



webjholala
DIGITAL AGENCY

CASE STUDIES

NEWS &
ENTERTAINMENT
INDUSTRY

Sony Music India – 50 Million views Delivered



#SmileDekeDekho #AliaBhatt #RanbirKapoor

Smile Deke Dekho - Alia Bhatt, Ranbir Kapoor | Amit Trivedi, Sunidhi Chauhan, Nakash Aziz , Vayu

100,802,410 views • 18 Dec 2019

👍 223K 🗨️ 49K ➔ SHARE ≡ SAVE ...



Sony Music India ©
30M subscribers

SUBSCRIBE

Be the reason for someone's smile today, Smile Deke Dekho! 😊

Sony Music India – 7 Million views Delivered



Let's Crack It - Student Anthem | Naezy | Dub Sharma

9,398,388 views • 20 Dec 2019

14K 341 SHARE SAVE ...

Sony Music India 30M subscribers

To the ones who never say no, To the ones who push limits, To the ones who work day and night,
Let's keep pursuing dreams. Let's Crack It!

SUBSCRIBE

HT Media Ltd

BRIEF

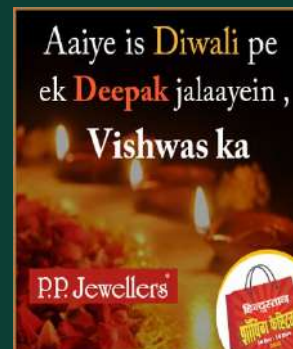
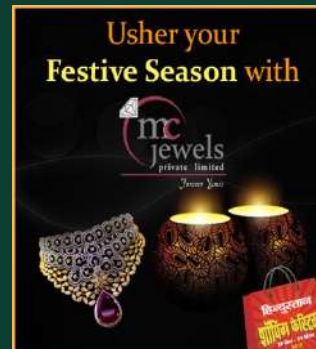
- Promote Shopping Festival to increase shopping.
 - Facebook and LinkedIn Ad Campaign to reach more than 10 Lakh people in Delhi /NCR.
 - Target Working Women with Age >22 yr in Delhi, Ghaziabad, Noida, Gurgaon.
 - Create Shopping environment around Hindustan FB Page.
 - Portal and App development to track campaign progress, Award Ceremony
- https://business.facebook.com/hindustandelhincr/?business_id=1730858100519589&ref=bookmarks

SOLUTION

- We located working women across Delhi and NCR and built social media audience to promote festival (7 Lakh working women profiles located across Facebook).
- Creative print media and social media banner design.
- Created Social Media posts to promote the campaign
- Created Blogs, and Website
- Interaction with partner showrooms to understand products and target customer segment. Target audience data collected from various social media portals.
- Targeted Social Media FB Ad Campaign to engage more than 5 Lakh working women and to drive them to the shopping festival.

RESULTS

- ✓ Female Reach -699275
- ✓ Impression- 1029293
- ✓ Duration – 30 days
- ✓ Footfall - 3325



Dainik Bhaskar

BRIEF

- The brand wanted to generate user traffic on Mobile App
<https://bitly.com/2MwtiCB+>

SOLUTION

- We distributed content on Twitter to drive a traffic of 69k clicks in 24 hours

RESULTS

- ✓ Click- 69000
- ✓ Duration – 24 hours
- ✓ Download- 8235



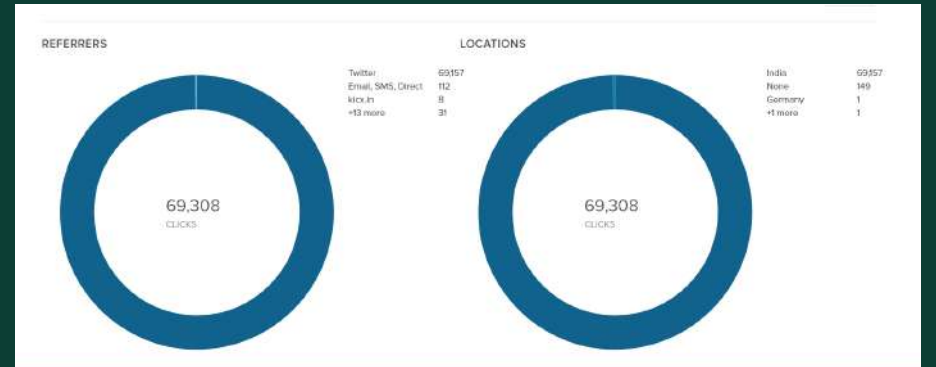
दैनिक भास्कर

अभी डाउनलोड करें दैनिक भास्कर प्लस एप और पाएं

₹ 700

के वाउचर्स

डाउनलोड करने के लिए मिस्ट कॉल दें 9190000098 पर



Batti Gul Meter Chaalu

BRIEF

- Video Post promoted on Instagram to gather 1.2 M Views in 24 hours

SOLUTION

- Content sharing on Whatsapp, Email, Facebook, Twitter to drive traffic on post

RESULTS

- ✓ Views – 1.2 M



Power Sportz

BRIEF

- The brand wanted to create awareness about the launch of their Sports News channel.

SOLUTION

- Content distribution on Twitter.
- Trending and drive huge traffic on Facebook page.

RESULTS

- ✓ Views- 650 K
- ✓ Twitter Trend – #2 on the particular day.
- ✓ Impression – 90M



#PowerSportz

BRIEF

- The brand wanted to generate YouTube views on their TVC at lowest cost.

SOLUTION

- We have generated 2.4 million views in 24 hrs.

RESULTS

- ✓ Total Posts : 6292
- ✓ Total Impression:94682734
- ✓ Total Reach:4189336
- ✓ Trend: National (2 hours)
- ✓ Total Users:458



High Rated Gabru Tour UK

BRIEF

- Image Post promoted on Instagram to gather 48K Likes in 24 hours

SOLUTION

- Content sharing on Whatsapp, Email, Facebook, Twitter to drive traffic on post

RESULTS

- ✓ Views – 48K likes



GCB

BRIEF

- To promote the GCB Event 2018 to bring audience interested in Movie Content Buying.

SOLUTION

- Identified TA across the globe and spread the event details to drive participation from Thailand, China, Malaysia, India.
- Aggressive Email, FB Group, FB Ads, PPC, SEO

RESULTS

- ✓ Reach – 2M
- ✓ Nomination - 350



MRS Empress

BRIEF

- Beauty Pageant wanted to connect with targeted female Audience

SOLUTION

- Targeted Ads to increase the female followers & engagement on their page

RESULTS

- ✓ 145K followers added.



#BANGGTOWN

BRIEF

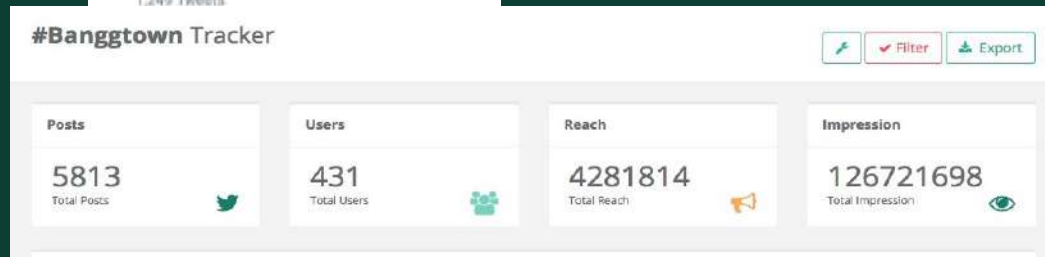
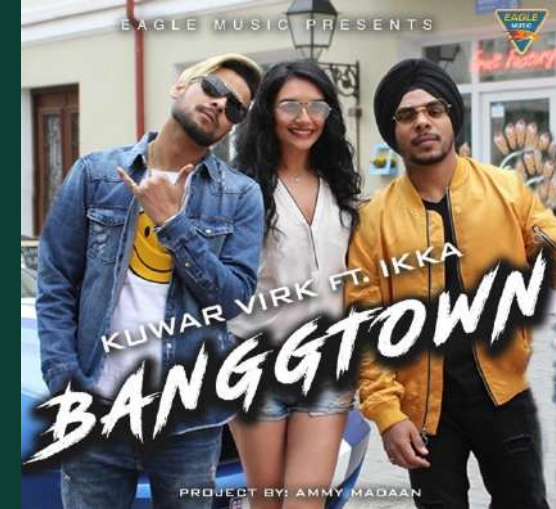
- The brand wanted to generate YouTube views, Twitter Trending, WhatsApp campaign, SEO on the Video

SOLUTION

- We have generated 10 million views in 72 hrs.
- 431 user engaged to Trend at #1 spot across India

RESULTS

- ✓ Views – 10 Million+
- ✓ YT Impressions – 6 Million+
- ✓ Twitter Impressions : 120 M



Case Study 3- Viral Promotion

BANGGTOWN | Kuwar Virk Ft. Ikka | Latest Punjabi Songs 2018 | Eagle Music

12,592,609 views

Eagle Music • Uploaded Jan 17, 2018

Song Name: Banggtown
 Singers: Kuwar Virk, S Ikka
 Music By: Kuwar Virk

SHOW MORE

ANALYTICS EDIT VIDEO

Eagle Music • **BANGGTOWN | Kuwar Virk Ft. Ikka | Latest Punjabi Songs 2018 | Eagle Music**

Created Jan 16, 2018 • Published Jan 17, 2018 • Duration: 4:25 • Privacy setting: Public

Lifetime (Jun 16, 2018 – Sep 3, 2018)

Watch time Minutes	Average view duration Minutes				
25,705,539	2:02				
Views	Your estimated revenue				
12,547,138	\$2,261.51				
Likes 142,469	Dislikes 5,893	Comments 4,445	Shares 191,727	Videos in playlists 21,579	Subscribers 64,477
Top geographies Watch time	Gender Views				
<ul style="list-style-type: none"> India (72%) Pakistan (1.8%) Vietnam (2.1%) Turkey (1.9%) 	<ul style="list-style-type: none"> Male (92%) Female (7.7%) 				

#JioHaqSe

BRIEF

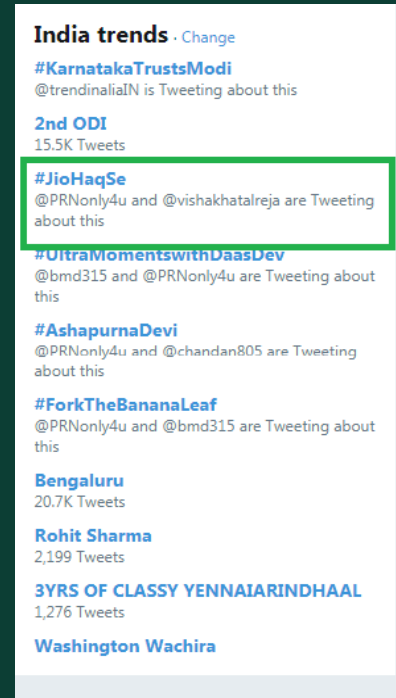
- The brand wanted to generate YouTube views on their TVC

SOLUTION

- We have generated 2.4 million views in 24 hrs.

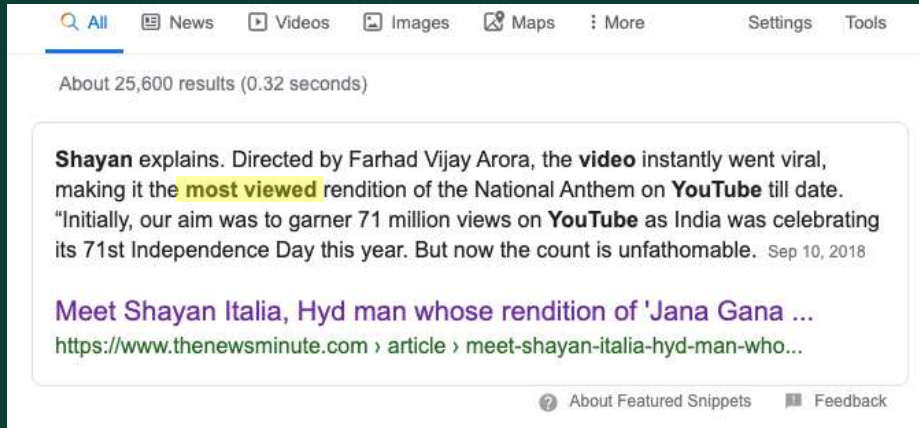
RESULTS

- ✓ Total Tweets: 10,083
- ✓ Unique Contributors: 2,787
- ✓ Total Impression: 38,831,818
- ✓ Total Reach: 10,460,329
- ✓ Trend: National (4 hours)
- ✓ URL Hits: 2,152

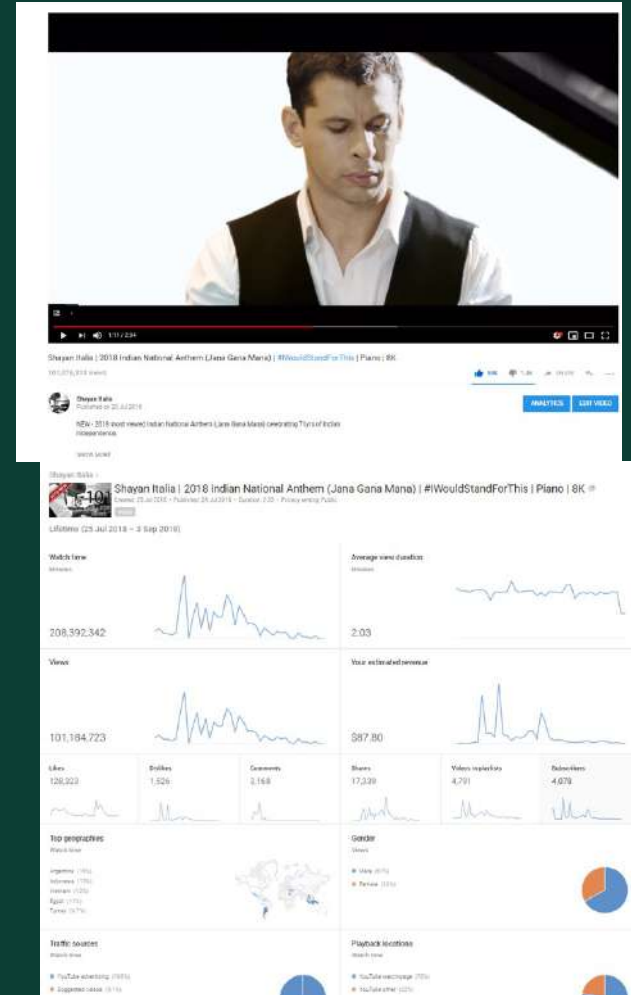


#IWouldStandForThis

YouTube most watch video in Aug 2018



Search results for "#IWouldStandForThis". The top result is a snippet from the News Minute website. The snippet text reads: "Shayan explains. Directed by Farhad Vijay Arora, the video instantly went viral, making it the most viewed rendition of the National Anthem on YouTube till date. 'Initially, our aim was to garner 71 million views on YouTube as India was celebrating its 71st Independence Day this year. But now the count is unfathomable.' Sep 10, 2018". Below the snippet is a link to the article: "Meet Shayan Italia, Hyd man whose rendition of 'Jana Gana ... https://www.thenewsminute.com > article > meet-shayan-italia-hyd-man-who...". At the bottom of the snippet area are links for "About Featured Snippets" and "Feedback".



The image shows a YouTube video player and its analytics dashboard. The video player at the top shows a man in a white shirt and black vest, identified as Shayan Italia, performing the National Anthem. Below the player, the video title is "Shayan Italia | 2018 Indian National Anthem (Jana Gana Mana) | #IWouldStandForThis | Piano | 8K". The video has 208,392,342 views and was published on 20 Jul 2018. The analytics dashboard below provides a detailed breakdown of the video's performance:

- Watch time:** 208,392,342 minutes
- Average view duration:** 2:03
- Views:** 101,184,723
- Estimated revenue:** \$87.80
- Engagement:** 126,923 Likes, 1,526 Dislikes, 2,168 Comments, 17,339 Shares, 4,791 Video responses, and 4,078 Subscribers.
- Top geographies:** A world map showing the highest view counts from India (17%), Maharashtra (7%), Gujarat (5%), Karnataka (4%), and Tamil Nadu (3%).
- Gender:** A pie chart showing 40% male and 60% female viewers.
- Traffic sources:** A pie chart showing 78% from YouTube advertising, 17% from YouTube search, and 5% from YouTube other.
- Playback locations:** A pie chart showing 78% from YouTube advertising, 17% from YouTube search, and 5% from YouTube other.

BRIEF

- The artist wanted to generate youtube views , Twitter Trending, WhatsApp campaign, SEO on the Video


SOLUTION

- We have generated 100 million views.
- 490 users engaged to Trend at #1 spot across India

RESULTS

- ✓ YT Impressions – 6 Million+
- ✓ Twitter Impressions – 120 M

Case Study 4- Massive Viral Promotion & PR- 100M Views in 30 days



Shayan Italia | 2018 Indian National Anthem (Jana Gana Mana) | #IWouldStandForThis | Piano | 8K

101,076,313 views

58K likes, 1.4K comments, 519 shares

Shayan Italia
Published on 29 Jul 2018

NEW - 2018 most viewed Indian National Anthem (Jana Gana Mana) celebrating 71yrs of India's Independence.

SHOW MORE

ANALYTICS EDIT VIDEO

Shayan Italia | 2018 Indian National Anthem (Jana Gana Mana) | #IWouldStandForThis | Piano | 8K

Created: 29 Jul 2018 | Published: 29 Jul 2018 | Duration: 2:35 | Privacy setting: Public

Lifetime (25 Jul 2018 - 3 Sep 2018)

Watch time Minutes	208,392,342	Average view duration Minutes	2:03								
Views	101,184,723	Your estimated revenue	\$87.80								
Likes	128,923	Dislikes	1,526	Comments	3,168	Shares	17,939	Videos in playlist	4,791	Subscribers	4,078
Top geographies Watch time	Algeria (15%) Indonesia (15%) Vietnam (13%) Brazz (11%) Turkey (8.7%)	Gender Views	Male (87%) Female (13%)								
Traffic sources Watch time	YouTube shaying (100%) Suggested videos (0.7%)	Playback locations Watch time	YouTube watchpage (76%) YouTube vlnr (23%)								

Case Study 4- Massive Viral Promotion & PR

GOOGLE shayan italia

About 1,98,000 results (0.57 seconds)

Shayan Italia - Wikipedia
https://en.wikipedia.org/wiki/Shayan_Italia
Shayan Italia is a critically acclaimed international multi-award-winning pianist, songwriter and entrepreneur. He came into the limelight by becoming the first ...
Early life and education · Music career · Shayan360

Videos

- Shayan Italia | 2018 Indian National Anthem (Jana Gana Mana ...
Shayan Italia
YouTube - Jul 29, 2018
- Jana Gana Mana: Shayan Italia's #IWOULDSTANDFORTI anthem will give you goosebumps
Times of India - Aug 7, 2018
- Shayan Italia | 2018 Indian National Anthem (Jana Gana Mana) |
Inn world
YouTube - Aug 16, 2018

Shayan Italia | Indian National Anthem | Pianist & Songwriter ...
<https://www.shayanitalia.com/>
Jul 29, 2018 - Shayan Italia plays the Indian National Anthem on the grandest instrument in the world - the piano, as a tribute to his mother and the ...

Shayan Italia's tribute to his mother #iwouldstandforthis with National ...
<https://m.dailyhunt.in/shayan-italia-tribute-to-his-mother-i-would-stand-for-this-with-national-anthem>
Aug 4, 2018 - Shayan Italia, who is an Indian-born pianist created a sensation by paying a tribute to his mother. He ain't given a normal tribute. He has given ...

This Rendition Of 'Jana Gana Mana' By Pianist Shayan Italia Becomes ...
https://www.outlookindia.com/webstory/1-day-special-This..._d1314512
Aug 5, 2018 - Created by Mumbai-based pianist Shayan Italia and directed by Farhad Vajay Aora, the ...

GOOGLE shayan italia

All **News** Videos Maps Images More Settings Tools

About 873 results (0.31 seconds)

- Secunderabad boy Shayan Italia wins over the Internet with his ...**
Times of India - 15-Aug-2018
Pianist **Shayan Italia's** piano rendition of the Indian National Anthem has gone viral, and how! In just two weeks since it went up, ...
Podcast: Independence Day Special with Shayan Italia
The Hindu BusinessLine - 15-Aug-2018
[View all](#)
- Shayan Italia's 'Jana Gana Mana': A rhythmic rendition**
The Hindu - 08-Aug-2018
When Jana Gana Mana by **Shayan Italia** went live on YouTube on July 29, he wanted to do more than start a movement — he wanted to point! ...
- Shayan Italia's Jana Gana Mana smashes national anthem records**
The Statesman - 13-Aug-2018
Uploaded on July 29, 2018, the Jana Gana Mana video of **Shayan Italia** has garnered more than 71 million YouTube views. Within 15 days of ...
Piano rendition of Jana Gana Mana becomes the most viewed ...
International - Daily Excelsior - 14-Aug-2018
[View all](#)
- Ode to the Motherland**
Deccan Chronicle - 06-Aug-2018
Shayan Italia, the Hyderabad-born pianist-songwriter and ... began, the man behind the composition, **Shayan Italia** says, "The video is my way ...
- Shayan Italia's Indian National Anthem rendition breaks records on ...**
Mumbai Live - 08-Aug-2018
The Indian National Anthem is trending on Social Media thanks to the mesmerising instrumental rendition by pianist **Shayan Italia** and the ...
- Here's Why '71 For 71 Challenge' Is Trending on Twitter**
The Quint - 11-Aug-2018
Artist **Shayan Italia** has thrown a challenge to the Internet, and netizens are totally up for it. In a tweet, **Shayan** challenged the Internet to make ...

Case Study 4- Massive Viral Promotion & PR

GOOGLE shayan italia

All News Videos Maps Images More Settings Tools

About 43,900 results (0.31 seconds)

- Shayan Italia | 2018 Indian National Anthem (Jana Gana Mana ...**
https://www.youtube.com/watch?v=YNpqyL3Z_6A
Jul 29, 2018 - Uploaded by Shayan Italia
NEW - 2018 most viewed Indian National Anthem (Jana Gana Mana) celebrating 71yrs of India's ...
- Shayan Italia' tribute to his mother #wouldstandforthis with National ...**
https://m.dailyhunt.in/_shayan+Italia+tribute+to+his+mother+would...
Aug 4, 2018 - Uploaded by Shayan Italia
Shayan Italia, who is an Indian-born pianist created a sensation by paying a tribute to his mother. He ain't ...
- This Rendition Of 'Jana Gana Mana' By Pianist Shayan Italia Becomes ...**
https://www.outlookindia.com/lebballe/story/it-day_/314512
Aug 5, 2018 - Uploaded by Shayan Italia
Created by Mumbai-based pianist Shayan Italia and directed by Farhad Vijay Arora, the video was uploaded ...
- Jana Gana Mana: Shayan Italia's #IWOULDSTANDFORTHIS anthem ...**
https://timesofindia.indiatimes.com/_shayan-italias_/65304424.cms
Aug 7, 2018
Jana Gana Mana: Shayan Italia's #IWOULDSTANDFORTHIS anthem will give you goosebumps. A ...
- Shayan Italia - The Hindu**
<https://www.thehindu.com/Entertainment/Music>
Aug 14, 2018 - Uploaded by Shayan Italia
Get Updates From The World Of Music With News About Indian, Carnatic, Classical Music & Latest Music. ...
- Pianist Shayan Italia throws a challenge, showcases his rendition of ...**
<https://www.youtube.com/watch?v=t4CUD75dsE>
Aug 13, 2018 - Uploaded by NewsX
Ahead of India's 71st Independence Day celebrations, Pianist Shayan Italia has thrown a challenge to the ...
- Shayan Italia | 2018 Indian National Anthem (Jana Gana Mana ...**
<https://www.youtube.com/watch?v=e8tATAY-ww>
Aug 16, 2018 - Uploaded by fun world

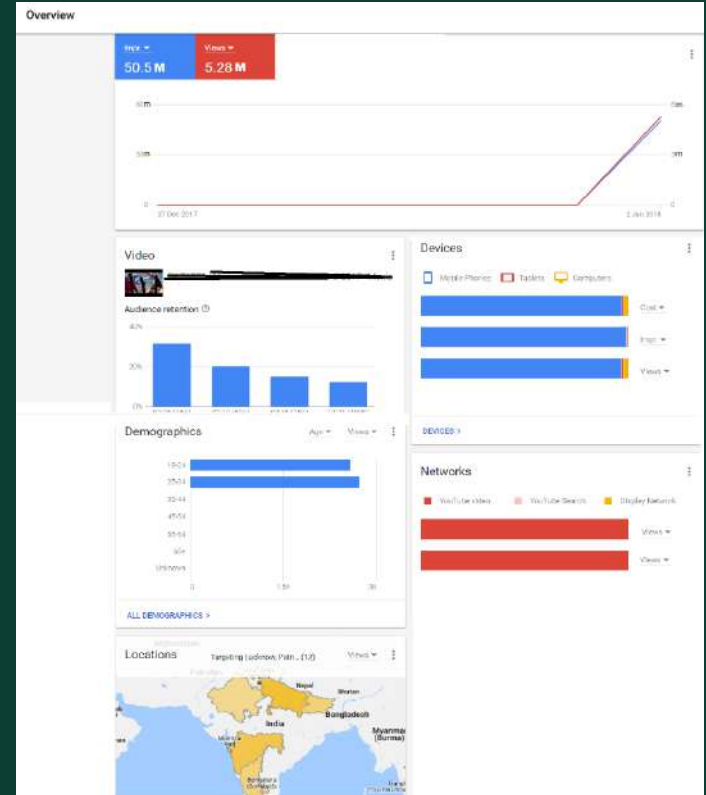
GOOGLE shayan italia

All News Videos Maps Images More Settings Tools

gana mana jana gana

This screenshot displays a grid of image search results for 'shayan italia'. The images are arranged in a grid and include various photos of the pianist, including portraits, performance shots, and promotional images. Some images feature text overlays such as '10th Anniversary', '2018 NEW', and 'Jana Gana Mana'. The search interface at the top shows the Google logo, the search term 'shayan italia', and navigation options like 'All', 'News', 'Videos', 'Maps', 'Images', 'More', 'Settings', and 'Tools'.

Punjabi movie Subedar Joginder Singh



Ae Dil Hai Mushkil Video – 5 Crore views delivered



Bulleya – Ae Dil Hai Mushkil | Karan Johar | Aishwarya, Ranbir, Anushka | Pritam | Amit Mishra



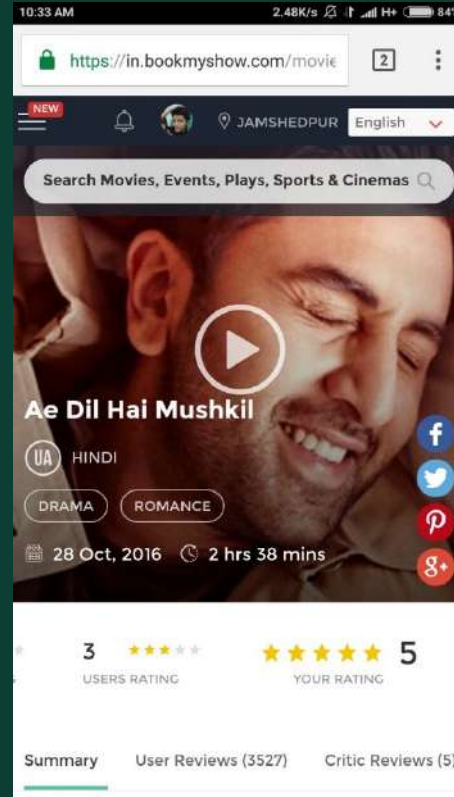
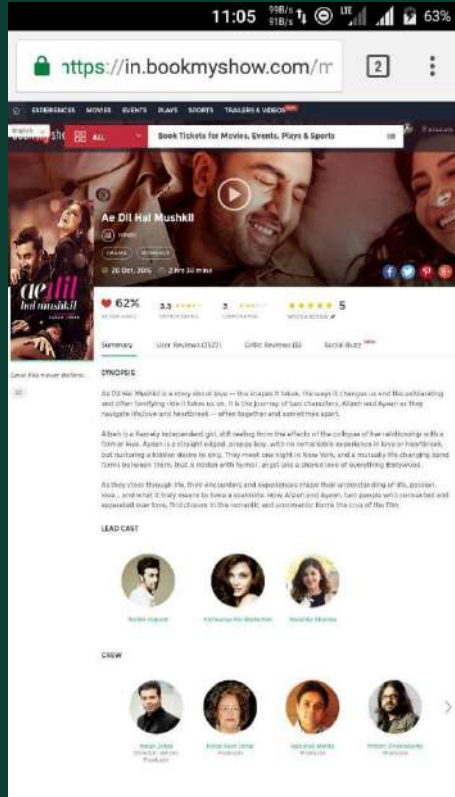
Sony Music India

Subscribe

6.5M

165,574,702 views

BookMyShow



LG Video Trending on YouTube



LG Astronaut Brand TVC Ad Film - 20 Years Anniversary & Mother's Day Story Video - Life Is Good 2017



LG India



49,114,389 views

GKFTI.com (T Series)

BRIEF

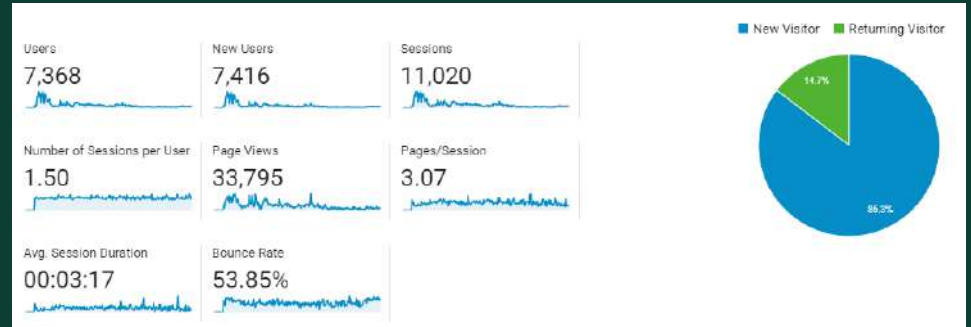
- Gulshan Kumar Film Institute needed admission leads for acting class from Delhi and North India

SOLUTION

- SEO, Google Ads., Remarketing, Cross Posting, content distribution

RESULTS

- ✓ Leads – 545 admission inquiry within 6 months
- ✓ Impressions – 300L +



Keyword Search	Google.co.in
film and television institute Diploma course in Delhi	4
film and television institute Of India Delhi	6

MEDICAL & PHARMA INDUSTRY

UAS Pharma

BRIEF

- An Australia based brand wanted to generate female user reach on their Facebook page

SOLUTION

- Carried out targeted budget campaigns to reach out to audience and get organic engagement.

RESULTS

- ✓ Reach – 1M
- ✓ Impressions & Engagement – 1.6 M
- ✓ Duration – 3 month



Dr Alphy

BRIEF

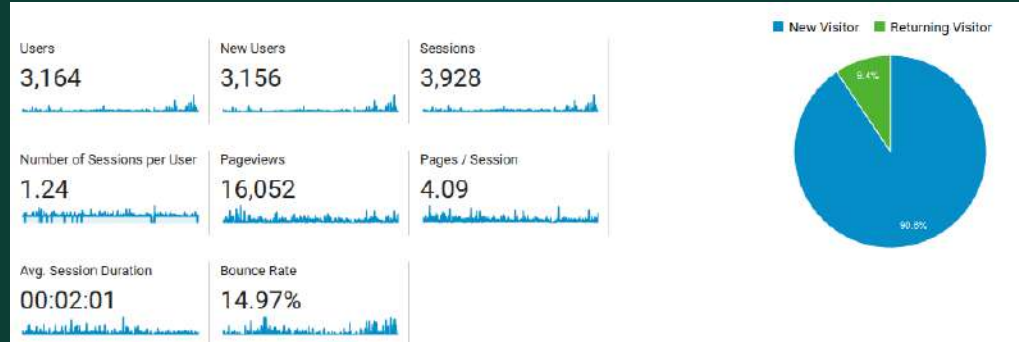
- Dr Alphy S. Puthiyidom a Specialist in Obstetrics and Gynaecology with special interest and expertise in Advanced Laparoscopic (“Keyhole”) Surgery, General Gynaecology, Infertility, Uro- gynecology and Laparoscopic Cancer Surgeries, wanted to get inbound business inquiries in Dubai.

SOLUTION

- SEO, PPC

RESULTS

- ✓ Leads – 145 leads
- ✓ Impressions – 300L +



Keyword Search	Google.ae	Keyword Search	Google.ae
Indian Gynecologist Dubai	4	Best Hysteroscopic Surgeon Dubai	1
Best Fibroid Surgeon Dubai	1	Keralite Gynecologist Dubai	2
Best Endometriosis Surgeon Dubai	7	Hysteroscopy Expert in Dubai	1
Fibroid Surgery Dubai	2	Indian Gynecologist Surgeon	1
Prolapse Surgery Dubai	5	Famous hysteroscopy expert in Dubai	2

Carevel Medical Systems Private Limited

BRIEF

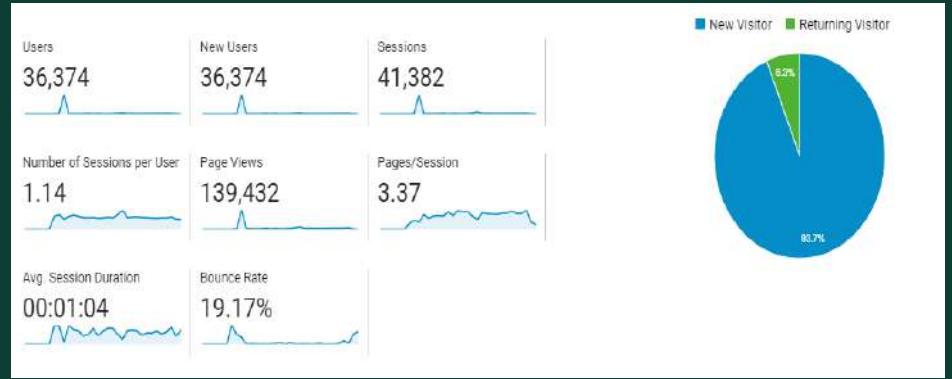
- Medical Equipment company wanted to create a sales funnel of new potential clients across Africa and Mauritius markets.

SOLUTION

- We connected Carevel with its Target audience to generate potential business inquiry through SEO, Facebook Advertising, Google Ads. Remarketing, Cross Posting and content distribution

RESULTS

- ✓ Leads – 48 export orders and 65 local orders within a year



Niche: Medical		Niche: Medical	
Keyword Search	Google.co.in	Keyword Search	Google.co.in
Hospital Furniture Export Company	1	Labour Table Price in India	7
Delivery Table Price	4	ICU Bed Price	6
Examination Trolley	9	Patient Transfer Trolley Manufacturers	6
Hospital Furniture Manufacturer in Delhi	9	ICU bed price India	9
Labour Table Price	6	Hospital Ward Equipment	8

Ultra Beauty(Dubai)

BRIEF

- The brand wanted to generate potential client list interested in to Tanning etc. across Dubai

SOLUTION

- Facebook marketing, SEO, PPC

RESULTS

- ✓ Leads – 29 leads
- ✓ Impressions – 300L

Desktop News Feed 1 of 4

Ultra Beauty Sponsored Like Page

Click Learn More to get Free Call from Skin Expert and to get 50% off your next treatment!

أزيلي عنك الشجاع كوني أنت

Ultra Beauty

Collagen Vitamin D Tanning

20 minutes with pure collagen technology in UltraBeauty centre, can take you back to your 20's.

Learn More

Name	Locale	Status	Created	Leads Count	Sharing	Leads
leadofm04july (Preview)	English (UK)	Active	Jul 6, 2017 at ...	3 (0 expired)	Open	Download
leadofm04june (Preview)	English (UK)	Active	Jun 4, 2017 at ...	10 (0 expired)	Open	Download
Lead gen form ultrabea... (Preview)	English (US)	Active	May 15, 2017 at ...	0 (0 expired)	Open	Download
Lead gen form ultrabea... (Preview)	English (US)	Active	Apr 16, 2017 at ...	0 (0 expired)	Open	Download
Untitled form 2017-04-16 (Preview)	English (US)	Active	Apr 16, 2017 at ...	0 (0 expired)	Open	Download

WeCare Medical Centre

BRIEF

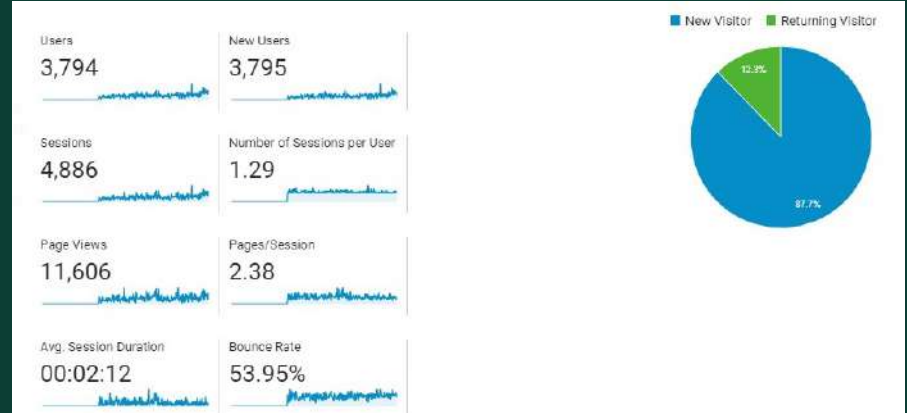
- WeCare medical centre wanted to increase their reach across Dubai for various medical services.

SOLUTION

- YouTube Marketing and advertisement

RESULTS

- ✓ Leads – 48 leads generated



Keyword Search	google.ae
General Practitioner Burdubai Karama	2
Piles treatment Dubai	3
Kidney stone treatments Dubai	1
Diabetes treatment Dubai	10
Child specialist in Karama Burdubai	1
Clinics in karama Burdubai	1
Dentist in karama Burdubai	5

RELIGIOUS INDUSTRY

ISKCON

BRIEF

- Iskcon wanted to establish their FB page to connect with its followers and increase user engagement on the page.
- They also wanted to convert the generic FB page into a monetized platform.

SOLUTION

- FB , WhatsApp, email content distribution along with FB ads promotion.

RESULTS

- ✓ 0.3 M followers added
- ✓ Website optimized for monetization

Page Notifications 99 Insights Publishing Tools Promotions Settings Help

ISKCON Desire Tree @IDesireTree

HARE KRISHNA TELEVISION
Watch 24X7

Search "Hare Krsna TV" on Smart TV / Box / Mobile
YouTube #101 TV #100 TV
Vodafone Play #100 TV #100 TV
House of God - Cruise TV
Vision Asia TV

IN CABLE #533	NEXT DIGITAL #919
HATHWAY #945	DIGI #519
7 STAR #384	WIN #600
ABS #521	UCN #616
INSPIRE DIGITAL #253	OTPL-KCERL #1573

HARE KRISHNA SANSAR
Daily 3pm & 8pm

TATA SKY #1051	DISH TV #1060
AIRTEL #674	VIDEOCON #451

For more information
8767 845 845

harekrsnalive.com | iskcondesiretree.com

305K likes +495 this week
Sharbesh Chandra and 14 other friends

Iskcondesiretree.com

BRIEF

- Client wanted to increase the reach of their brand, to user searching for Sri Krishan and Srimad bhagwad Gita search related topics and increase user base on Facebook and YouTube

SOLUTION

- Facebook marketing, SEO, PPC, YouTube marketing

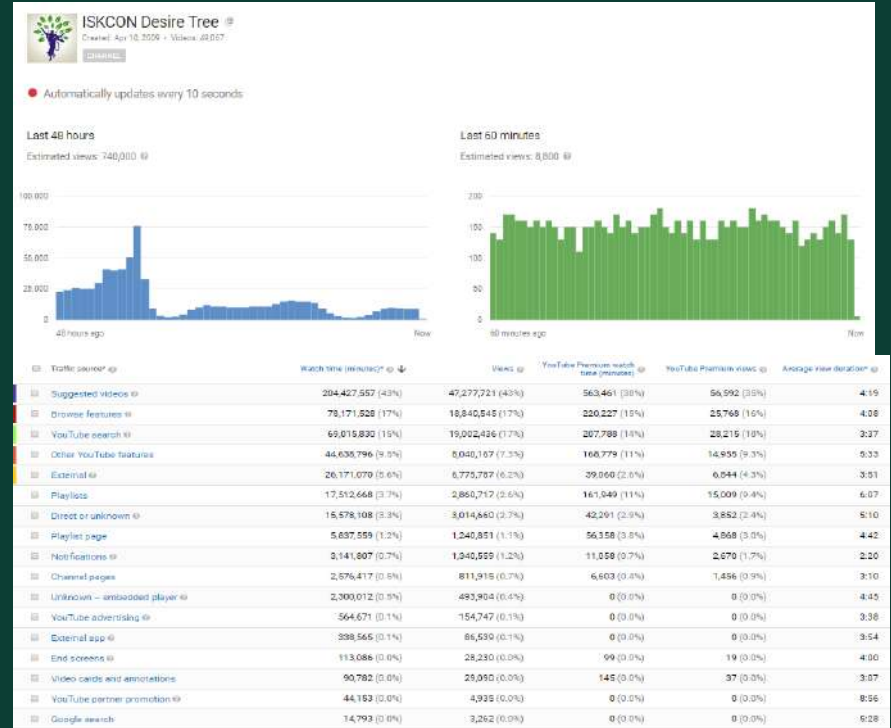
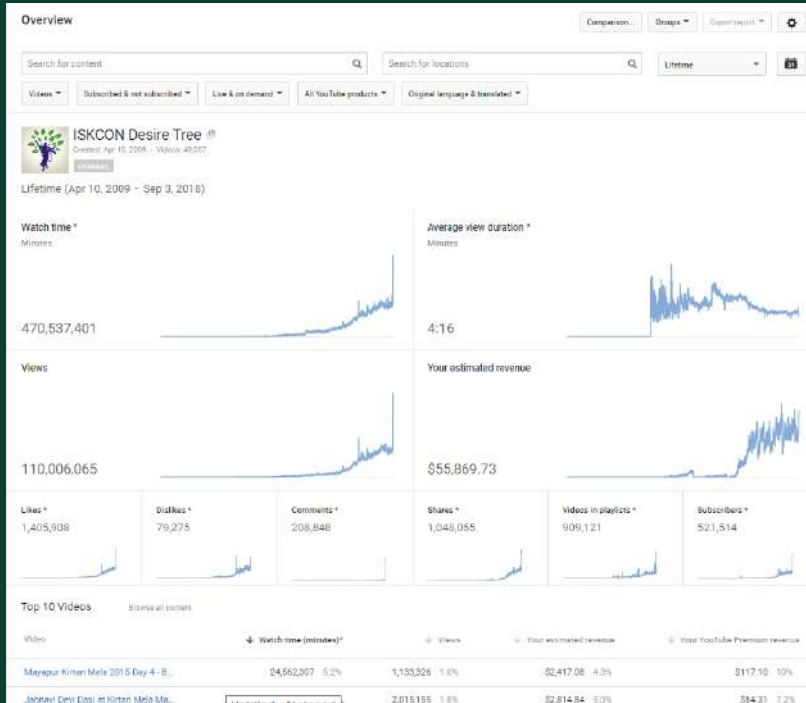
RESULTS

- ✓ More than Four lakh users in 6 months
- ✓ 50 keywords ranked on First page



Keywords	google.co.in
Hare Krishna Wallpapers	1
Hare Krishna Quotes	1
Hare Krishna Kids	1
isvara parama krishna	1
krishna flute name	1
prayer before reading bhagavad gita	1
mantra before reading bhagavad gita	1
lord krishna flute name	1

Case Study 1- ISKCON Channel Management



PunyaDarshan.com

BRIEF

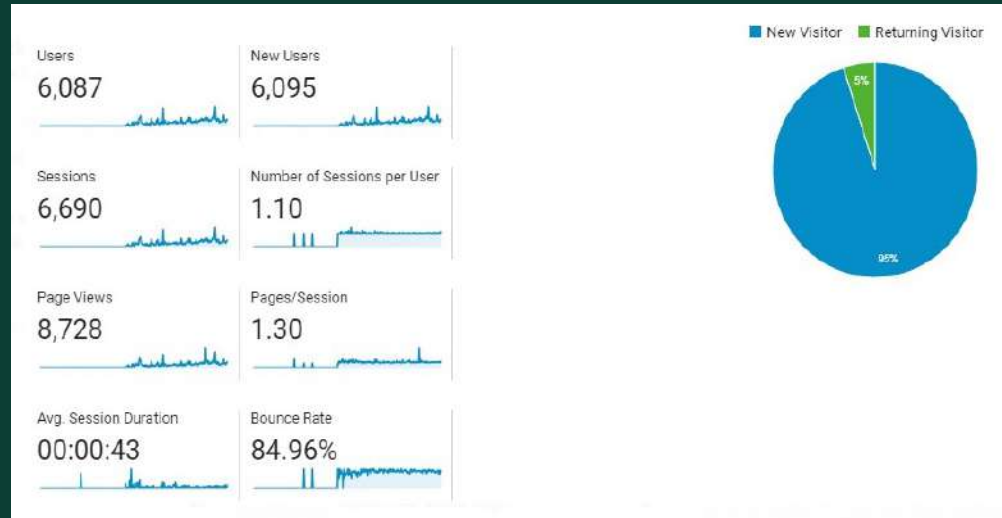
- Client want to increase reach to user searching for temple travel related topics

SOLUTION

- Facebook marketing, SEO, PPC

RESULTS

- ✓ 6000 users in 6 month.
- ✓ 30 keyword ranked on first page



Keyword	Google.co.in
chandi devi story in hindi	1
vaishno devi temple height	4
bamleshwari devi mandir	9
chandika devi mantra	4
mata durga story and images	5
jwala devi temple photos	8
maa mansa devi mp3 songs download	5
मनसा देवी मंदिर हरिद्वार का इतिहास	6
devi mahatmyam benefits and story	2
devi mahatmyam benefits	5
manasa devi moola mantra	5
maa manasa mantra	5
mansa devi mantra	8

REAL ESTATE INDUSTRY

Lodha Group

BRIEF

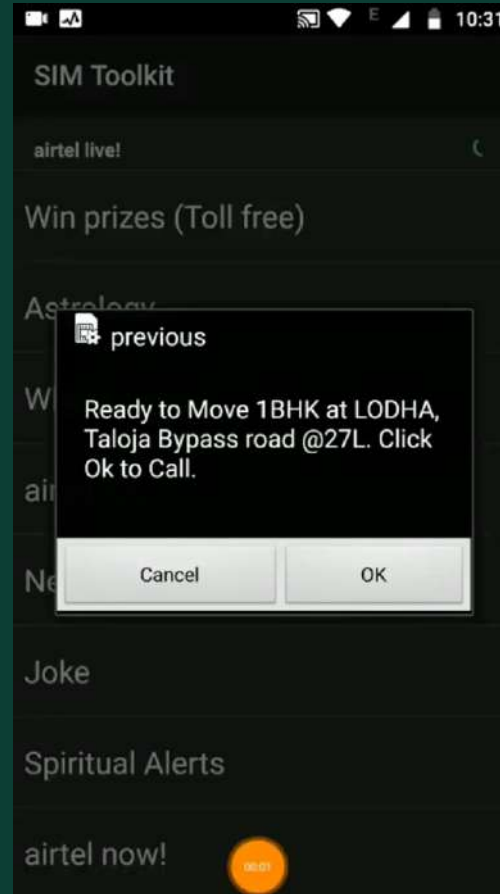
- Client wanted to reach out to maximum audience in Mumbai to promote their new project

SOLUTION

- SMS and Broadcast messaging

RESULTS

- ✓ 75 lac people in Mumbai reached.
- ✓ 3250 calls generated in 72 hours
- ✓ 71 website visits



Leela Residence Bangalore



Clubhouse Lounge Private Theatre OUTDOOR VIEW

BEDROOM Club's Room

Premium Luxury Residences
@4cr Onwards

THE LEELA
HOTEL AND RESIDENCES
BHARTIYA CITY BANGALORE

This section features a grid of five small images showcasing various amenities: a Clubhouse Lounge, a Private Theatre, an Outdoor View, a Bedroom, and a Club's Room. Below the grid, the text reads 'Premium Luxury Residences @4cr Onwards' and the Leela logo with 'THE LEELA HOTEL AND RESIDENCES BHARTIYA CITY BANGALORE'.

Luxury living has a new address

THE LEELA RESIDENCES BHARTIYA CITY BANGALORE

Luxury Residences Serviced By The Leela

Book Now

This section is a social media-style advertisement. It features a large image of a dining area with a table and chairs. The text reads 'Luxury living has a new address' and 'THE LEELA RESIDENCES BHARTIYA CITY BANGALORE'. Below the image, it says 'Luxury Residences Serviced By The Leela' and 'Book Now'.

Leela Residences Bhartiya City
Sponsored

Living at **#LeelaResidences** guarantees you luxury-living at its finest! We offer you the hospitality of The Leela with the convenience and community of Bhartiya City's homes.

Leela Residence - Bangalore

ABOUT THE CLIENT

Leela Residence is a Premium luxury residences in Bangalore.

CHALLENGES FACED

- Standing out as an "Premium Luxury residence" option in the crowded real estate market.
- Generate Quality of leads and conversions
- Reach audience interested in off plan and "under construction" properties.
- Increase in costs of digital media across other channels Build brand visibility outside of Bangalore

RESULTS

- Total of **120 Leads** Generated across platforms.
- Leads Generated for properties starting from **4 cr–5cr**
- Higher conversion rate compared to previous campaign
- Quality of Leads was significantly improved since multiple channels were involved
- Improved **Brand Perception** of Leela Across Multiple markets

TARGETED LOCATION

- Bangalore, Karnataka, Kerala, Chennai

OBJECTIVES OF THE CAMPAIGN

To generate brand awareness and leads from Bangalore, Karnataka, Kerala, Chennai for their real estate projects in Bangalore.

OUR APPROACH

- Target audience across premium inventory such as
- **India today, Hindustan times etc.**
- Reach out to the ideal audience using cutting edge **creatives and Data Analysis.**
- Running Ads across multiple platforms to target the **right audience.**
- Combined '**Programmatic Advertising**', **OTT platforms with Social Media Marketing** (Facebook/Instagram) to generate a qualified pipeline of leads

CHANNELS USED

- **Programmatic Advertising**
- **OTT Platforms**
- **Facebook Instagram**

NIKOO Group
Bangalore



 **nikoo**

BUY A HOME GET A CITY

Be Future Ready With Nikoo Homes

Starting @ ₹47Lac* Only

The image shows a large, modern apartment complex with multiple towers and a central courtyard, set against a blue sky with light clouds.



 **nikoo**

A Home That's Built Around You.

Buy A Home. Get A City!

Starting @ ₹75Lac* Only

 **nikoo**

A Home That's Built Around You.

Buy A Home. Get A City!

Starting @ ₹75Lac* Only

It's a home! It's a city! [Learn More](#)

A futuristic home in a futuristic city

The left advertisement shows a futuristic, curved walkway with people walking, set against a blue sky with clouds. The right advertisement shows a modern, multi-story apartment building with a glass facade and a walkway leading to it.

NIKOO Group - Bangalore

ABOUT THE CLIENT

Nikoo Property is one of the affordable property in Bangalore, Bharatiya City.

CHALLENGES FACED

- Standing out as an "**HOME FOR EVERYONE**" option in the crowded real estate market.
- Generate Quality of leads and conversions
- Reach audience interested in "**CUSTOMIZABLE PROPERTIES**".
- Generating Leads/Enquiries among working class in Bangalore

RESULTS

- Total of **400+Leads** Generated across platforms.
- Leads Generated for properties starting form **40 Lakhs–1.5cr**
- Higher conversion rate & Visits to see property
- Quality of Leads was significantly improved since multiple channels were involved
- Reached to right audience and generate engagement

TARGETED LOCATION

Bangalore, Karnataka

OBJECTIVES OF THE CAMPAIGN

To generate brand awareness and **leads from Bangalore, Karnataka, Kerala, Chennai** for their real estate projects in Bangalore.

OUR APPROACH

- Reach out to the ideal audience using cutting edge creatives and Data Analysis.
- Running Ads across multiple platforms to target the right audience.
- Combined Google with Social Media Marketing (Facebook/Instagram)to generate a qualified pipeline of leads

CHANNELS USED

Facebook Instagram
Google

AL JADA RESIDENCE Dubai



Own a 1-bed apartment from
AED 599,000*
Pay 70% on completion

 Aljada

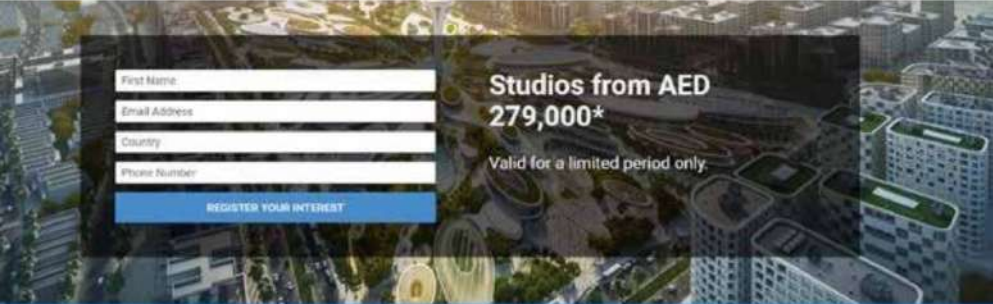
[Learn More](#)



تملك شقة بغرفة نوم واحدة
ابتداءً من 599,000 درهم*
ادفع 70% عند انتهاء البناء

 الحادة

[اعرف المزيد](#)



Studios from AED
279,000*
Valid for a limited period only.

First Name

Email Address

Country

Phone Number

[REGISTER YOUR INTEREST](#)

30%
during construction

Limited units!

70%
on completion

AL JADA Residence - Dubai

ABOUT THE CLIENT

Mudon Views is a set of affordable, stylish properties build by the developer 'Dubai Properties' in the 1 Million AED property range with exciting payment plans.

RESULTS

Promoted Mudon Views project across Social Media Channels (Facebook/Instagram)and premium publishers such as MSN Finance, Bloomberg etc

Generated 80+ leads through the premium publisher network within the first 3-4weeks

The developer& Broker team was easily able to close 2-3 leads within the first few weeks by conducting road shows in Riyadh and also by running a lead nurturing campaign for the extracted leads

CHANNELS USED

Search/Display Ads -Google SMS Broadcasts
Email Broadcasts

TARGETED COUNTRIES

UAE | KSA | Kuwait



PORT DE LA MER -MERAAS DUBAI

ABOUT THE CLIENT

Port De La Mer is one of a kind Mediterranean style island retreat community conceived by Meraas , one of the top developers in GCC.

RESULTS

- Ran Programmatic & Social Media Campaigns for Port De La Mer across UAE &KSA.
- Generated close to 120 Leads at a closing rate of 1.7%.
- Potential Leads were nurtured for Further Lead Generation Campaigns.
- PROPERTY PRICERANGE
- 1 -2 Million AED

CHANNELS USED

Programmatic Advertising Facebook
Instagram

TARGETED COUNTRIES

UAE , GCC & Europe



OMNIYAT –LANGHAM PLACE & OPUS RESIDENCES

ABOUT THECLIENT

Omniyat specialises in building high-class luxury residences for end users & investors across the globe. They specialize in ultra-modern futuristic homes and hotels that are the epitome of luxurious living.

RESULTS

- Ran Programmatic & Social Media Campaigns for OPUS , STERLING & LANGHAM PLACE across UAE , KSA ,UK &INDIA.
- Generated close to 320 Leads at a closing rate of 1.2%. Potential Leads were nurtured by Sales team

PROPERTY PRICE RANGE

OPUS Residences : Starting from 3.3 Million AED Sterling : Starting from 900,000AED

CHANNELS USED

Other Specific Channels Used to a smaller extend: SMS Broadcasts

TARGETED COUNTRIES

UAE , KSA , India , Pakistan ,UK

STERLING **OMNIYAT**
FULLY FURNISHED APARTMENTS
NEAR DUBAI MALL
FROM AED 975,000
[LEARN MORE](#)

6 YEAR PAYMENT PLAN **SHOW APARTMENT READY FOR VIEWING**

OMNIYAT
LUXURY APARTMENTS AT
DUBAI WATER CANAL
FROM AED 973,000*
[LEARN MORE](#)

OMNIYAT **THE OPUS**
FROM **AED 3.1 MN**
OFFICE SPACES
HOTEL SUITES
SERVICED RESIDENCES
[LEARN MORE](#)

VINTAGE REAL ESTATE –DAMAC & AZIZI PROJECT

ABOUT THE CLIENT

Vintage Real estate was one of top Damac & Azizi Brokers in UAE. We had partnered with Vintage for running ads for 2 of their top properties which are Damac Paramount and Azizi Riviera.

RESULTS

- Ran LinkedIn & Social Media Campaigns for DAMAC PARAMOUNT & AZIZI RIVIERA across SOUTH AFRICA & INDIA
- Generated close to 62 Leads over a period of one month for these 2 countries.
- Campaign was extended to Singapore too after one month for which 47 leads were generated.
- 4 properties were sold within 45 days of lead registration.

PROPERTY PRICE RANGE

OPUS Residences : Starting from 3.3 Million AED Sterling : Starting from 900,000AED

CHANNELS USED

Other Specific Channels Used to a smaller extend: Email Broadcasts

TARGETED COUNTRIES

UAE , KSA , India , Pakistan ,UK

The image displays two real estate advertisements. The top advertisement features a scenic view of the Damac Paramount towers reflected in the Dubai Canal. The text on the right side of this ad reads: "Breathtaking views of Dubai Canal", "Own a property in a prestigious neighbourhood", and a button labeled "AVAIL OFFER". The bottom advertisement shows a modern multi-story apartment building, the Azizi Riviera, situated near a waterfront. The text on the right side of this ad reads: "Invest on Luxury Waterfront Apartments in the heart of the Meydan community", "10% guaranteed ROI", and a button labeled "AVAIL OFFER". Both advertisements include the logos for Vintage Real Estate, Damac, and Azizi at the bottom.

OTHER
INDUSTRY

UdanKhatola (Usha Breco Ltd.)

BRIEF

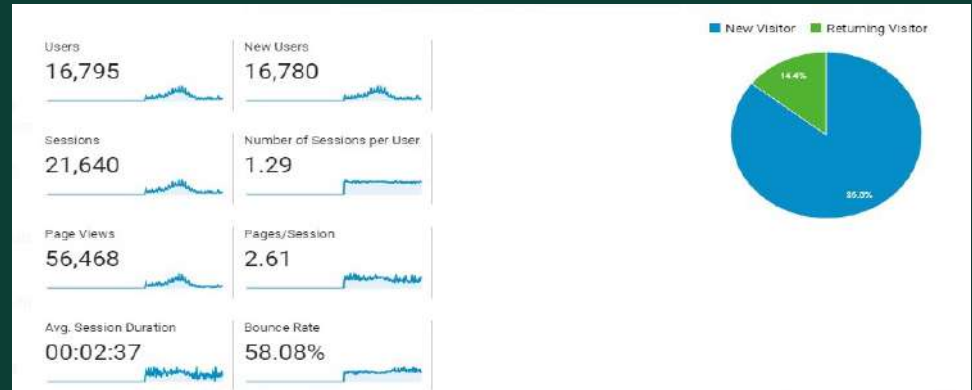
- Ropeways Company Usha Breco Ltd wanted to sell Ropeways tickets online using ticket booking portal.

SOLUTION

- SEO, Facebook Advertising, Google Ads. Remarketing, Cross Posting, content distribution

RESULTS

- ✓ Leads – 7500 ticket sold within 10 months



Keyword Search	Google.co.in
udan khatola haridwar	1
mansa devi udan khatola booking	1
pavagadh ropeway ticket	1
chandi devi ropeway ticket	6
mansa devi udan khatola	2
pavagadh udan khatola	2
udan khatola pavagadh	1
chandi devi udan khatola	6
mansa devi ropeway booking	1
haridwar udan khatola price	2
ambaji temple ropeway	1
usha breco ropeway	8
pavagadh ropeway time	1
udan khatola haridwar online booking	1
mansa devi ropeway ticket	1
haridwar udan khatola	5

#GreenGoodDeeds

BRIEF

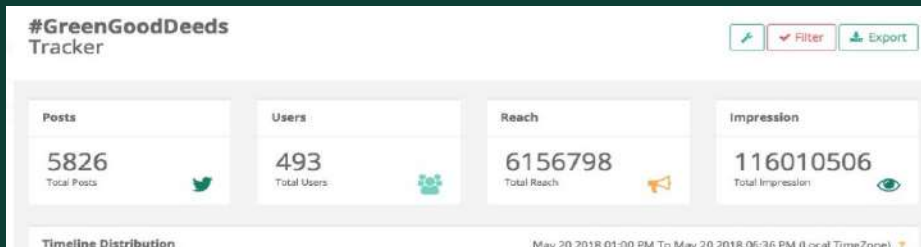
- Department of Science wanted to create awareness around Environmental issues and encourage people to participate in GreenGoodDeeds initiative.

SOLUTION

- 493 user engaged to Trend at #2 across India.

RESULTS

- ✓ 61 Lakh people reached



#VigyanSeVikas

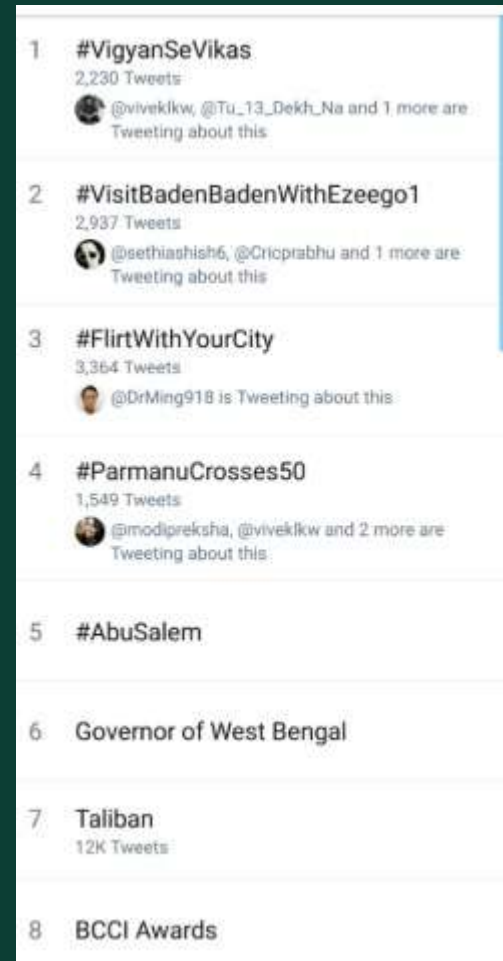
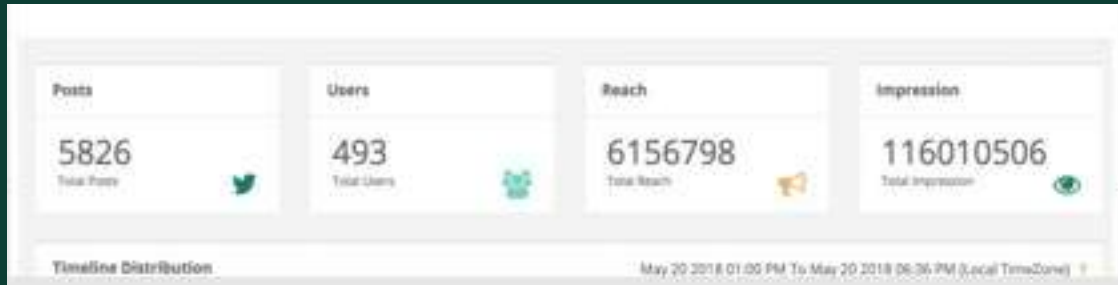
BRIEF

- The brand wanted to generate YouTube views for their TVC

SOLUTION

- We have generated 2.4 million views in 24 hrs.

RESULTS



#AreYouInUP

BRIEF

- The brand wanted to generate YouTube views on their TVC

SOLUTION

- We have generated 2.4 million views in 24 hrs.

RESULTS

- ✓ Total Tweets: 10,013
- ✓ Unique Contributor: 3,253
- ✓ Total Impression: 96,206,022
- ✓ Total Reach: 23,676,923
- ✓ Trend: National (4 hours)
- ✓ URL Hits: 520

Piyush Goyal Office @PiyushGoyalOffice · Bh

There are many opportunities in the Tourism sector which are unexplored in Uttar Pradesh. Tourism in UP has a great potential for business and employment creation for the people of the state. #AreYouInUP

Existing Tourism Circuits of Uttar Pradesh:

- Buddhist Circuit**
Gangah, Keshavnagar, Naphkata, Sriramb, Kachhwa, Bankol
- Bundelkhand Region**
Rajnandgaon, Chitrakoot, Kalpi, Jhansi, Deogarh, Chitrakoot
- Surkhanda Region**
Mandla, Chitrakoot, Kalpi, Jhansi, Deogarh, Chitrakoot

INVESTORS SUMMIT 2018
22-23 February | New Delhi

47 250 558

India trends · Change

#AreYouInUP
@PRNOnly4u, @chandan805 and 1 more are Tweeting about this

#TuesdayThoughts
@_PVRcinemas, @Cricprabhu and 1 more are Tweeting about this

#TOISA
@PRNOnly4u and @chandan805 are Tweeting about this

#SaintRamRahim_Initiative125
@trendialiaIN is Tweeting about this

Interstellar
2,857 Tweets

Arunachal Pradesh
1,829 Tweets

#TalkingFilmsSonakshi
@Bollyhungama is Tweeting about this

Mission Buniyaad

Union Bank
2,500 Tweets

Manchester City
68.3K Tweets

#NerolacBreathingCity

BRIEF

- The brand wanted to create a Buzz on Twitter

SOLUTION

- We generated 2.4 million impressions in 24 hrs.



India trends · Change

#WorldCancerDay

@mydala, @Delhi_Airport and 4 more are Tweeting about this

#NammaKarnatakaFirst

@PRNOnly4u and @vishakhatareja are Tweeting about this

#ShelterForTheHomeless

@bmd315, @PRNOnly4u and 1 more are Tweeting about this

#NewIndiaGreenIndia

@PRNOnly4u is Tweeting about this

#BBLFinal

@trendinalaIN and @me_ritabrata are Tweeting about this

Nerolac

2,177 Tweets

2nd ODI

3,155 Tweets

Lord Ganesha

Naga

14.4K Tweets

Mominul Haque

India trends · Change

#WorldCancerDay

@shoaib2095, @BallIndia and 1 more are Tweeting about this

#NerolacBreathingCity

@bmd315, @PRNOnly4u and 1 more are Tweeting about this

#TEDxGateway

@join2manish, @TaranWadhvani92 and 2 more are Tweeting about this

#walkathon

@vishakhatareja, @trendinalaIN and 5 more are Tweeting about this

#SundayKISafai

@PRNOnly4u is Tweeting about this

Rs 15,000

Saksham Cyclothon

The Sunday Guardian

Noida

5,664 Tweets

22 Indians



1,662

USERS



9,013,102

REACH



35,591,330

IMPRESSIONS

Paytm

BRIEF

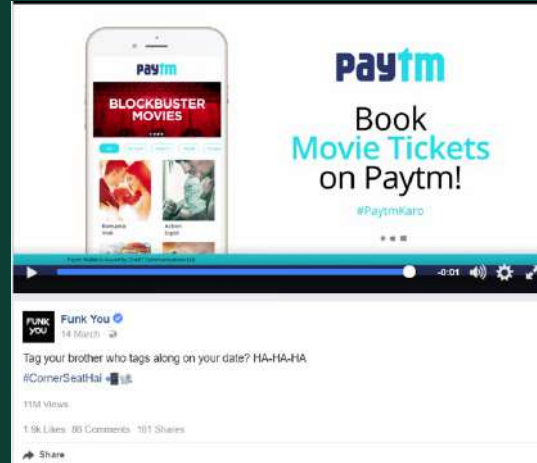
- The brand wanted to promote their TV commercial on Social Media platforms.

SOLUTION


- We did a video promotion using Influencer platforms to drive organic engagement and views on the Video on social media.

RESULTS

- ✓ Video Views – 50M
- ✓ Duration – 72 hours



Paytm Video Promotion



Book Movie Tickets on Paytm: #CornerSeatHai 📱👤

Paytm

Subscribe 82K

546,515 views

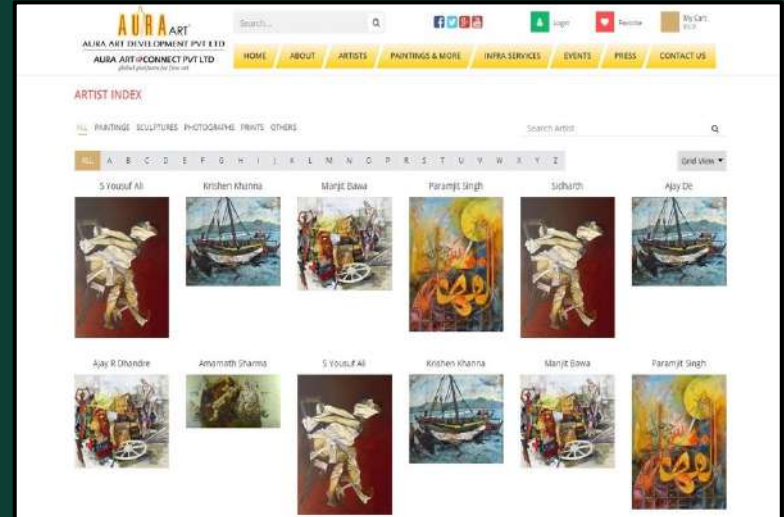
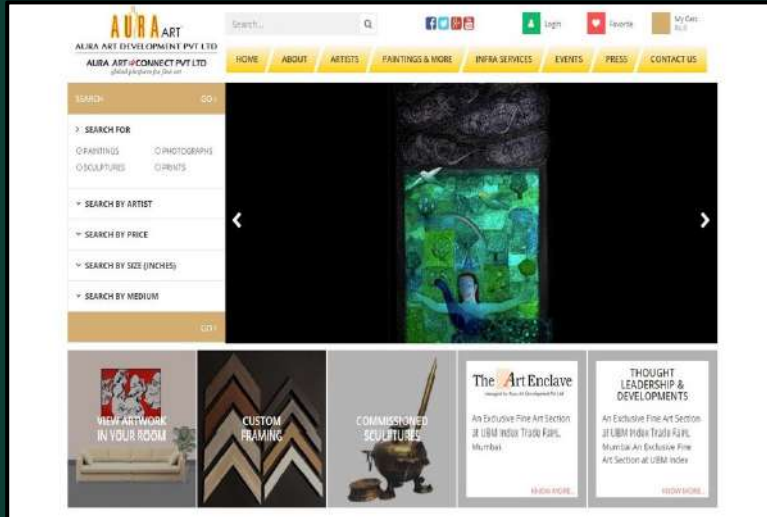
Add to Share More

111 22

WEBSITE DEVELOPMENT

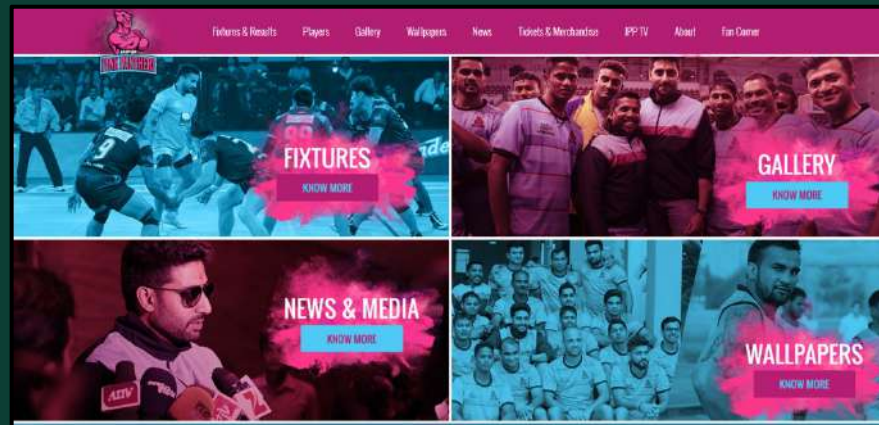
AURA Art

<https://www.auraart.in/home>



Jaipur Pink Panthers

<http://www.jaipurpinkpanthers.com>



DHARMA PRODUCTIONS

<https://dharma-production.com>

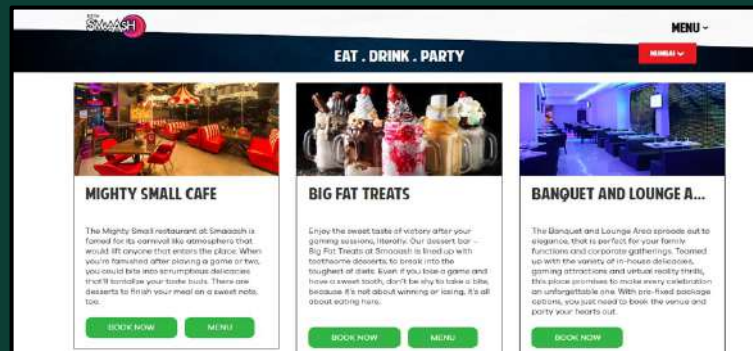
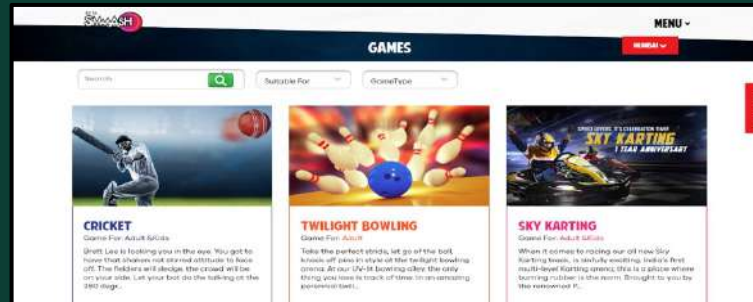
The hero section of the Dharma Productions website features a large portrait of Karan Johar on the left. To his right, the text reads "A LEGION OF 16 MILLION FOLLOWERS". Further right, two large numbers are displayed: "12 MILLION STRONG ON" with a Twitter icon below it, and "4 MILLION STRONG ON" with an Instagram icon below it. The background is dark with white and yellow text. The top navigation bar is orange and contains the Dharma Productions logo, a menu (OVERVIEW, MOVIES, VIDEOS, SOCIAL, NEWS & EVENTS, CONTACT US, 2.0), and social media icons.

This section of the website is a profile for Karan Johar. It features a large image of him looking through a camera lens. Below the image, the text reads "KARAN JOHAR" and "MAY HAVE ONE HEAD". A short bio follows: "Hollywood Director & TV show host, Karan Johar is one of the most talented Indian filmmakers, who is brought to fresh dimensions by our Entertainment Channel." Below this, there is a paragraph of text: "Karan Johar made it to the list of world's top 100 most powerful people in 2014. He is a multi-talented filmmaker, producer, TV host, and actor. He has been a part of the industry for over 20 years. He has directed, produced, and acted in several successful films and TV shows. He is also a member of the Filmfare Awards jury. He is known for his work in the Bollywood industry. He has been a part of the industry for over 20 years. He has directed, produced, and acted in several successful films and TV shows. He is also a member of the Filmfare Awards jury. He is known for his work in the Bollywood industry." The top navigation bar is orange and contains the Dharma Productions logo, a menu (OVERVIEW, MOVIES, VIDEOS, SOCIAL, NEWS & EVENTS, CONTACT US, 2.0), and social media icons.

The videos section of the website features a large video player. The title "VIDEOS" is displayed at the top in white. Below the title, there is a search bar with the text "Search for what you're looking for". The video player shows a scene from the movie "Aashiqui 2" with the title "AASHIQUI 2 SURRENDER" overlaid. The video player is framed by two spotlights on either side. The top navigation bar is orange and contains the Dharma Productions logo, a menu (OVERVIEW, MOVIES, VIDEOS, SOCIAL, NEWS & EVENTS, CONTACT US, 2.0), and social media icons.


SMAAASH GAMING

www.smaaash.in



TUI ALL OFFERS BOOKS MY BASKET MY ACCOUNT

Find the perfect images, videos and more.















VEGAS HOTEL BEDROOM AC&BB 47-1004-4117-3416-K5HCHSE2A1-3N6 Sep 25, 2017
Mighty Prosecco

CATEGORY: +
DISCOUNT: +
REDS: +
ACCOMMODATION: +
EVENTS & LICENSE: +

See: 1 2 3 4 ORIGINAL

YOU MAY ALSO BE INTERESTED IN...

 Vegas Hotel Bedroom C&B&BB 2-3 May 25, 2017	 Vegas Hotel Bedroom AB-6&E2-3-3 May 25, 2017	 Vegas Hotel Bedroom 71631162-2 May 25, 2017	 Vegas Hotel Bedroom 0347045-1 May 25, 2017
 Vegas Hotel Bedroom 179-1026-4 Apr 10, 2017	 Vegas Hotel Bedroom 29154377-4 Jul 21, 2016	 Vegas Hotel Bedroom 8987216-1 Jul 13, 2016	 Vegas Hotel Bedroom 43184339-E Jul 13, 2016
 Vegas Hotel Bedroom 2041441-F Jul 13, 2016	 Vegas Hotel Bedroom C&BB&E2-6-F Jul 13, 2016	 Vegas Hotel Bedroom 33409484-4 Jul 13, 2016	 Vegas Hotel Bedroom F383491-4 Jul 5, 2016

TUI ALL OFFERS BOOKS MY BASKET MY ACCOUNT

Welcome Rohit...





























Recommended images, videos and more.

 Agra EXPLORE COLLECTION	 Banyuwangi EXPLORE COLLECTION	 Bali EXPLORE COLLECTION
 Banyuwangi EXPLORE COLLECTION	 Banyuwangi EXPLORE COLLECTION	 Banyuwangi EXPLORE COLLECTION
 Banyuwangi EXPLORE COLLECTION	 Banyuwangi EXPLORE COLLECTION	 Banyuwangi EXPLORE COLLECTION
 Banyuwangi EXPLORE COLLECTION		

TUI ALL OFFERS BOOKS MY BASKET MY ACCOUNT

Find the perfect images, videos and more.

Country:

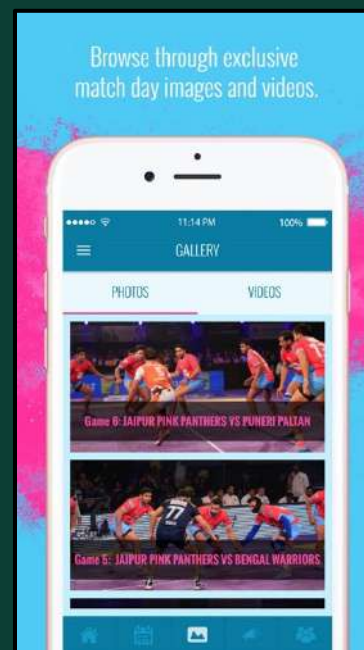
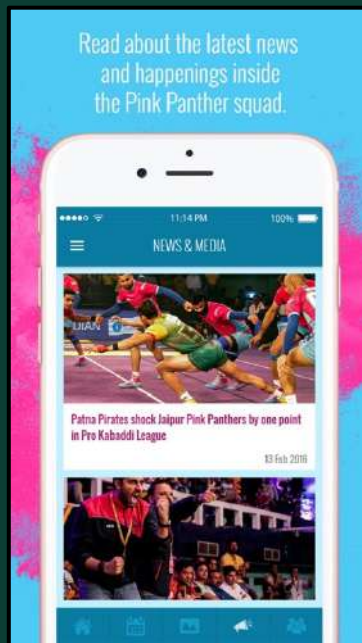
 Vegas Hotel Bedroom AC&BB 47-1004-4117-3416-K5HCHSE2A1-3N6 Sep 25, 2017	 Vegas Hotel Bedroom AB-6&E2-3-3 May 25, 2017	 Vegas Hotel Bedroom 71631162-2 May 25, 2017	 Vegas Hotel Bedroom 0347045-1 May 25, 2017
 Agra EXPLORE COLLECTION	 Banyuwangi EXPLORE COLLECTION	 Banyuwangi EXPLORE COLLECTION	 Banyuwangi EXPLORE COLLECTION
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MOBILE APP DEVELOPMENT

JAIPUR PINK PANTHER

Play Store Link:

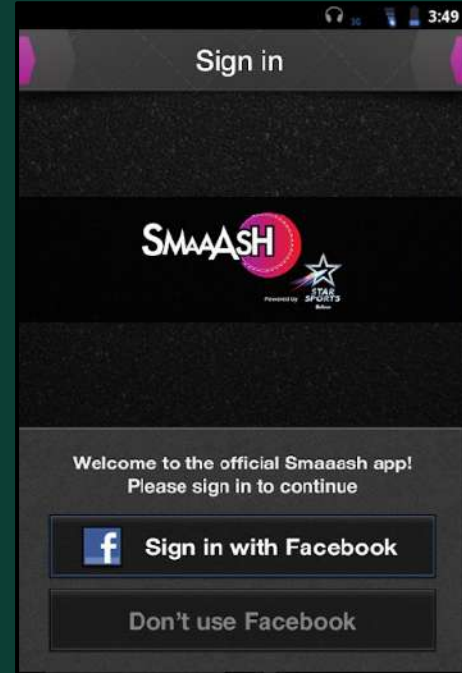
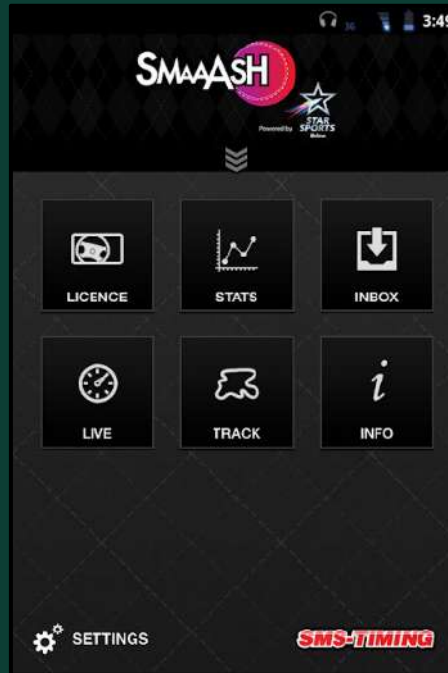
<https://play.google.com/store/apps/details?id=com.jaipurpinkpanthers.android&hl=en>



SMAAASH

Play Store Link:

<https://play.google.com/store/apps/details?id=com.sms.timing.smaaashgurgaon>



KINGS CASINO

Play Store Link:

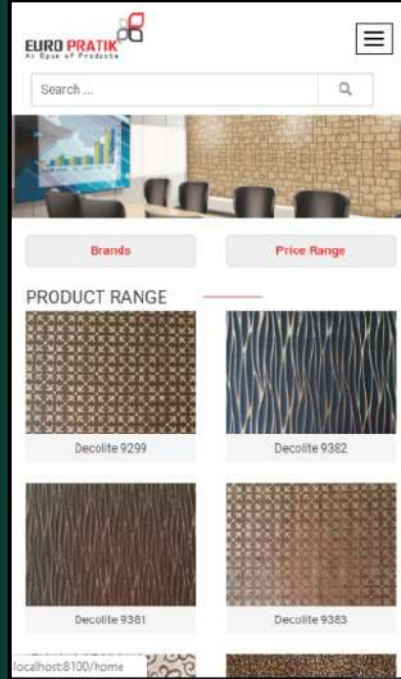
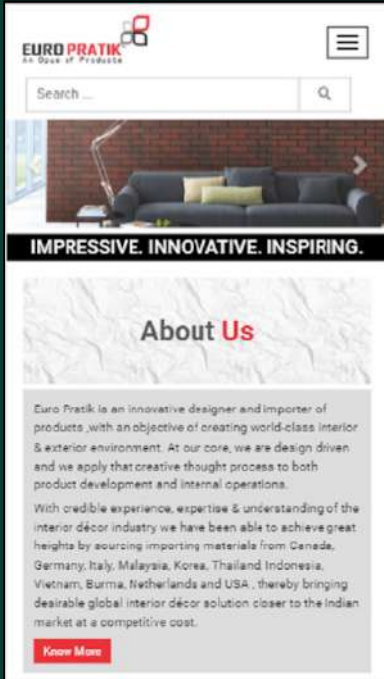
<https://play.google.com/store/apps/details?id=com.kings.casino>



EURO PRATIK FLOORING

Play Store Link:

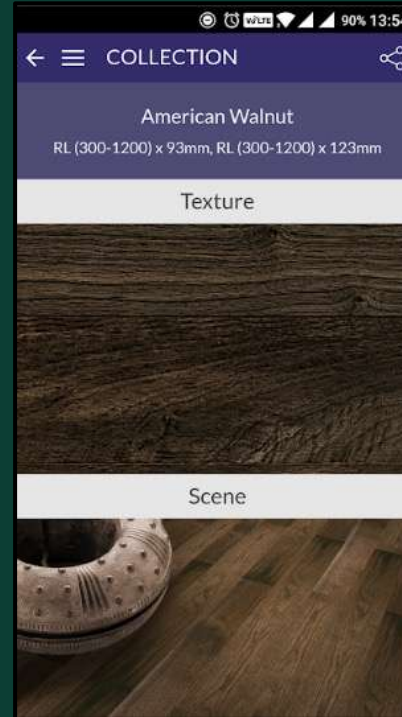
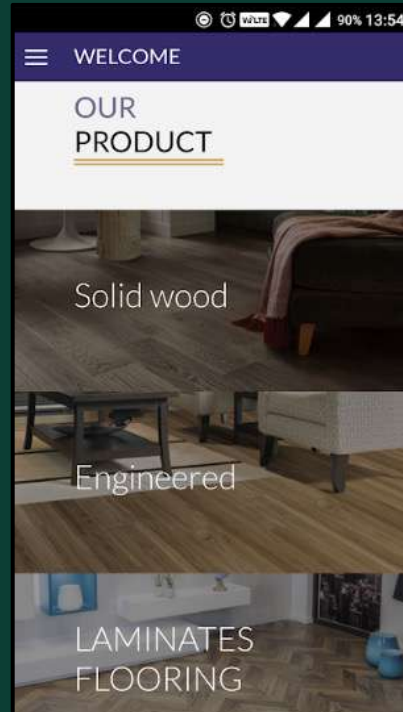
<https://play.google.com/store/apps/details?id=in.europratik.ios>



EURO PRATIK WOODEN FLOORING

Play Store Link:

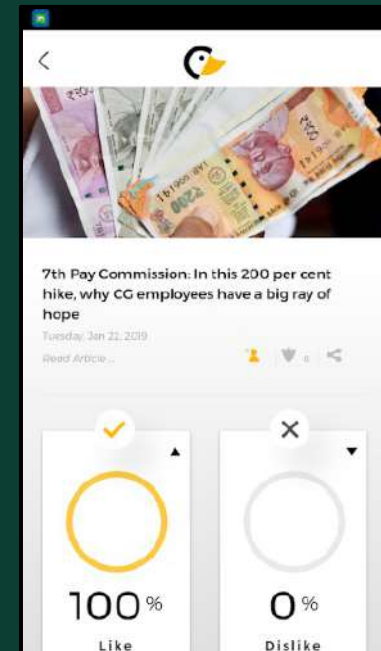
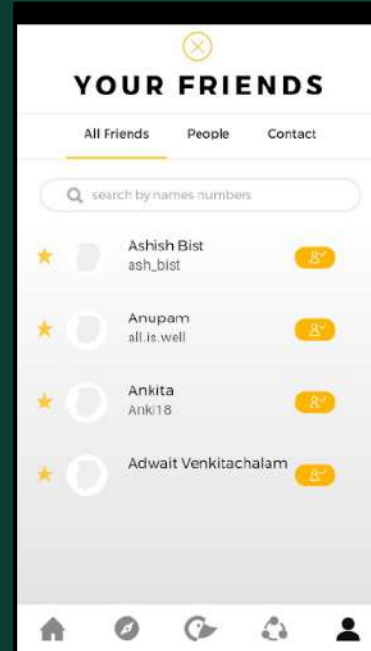
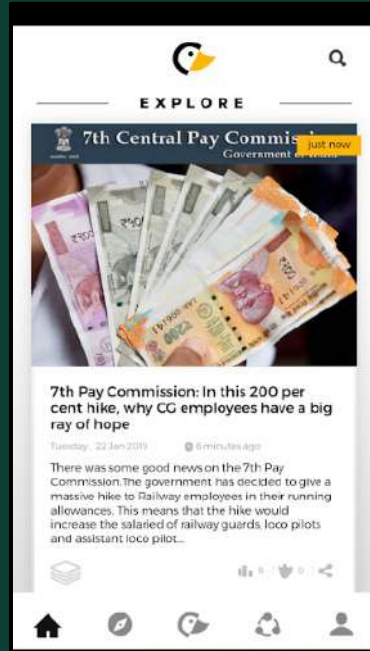
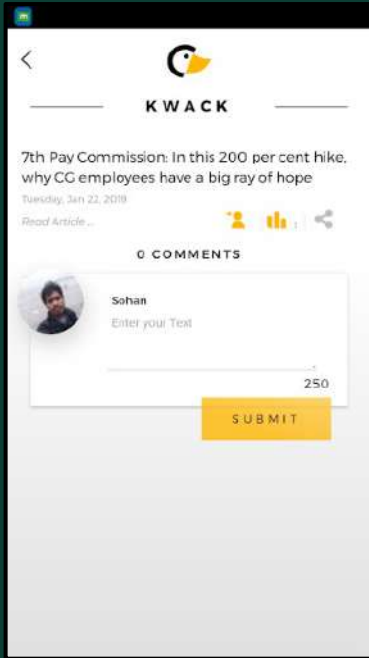
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KWACK KWACK

Play Store Link:

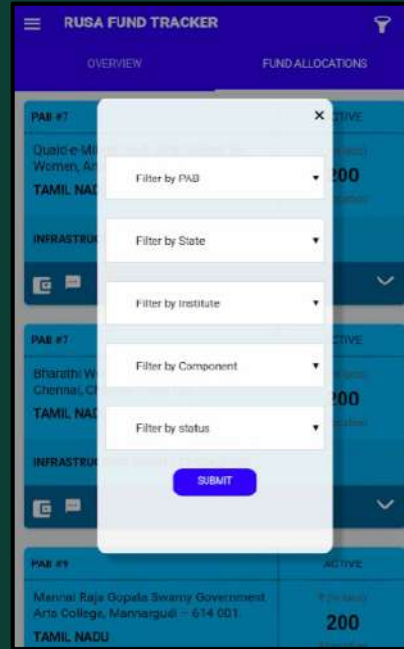
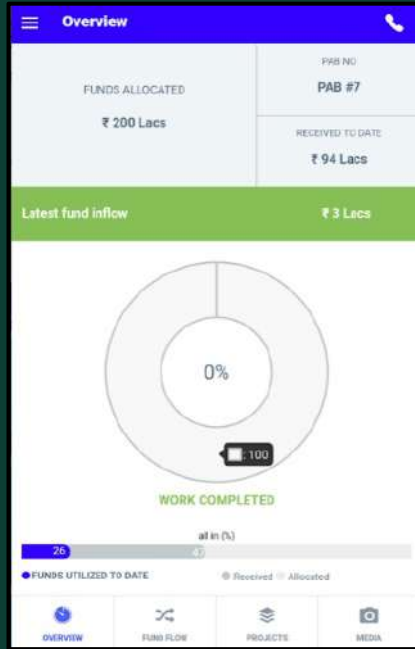
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Play Store Link:-

<https://play.google.com/store/apps/details?id=com.ionicframework.rusa429535>



RUSA FUND TRACKER

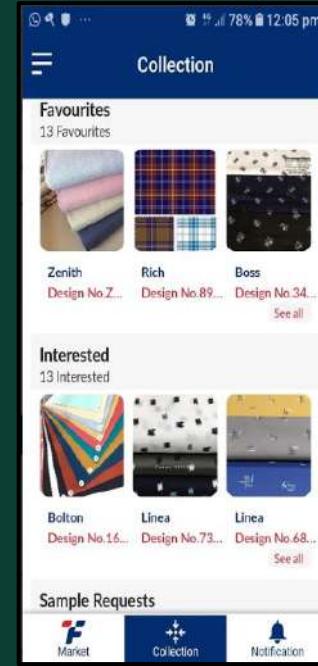
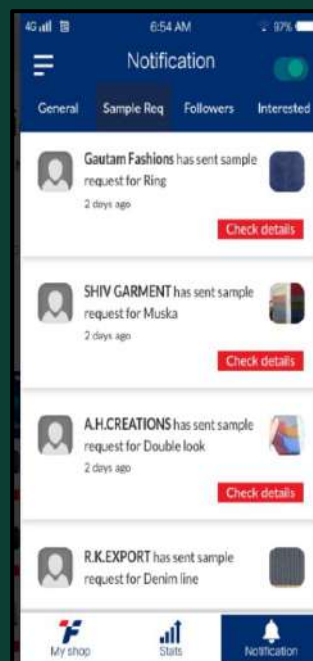
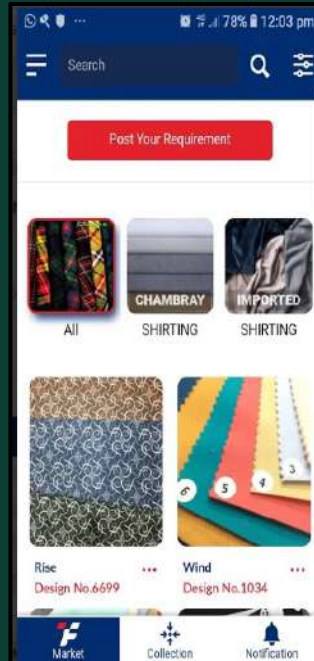
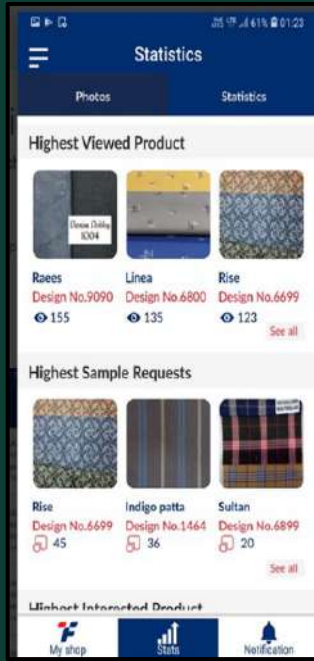
OVERVIEW FUND ALLOCATIONS

PAB #7	ACTIVE
Quaid-e-Millath Govt. Arts College for Women, Anna Salai, Chennai – 400 002.	200
TAMIL NADU	Allocation
INFRASTRUCTURE GRANTS TO COLLEGES	
PAB #7	ACTIVE
Bharathi Women's Collage, North Chennai, Chennai – 600 138.	200
TAMIL NADU	Allocation
INFRASTRUCTURE GRANTS TO COLLEGES	
PAB #9	ACTIVE
Mannai Raja Gopala Swamy Government Arts College, Mannargudi – 614 001.	200
TAMIL NADU	Allocation

FABRIC TERMINAL

Play Store Link:-

<https://play.google.com/store/apps/details?id=com.fabricterminal.app>



THANK YOU!



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