

What is a Campaign ?

‘ Achhe din aane wale hai ’

Remember that famous slogan before the 2014 general elections, how it magically inspired the entire country ?

‘ Abki baar Modi Sarkar ’

Another brilliantly scripted tagline that was installed in our minds without us even realising !

And then surprisingly, India got Modi-fied.

‘ Main bhi Chowkidar ’

The mantra used by the same party in the 2019, again, implanting a concept that successfully made all of us proud of our duty towards our nation.

Why do you think these slogans and taglines are launched before every election ?

Is it just a formality done for the publicity of an upcoming election ?

Well, the answer is ‘no’.

THIS IS CAMPAIGNING.

It's an opportunity a candidate, a leader or a politician gets before an election, to convey a deep message to the general public, in style. It might be an idea, a narrative or a call for action. Whatever it is, that message is strategically and repeatedly targeted at the common man, eventually convincing him exactly the way a party wants. That's what a political campaign is all about.

Nowadays, through advanced campaigning tools and machineries, you can capitalize each and every opportunity where even your actions or opinions can get 'viral'... which ultimately renders you a familiar face in the memory of a common man, just like his next-door neighbour !

But all of this happens only when you add 'fuel' to your campaign at the right time.

Why PETAL DIGITAL ?

In this era of digitalization, the game of politics has evolved drastically. Now, social media is the BOSS. It's the ultimate game changer. Facebook, Instagram and Twitter are no ordinary applications for fun and recreation... but lethal weapons to hammer your opponents in the 'battlefield' of elections. Hence, your fan-following on these platforms are not mere numbers... they are your SUPERPOWER !

We are a Digital Media Marketing Agency ready to take this deadly challenge, whenever you need us in your political journey. With the perfect blend of expertise and experience, we know exactly what to do and how to do, right from the word go.

From creating your sublime image to building your online fan base, we've got it all covered. We ensure that you develop an overwhelming aura over time, that arouses interest among people about your life and day-to-day activities. We strive day and night to convey your feelings, thoughts, viewpoints and ideology to the masses so that eventually they start resonating with the mood of general public.

In short, we help you build your BRAND !

And... keep your digital life SORTED !

Journey so far

Our expedition in the world of political campaigning started in Maharashtra, where we got the golden chance to work with some dynamic leaders from the Shiv Sena, the eminent regional party. Among others, we campaigned for none other than Aaditya Thackeray, grandson of the legendary Balasaheb Thackeray.

Next up, we were up for a huge contest in our home ground, Madhya Pradesh. In the assembly elections of 2018 and the by-polls in 2020, we were fortunate enough to work with numerous heavyweight candidates from both, the BJP and the Congress.

Finally, in the recently concluded UP elections, we were again blessed with the opportunity to campaign for a number of influential leaders from the BJP.

However, this is just the beginning. With the perfect combination of expertise and experience, we strongly believe we are capable enough to expand across the country and desire to dominate eventually, in each and every state.