

SOCIØAR

ABOUT SOCIOAR



A Digital Marketing and Creative agency in New Delhi that provides turnkey marketing solutions. Aimed at enhancing brands' online presence, Socioar provides Branding, UX/UI Design and Development, Digital Marketing, Social Media Marketing, Content Marketing, Influencer Marketing and PR solutions.

Socioar focuses at providing your brand a much wider reach towards a much more engaging audience. Socioar believes in providing complete design and digital marketing solutions for brands to successfully achieve all their digital goals.

Up and running successfully for 5 years, Socioar has provided design and marketing solutions to over 150 brands that include both offline and digital marketing solutions to clients in India and outside India. While catering to varied industries, Socioar has serviced luxury home decor brands, luxury / bridge to luxury fashion brands, food festivals, cold brew coffee, food delivery setups, makeup artists, a jewellery brand, NGOs and many more.



OUR CLIENTS



SATYA PAUL



Sotheby's



art+dinox
stainless artistry

ABOUT ARTTD'INOX

Legacy:

- A part of the JSL Lifestyle brand, an absolute subsidiary of JSHL, dedicated towards finished products of stainless steel catering to the Indian and international markets.
- Incepted 15 years back by Mrs. Deepika Jindal – *Arttd'inox* strove to make luxury wonders in stainless steel promoting stainless artistry in the Indian lifestyle panorama.

Ethos:

- *Arttd'inox*, believes that art has the power to emote emotions, suggest reflections and lead on powerful thoughts that pave out a way for growth!
- *Arttd'inox*, aims at creating a holistic expansion of global decor identities & creative and versatile embellishments, that are further enhanced by functionality and high-quality stainless steel.
- Product designs at *Arttd'inox* are revolutionizing the Indian premium home and lifestyle landscape.
- *Arttd'inox* widely embraces the classic handcrafting techniques of Indian artisans such as – Engraving, Chitai, Casting & Hammering onto the global frontier.



COMPETITION ANALYSIS

GOOD EARTH

Social Media:

- Instagram: 513k Followers
- Facebook: 274k Likes

Tonality & Marketing Strategy:

- Post Frequency: Daily 2-4
- Product Centric
- News Snippets
- Conversational Content Tonality
- Customer Testimonial (Story Posts)
- Team Based Posts
- Topical Content
- Design Focused Posts



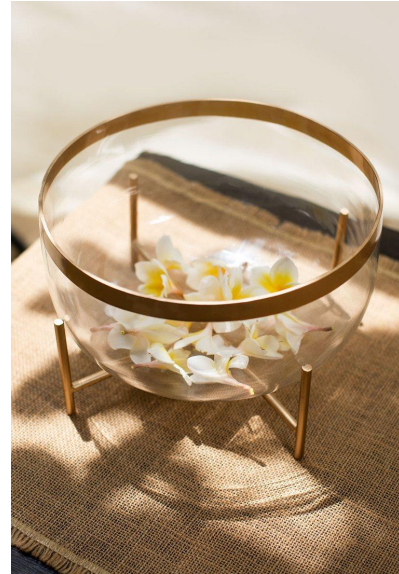
NICOBAR

Social Media:

- Instagram: 164k Followers
- Facebook: 105k Likes

Tonality & Marketing Strategy:

- Post Frequency: Daily 2-4
- Conversational Captions - Product Centric Posts
- Tips & Tricks for Home & Lifestyle
- Contests (#DIYWithNicobar)
- Design (on product) Centric Caption



ELLEMENTRY

Social Media:

- Instagram: 154k Followers
- Facebook: 39k Likes

Tonality & Marketing Strategy:

- Post Frequency: Daily
- Customer Stories/Testimonials
- Recipes, DIY, Tips, Facts
- Conversational Content Tonality
- Topical Posts
- Inspired by Nature
- Art (Product in Making)
- Price (in Caption)



TARGET AUDIENCE

- **Gender:** Men & Women
- **Our target customer is divided in terms of a twofold approach:**
 - *Primary Audience Age Group: 31 - 56 years*
 - *Secondary Audience Age Group: 25 - 30 years*
- **The demographic would be targeted in terms of age as well as their income group being:**
 - *Upper Class* (i.e. one's who regularly treat themselves with premium products & are on the lookout for new and aesthetic decor items).
 - *Upper Middle Class* (i.e. they're incredibly smart shoppers who know when they're being sold to, and they have the money to spend as they see fit).
- These consumers rate premium decor items with several key characteristics — quality of build (and durability), overall buying experience from the brand, sustainability, and eco-friendliness of the manufacturing process.
- We would also focus on our B2B clientele (Architects/ Interior Designers etc.) who act as decision makers while looking out for premium homespace designs — from inception to construction, material selection, and everything in between, when it comes to choosing the right product.
- We would further target our potential B2B clients on LinkedIn, to expand and widen the reach of the audience that is appreciative of traditional craftsmanship, yet is on the lookout for a brand that remains relevant with changing times.



CAMPAIGN HASHTAG
&
CONTENT STRATEGIES

#StainlessMore

We have chosen **#StainlessMore** as the key hashtag for *Arttd'inox*, illustrating the strength that the brand stands for, which is “Stainless” along with the fact that the ideology of “**Less is More**” is firmly attached to the brand’s design ethos. Speaking of which, the legacy of JSHL i.e *Arttd'inox* and it's fine *Karigari* (craftsmanship) has been passed down from one generation to another, making it even more artistically strong & versatile.

Being an extended wing of JSHL, its artistic ability is absolutely stainless which is correlated with the penchant of *Arttd'inox*, that is “**Art in Stainless Steel**”. Furthermore, its trust and durability doesn’t necessarily need any description. The brand with its minimal yet intriguing aspect, both in aesthetics and in appeal takes the Indian spirit and culture to a whole new level, both nationally as well as on the global horizon.

Finally, *Arttd'inox* has been shaping intricate craftsmanship into fine timeless art which is minimal, & stainless yet has a lot more attached to it. We wanted to pay head to the word “More” to strike conversations, about not just the products but rather the legacy, ideology, approach, functionality, & the brand's design diversity.

Inbound Strategy

When we speak of the modern independent consumer who seeks premiumness in each and every aspect of their life, we often wonder what is it that they set their heart on, that is so utterly delightful? What makes their homes speak louder than words? What sets their buying choices apart? What do they look for in a brand of choice?

Well, the answer is that there's no rulebook when it comes to modern décors' design silhouettes, and that's what makes it so infinite. Similarly when we talk about *Arttd'inox*, we view it from the perception of a brand that speaks of all-time allure, fine design, and modern intricacies — all handcrafted from durable & sustainable stainless steel.

With the inbound strategy at play, we want to distinguish *Arttd'inox* as a brand that is not just limited to durability and longevity, shaping intricate designs that your home deserves. We wish to highlight the aspect of stainless steel in our communication as a contemporary yet chic medium for home decor and homeware possibilities; in an attempt to educate and lure in our current and potential consumers.

Outbound Strategy

With an aim to offer the finest and choicest product designs that are revolutionizing the Indian premium home and lifestyle landscape, *Arttd'inox* seeks to marry sophisticated sensibility with just as much success as rustic modern luxury.

Similarly, with the outbound strategy, we want to highlight the hidden peculiarities & stories within the products and the collections, that wondrously fuse together with the beauty of stainless steel and design par excellence.

Herein, we wish to draw notice to *Arttd'inox* as a brand that creates and curates world-class premium homeware & homespaces for the discerning, which are further enhanced with global design sensibilities that stimulate a higher lifestyle.

SOCIAL MEDIA CREATIVES

INBOUND CREATIVES
OUTBOUND CREATIVES

STATIC POST - INBOUND



Origami Collection: Casting Technique

Post Copy:

The ethos of *Arttd'inox* lies in its '*karigari*' - the real craftsmanship. Each piece is artistically mastered with the pour, mould, and shape technique that is effortlessly known as 'Casting', one where perfection is achieved by pouring liquid metal into a mould.

Each of the exquisite pieces of our handcrafted *Origami Collection* makes for a contemporary choice, topped with the elegance of stainless that makes a statement.

Check out our modern Origami Collection on our website (Link in bio).

#StainlessIsMore

STATIC POST - INBOUND



URBAN AESTHETIC
COUPLED WITH A
WILD PERSONALITY!

Reindeer Bottle Opener

Post Copy:

Arttd'inox brings to you an artistic mastery of sheer craftsmanship with its 'Reindeer Bottle Opener'. The contemporary look, blended with the graceful appeal of a Deer, and the strength of stainless, make it a perfect choice for your bartop.

The sleek design, & detachable antlers fused with functionality, makes this product an ideal conversation piece!

Explore more from our modern yet robust Urban Collection (Link in bio).

#StainlessIsMore

CAROUSEL POST - INBOUND

Earth Day Post (22nd April 2021)

Post Copy:

Mère Nature (Mother Nature) nurtures us and takes care of us; in-return it's our responsibility to nurture & take care of our resources, efficiently and sustainably.

At *Arttd'inox*, we earnestly commit towards the welfare and conservation of Mother Earth through our Sustainable Production System; which ensures that the production & result in our foundry is 100% recyclable, eco-friendly, climate-friendly, ecological, and chemical-free.

Check out our range of sustainably handcrafted & detailed stainless products (Link in bio).

#StainlessMore

REJUVENATING OUR
MÈRE NATURE

#EARTHDAY



CAROUSEL POST - INBOUND

REJUVENATING OUR
MÈRE NATURE

#EARTHDAY



CAROUSEL POST - INBOUND



World Health Day (7th April 2021)

Post Copy:

Arttd'inox understands the gravitas of health for both the body and mind. Therefore, our products are made with the goodness of food-grade stainless that are corrosion-resistant, fire and heat resistant, 100 % recyclable, hygienic, and chemical-free.

They say that the heart of the home resides in the kitchen, hence, each of our kitchenware product is made to last. Furthermore, our design detailed collections boast of superior craftsmanship and an aesthetically pleasing quality par excellence.

This World Health Day, bring home your health coach with - Arttd'inox (Link in bio.)

#StainlessIsMore #WorldHealthDay

CAROUSEL POST - INBOUND

artdinox
stainless artistry

EVERYTHING ULTIMATELY COMES DOWN
TO HEALTH AS,

Health = Happiness



A HEALTHY LIFESTYLE IS
ACHIEVED VIA THE
perfect balance
OF A STRONG BODY &
A SOUND MIND



CAROUSEL POST - INBOUND

ARTTD'INOX'S KITCHENWARE
COLLECTION MAKES MEALTIME

**healthy, hygienic,
& functional.**



ACCENTUATING YOUR DINING EXPERIENCE WITH

**immaculately crafted &
aesthetically pleasing**

DINNERWARE.



CAROUSEL POST - INBOUND

THE PROMISE OF STAINLESS COUPLED
WITH CHEMICAL-FREE, CORROSION-RESISTANT,
AND ECO-FRIENDLY KITCHENWARE
FOR A THRIVING MIND.



FOR A HEALTHY LIFE & A HAPPY HOME.

Arttd'inox × **World Health Day**





Sarthak & Sahil - Kutch & Ajrakh Collections

Post Copy:

"A stroke of perfection blended with the curiosities of the past," perfectly defines our collaboration with leading Indian designer duo Sahil Bagga & Sarthak Sengupta.

The fusion of traditional sensibilities with contemporary style, backed by the superior quality of stainless *Artd'inox* was represented beautifully in our Kutch & Ajrakh Collections.

Sarthak and Sahil's bespoke interior decor creations exuberate the synthesis of excellence, within your home, whilst underlying the inspirational ethos of Gujarat & the Rann of Kutch with a beautiful urban finish.

Explore the collection on our website ([Link in bio](#)).

#StainlessIsMore

OUTBOUND CREATIVES

INBOUND CREATIVES

STATIC POST - OUTBOUND



Rockers Collection (Singaporean Designer)

Post Copy:

Inspired by the brave, strong and courageous spirit of a tiger, the *Arttd'inox* Stainless Tiger Rocker is sure to kindle your child's curiosity! Made with an artistic appeal and a touch of a vivid hue, this rocker is easy to climb and ensures your child's safety. It is also easy to clean, hygienic, durable and sustainable.

Designed in collaboration with celebrated Singaporean product designer Chan Wai Lim; *Arttd'inox* forays into contemporary design sensibilities with an approach that is truly innovative.

Explore the best from our Rockers Range of a Deer, Tiger & a Buffalo ([Link in bio](#)).

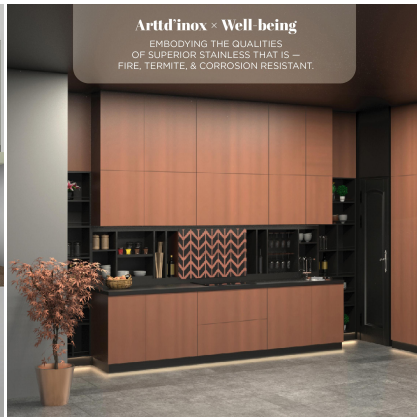
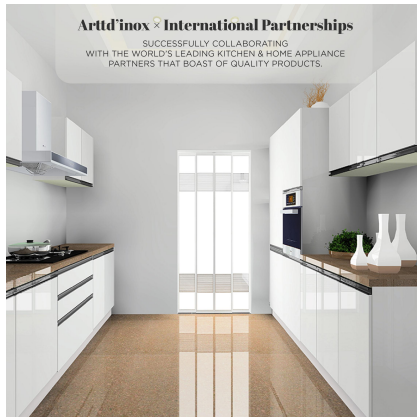
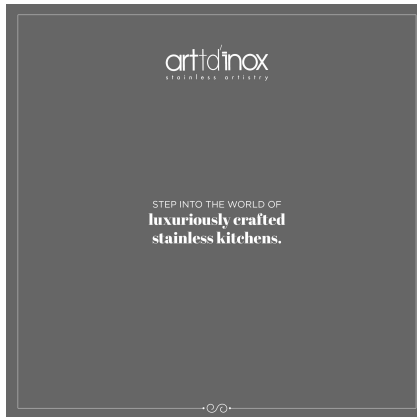
#StainlessMore

STATIC POST - OUTBOUND

FOR THE
COURAGEOUS SPIRIT
IN YOUR CHILD!



CAROUSEL POST - OUTBOUND



Bespoke Stainless Kitchens

Post Copy:

The kitchen has all the ingredients of goodness, health, & happiness; therefore 'Bespoke Stainless Kitchens' by Arttd'inox give you the liberty to customize the heart of your home — one that reflects your style by choosing the design, colour, and look you long for.

We tie-up with international leaders to bring the best to you, be it in the league of cutting-edge technology, appliances, fittings, or countertops.

Without compromising on sustainability & quality, your kitchen is made from 100% recyclable, eco-friendly materials that are healthy & hygienic too.

Design your kitchen with us; one that never goes out of style (Link in bio).

#StainlessIsMore

CAROUSEL POST - OUTBOUND

arttd'inox
stainless artistry

STEP INTO THE WORLD OF
**luxuriously crafted
stainless kitchens.**



CAROUSEL POST - OUTBOUND

Arttd'inox × Sustainability

CRAFTED USING 100% ECO-FRIENDLY MATERIALS
WHICH ARE GREAT FOR YOU, AND NATURE TOO.



Arttd'inox × International Partnerships

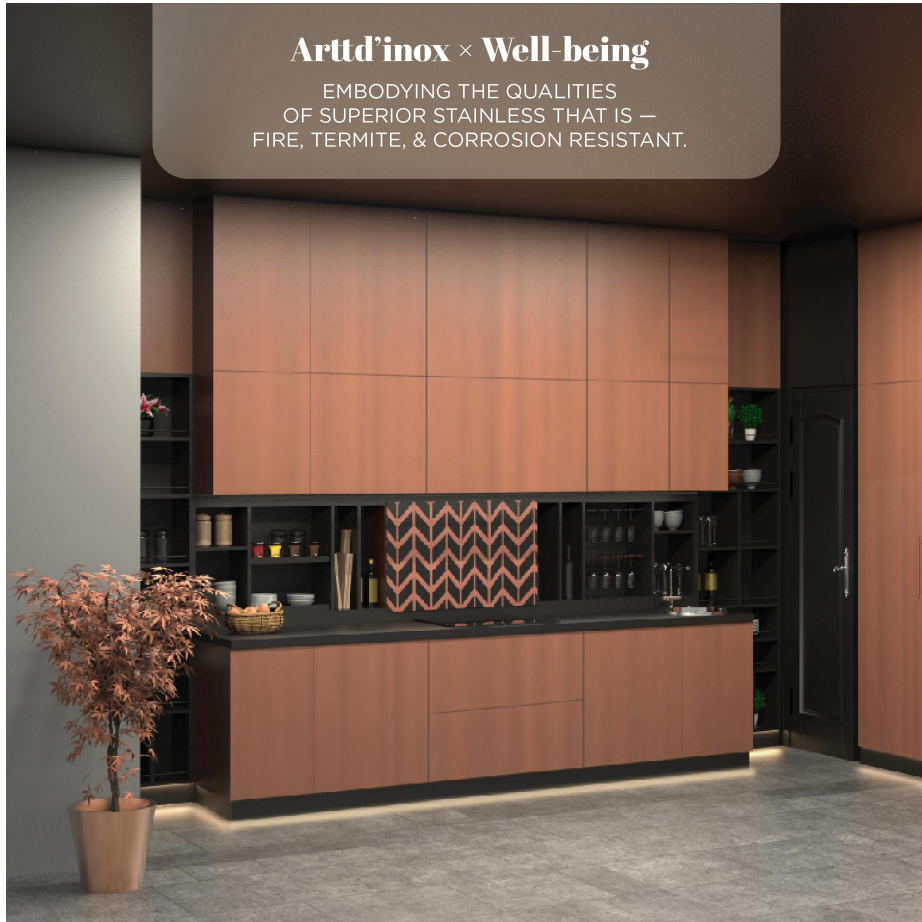
SUCCESSFULLY COLLABORATING
WITH THE WORLD'S LEADING KITCHEN & HOME APPLIANCE
PARTNERS THAT BOAST OF QUALITY PRODUCTS.



CAROUSEL POST - OUTBOUND

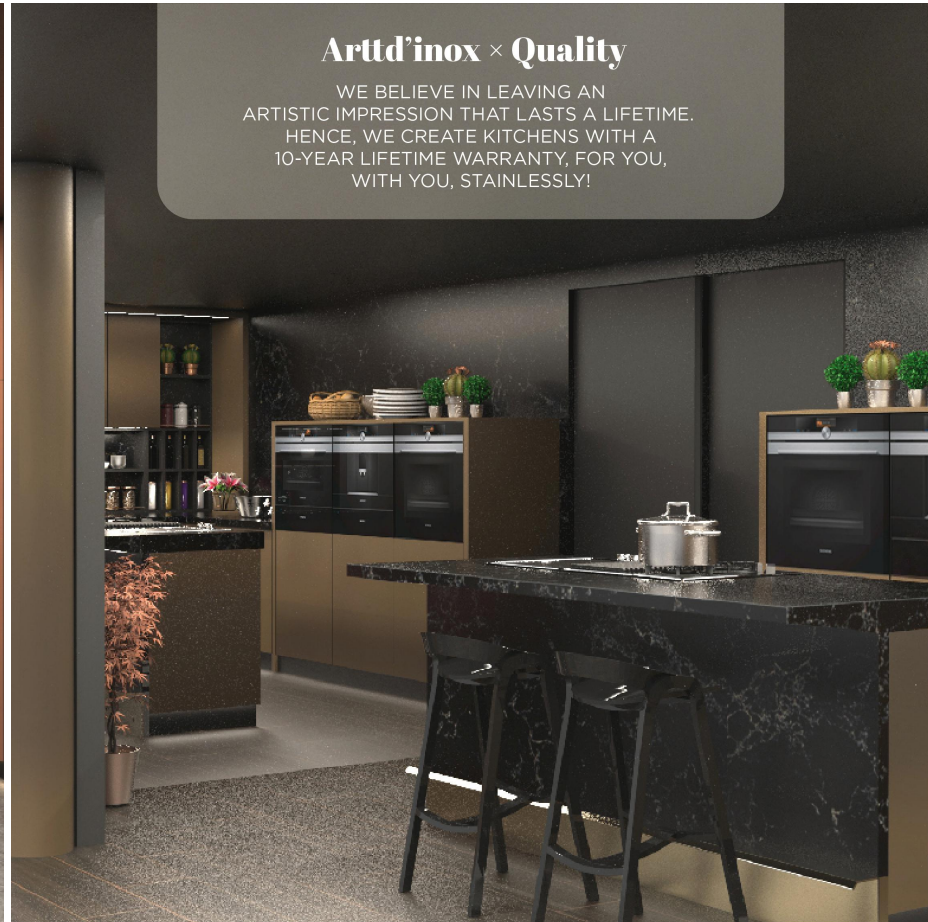
Arttd'inox × Well-being

EMBODYING THE QUALITIES
OF SUPERIOR STAINLESS THAT IS —
FIRE, TERMITE, & CORROSION RESISTANT.



Arttd'inox × Quality

WE BELIEVE IN LEAVING AN
ARTISTIC IMPRESSION THAT LASTS A LIFETIME.
HENCE, WE CREATE KITCHENS WITH A
10-YEAR LIFETIME WARRANTY, FOR YOU,
WITH YOU, STAINLESSLY!



VIDEO POST - OUTBOUND



Pink City Collection

Post Copy:

For years, Jaipur's pink facades and rich design landscapes have seduced travellers from far and wide. Our beautiful 'Pink City' collection depicts the rich & royal heritage of Jaipur; that is inspired by the city's cultural past, wonderfully amalgamated with contemporary versatility.

For the ones who are intrigued by the alluring history and tales of palaces, kings & queens this collection makes for the perfect conversation piece.

Visit our website to check out the intricate designs of the Pink City Collection (Link in bio).

#StainlessIsMore

INSTAGRAM STORY CREATIVES

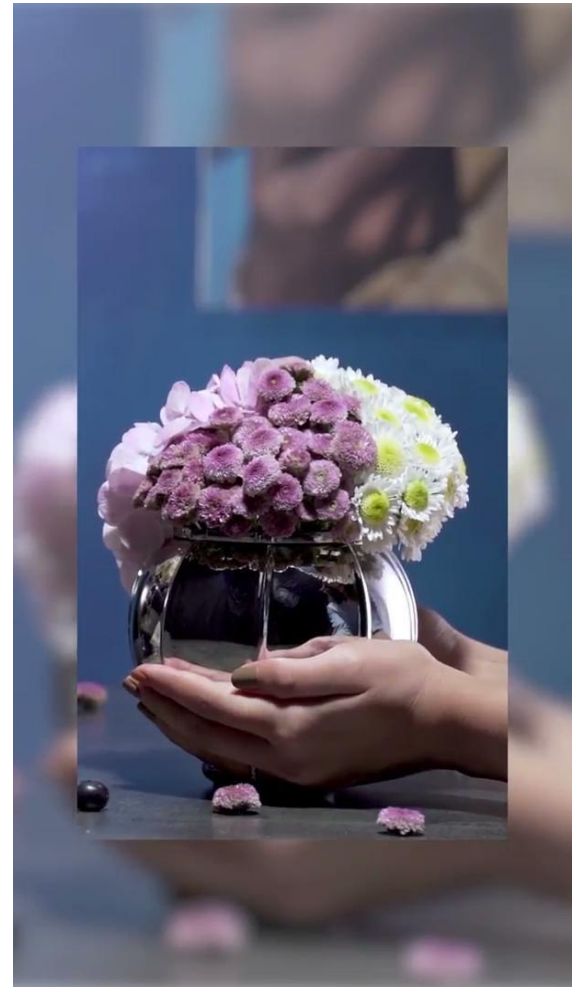




Dome Coffee Mugs



Poppy Cookie Platter



MOTHER'S DAY CAMPAIGN

#MumsChooseStainless

We will use the hashtag **#MumsChooseStainless** for **Arttd'inox's Mother's Day campaign**. This hashtag is the mere depiction of a mother's nature & nurture which is pure and stainless; one which is ultimately synonymous with *Arttd'inox's* vision i.e. "*Art in Stainless Steel*".

As it is a well known fact, that a mother never compromises when it comes to the ones she loves, and so it goes without saying that she chooses the best for them too. She can do nearly anything and everything possible to protect and nurture her child (her own creation of love & care) and her family. Similarly, stainless steel is as strong as a mother's heart and pure as it is completely — fire, termite, & corrosion resistant, chemical-free, and is also 100% recyclable & eco-friendly, one that lasts a lifetime — just like a mother's unconditional love.

The hashtag is meant to be emotional yet intimate in order to convey perfectly what *Arttd'inox* offers, the sheer compliment to a mother's affectionate appeal. And finally, **Mums Choose Stainless (#MumsChooseStainless)** which directly means that **Mums choose Arttd'inox**, has been used to depict the factors of purity, sustainability, aesthetics & durability that *Arttd'inox* has to offer in entirety.

Further, we could also collaborate with mom influencers, ones who have a distinct style and an eye for detail, and most importantly resonate with our target audience.

STATIC POST

“Maa” - where the world begins.

A GIFT OF SHEER LOVE!



Post Copy:

Your world starts with your Mother, even the smallest gesture of yours can mean the world to her. This time, gift her the perfect expression of “love”, with the *Arttd'inox* Maa Mug, from our vibrant & beautiful Carnival Collection.

You can also grab the set of Maa, Paa, and Baby Mugs from the range for your perfect family. (Link in bio!)

Arttd'inox wishes each of its valuable customer a very Happy Mother's Day!

#MumsChooseStainless #MothersDay

CAROUSEL POST

arttdinox
stainless artistry

MOM: *Finish your veggies my dear.*

SON: *I am full Maa, I've already finished all my food.*

MOM: *But eating greens are good for you.*

SON: *Can I have my favourite candy now?*

MOM: *No, you better finish all the veggies first.*



arttdinox
stainless artistry

SON: *Maa! Please.*

MOM: *Veggies, first!*



CAROUSEL POST

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stainless artistry

RELATABLE?

WELL, WE HAVE THE PERFECT GIFTS TO HELP YOU SAY
"Thanks, Mom for all that you've done."



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stainless artistry

AFTER ALL, THAT IS WHAT A
MOTHER'S NURTURE IS

Pure.



CAROUSEL POST

artdinox
stainless artistry

STRIKING CONVERSATIONS THAT ARE
truly stainless

#MUMSCHOOSESTAINLESS



CAROUSEL POST



Post Copy:

When you love your mother so much, why not tell her today on Mother's Day!

At Arttd'inox, we pledge to mark the purity of a Mother's nurture with 100% recyclable, chemical-free, durable, stainless products that are handcrafted delicately to perfection, for the mums who never compromise on the health of their loved ones.

Choose from our range of versatile collections, click the link in bio.

#MumsChooseStainless #MothersDay

VIDEO POST



Post Copy:

Lets celebrate this day with the love which our mothers have been showering on us throughout.

Gift her the symbol that reflects her pure, strong, & fierce soul, only from *Arttd'inox's* stainless artistry that is crafted strenuously, yet it comes out beautiful and resilient.

Arttd'inox is a perfect choice for your mother's stainless nurture; so choose from our range of products that are aesthetic in appeal and in approach, along with being rust-free, fire & impact-resistant, 100% sustainable and hygienic (Link in bio.)

#MumsChooseStainless #MothersDay

INFLUENCER MARKETING (Example - Mother's day)



PLAN OF ACTION WITH INFLUENCERS:

- **Idea:** To collaborate with mommy influencers and content creators from varied walks of life, who match the ethos of a premium lifestyle, to increase awareness on our suggested Mother's Day campaign hashtag: **#MumsChooseStainless**.

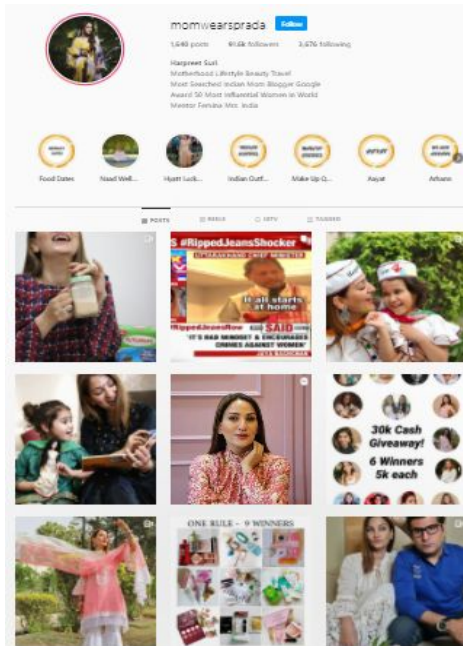
EXECUTION:

- The content creators will be given a brief about the conceptualization of our **Mother's Day campaign for Arttd'inox**, on how the sustainable, food-grade, non-toxic, 100% recyclable, termite, corrosion, and heat-resistant base of stainless steel is the ideal choice for mothers to opt for all around, in order to safeguard the health of their loved ones.

EXAMPLE:

- The mommy influencers would highlight the aspects of healthy living via the usage of versatile stainless solutions by *Arttd'inox* & upload it as their Instagram Story & a post.
- The story & the post are going to be in the form of a video, starting from the influencer sharing her views on the trustworthy and mindful aspects of stainless living and it ends with the campaign hashtag & *Arttd'inox's* logo, which further fades out smoothly.
- The content that would be uploaded in the form of a Instagram Story & a Post will have *Arttd'inox* tagged in it, along with the hashtag **#MumsChooseStainless**.

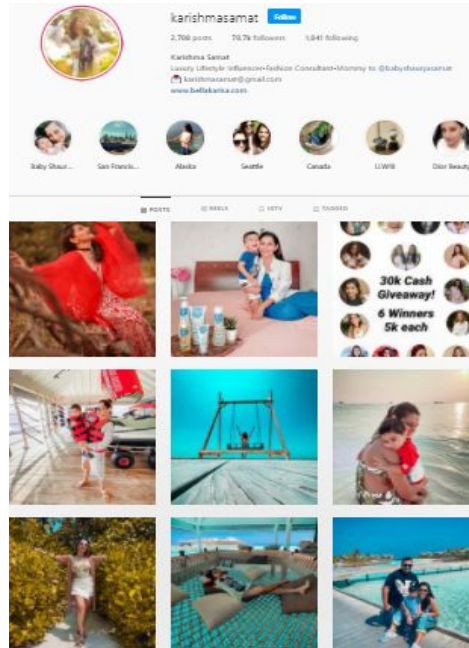
SUGGESTED CONTENT CREATORS



Harpreet Suri
91.6K Followers

Profile Link:

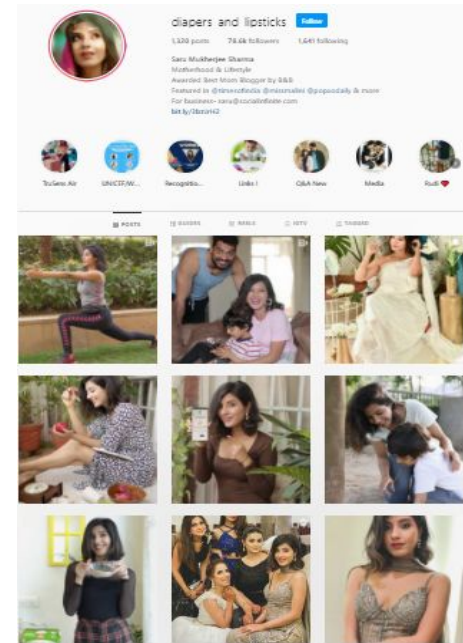
<https://instagram.com/momwearsprada?igshid=1s6zx3uvowpag>



Karishma Samat
78.7K Followers

Profile Link:

<https://instagram.com/karishmasamat?igshid=5v6ob1stue01>

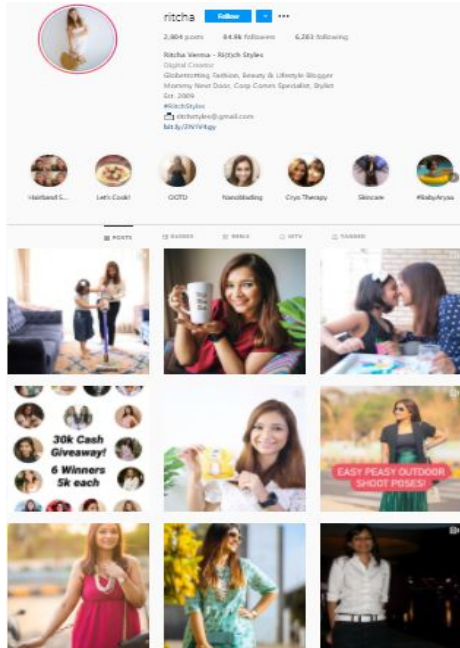


Saru Mukherjee Sharma
78.6K Followers

Profile Link:

https://instagram.com/diapers_and_lipsticks?igshid=1o7e3y72030e7

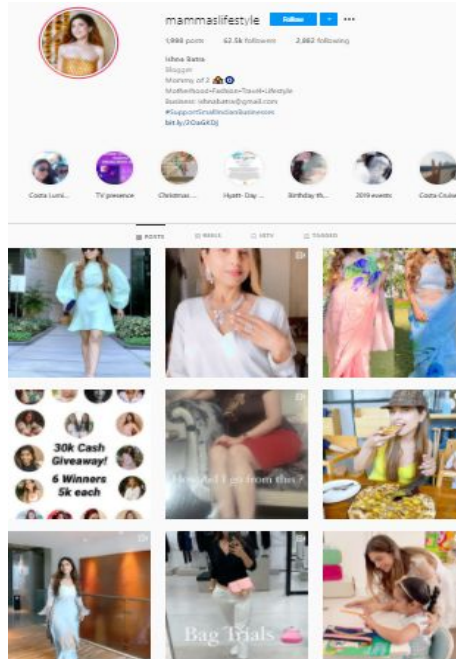
SUGGESTED CONTENT CREATORS



Ritcha Verma
84.9K Followers

Profile Link :

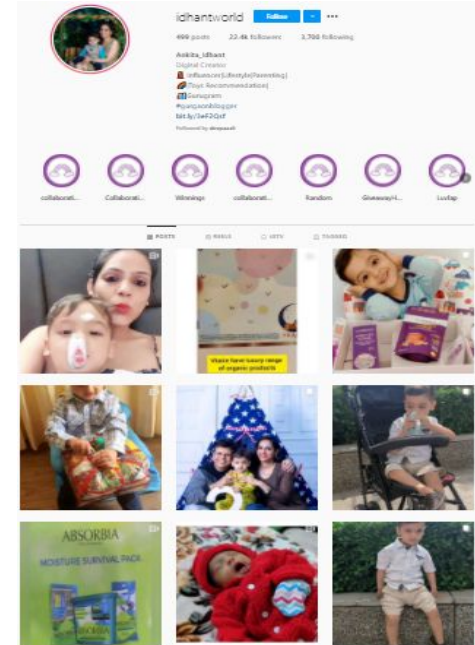
<https://instagram.com/ritcha?igshid=1mgr6a4stsoa1>



Ishna Batra
62.5K Followers

Profile Link :

<https://instagram.com/mammaslifestyle?igshid=akvk6714jzsi>



Ankita_Idhant
22.4K Followers

Profile Link :

<https://instagram.com/idhantworld?igshid=n97qixOwe4jp>

DESIGN COLLATERALS

arttdinox
ESTABLISHED 1971



ANYTHING BUT ORDINARY

**Redefining elegance &
craftsmanship.**

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artdinox
LIFESTYLE OBJECTS



ANYTHING BUT ORDINARY

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craftsmanship.**

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stainless artistry



ANYTHING BUT ORDINARY

Simplicity that beats complexity.

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whole life action plan MAY 2010

THIS MONTH'S GOAL

BALANCE

This elusive state of equilibrium can't be achieved instantly—but you can create conditions to help it along. Here's how to re-center yourself.

BODY RECALIBRATE

► **BY TARA** Research suggests that this herb, called holy basil and used in Ayurvedic medicine, can lower levels of the stress hormone cortisol and help you stabilize mood. To reap its benefits, crush some fresh leaves through your food processor. Create some variety: Instead of going for your usual nut, take a dance class. Rather than working eggs, try kickboxing.

► **KNOW YOUR PLACE** Is it cash-bean or meat-dense? Balance your diet by adjusting your portion sizes, and a quarter cup protein.

► **KNOW YOUR CURE** Your skin is critical to creating and maintaining balance in the body. See "Bad Skin Cures," p. 54.

RELATIONSHIP WHAT'S YOUR GOAL?

► **BY TARA** Why keep your relationship from getting bogged down? Make sure you are clear on your goals. Do you want to be a parent? Do you want to be a professional? Do you want to be a volunteer? Do you want to be a...?



MIND RESTORE

► **BREATHE IN ONE NOSTRIL, OUT THE OTHER** The simple yoga breathing technique called Nadi Shodhana, which means "alternate-nostril breathing," is said to clear the head and calm the mind. Gently closing off your right nostril with your right thumb, inhale slowly through the left one. Then close the left nostril with your right ring and little fingers and breathe out the right. Now inhale through the right, exhale left; repeat five times on each side.

► **DELEGATE** Think of a task that you could shift to someone else (tasks? housecleaning? a tedious, time-sucking office chore that a junior coworker might relish?), and simply let it go.

SOUL

RELIEVE+REVIVE

► **BRING BALANCE** to your garden's greatest treasure—its soil—by starting a compost heap. Your kitchen scraps can become nature's best fertilizer. Visit homocompost.org for a collection of articles and guides for getting started.

► **SUPPORT A BETTER BALANCE** (betterbalance.org), a nonprofit legal organization dedicated to helping working American families get the time and on-the-job flexibility they need to care for their families.

► **See Where to Buy** Hair: Toni Kono for public makeup; Charlotte Lancôme manicure; shoes for Chanel; Le Verres set by Strauss Studio.

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arttdinox
STAINLESS APPLIANCES



STEP INTO A WORLD OF
**luxuriously crafted
stainless kitchens**

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artdinox
LUXURIOUS KITCHENS



STEP INTO A WORLD OF
**luxuriously crafted
stainless kitchens**

Luxury design is simple. Simply better. ArtDinox is the premier chef appliance industry leader when it comes to durability & timeless beauty. We make it so. We do. When an artisan joins hands in quality of our work, we're proud to be made in Italy. www.artdinox.com

CALL AT +1 8227951118, +41 324 874 1334
WWW.ARTDINOX.COM | #ARTDINOX

arttdinox
stainless artistry



STEP INTO A WORLD OF
**luxuriously crafted
stainless kitchens**

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whole life action plan MAY 2010

THIS MONTH'S GOAL → **BALANCE**

This elusive state of equilibrium can't be achieved instantly—but you can create conditions to help it along. Here's how to re-center yourself.

BODY

RECALIBRATE

BY TARA Research suggests that the link called body biocell and used in Ayurvedic medicine, may lower levels of the stress hormone cortisol and help you stabilize mood swings.

EMBRACE YOUR OPPOSITE Do you sleepwalk through your fitness routine? Create some variety instead of going for your usual run, taking a dance class. Rather than working out, try kickboxing.

REORGANIZE YOUR PLACE It's a cliche, but is it true? Is your cabinet or near-desk? Balance your desk by adjusting your chair, adding a plant of green, a quarter grape, and a quarter tea press.

SPRING YOUR HOME For all the stress of moving and maintaining a home in the city, the "Real Estate Center," p. 54.

MIND

RESTORE

OTHER

DELEGATE

SUPPORT

RELIEVE + REVIVE

BETTER BALANCE

LEGAL

ON-THE-JOB

WHITNEY

STUDIO

SEE

BUY

HAIR

TONIC

FOR

IMMUNE

MAKEUP

CHRISTELLE

LANCÔME

MASCARA

FOR

CHANEL

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VERREIL

SET

BY

STRAUSS

STUDIO



SOUL

RELIEVE + REVIVE

BRING BALANCE to your garden's greatest treasure—its soil—by starting a compost heap: Your kitchen scraps can become nature's best fertilizer. Visit hontocompost.org for a collection of articles and guides for getting started.

SUPPORT A BETTER BALANCE (abetterbalance.org), a nonprofit, legal organization dedicated to helping working American families get the time and on-the-job flexibility they need to care for their families.

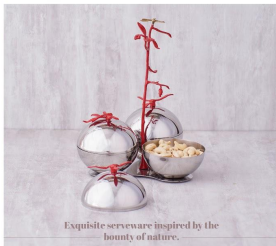
See Where to Buy Hair Tonic for Immune Makeup; Christelle Lancôme Mascara; Chanel Le Verreil Set by Strauss Studio.

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EMAIL MARKETING

artdinox
stainless artistry

ANYTHING BUT ORDINARY.



Exquisite serveware inspired by the bounty of nature.



DESIRE MEETS
DISTINCTIVE
DESIGN
RHYTHMS.



SIMPLICITY
THAT BEATS
COMPLEXITY.



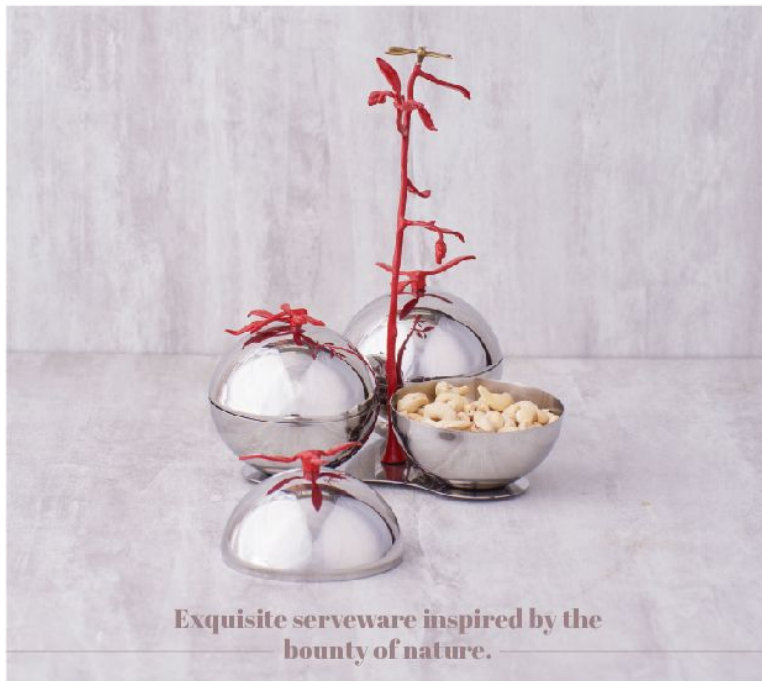
REDEFINING
ELEGANCE &
CRAFTSMANSHIP.

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SHOP NOW

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ANYTHING BUT ORDINARY.



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DESIRE MEETS
DISTINCTIVE
DESIGN
RHYTHMS.



SIMPLICITY
THAT BEATS
COMPLEXITY.

arttd'inox
DESIGN • FABRICATE • INSTALL

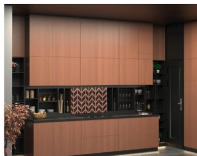
INSPIRED. CREATIVE. FUNCTIONAL.



A KITCHEN IS
the heart of your home
AND YOU'LL WANT IT TO LOOK
AS GOOD AS POSSIBLE.



WITH ARTTD'INOX, A BESPOKE KITCHEN
DESIGN GIVES YOU THE FREEDOM TO
EXPRESS YOUR INDIVIDUAL CREATIVITY.



EMBODYING THE QUALITIES OF SUPERIOR
STAINLESS THAT IS — FIRE, TERMITE, &
CORROSION RESISTANT.



GRADED USING THE MOST DURABLE
MATERIALS WHICH ARE GREAT FOR YOU,
AND NATURE TOO.

#STAINLESSISMORE

EXPLORE NOW

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SOCIAL MEDIA & GOOGLE ADS



PLAN OF ACTION:

- **Objective:** To create awareness about *Arttd'inox* as a brand that euberates holistic expansion of global decor identities & creative and versatile embellishments, that are further enhanced by functionality and high-quality stainless steel.

This will help increase our brands' visibility on our social media handles amongst existing and potential clientele.

- **Primary Focus: SOV, Website Traffic and Social Media Engagement.**

- We would begin by reaching the right people. A connecting with more potential customers with advertising optimisation options like keywords, demographics, location and remarketing. Encourage people to notice your brand, consider your products and take action.

Execution:

Step 1:

Connect with customers on their favourite sites and apps. Meet our desired advertising goals. As display campaigns have a broad reach and can help you:

- Promote the brand
- Generate product awareness
- Increase sales
- Get more leads

Step 2:

Create ad sets from the backend and promote content such as:

- Designer Collaborations
- Testimonials of valued clients
- New Collection Releases & Announcements
- Branded posts about *Arttd'inox*
- Insights and happenings at *Arttd'inox* (i.e - Festive Sales/ Discounts & Offers)



Handcrafted Barware

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Handcrafted Barware

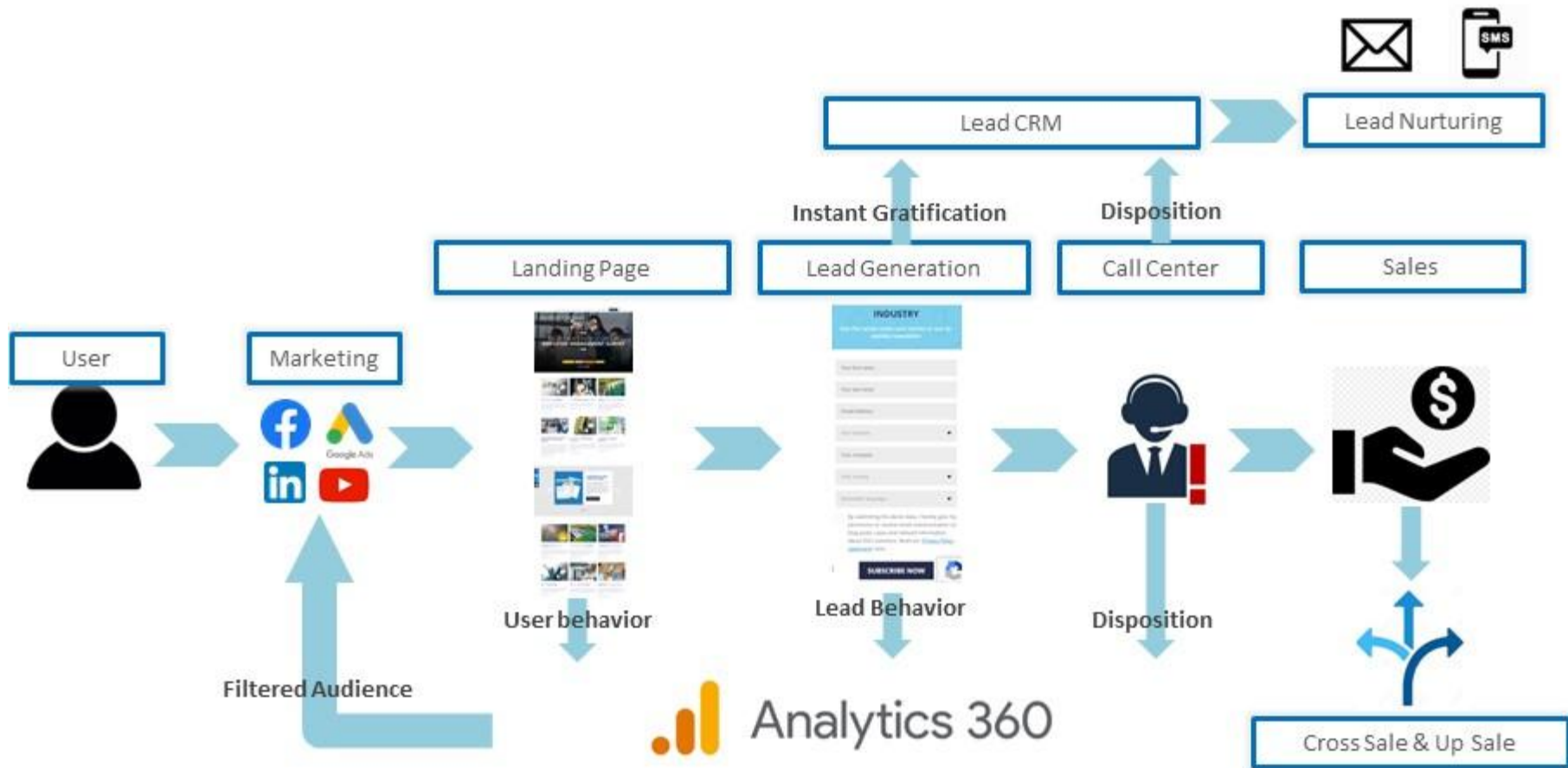
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Handcrafted Barware

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Funnel Management for Sales & Marketing Automation



SCOPE OF WORK

SCOPE OF WORK

Arttd'inox
Social Media

SOCIAL MEDIA SCOPE OF WORK Posts By Socioar
Scope Per Month
POSTS
Facebook - 60 posts per month Mix of static creatives, carousel and video
Instagram - 60 posts per month Mix of static creatives, carousel and video
LinkedIn - 30 posts per month Mix of static creatives, carousel and video
COVER PHOTO
1-2 Facebook cover photos per month

SCOPE OF WORK

Arttd'inox
Emailers

SOCIAL MEDIA SCOPE OF WORK Posts By Socioar		
Deliverables	Scope Per Month	Scope Per Month
POSTS		
Emailers	2 Newsletters per month	Emailers can be sent out through MailChimp or a pdf/html can be shared

SCOPE OF WORK

Arttd'inox
Social Media

PERFORMANCE REPORTING AND GROWTH ANALYTICS
<i>SOCIAL MEDIA AUDIENCE INTERACTION</i>
Daily Replying To Queries We Receive On Social Media Platforms With An Approved Template
<i>SOCIAL MEDIA PERFORMANCE REPORTING</i>
Fortnightly Performance Reporting- Shared on 1st and 15th of The Following Month For Previous Month

SCOPE OF WORK | SUMMARY

Platforms - Facebook, Instagram & LinkedIn

- 2 posts a day on all Facebook & Instagram - **60 posts a month**
- 1 post a day on all LinkedIn - **30 posts a month**
- 1 original creative story a day Facebook & Instagram - **30 stories a Month**
- New media creatives in the form of images, gifs, grids and videos along with appropriate captions and discovery hashtags
- Dynamic posts creation - Gifs/Videos (Static:Dynamic - 60:40)
- Email Marketing - **2 newsletters a month**
- Post promotion of posts across platforms, includes ideation and creation of creatives and copy
- Art direction for photo and video shoots
- Develop ongoing content support to drive engagement
- Recommend new digital opportunities as appropriate, such as new platforms, tools, trends, etc
- Monitoring social media conversations and responding to the same
- Monthly detailed analytics report to outline performance metrics, targets, benchmarks, etc

SCOPE OF WORK | SUMMARY

AD CAMPAIGN MANAGEMENT - FACEBOOK & INSTAGRAM (LEAD GENERATION & BRAND AWARENESS)

- 8-10 social media ad campaigns a month, sub -campaigns for AB Testing
- Campaigns to include Traffic Ads with Book now CTAs
- A/B testing of content, audience and creatives
- Report of ad campaign
- Images/Carousels/Video/Story

GOOGLE AD CAMPAIGN MANAGEMENT (LEAD GENERATION & BRAND AWARENESS)

- Google Search Text Ads
- Google Display Network (Web Based - Text & Banner Ads)
- Google Display Network (Contextual retargeting - Text/Banner Ads)

PRODUCTION

- Photoshoot
- Videography

Any Questions?

COMMERCIALS



SCOPE OF WORK | SUMMARY

Monthly Retainer Commercials :

INR 2,95,000 per month + Applicable Taxes

Social Media Ads cost

Fee: Minimum INR 30,000/- Per Month (upto INR 3,00,000 ad spends)

10% ads management fee will be charged on actual spends over and above 3,00,000 (exclusive of taxes)

Google Ads

First month – campaign setup charges (one time cost) – 60,000 + GST

Fee: Minimum INR 30,000/- Per Month (upto INR 3,00,000 ad spends)

10% ads management fee will be charged on actual spends over and above 3,00,000 (exclusive of taxes)

Production cost (Photography & Videography)

Management fees included in Retainer. All other costs will be charged on actuals

Design Collaterals

3-4 collaterals per month

Thank You!

