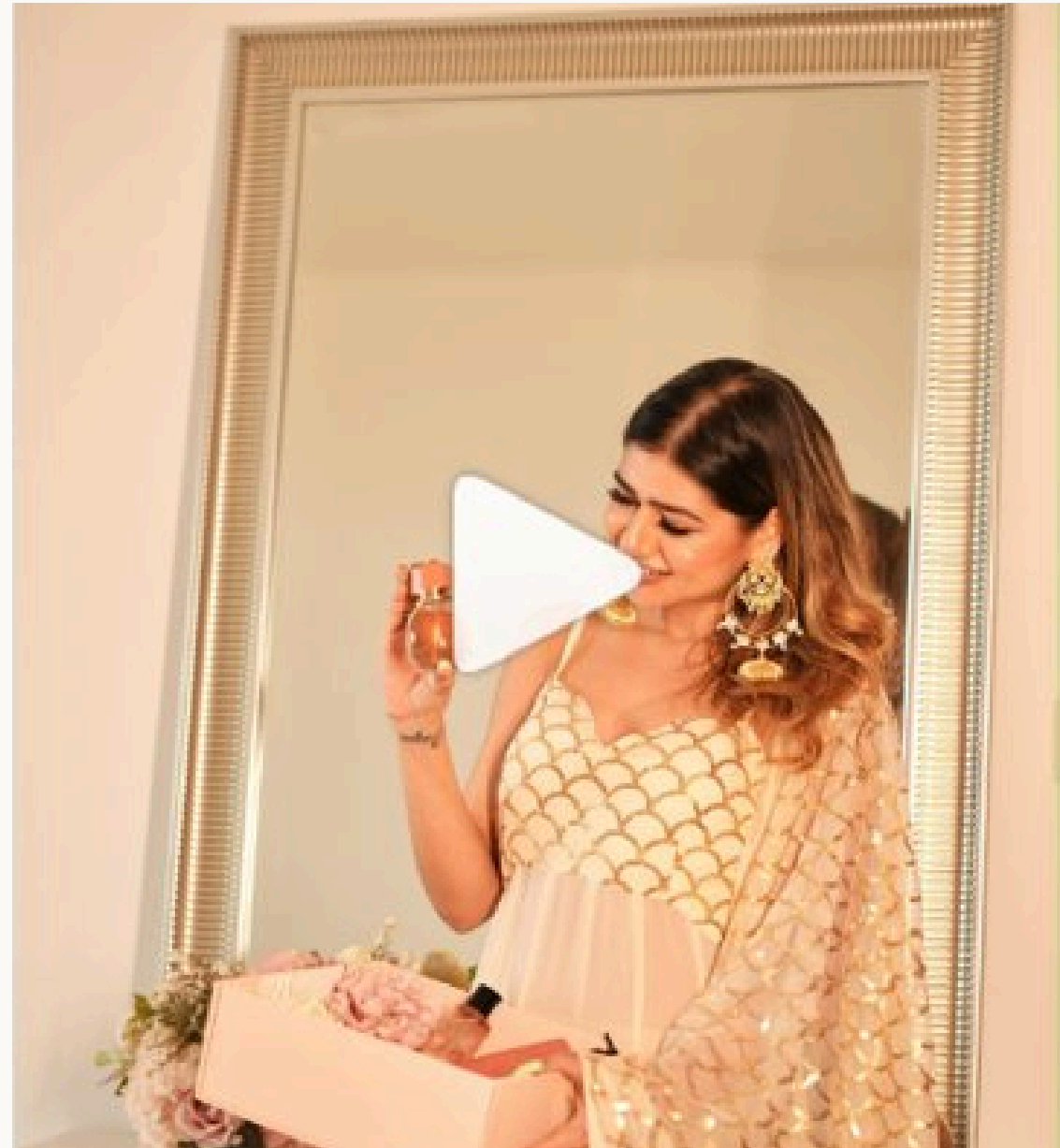
We strategized the campaign targeting young girls and women.

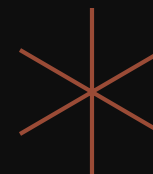
WHAT WE DID / RESULTS

- Victoria's Secret launched its newest product called the BARE Rose during Diwali.
- Our approach included guiding influencers to make elegant & versatile videos showcasing the range of Bare Rose and its...
- The brand aimed to collaborate with only two influencers.

I

CAMPAIGN





EMAIL

sales@dhiaandkin.com

WEBSITE

dhiaandkin.com

SOCIAL

[@dhi_and_kin_](#) · LinkedIn

STUDIO

Delhi NCR, India
Working across India, UAE