

NNNOW

Social Media Proposal





Agenda

- Objective
- Market & Competition
- Consumer
- Approach and Strategy
- Social Media
- Creative
- Team & Reports

An **omni-channel platform** launched to move away from the discount driven e-commerce market, to **brand-led shopping journeys**.

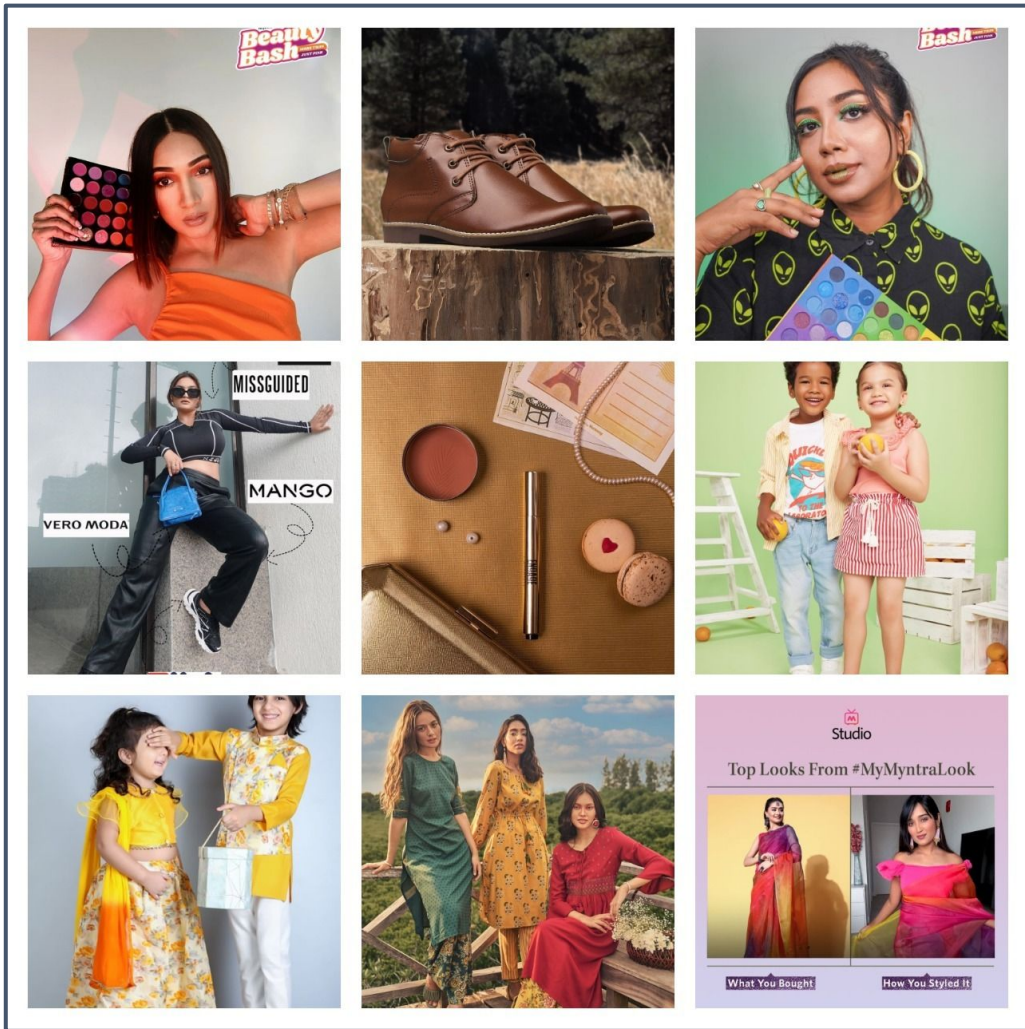
NNNOW.com focuses on **experiential commerce** by building richer, connected **online+in-store journeys** that help solve core customer fashion shopping needs most effectively.

They bestow a physical in-store experience powered by an online shopping network and digital kiosks connecting all its retail spots.

Product Range: Apparel, Accessories, Footwear, Beauty

NNNOW

Market & Competition



Brand Zone:

- Vibrant fashion store at affordable rates

Shopping Experience:

- hassle free and enjoyable shopping experience”

Product Range:

- Clothing, Footwear, Accessories, Cosmetics and personal care products, Home and living products

Campaigns:

- **#MyMyntraLook**- A Campaign in which customers share their look with Myntra purchases
- **#MyntraFashionCarnival**- The top spender in Myntra Fashion Carnival every hour wins an @oppo Reno8 5G at just Rs.1!
- **Myntra Studio**- Personalized Search Feed brings men/women fashion trends, celebrity styles and daily updates from fashion Labels

Myntra



Tata Cliq

Brand Zone:

- Curating authentic and exclusive products for customers with impeccable taste.

Shopping Experience:

- Name that says shopping online is now so easy and trustworthy, that all it takes is a click.

Product Range:

- Clothing, Footwear, Accessories, Bags, Wallets, Home and Living Products

Campaigns:

- **Topical content**-Content based on monsoon fashion, Moods of Monsoon (real life stories about why people love the rain)
- **#InTheSpotlight**-Posts focusing on the wide range of brands Tata CliQ houses and highlighting the brand's USPs
- **Travel with TataCliQ**- a trendy outfit is posted based on the location eg-London, Jaipur, etc



Ajio

Brand Zone-

- Fashion that is bang-on-trend, and hand-picked by a team of stylists, buyers and designers

Shopping Experience:

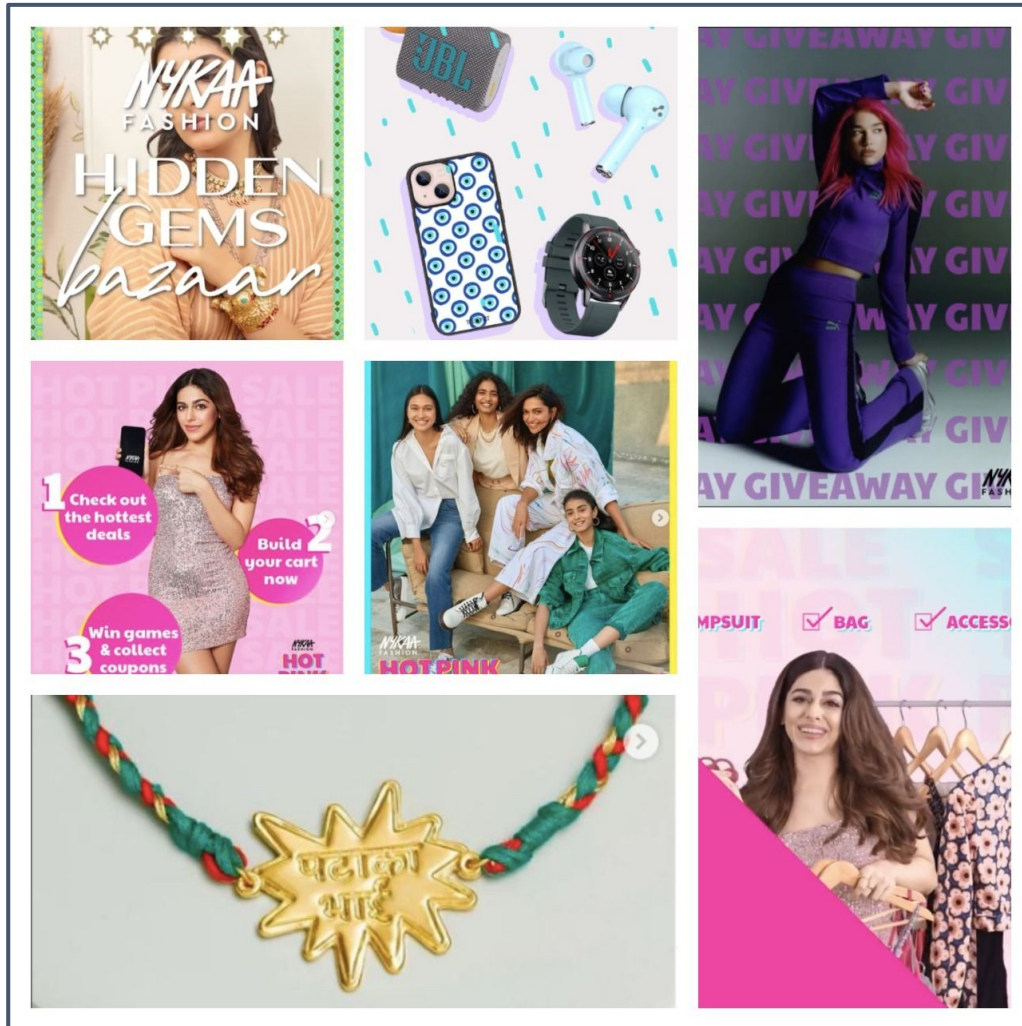
- “With the trendiest, freshest, and most unique styles from across India and the world, AJIO invites you to express your personal style fearlessly, and with a confidence”

Product Range:

- Clothing, Footwear, Accessories, Home Decor, Kitchen and Dining supplies

Campaigns:

- Instagram posts use the hashtags #AjioLove and #HouseOfBrands, featuring the large array of products
- Festive content on their Facebook
- Influencer and bollywood celebrity content on Youtube, including topical videos



Brand Zone:

- A curated and managed marketplace with an endeavor to inspire consumers to make fashion and lifestyle choices that best suit them.

Shopping Experience:

- “While we offer a wide range of products, we place strong emphasis on curation. We identify fashion-forward brands, vetting for style and quality, and further select styles within these brands to offer.”

Product Range:

- Clothing, Footwear, Accessories, Home Decor, Technology

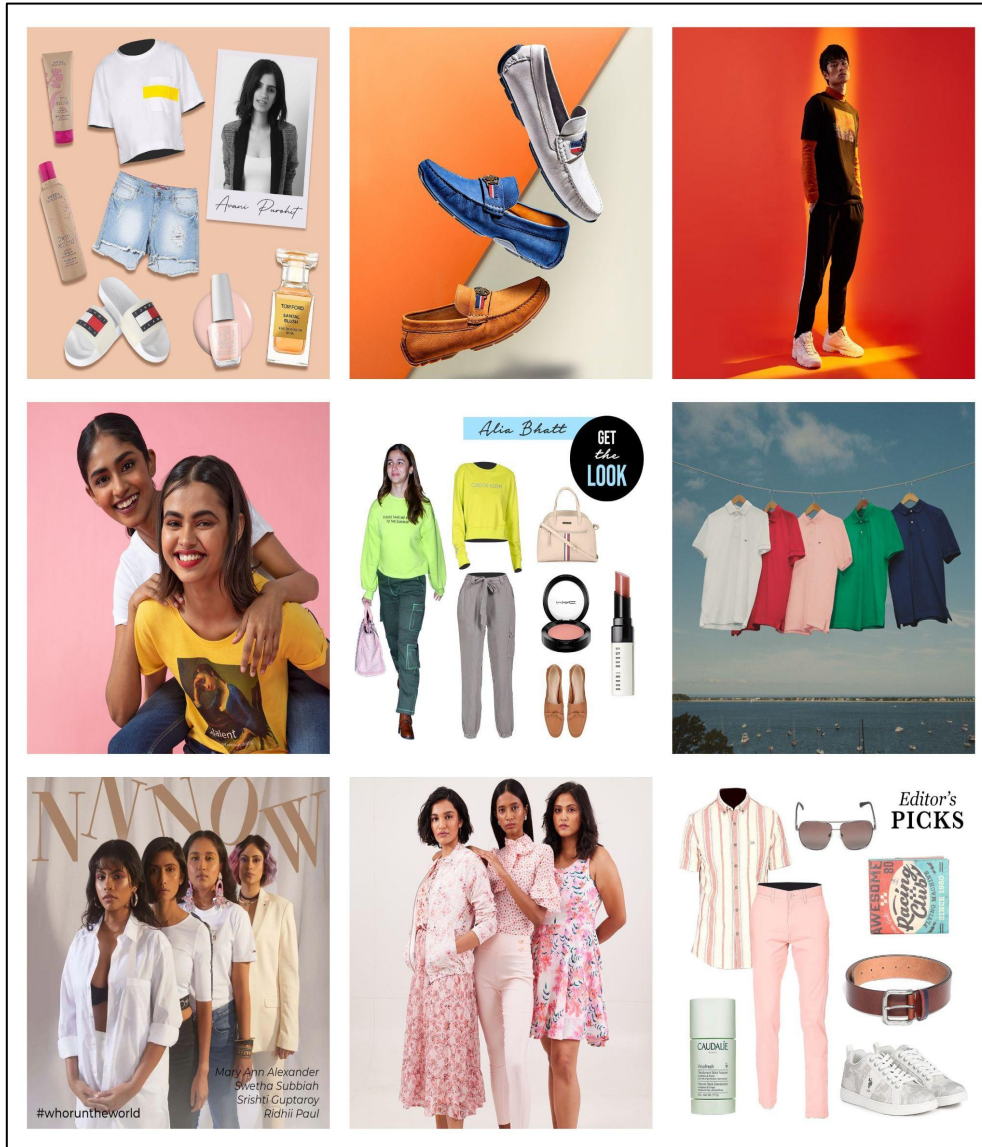
Campaigns:

- Influencer based collabs and content
- **#FestiveReadyWithNykaaFashion**- Posts celebrating special occasions and festivals
- **#HottestSaleOfTheYear**- Highlighting and promoting their biggest sale on the Nykaa website

Nykaa Fashion

NNNOW

- **What to wear this week-** Vibrant posts with an artistic outfit, and the links to the products in the post
- **Collections-** Products based on a theme are clubbed into different collections on the website
- **Gifting guides-** Posts for special occasions with an examples of good gifts. Eg- Gifts for your mother on mother's day



Key Takeaways

Global brands have taken “**Think Global Act Local Approach**” and have created and curated content specific to Indian audiences in terms of **celebrities, Trends and Fashion** along with **keeping a tab on Global trends and style**. **HomeGrown brands with original style and statement leads to high adoption from “No brand loyalty” GenZ consumers if they have unique story to tell**

Influencer Content

Collaboration and association with celebrities, Content creators and pop culture icons in curating Fashion

Shopping Brands You Trust

AJIO and Tata Cliq are building the positioning of housing some of the **Exclusive Brands with #HouseofBrands & #InTheSpotlight**

Festive Collection, Offers and Big Days

FOMO creates a lot of walk-ins, consideration and conversion in this space. Fashion Previews, Midnight Preview, Trunk fashion Shows...such properties will lead to higher purchases

Fashion, Beauty and Trends

“**How To**” and **Style and Trend** conversations on social platform leads to shopping purchases. Myntra owns this space with “**Myntra Studio**”

Understanding the Market

Fashion & Beauty Industry:

INFLUX OF GLOBAL & D2C BRANDS: 30 Bn USD

800 D2C Brands plus and many Global fashion brands coming to India, the Online fashion market is likely to grow 35% from 8-10 Bn to 30 Bn USD industry in the next 5 years

VALUES AND BELIEFS

“Consumers want to support brands that resonate with their own values and offer seamless shopping experiences, besides fast delivery and return policies.”

IMMERSIVE DIGITAL SHOPPING EXPERIENCE & AI/VR

Fashion brands are moving towards digital interventions, making use of technology to create Personalised & easy to shop Digital Experiences. Technologies like virtual fit or sizing tools, virtual showrooms and stylists

CONSCIOUS CONSUMPTION

Brands are shifting towards sustainability to make themselves more relevant for conscious and aware customers.

INFLUENCERS & CONSUMPTION

Influencers play a major role in the way we consume today, influencing the consumer buying behaviour and their purchasing decisions.

FAST FASHION

While they may offer good deals to consumers, the speedy turnover and the short life of these garments come at big cost to the environment,

DIGITAL FASHION SHOWS to METAVERSE & NFTS

Manish Malhotra's first fashion NFT on India's largest crypto exchange platform, WazirX and it was purchased like hotcakes.

SOCIAL MEDIA & BEAUTY an EXTENSION of FASHION

Beauty and fashion are really coming together. Expert advice, Being personalized, Inclusive and Ethical.

Consumer Understanding

GenZ

'Is this brand that I'm purchasing from a reflection of – or a part of – who I am and who I want to appear to be?' . This generation doesn't just buy a product, they buy a story– it's about individuality over everything.

Young, Fun and Bold

Like Brands which are Young in their approach and fearless. it's all about having genuine and forward-thinking values, incorporating that within the company's identity and mission.

Being Authentic, Original style

Gen Z consumers look at every brand as an outlet by which to express who they are.

Altruism

'Does this support a future world that I want to be a part of?' – whether [the brand is speaking to] climate change, social justice or purpose."

Mental Wellbeing

46% of GenZs and 41% of millennials again said they felt stressed all or most of the times.

Gaming and AR/ VR

Gaming, gamification, AR/ VR are influencing mainstream lifestyle behaviours and preferences.

Music, Hangout & More

Spotify, Youtube, Instagram closed group, OTT binge watching and hanging out with friends are core part of their lifestyle.

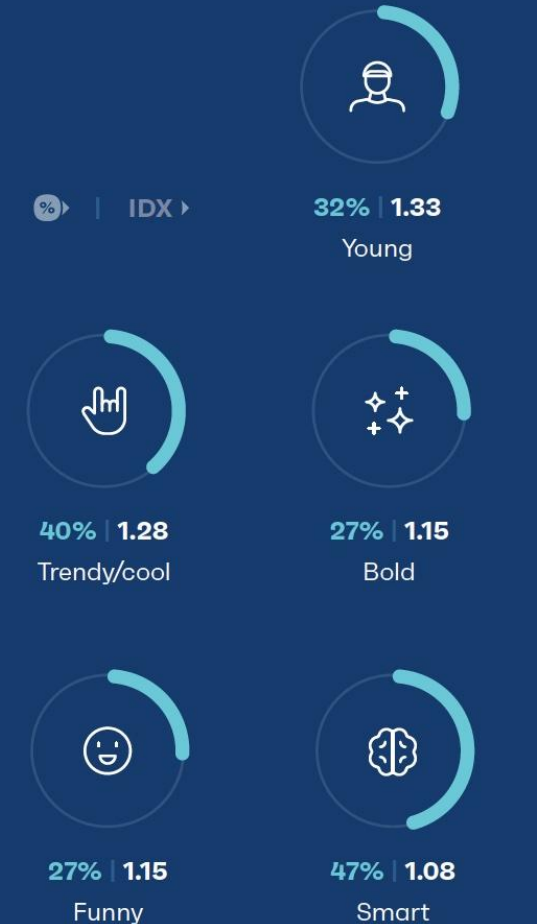
Flexi- Pay

Gen Z consumers flexi payment helps them to purchase better

Omnichannel shoppers and enjoy the holistic experience of going to a brick and mortar store, trying on the clothes and making an instant purchase

Brand qualities

% of Gen Z who want brands to be the following (sorted by over-index)



Millennials

Experience

Values brand experience more than actual product value.

Brand Conscious and Brand Loyal consumers

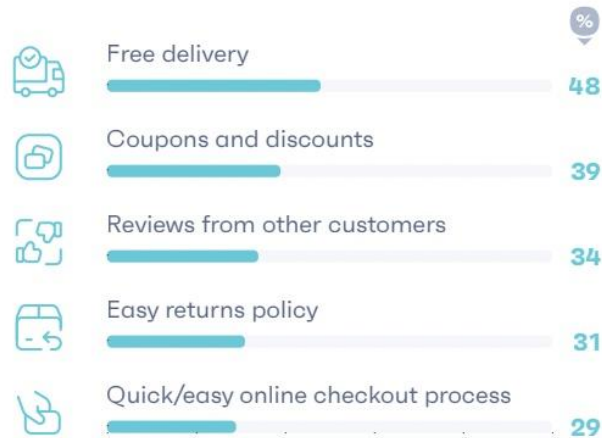
About 60% of the Indian millennial consumers look out for brands they can associate with. They feel an emotional connection with these brands and they believe they are defined by the brands they purchase. Indian Millennials crave for brands that boost their social status and make them stand out of the crowd.

Convenience

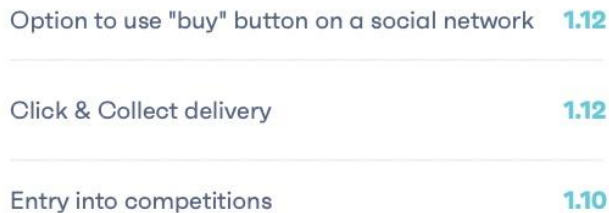
28% of millennials who abandon carts cite long shipping times as a reason.

Top 5 online purchase drivers

% of millennials who say the following would motivate them to make a purchase

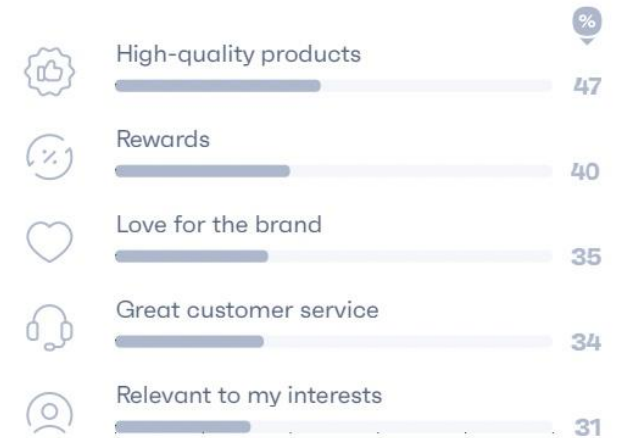


Top 3 over-indexes



Top 5 brand advocacy motivations

% of millennials who would advocate a brand for the following reasons



Top 3 over-indexes



Factors Driving Growth

A strong **Brand -product strategy deeply connected with pop culture**, along with seamless execution of unconventional marketing strategies will make Brands today relevant and resonate with its audience. Brand needs to lean into the **current culture and champions inclusivity, sustainability and a great Digital, Technology led shopping experience for its customers.**

Omni-Channel Marketing worked for brands like Farfetch and will continue to be more relevant as a Brand strategy for scale

Sales and Offers strategically are part of huge Marketing Campaigns involving Tier I celebrities to change the perception on Sale.
AJIO BIG BOLD DAYS

Gen Z Influence: it first has to align with their aesthetic and their personal brand values, be good quality and environmentally sustainable and offer a good shopping experience.

Influencers Marketing is mainstream. UGC Fashion participation X TikTok/ Insta Reel will drive the next wave

Content, Curation & Style: Offer information, insight and inspiration to its audience. **Content led Commerce.**

Smooth Shopping Experience: Guest checkout, Free Coupons, VR TRyouts, anything in technology to make the shopping experience smooth

Brand Truth + Consumer Fit



Brand Essence





Brand Narrative

Great Fashion Experience

Brand Truth + Consumer Fit

- NNNOW an Omni-channel Retailer which is a House of some of the most iconic American and Global Brands
- House of Sephora
- House of Flying Machine
- House of some of the coolest Home Grown Brands

BRAND GAP

Owning Consumer subcultures, having fun and not taking yourself too seriously. Building Content and Communication for the Consumer who wants to shop from NNNOW because it stands for what they are today.

Recommended Way Forward

BUILD DISTINCT BRAND NARRATIVE/ Recognising every Quarter a Trend and Owning It in the Brand Narrative:#INtheNNNOW

NNNOW an Omni-channel Retailer which is a House of some of the most iconic American and Global Brands

PRODUCT, TREND, CONTENT LED COMMERCE, #OnTheGrid

Curating and co-creating Content
Repurposing Global Content
Trends and Product stories for the Grid.

INCREASE SHARE OF VOICE, STRATEGIC MEDIA

Topical, trending and moment marketing

GENERATE ENGAGEMENT

Format innovation, interactive stories, quizzes and contests

COMMUNITY BUILDING- PROPERTY

KOL, local associations and partnerships , local influencers and celebrities

Communication Strategy & Approach

Establishing three key brand benefits

Reason to Believe

Global and Home Grown Brands
Exclusive Collections Online.
Always being **#IntheNNNOW**

Great Experience:
Fashion and Product.

(**#OntheGrid** Content Curation
at the heart of Commerce.)

Good Quality, All Price
Range.

(**#NNNOWL&R**, Loyalty,
Rewards and More)

Key Brand Message

Range Offering



Brand Voice on Social

BRAND PERSONALITY

Friendly | Warm | Playful

BRAND TONALITY

Direct | Personal | Humble

BRAND LANGUAGE

Simple | Fun

BRAND PURPOSE

Enable | Delight

Recommended Brand Campaign

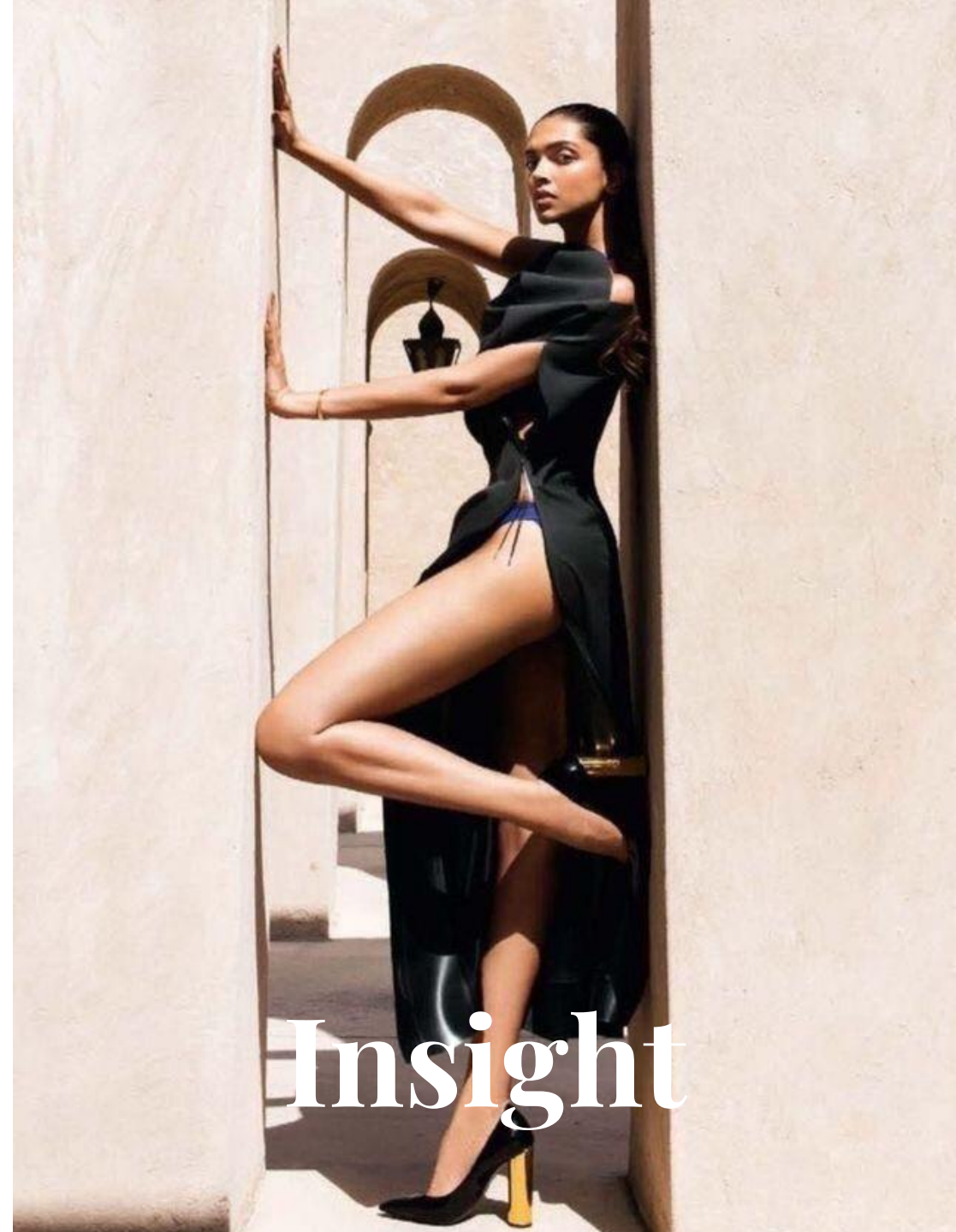
Creative Route

ROUTE 1

THOUGHT

NNNOW offers a **house of brands to its customers**, where people can enjoy **authentic brand experience**. People **evolve and with that evolves their fashion consumption**. We are creating **brand awareness and reaching out to our Target Audience in a larger way to influence** and make NNNOW a part of their fashion choices.

Today, everything moves like a **bullet train** and **fashion changes** at a pace that's faster. You find your **style** in a constantly evolving world and wonder what truly stays, what truly matters and what truly reflects.



Insight



Idea

The answer is- your authentic style. Style that echoes your life, translates your mind, speaks of your passion before you do.

Because, it's all about you and your experience.
And that's what matters. And once you
experience the ecstasy of letting your style
speak, there's no going back.

Come, discover a brand experience that's
authentic in more ways than one.



**Creative
leap**

NNNOW or Never

Teaser

Content Framing

HERO

Brand campaign that creates awareness and recognition for a mass audience.

HUB

Seasonal and Monthly campaigns to create consideration for our Target audience and keeping them engaged to our offerings

HYGIENE

Social Media Content to resonate and relate with customers' everyday needs and fit brand's positioning relevantly.

Hero





L I V E

POST COPY

Live in the moment. whether it's an evening date or a casual hangout, your style is all about being in the moment. LIVE NNNOW or Never



T H E

POST COPY

THE expression of your life lies in your style. Discover the style you were born for NNNOW



E X C L U S I V E

POST COPY

Your style is EXCLUSIVE and we curate exclusive brands to complement your style.



NNNOW

POST COPY

NNNOW is your ultimate destination to discover authenticity of labels and make them love you back.



OR

POST COPY

Make everyday iconic with the brands you love. NNNOW.



NEVER

POST COPY

Never underestimate the power of fashion. It starts from what you like, and ends at how you feel about it. Live your style NNNOW or Never.



A U T H E N T I C

POST COPY

Show the world your authentic style and
it all starts NNNOW.



B R A N D

POST COPY

If fashion complements your style then our brands are curated to complement your fashion. It's either NNNOW or Never.

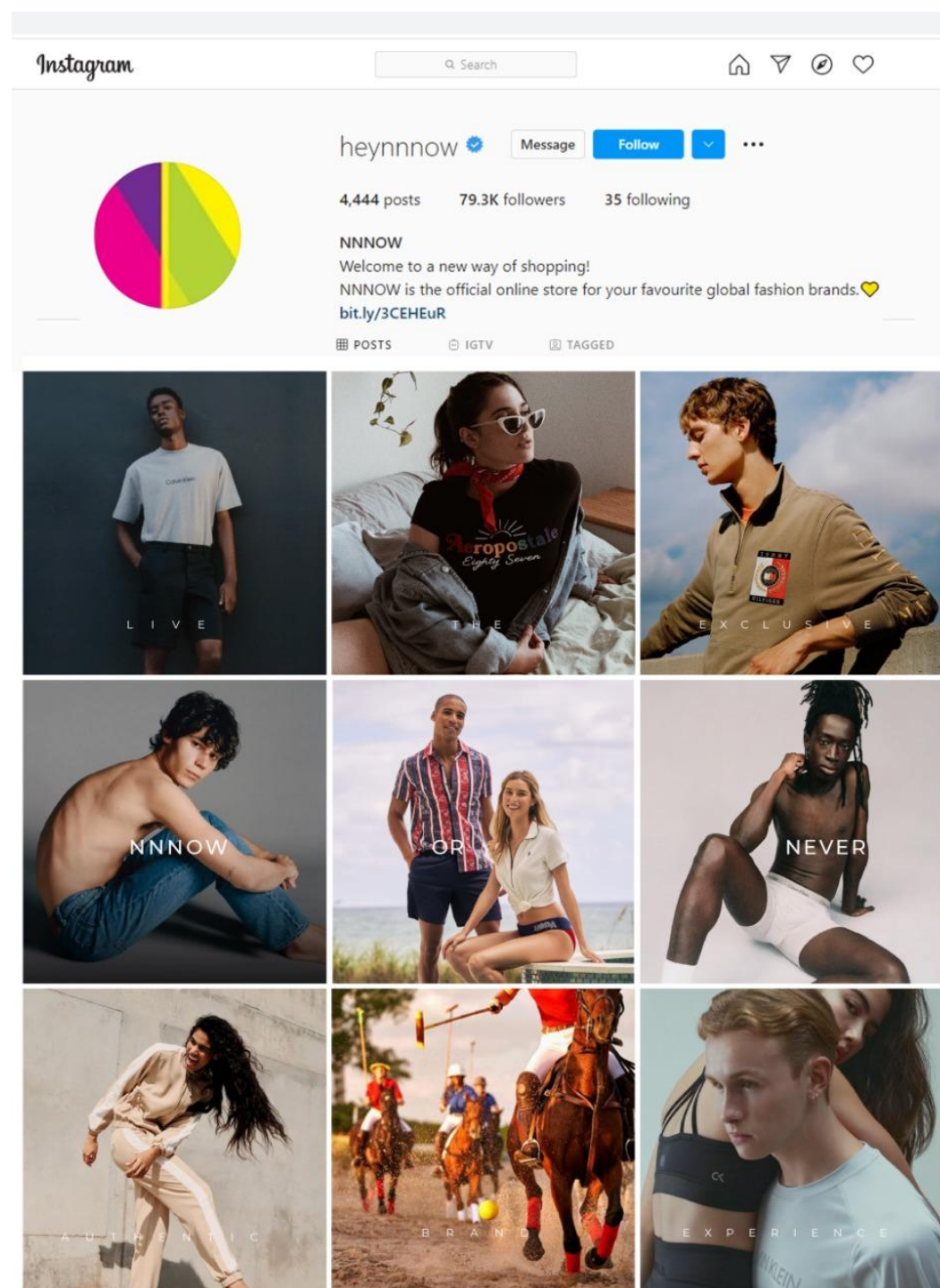


E X P E R I E N C E

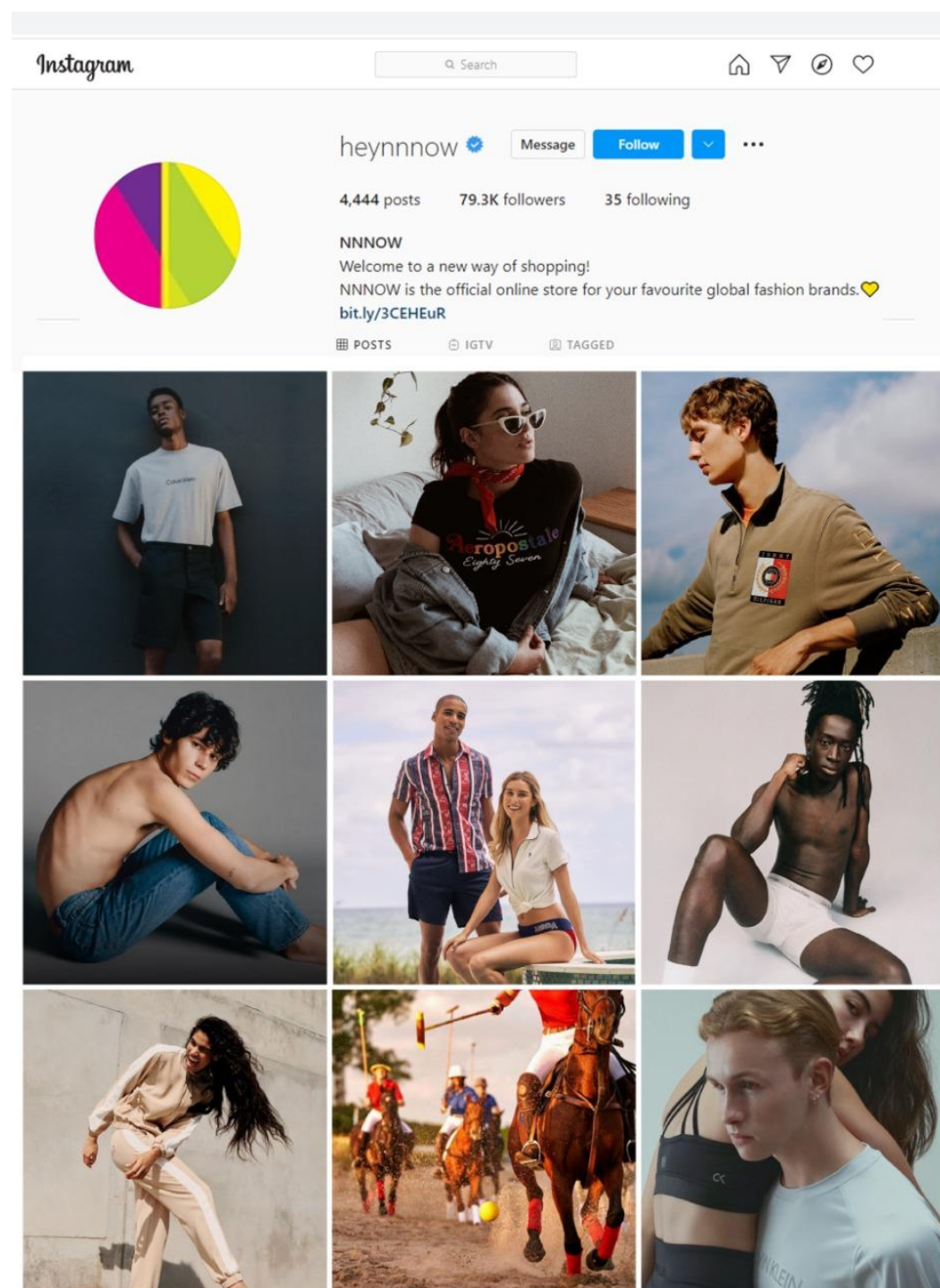
POST COPY

Experience what you're made for. The real style that comes straight from the soul. Discover it at NNNOW or Nowhere.

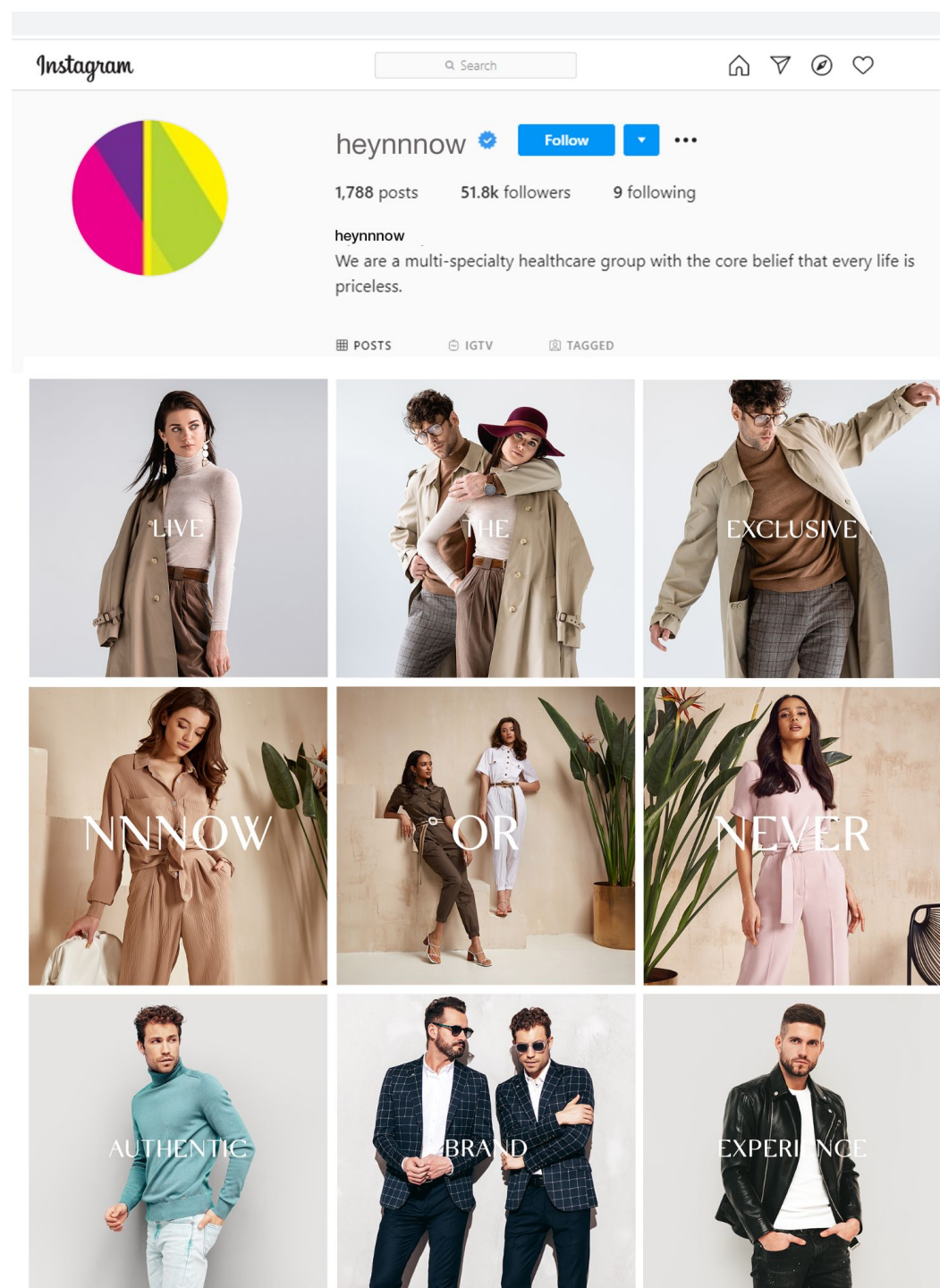
Launch Grid



Launch Grid



Launch Grid



Hub



Gift

NNNOW

Seasonal Campaign

THE
ARVIND
STORE

We are approaching the festive season, and fashion is the biggest consuming sector. We want to give people the opportunity to gift their loved ones exclusive and authentic style.

NNNOW or Never

NNNOW or Nowhere

NNNOW or Nothing

Hub Campaign

Gifting is personal to everyone and while every gift speaks about inexpressible love, the brands you gift is going to be that gesture you make.

Catching up with trends of reels about gifting tips and suggestions.

Makeup | Women fashion | Shoes | Gifting moms with kids apparels

Gift
NNNOW

Rollout

Social posts

Category wise gifting posts

Clothing category

Makeup

For him / her

UGC

A gift you would like in your wardrobe?

Comment and win a gift hamper

Influencers

10 Influencers talk about their festive shopping and gifting ideas from NNNOW

Hygiene







#WearingNNNOW

User Generated Content-

We ask people to share a picture of what they are wearing at the moment. Followers can share a picture of their sneakers, makeup, dress, jacket and the like. Every entry will be featured on the story with the hashtag #WearingNNNOW

We are looking at 500+ entries to make it viral.

#NNNNOWorNever

#WearingNNNOW

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Platform- Twitter



Taking it Social

Authentic Brand Experience:



NNNOW or Never

Route One

Route Two

Global & Home Grown Brands Exclusive Fashion & Beauty Range



ROUTE 2

We all are unique in our own way, and no one is alike. We may be similar, but we are not the same.



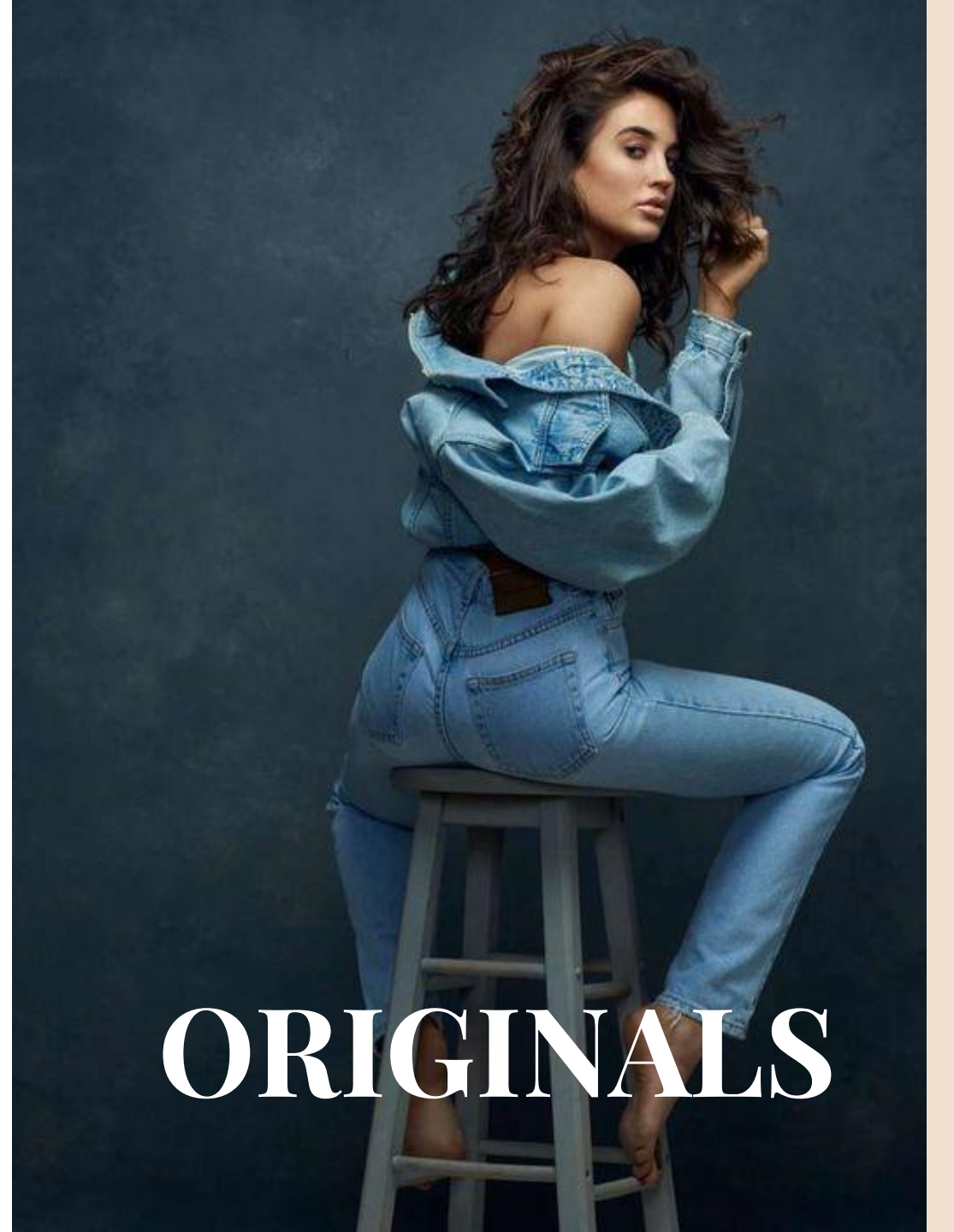


We're originals -

Message to everyone stating everyone is original.

And the same it's an allegory to the authenticity of the products available @NNNOW.

Original people deserve original products, and NNNOW is where you get what you deserve.





Teaser

W H O

A R E

W E ?

S T A

Y T U N

E D





heynnnow

Message

Follow



4,444 posts

79.3K followers

35 following

NNNOW

Welcome to a new way of shopping!

NNNOW is the official online store for your favourite global fashion brands.♥

bit.ly/3CEEuR

POSTS

IGTV

TAGGED

W H O

A R E

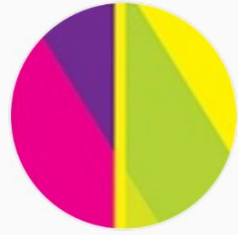
W E ?

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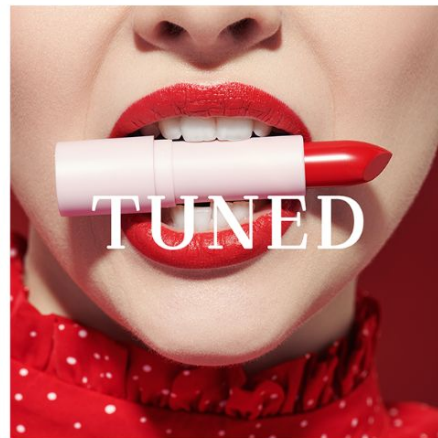
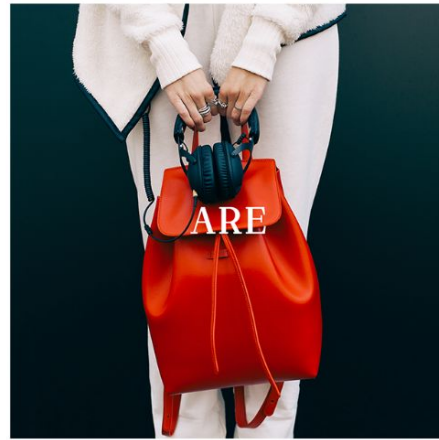
heynnnow  [Follow](#)  

1,788 posts 51.8k followers 9 following

heynnnow

We are a multi-specialty healthcare group with the core belief that every life is priceless.

[POSTS](#) [IGTV](#) [TAGGED](#)

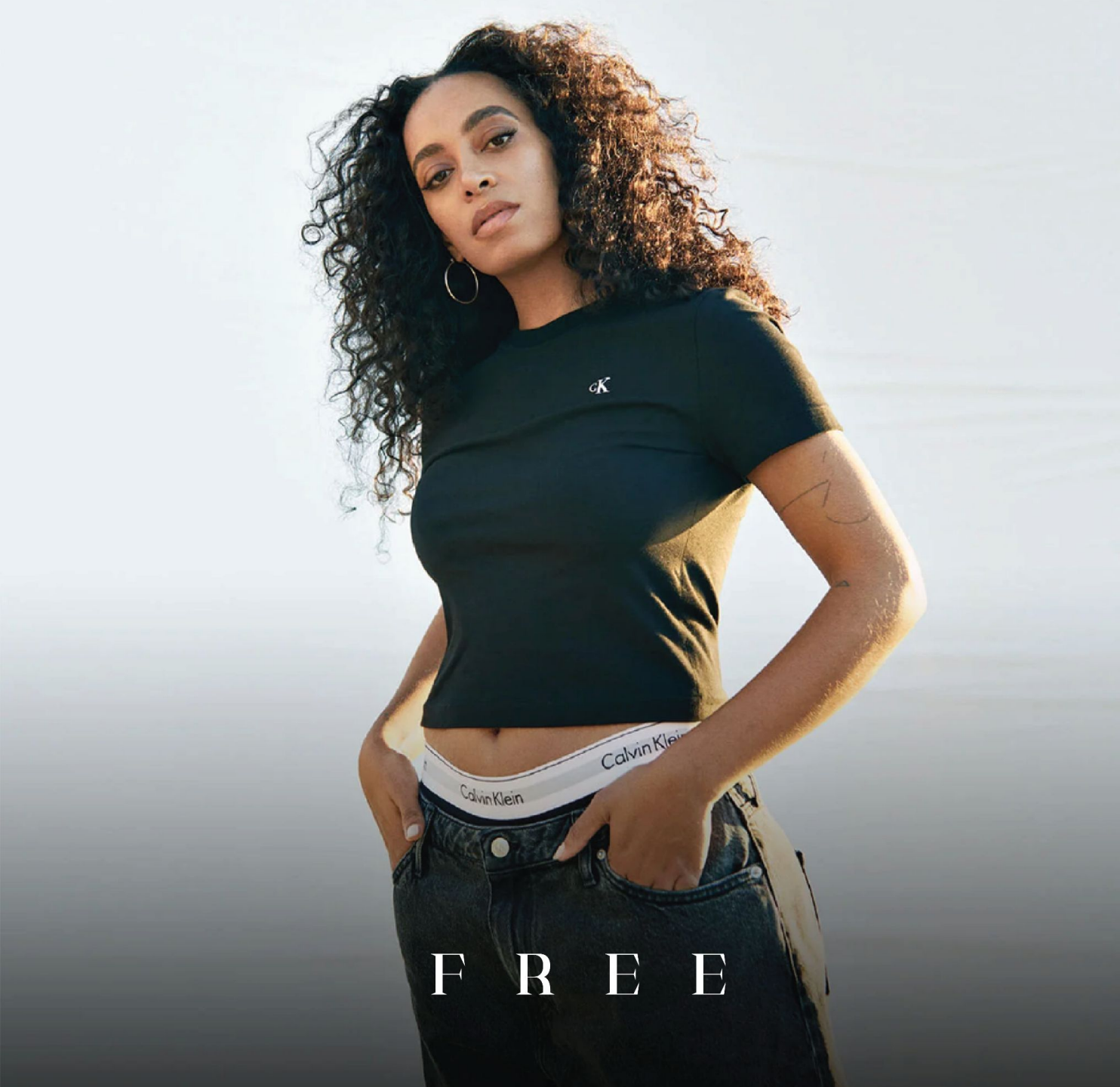


Launch



Post copy:

I know the world is not all about me, but I don't regret the casual time I spend with myself, with the world. I realize there is a whole other world inside me.



Post copy:

Call me bigoted, and
don't forget you're not
entitled to judge me.
Cause I am free.



Post copy:

I hope you don't mind
me being myself. I am
playful



CHILL

Post copy:

Hey you all, just take a
chill pill. You don't
have to walk on
eggshells all the time.
Just chill!



WE'RE
THE
ORIGINALS

Post copy:

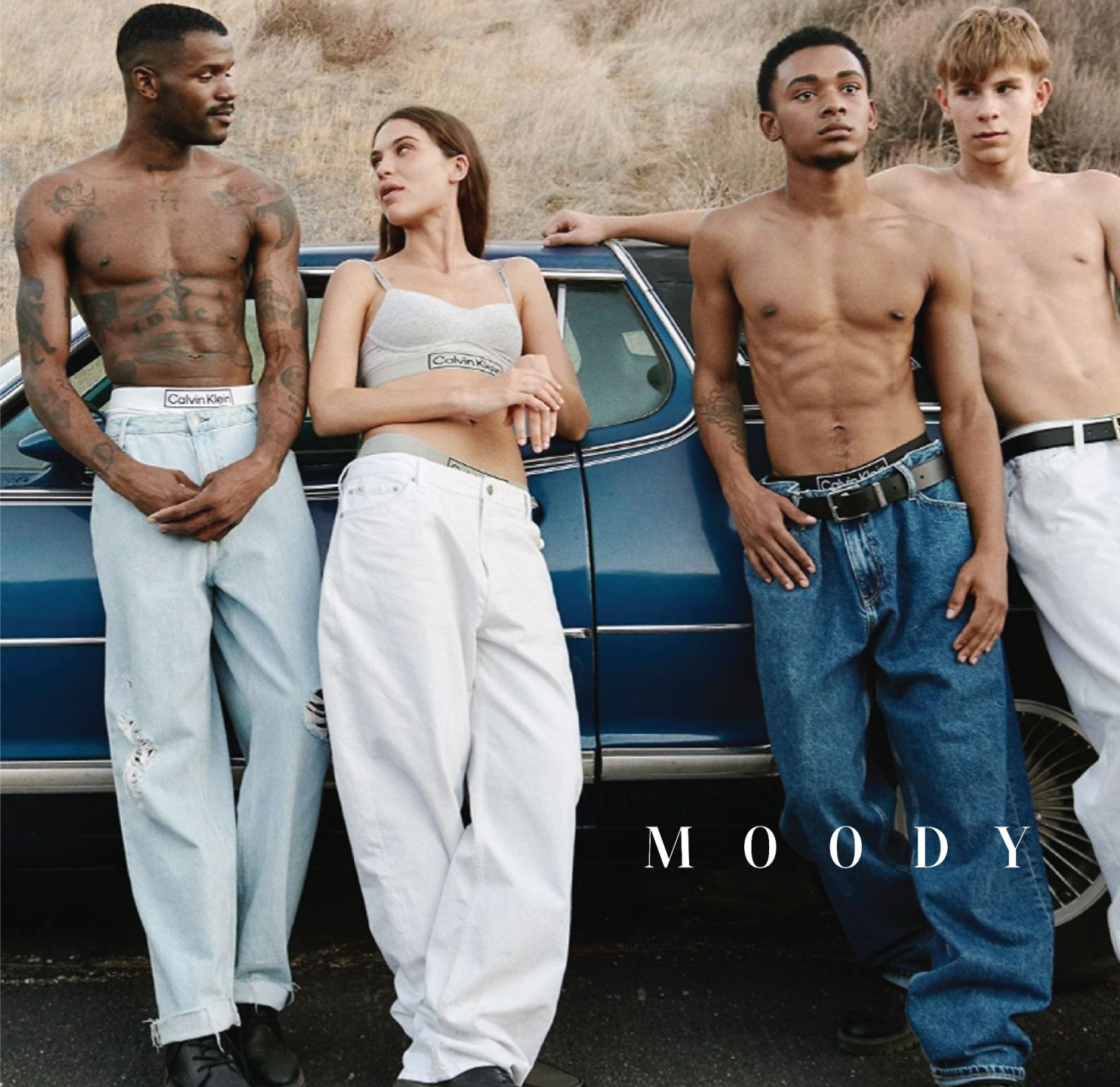
Transcendence is nothing new, and being judged is breakfast for us. Get off your high horse. Because we're the originals.



C H E E R F U L

Post copy:

You could use some enjoyment. It's easy to be cheerful if you allow yourself to.



Post copy:

Sometimes I just want
to be alone; go ahead
and call me moody.
You're just stating the
obvious.



Post copy:

Yeah, put me in the box. It's a shame you can't shoot. The box I made of my boldness is bulletproof.



Post copy:

I may not show it all the time. There's a little voice in my head telling me that I am confident, and that's enough for me.



heynnnow

Message

Follow



4,444 posts

79.3K followers

35 following

NNNOW

Welcome to a new way of shopping!

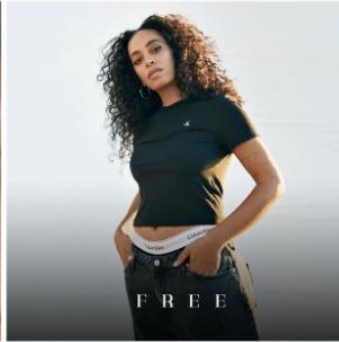
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bit.ly/3CEHEuR

POSTS

IGTV

TAGGED



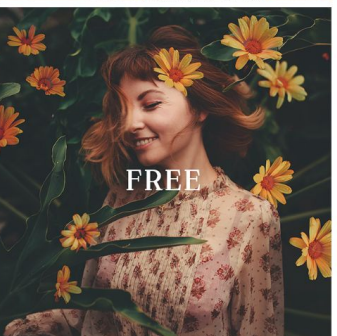
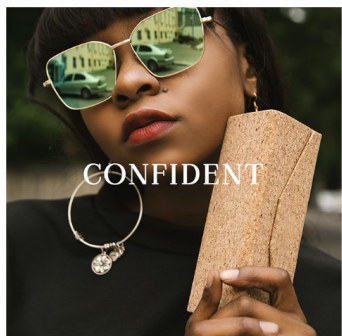


heyannnow [Follow](#)

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heyannnow
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[POSTS](#) [IGTV](#) [TAGGED](#)





Taking it Social

Authentic Brand Experience:



NNNOW or Never

Route One

We're the Originals

Route Two

Global & Home Grown Brands Exclusive Fashion & Beauty Range



Hub Campaign



#DressForTheWorld

A campaign dedicated to travel looks

Curated dress collections, which will be segregated according to the travel destination, and the type of travel.

#WhenInMumbai | #WhenInDelhi | #WhenInBangalore

A curated collection, which helps people to look stylish in the fashion capital of the country (or in any metro cities)

#IntoTheWild - Curated collection for hiking trails, or even a safari

#JustARoadtrip - A collection which can tell people how to look amazing even if you dress for comfort

#DateOutfit- Tips to dress up for a date.

Rollout

Reels

Reels and stories - exhibiting the curated dress collection.

UGC

Show us your travel avatar

Influencers

Vlogs from fashion vloggers, how to match the dress and how to wear them in a better way.

Influencer Campaign




Influencers

Content Creators in Music,
Fashion, Beauty and more

Pop Culture Icons

New faces of Success in
Corporate, Startup
world

**Recreational Activity
Ambassadors**



Thought- Last couple of years were years that's **'once in a lifetime'**. It showed us how change can change us. In every possible way. But what did we do? We stayed humans. We adopted. We adapted.

We made the new normal, become our kind of normal. We chose to be responsible. We worked from our homes and made a comfort zone of our own.

We never let fun part ways with us.

Idea-

Here's your time.

When life plays a game, flip it. Make every inch of life, the best place to be.

Choose your space

Choose your zone

Choose your game

OWN IT.

#OWNIT @ #NNNOW



Influencers

Corporate and Startup World-

- SharkTank winners
- Saket Sethi
-
- LinkedIn Influencers

Creative Community-

- Santoshi Shetty
- Karan Dingra
- Mostly Sane
- Rohan Joshi

Comic Influencers

- Rahul Subramaniam
- Kenny
-
-

OTT Stars & Celebrities

- Aditya Roy Kapoor
- Amit Sadh
- vikrant Massey
- Jitendra Kumar
- Karan Jotwani
- Abhishek Paatni
- Rid Burman
- Anugraha Natarajan

Pop Culture Artist-

- Raftaar
- Nazey the Baa
- Jassie Gill
- Prabh Deep

Established Sports Personalities and Artist -

- Neeraj Chopra
- Cheteshwar Pujara
- Sreejesh PR
- Savita Punia
- Manika Batra
- Deepika Kumari

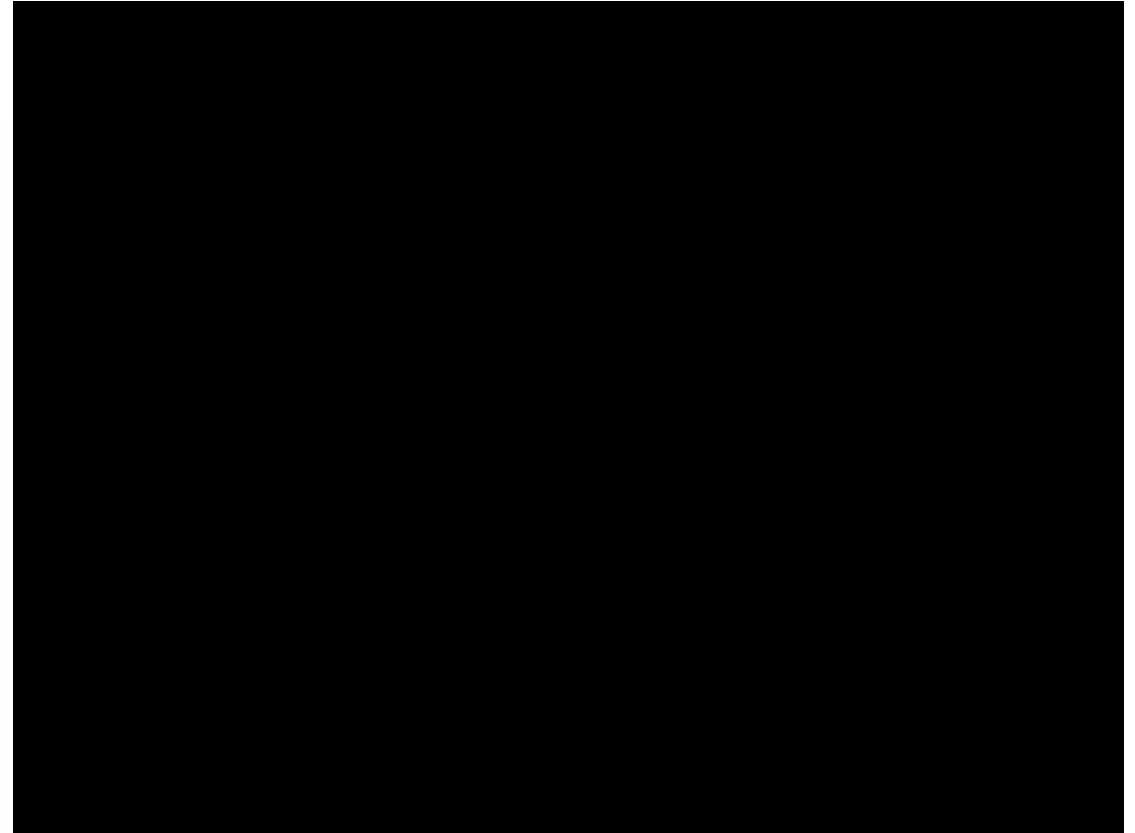



#OWNIT @ #NNNOW

Dressed in some of the best fashion brands from NNNOW, Influencers share their true fashion and style that just is the most natural self expression of who they are.

Instagram and Youtube led Campaign.
9/9 Grid and 1 Video

#OWNIT @ #NNNOW





#OWNIT @ #NNNOW

This Diwali creating a Festive #NNNOWLightMeUp

Creating festive mood, festive collection shopping and looking our best once again.

Musician (creating original score) +
Fashion/ Beauty/ Lifestyle
create shoppable Fashion playlist

#LightMeUp @ #NNNOW





Style Guide

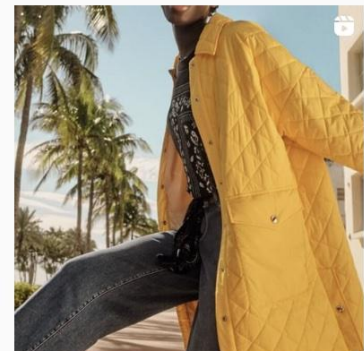
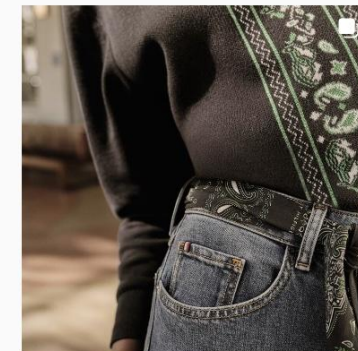
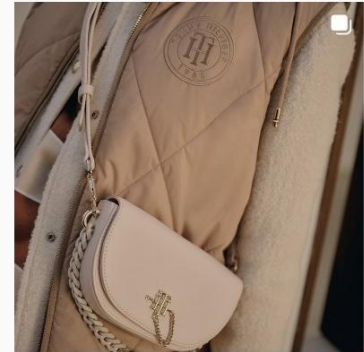
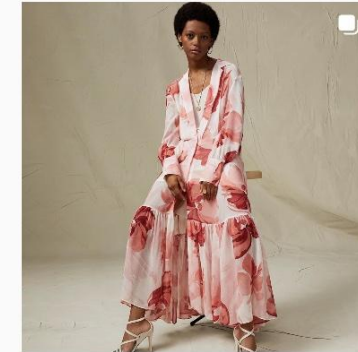
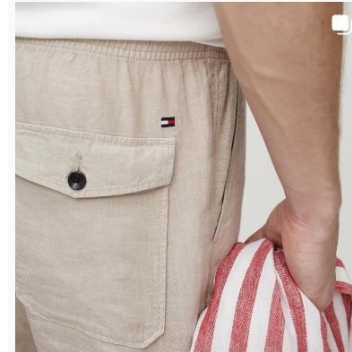
#BacktoWork

#NNNOWorNever

Creating a Youtube Property for the Brand where select Corporates take their Best 5 Employees for a #BackToWork wardrobe shopping at #NNNOW

Timeline Drop: All Office wear products to be showcased.

5 Consumer Stories on their BackToWork Look.



#LIVENNOW

#NNNOWorNever

Creating an Instagram Property with Real Stylists for a Real Time Fashion Show from the Store.

Timeline Drop: All products to be showcased.

1 Stylist every Month.

1 Video of Stylists curation of collection at NNNOW.

5-7 Makeover Stories in a Month.



#BeautyDrops

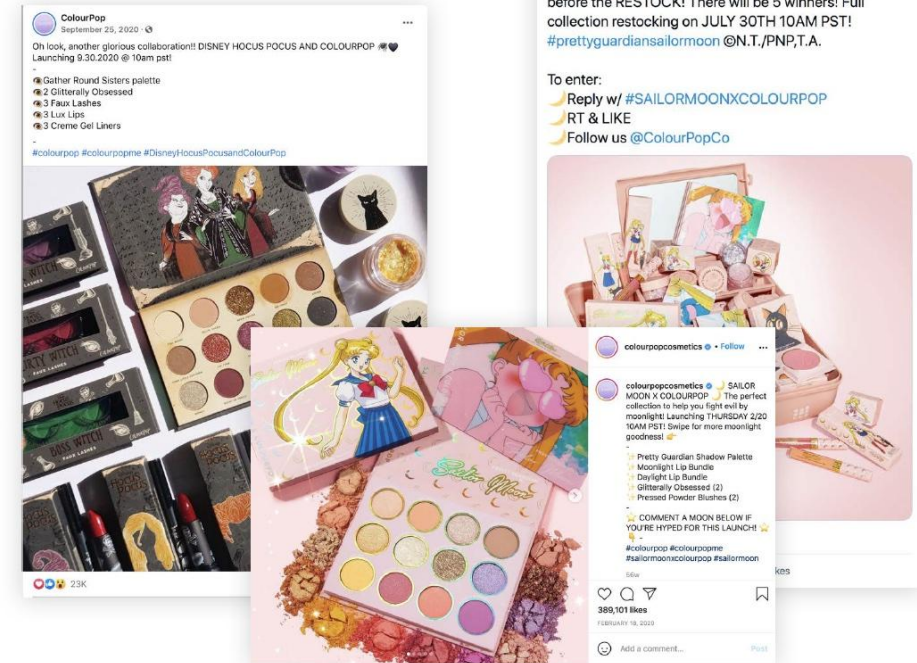
#Sephora

Instagram every Tuesday
Beauty Drop of the some of
the Hottest products from
Sephora.

Contest Announcement and
Giveaways.

Timeline Drop: All products
usage to be showcased.

Influencers Reels to back the
usage.



#BeautyDrops

#Pixi

Pixi Beauty was all about the contests on social this year, especially on Instagram and Twitter. Pixi won big with the **#GiftAndGlow holiday giveaway campaign** on these two channels, with followers clamoring to engage for a chance at free Pixi swag.

Pixi Beauty's Facebook strategy was less focused on giveaways and was more about profiling and explaining the magic behind the brand's luxe products. Product details (and a healthy boosted post budget) catapulted Pixi Beauty into the **#2 spot on Facebook**.



Creating a Community



#GiftNNNOW

Creating Gifting Campaign
around the Holiday Season for
the ones we Love.

We curate gifting
combinations on social media
and the consumers buy the
look.

Weekly Drop on the Grid.

#GiftontheGrid
#GiftNNNOW



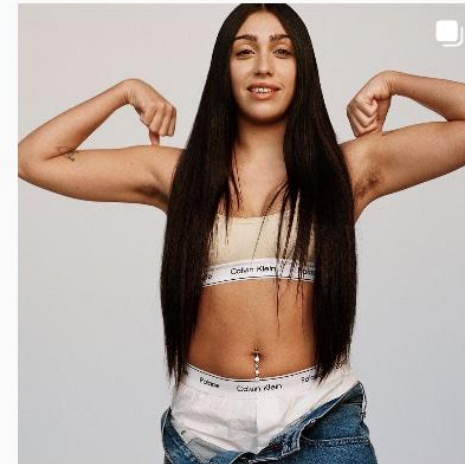
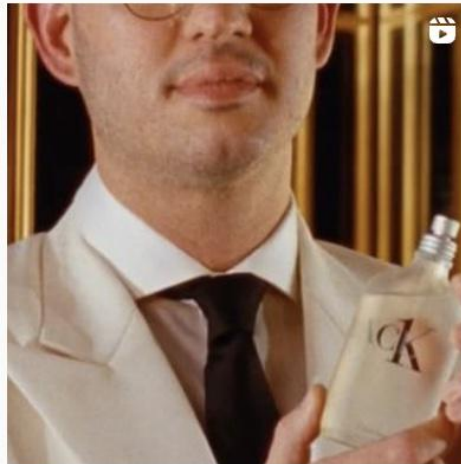
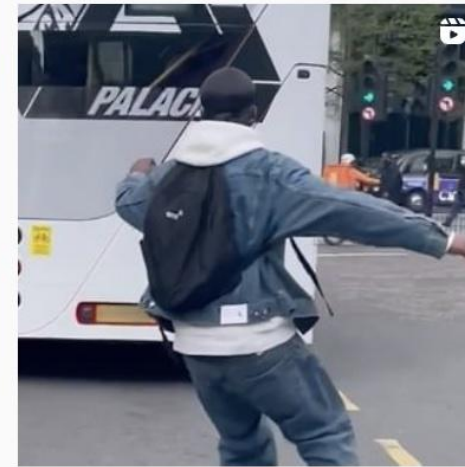
#NNNOW Playlist

Fashion Playlist Curated,
broadcasted and owned by
the Community of NNNOW.

Fashion, Accessories, Shoes,
Beauty products, fashion trail
stories by any fashionista.

UGC Giveaways for those who
join the tribe.

Effortless International Look.
#NNNOWFashionGPS
#NNNOWPlaylist





Content Pillars

Brand Authentic
Stories

Community

UGC



Content Strategy

Attract

- Storytelling with stunning content of fashion and style guide from Global Brands, inspirational stories and creative visualizations.
- Collaborations and association with local, pop culture and renowned celebrities from different walks of life
- Celebrating the everyday style and their achievements

Engage

- Behind-the-scenes stories
- Design, Collaboration/Artist stories
- Podcast/Discussions on topics brand wants to associate with
- Q&A, Polls and Reels on Trends, Styles and more
- Local Associations

Delight

- Meet-and-greet Events
- Consumer and celebrities unboxing videos
- Store openings
- New product launches and live sessions



Social Media Strategy

Content

- Repurposing Global Content and Home Grown Brands to create distinct offerings from the Brand in a very 9/9 grid format
- Community at the heart of Creating and Curating fresh video, views content
- Branded and co-created content on lifestyle, fashion and trends

Community

- Influencers; Comfortable in their own bodies, Pop culture artist, Athletes and recreational activities influencer etc
- Creating properties around the Community

Commerce

- Content to commerce
 - Offers and promotion
 - Insta shop- Shop carousles, E-Commerce Promotions
 - Shop Offers and Promotion- Staying-in collection and offers
-

Platform Strategy



Defining Platform Objective

Instagram

**Imagery, Style and Fashion
Inspiration,
Engagement**

Facebook

Driving Traffic

YouTube

**Long form Content- Style and
fashion guide
Short Form- Community led**

Twitter

Driving Conversations





Instagram Strategy

Style Grid Drop of Various Brands
in a 9/9, Category or a Trend
Offering on a 9/9

Fashion Drops for New Season

Influencer content- creating
and curating. **Mix of Videos
and Images in a 9/9 Grid of
Influencer takeover**

**Instagram Guide to the World of
Style and Fashion**

Videos of Collection or Campaign drops from
pre-shoot, BTS to Final Video Drops.

For a Video first strategy, a lot of curated
videos on products, style and trend should be
made.

**How to do content- keep
consumers inspired and mPost,
Polls and short motivated in
their self-belief journey- Q&A,
ideos**

Eye-catching content backed
with Giveaways for Trials and
Consumer Experience keeps the
engagement high



Facebook Strategy

Collection and Products updates to drive maximum traffic to the website

Influencer content- creating and curating

Exclusive offers and promo codes for Facebook Fans only

Resharing relevant content from other Handles such as Instagram and YT, FB mirrors Instagram

Blogs and Articles on some latest updates with pictures and videos

New range and product launches and Live Sessions



YouTube Strategy

Hero

- Localised content to reach a wider audience (viral video or major commercial push)
- Influencer content and post

Hub

- Regularly released videos tailored to customers' passions and interests; Behind the scenes Video, Design explanation, Influencer content, etc
- #AskExperts/ #AskAmbassadors about their journey of self-belief

Hygiene

- 'Always on' videos optimized to address potential consumer interests; How-to videos across different genres which help consumers stay active and moving
- How-to videos on Dressing up or Down



Twitter Strategy

Hero

- Video Launch with Influencers and Content Creators/ GenZ first
- Influencer content and post/ Brand POV on relevant topics and conversations

Hub

- Regularly released videos tailored to customers' passions and interests; Behind the scenes Video, Design explanation, Influencer content, etc
- #AskExperts/ #AskAmbassadors about their style and fashion quotient

Hygiene

- Twitter with memes, GIFs, and UGC retweets for a more every person take on using the brand's products
- Not every brand manages an active presence on Twitter, so it's nice to see a top brand on this elusive channel
- Video content also works really good here

Team & Reporting

ORG.

Team Structure

Account Director: Seema

**Strategy & Planning:
Suman**

**Creative & Digital Content:
Dilip**

Brand & Social

Team of :

1. Creative Director: Dilip
2. ACD: Chitman
3. Sr Copy: Vydehi
4. Creative Director Art- Arun
5. Sr Art Visualiser, Sourabh
6. Sr Motion Graphics, Parag
7. Jr Copy and Art

Team of :

1. Group Head: Pratiksha
2. Brand Consultant: Sanjana Mahajan
3. Brand Consultant: Sanyyam

**Brand Community/
Influencers**

ORG.

Creative Team



^{Di} **Dilip Golecha**
Creative Director - Copy

Dilip brings with him over 15 years of experience in advertising that has a bit of everything; mainline, digital and social. He's incredibly proud of the agencies he's worked with and clients he's worked for including brands like Taj Hotels & Resorts, The Oberoi Hotels, Fortis Hospitals, SpiceJet, Zoya by Tata, DELL, Karnataka Tourism, Maharashtra Tourism, and many more.



Arun Nellikatil
Creative Director - Art

A seasoned creative director with over 15 years of experience in mainline and digital agencies, Arun has, over the years worked on brands including Hewlett Packard, Nestle, Huawei, Canon, Barclays, Fujifilm, Instax, TCL, Iffalcon, DP World, National Bank of Fujairah, Canara HSBC, Nike, Wella, Killer, Reliance Trends, Rani, Nido, Pure & Sure, Salarpuria Sattva, Leela group, Bharatiya City, & Trillion bits, to name a few.



Chitman Ahuja
Associate Creative Director - Copy

Chitman brings with her the experience of handling a plethora of clients across verticals. She's worked on an interesting set of brands, both national and international, and is known to weave magic through her understanding of different mediums, both digital and social.

ORG.

Brand Team



Suman, Strategy Director

Key Accounts:

8 Plus years experience in providing strategic and creative solutions to brands such as Canara HSBC, Wella, Mondelez, GCPL, Zigly, Teeth- a Bit, Odisha Government etc

Seema, Account Director

Key Accounts:

With an overall experience of about 10 years, i have worked with a host of marquee clients across all categories. To name a few: Fujifilm, Instax, Canara, Zigly, Dunkin Donuts India, Hindware, Maruti Suzuki, Escorts Limited, Future Group & Honor

Prathiksha, Group Head

Key Accounts:

3+ years of marketing and social media experience on brands like bigbasket, Sonata, Bipha Ayurveda, Cipla, and many more. Spear-headed strategy, planning, market research, user mapping, and executing campaigns.

Thank you!

Let's discuss?