SELECTED WORKS BY

KAILASH IYER

ACROSS FILMS & BRANDED CONTENT, ‘22-’25

TVS

NTORQ REVVV

THE TASK AT HAND

TVS had launched the Ntorq scooter for the GenZ crowd and needed . We wanted to create content around the product that would organically draw them in. It was important to bring alive the core proposition of ‘Play Smart’, and push sales during the festive season.

THE SOLUTION

We identified music, especially rap and hip-hop, as a common unitor for this audience. So we launched **Ntorq Revvv** – an all-new original music IP.

We partnered with top rap & hip-hop artists from our priority markets. They wrote songs in their regional languages, incorporating a lot of local slang and street lingo, while subtly featuring our scooter and brand ethos, to drive an organic connect.

THE RESULTS

The campaign was a smash hit with the audience.

100 Mn+ reach

across platforms (Youtube & Instagram).

1000+ UGC reels

on IG of our dance hook-steps.

40% increase

over sales targets set during the festive period

Watch all the music videos

KALI MAARI

by

Neeraj Madhav

BAITHA ON THE TOP

by

M-Zee Bella ft Sannidhya

MOODU

by

Brodha V

GUJARAT TOURISM

THE TASK AT HAND

Gujarat Tourism approached us with a content brief asking to promote the state as the next great tourism destination.

THE STRATEGY

We focused on three key pillars:

1) We bring in the glamour: The content we create would be captured with a feel of upmarket luxury.

2) We change the existing perception: There's a lot more to Gujarat than just religion-based travel. There's amazing wildlife, sandy beaches, and a trove of heritage & culture.

3) We showcase the safety and ease of travel: A strong emphasis on how it’s safe for women to travel, solo or in groups, by showcasing the amazing infrastructure & connectivity.

So how did we bring the campaign alive? By saying that

Gujarat Is Not Just A State…

IT’S THE AURA OF INDIA

And what better way to showcase the glamour, variety, safety and infrastructure than by bringing in the Miss Indias!

We travelled the state for 22 days with six of the most recent Miss India winners and created a huge bank of content - **6 brand films, 12 reels, and a ton of photographs** - each highlighting a different reason to visit Gujarat. From the amazing wildlife, the many forms of indigenous arts & craft and monuments rooted in history & culture.

The first film – A Journey Through Gujarat

SANSUI

Chuttki mein!

TVCs for Sansui Acs, focusing on a specific feature each.

The brand wanted to highlight how their ACs can handle cooling, air purity and electricity consumption issues in a snap, so we integrated that into the films.

Film 1 Film 2 Film 3

MASTERCARD x SWIGGY x HDFC BANK

CASHBACK FEVER!

Swiggy launched its cashback credit card which gave an incredible 10% cashback on all Swiggy orders.

To create intrigue online about this offer, we onboarded Sumit Vyas and gave him “Cashback Fever”!

A 30-sec teaser was followed by a longer brand film, which was promoted online and on the app followed by a robust influencer activation campaign.

The film

AMPERE

For The Leaders Who Take Charge

Ampere launched a new high-performance electric scooter that was targeted towards families.

We crafted the brand film for the product aired on digital and TV, including during this recent Champion's Trophy.

Watch the film

SBI

NOT A HACK!

The bank wanted an innovative campaign to launch their new cashback card.

PHASE 1: We got on board 4 famous content creators & actors - **Aparshakti Khurana, Barkha Singh, Rahul Dua and Gurleen Pannu** - who each put out videos proclaiming a secret hack they had discovered which gave them a flat 5% cashback on all online shopping.

PHASE 2

At the end of it, we introduced **Boman Irani**, who came in and busted the myth, revealing the SBI cashback card as their secret weapon.

Watch all the videos

RESULTS
Reach - 1.2M++
Impressions - 1.5M++
Engagement - 1M++

MASTERCARD X CITIBANK

LIVE IT UP

The world had just started stepping out after the pandemic. The brand wanted people to go out and Live It Up!

So we conceptualised a year-long content campaign to get the word out.

We launched with a banging club anthem created by rapper DIVINE. And got Rashmika Mandana & Tiger Shroff to groove to it! The anthem was also released as an independent track on Spotify.

THE MUSIC VIDEO

INFLUENCER AMPLIFICATION

We amplified the campaign on Instagram through a Hook Step Challenge.

10 macro-influencers and 30 micro-influencers each recreated the main dance step from the video, calling for user entries.

RESULTS

- Organic reach of 40M+ during this phase
- 550+ UGC reels curated using the track on IG
- #LiveItUp Trending at #1 on Twitter
- Organic pick-ups by the IG fanpages of Tiger, Rashmika & DIVINE

AD FILMS

The campaign was further extended through a series of 15-second ad films highlighting the core product benefits & features, of fabulous discounts on shopping, travel and more.

FILM 1 - SHOPPING

FILM 2 - TRAVEL

PHOTOSHOOT

We planned & supervised the photoshoot with celebrity photographer Avinash Gowarikar for the brand’s outdoor & direct marketing assets.

FESTIVE FILMS

The campaign was further extended during the Diwali season through additional films with Tiger & Rashmika.

FILM 1

FILM 2

CONTENT CREATORS

To end the year, we got some of the top content creators around to make very interesting videos around the various offerings the card had to offer.

Barkha Singh

Siddharth Batra

Shivesh Bhatia

Danish Sait

Shenaz Treasury

LIMCA SPORTZ

EK AUR

Limca launched its Sportz variant with a TVC featuring Neeraj Chopra.

To extend the campaign online, we shot with four of India's top athletes - Mirabai Chanu, Geeta Phogat, Deepika Pallikal and Priya Punia. We also collaborated with fitness personalities such as Rannvijay Singha and Namrata Purohit and curated a remarkable lineup of 100+ influencers to execute this nation-wide campaign.

The campaign has an overall reach of 4.1M++

Total engagement (including likes, comments, shares, saves, link clicks and sticker taps) crossed 400K+

Watch Priya Punia's video

REALME

SMART TV LAUNCH

To launch the Realme Smart TV, we produced two films with a real casting coup – we got internet heartthrob Ayush Mehra to star with his real-life girlfriend Aashna – the first time the two of them had ever acted together!

Film 1 Film 2

THANK YOU!

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