

VAVO

DIGITAL

Where technology meets
storytelling driving product love
through creators



Trusted by leading Tech brands

SAMSUNG

CASIO

vivo

alt

SanDisk

VOLTAS

Symphony
Thinking of Tomorrow

Who are we?



NEHA K. PURI
Founder & CEO



Vavo Digital is a full-service influencer and content marketing agency that helps brands craft powerful narratives, build authentic connections, and drive measurable impact. With a data-driven approach and a strong creator network across categories, we bring together strategy, creativity, and technology to deliver campaigns that don't just create buzz but also move the needle for brands.

From influencer collaborations and social media activations to large-scale digital campaigns, we design ideas that are relatable, scalable, and ROI-focused. Our team thrives on blending culture with content, ensuring every campaign resonates with the right audience at the right time.

Awards & News Coverage



Forbes

THE TIMES OF INDIA

ar Agency Reporter

Entrepreneur
35 UNDER 35
SPECIAL ISSUE
2018

[MTC] DIGITAL
INFLUENCER
AWARDS

FINANCIAL EXPRESS
Read to Lead



Clients We've Worked with



Govt & CSR Initiatives we have worked in



Maharashtra DGIPR



Govt of Haryana



Govt of Chhattisgarh

WORLD
ECONOMIC
FORUM

WEF



IndianOil

Indian Oil



Bharat
Petroleum

energising lives
BPCL



UNFPA



WAVES Summit



Govt of J&K



Vantara India



बिहार सरकार
Govt of Bihar



unicef
UNICEF



Goa Tourism Development
Corporation

Goa Tourism



मेरी सरकार

My Gov

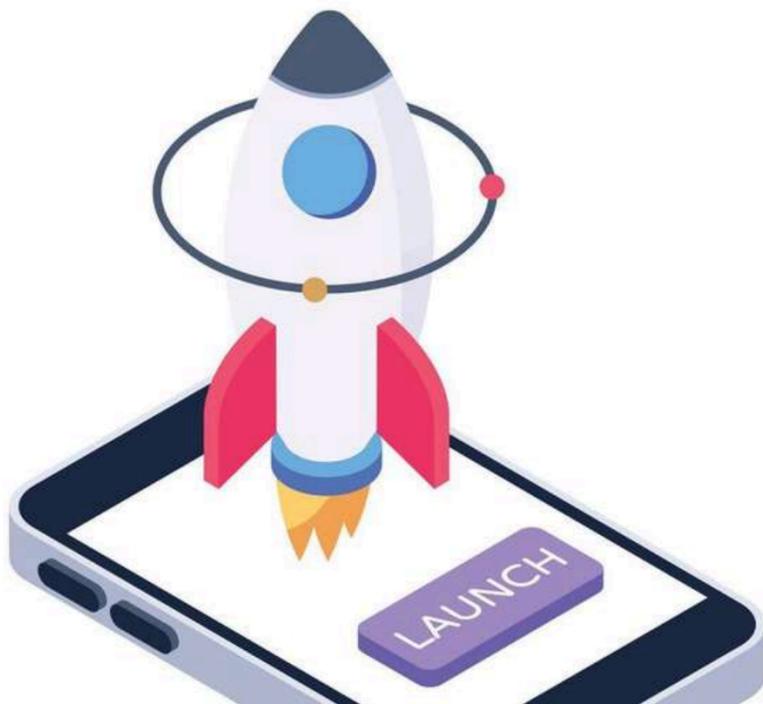


CIDCO
WE MAKE CITIES

CIDCO



Our Services for Consumer Tech & Electronic Brands



PLATFORM UNDERSTANDING

We recognize that every platform plays a distinct role in the consumer tech journey: YouTube drives in-depth reviews to showcase innovation, Instagram delivers trend-led content for visibility and engagement, and LinkedIn builds thought-leadership and credibility among professionals. By aligning these strengths with campaign goals, we craft platform-specific content that maximizes impact.

PRODUCT LAUNCH CAMPAIGNS

High-impact awareness drives leveraging macro, mega & celebrity influencers across platforms. Positioning electronic devices as lifestyle essentials with Gen Z & millennial resonance.

EXPERIENTIAL MARKETING & WORKSHOPS

Curated hands-on experiences led by influencers to drive footfalls at flagship stores. Interactive workshops featuring product showcases, demos, and live Q&As.

DVC PRODUCTION

Craft compelling narratives through DVCs tailored for brand launch, product/service launches, and awareness campaigns.

SOCIAL MEDIA AMPLIFICATION

Drive impactful communication through multi-platform strategies on Instagram, YouTube, LinkedIn, and WhatsApp for stronger brand visibility.



Why Us Tech & Electronics Influencer Campaigns?

Proven Category Expertise

With successful campaigns across smartphones, wearables, and consumer durables, we understand the nuances of consumer tech communication—balancing innovation, lifestyle relevance, and trust to make every campaign impactful.

Multi Platform Proficiency

Whether it's YouTube for deep-dive product reviews, Instagram for trend-driven storytelling, or experiential activations amplified across platforms, we know how to reach tech-savvy Gen Z and millennial audiences.

Data-Driven Creator Selection

From celebrity and macro influencers to relatable micro-creators, we strategically map talent to campaign objectives, ensuring a mix of aspiration, engagement, and authenticity for maximum impact and reach.

Storytelling That Inspires

We build narratives that go beyond features, showcasing how technology integrates into everyday life—whether through lifestyle, comedy, or experiential formats—making products both aspirational and relatable.

SAMSUNG

Symphony
Thinking of Tomorrow

CASIO

alt

vivo

VOLTAS

SanDisk

POLYCAB
IDEAS. CONNECTED.



SAMSUNG



Requirement

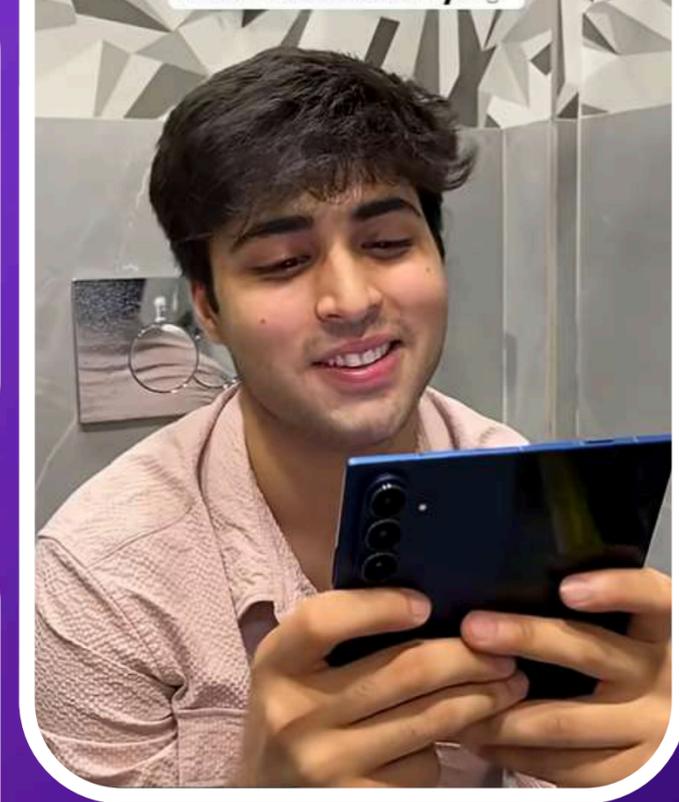
Samsung aimed to generate **high-impact visibility** for the newly launched **Galaxy Flip7 and Fold7 on YouTube**. The focus was to showcase the innovation, design, and multifunctional features of both devices while positioning them as Gen Z lifestyle choices.

Strategy

- Partnered with **16 YouTube creators** across lifestyle, comedy, and entertainment genres to tap into Gen Z communities.
- Assigned devices strategically as some creators showcased the Galaxy Flip7 while others highlighted the Fold7, ensuring distinct positioning for each model.
- Integrated unique storytelling: Creators wove the devices into their natural content styles.
- Highlighted **Gen Z relevance**: Content emphasized trend-forward design, portability, and high-tech AI features, appealing directly to Gen Z's digital-first lifestyle.

Creator Mix

The campaign brought together a diverse mix of creators to **balance aspiration with relatability**. Lifestyle voices showcased their utility on the go, and entertainment creators added an entertaining, shareable layer to the campaign, broadening its reach and impact



16 CREATORS



SAMSUNG



Top Performing
Creators

116.5M+ VIEWS **0.04** CPV

3.1M+ LIKES AND COMMENTS

Sejal Gaba



Raj Grover



Bihari Ladka



Priyal Kukreja



Shorts Break



SAMSUNG



Requirement

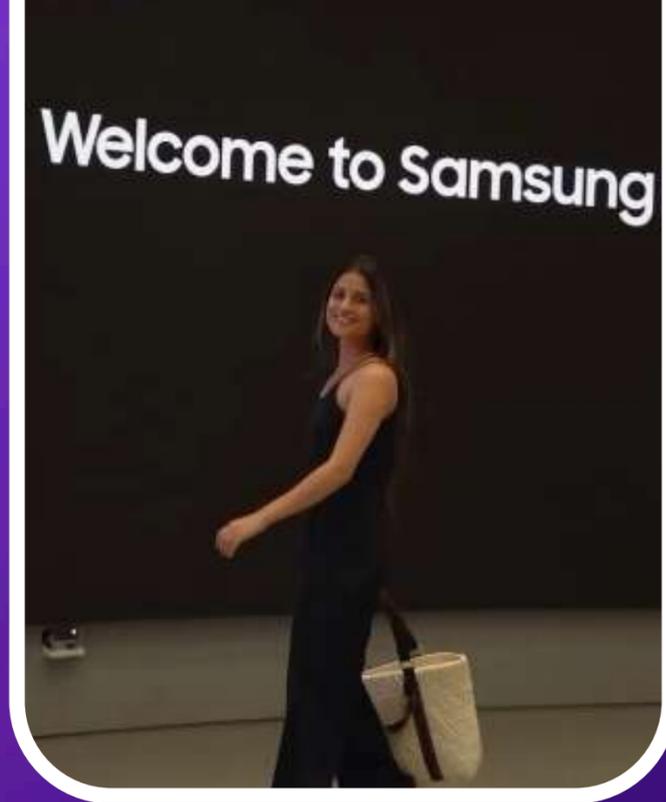
Samsung wanted to build direct consumer engagement by creating hands-on experiences for potential customers at its BKC flagship store. The goal was to highlight new product features, drive footfalls, and turn workshops into interactive touchpoints for awareness + conversions.

Strategy

- Designed a creator-led workshop series where influencers not only promoted registrations but also attended and hosted interactive sessions.
- Each influencer amplified the campaign through:
 - Registration Stories to build hype and drive sign-ups.
 - Workshop Creatives & Reels showcasing live experiences.
 - Product Showcases & Demos during workshops to highlight Samsung devices.
 - Workshop Videos to extend post-event reach.
- Ensured continuity with weekly workshops featuring a diverse influencer pool across niches (tech, lifestyle, photography, content creation).

Creator Mix

- 6 Influencers with follower bases ranging from 36K – 1M+.
- Mix of macro + micro creators to ensure credibility, relatability, and reach.
- Notable creators: Kamya Sidana, Shreya Jaiswal, Isa Khan, Meenakshi Kapoor, Nikhil Pawar, Shubh Mukherjee



6 MACRO & MICRO CREATORS



SAMSUNG



Top Performing
Creators

1.71M+ REACH **2.41M+ VIEWS**
108.4K+ ENGAGEMENT **0.61 CPV**

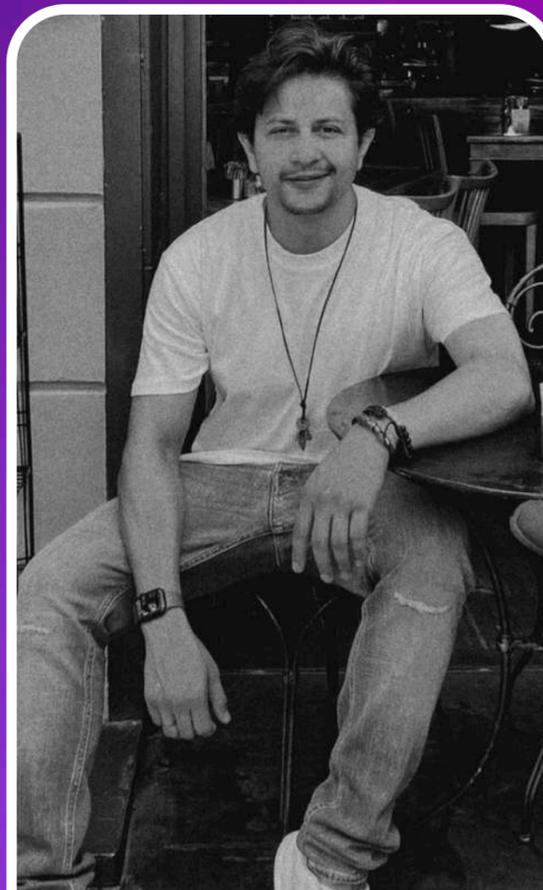
Kamya Sidana



Nikhil Pawar



Shubh Mukherjee



Meenakshi Kapoor



Isa Khan



SAMSUNG

Samsung Tab S10 FE went beyond a product launch — it became a lifestyle statement, merging productivity and creativity

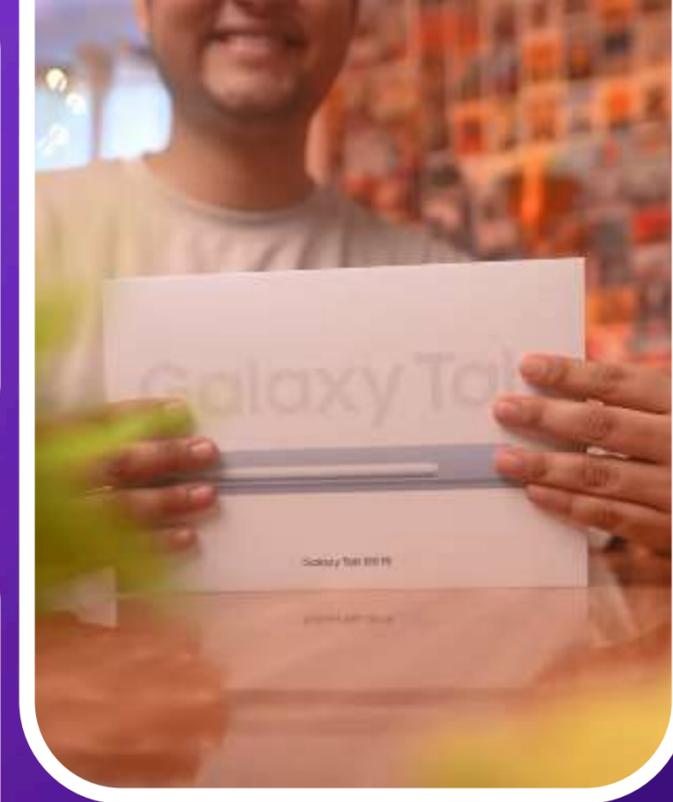
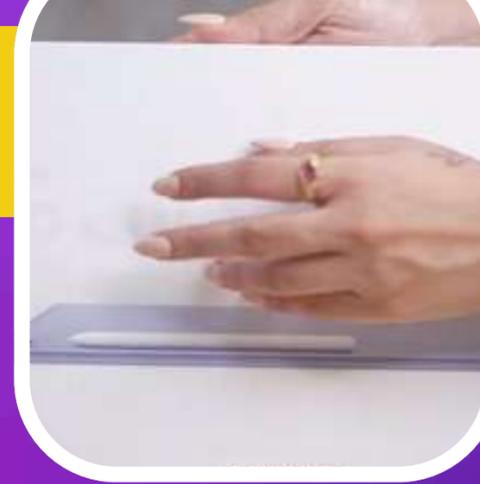


Requirement

Samsung wanted to **drive awareness and aspiration** for the newly launched **Galaxy Tab S10 FE & FE+**, positioning it as the go-to device for a multi-tasking, creative-first lifestyle. The aim was to showcase how the Tab seamlessly blends productivity, creativity, and entertainment, making it relevant for both professionals and young creators.

Strategy

- Executed a multi-platform creator-first campaign to demonstrate real-world use cases.
- Partnered with a curated pool of doodlers, tech reviewers, lifestyle influencers, and digital artists, each chosen to spotlight a distinct feature of the Tab.
- Content Narrative:
 - **Tech creators** → Deep dives on performance, specs, and S-Pen utility.
 - **Lifestyle influencers** → Showcased portability, binge-watching, and everyday use.
 - **Artists & doodlers** → Demonstrated creativity, design, and digital art capabilities.
- Focused on positioning the Tab as a versatile device – powerful enough for work, yet creative enough for play.



10 MACRO & MEGA CREATORS



SAMSUNG



Top Performing
Creators

7.83M+ REACH **11.1M+ VIEWS**

384.2K+ ENGAGEMENT **0.6 CPV**

Camera Wala Bhaiya

Unboxing Video
Experience Video



Aparna Thomas

Unboxing Video
Experience Video



Neha Doodles

Unboxing Video
Experience Video



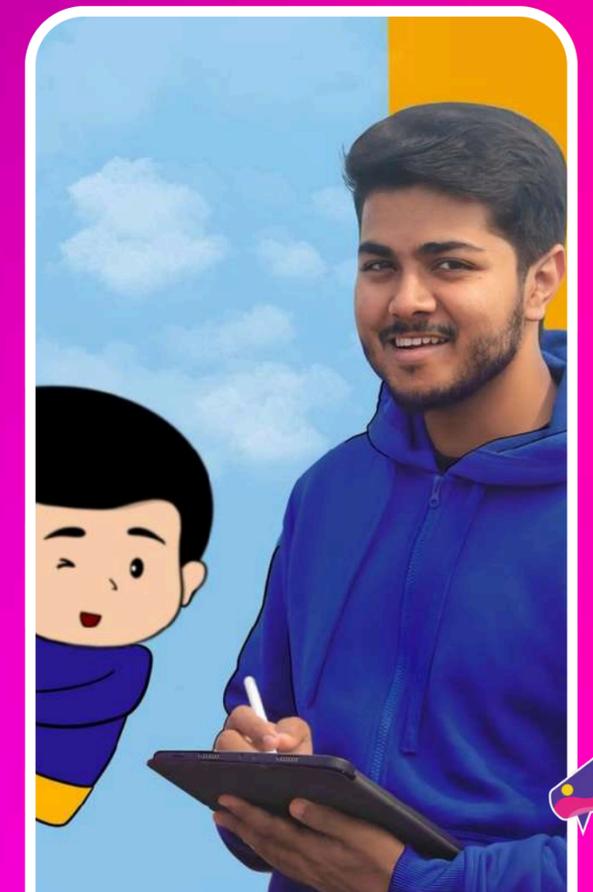
Ankur | Doodle Artist

Unboxing Video
Experience Video



Satya Swagat

Unboxing Video
Experience Video



The logo for Symphony, featuring the brand name in a stylized blue font with a white bird icon integrated into the letter 'y'.

Thinking of Tomorrow



Requirement

Symphony wanted to launch and create buzz around its Surround Bladeless Tower Fan, emphasizing its safety, energy efficiency, and modern design. The objective was to position the product as more than a utility – as a lifestyle essential for families.

Strategy

- Selected a strategic mix of influencers across lifestyle, parenting, and home categories to demonstrate Symphony's relevance in everyday life.
- Handpicked Gaurav Kapoor, one of India's most loved comedians, to headline the campaign.
- His wit and relatability allowed product features like child safety and energy savings to be explained in a light-hearted yet impactful way.
- Comedy as a narrative made the campaign stand out from generic product promotions, ensuring high recall.
- Creators integrated Symphony seamlessly into daily moments (family time, leisure, home set-ups), making the bladeless fan feel like a natural lifestyle upgrade.
- Built storytelling around safety for kids and pets, energy efficiency, and stylish design, tying product benefits with modern family needs.

Creator Mix

- Lead Influencer: Gaurav Kapoor (comedian, 1M+ reach) → Chosen for mass relatability, humor-driven recall, and cross-demographic connect.
- Supporting Creators: Mix of home, parenting, and lifestyle influencers to add authenticity and ground the product in real-life use cases.



6 MACRO & MEGA CREATORS



Symphony[®]

Thinking of Tomorrow



Top Performing
Creators

4.76M+ REACH

5.84M+ VIEWS

6.1K+ COMMENTS

289.4K+ LIKES

Gaurav Kapoor



**Harjinder Singh
Kukreja**



**Navneet Sandhu
Singh**



Hiral Mehta



Archana Shivaji



CASIO

By merging influencer storytelling with World Music Day, Casio turned Casiotone into a symbol of youth passion – making music more accessible, aspirational, and cool.



Requirement

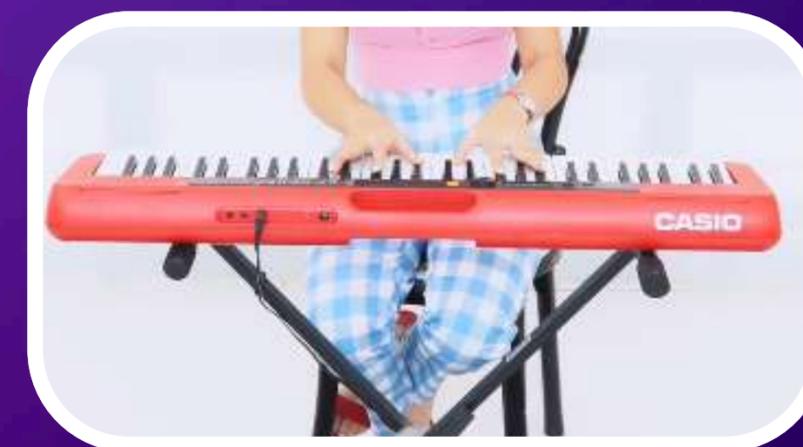
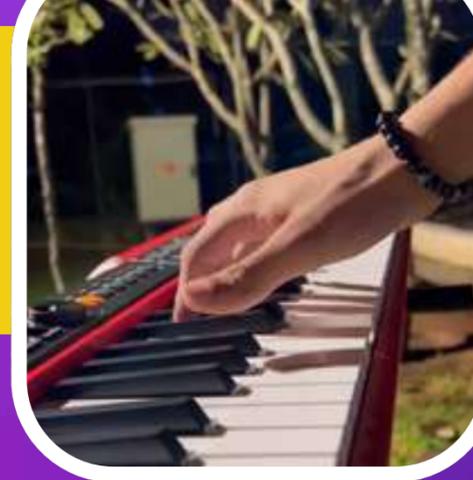
Casio wanted to inspire young music lovers (16–30 yrs) to take up learning an instrument by promoting the Casiotone keyboard as a trendy, beginner-friendly choice. The goal was to link music with social appeal and self-expression, making learning feel accessible and aspirational.

Strategy

- Timed the campaign with World Music Day for cultural relevance.
- Partnered with 3 influencers to create professionally shot Instagram Reels, each under 1 minute.
- Storytelling approach:
- Influencers shared how following their passion (music) led to relatable fame moments (college fests, office parties).
- Showcased how learning music is now easier with Casiotone + Casio Music Space app.
- Ended with a motivational call-to-action: “Live Your Dream”.
- Hashtags like #Music #WorldMusicDay #Casio amplified campaign discoverability.

Creator Mix

- Selected influencers who resonated with college youth and young professionals.
- Balanced gender and metro reach (Delhi, Mumbai, Bangalore, Chennai, Pune, Kolkata, etc.).
- Ensured authenticity by choosing creators with music-leaning personas or aspirational lifestyle appeal



3 CELEBRITY & MICRO CREATORS



CASIO



Top Performing
Creators

3.84M+ REACH

4.24M+ VIEWS

2.2K+ COMMENTS

141K+ LIKES

Swasti Mehul



Anshuman Singh



Priyanshi Srivastava





By merging influencer storytelling with World Music Day, Casio turned Casiotone into a symbol of youth passion – making music more accessible, aspirational, and cool.



Requirement

To create awareness about Alt's new smartwatch by leveraging influencer marketing across Instagram and LinkedIn, highlighting the product's versatility across lifestyle and professional use cases.

Strategy

- Dual-Platform Approach:
 - Instagram → Focused on lifestyle, fashion, and daily wearability. Partnered with 1 Macro and 15 Micro influencers to integrate the watch into relatable, everyday moments.
 - LinkedIn → Targeted professionals, with 10 corporate/mom influencers showcasing how the smartwatch elevated productivity, balance, and style at work.
 - Mixed Model Campaign: Blend of paid + barter collaborations to maximize influencer diversity and cost efficiency.
- Content Formats:
 - Instagram → Reels + static showcasing casual use cases.
 - LinkedIn → Long-form storytelling posts around productivity, corporate lifestyle, and smart features.



16 **MACRO & MICRO**
INSTAGRAM CREATORS

10 **LINKEDIN**
CREATORS



alt



Top Performing
Creators

13.1M+ REACH

16.4M+ VIEWS

0.33 CPV

11.4K+ COMMENTS

892K+ LIKES

Dharna Durga



Kundan KD



Tejaswee Tripathy





Our campaign positioned Brik Oven as more than a pizzeria — a cultural landmark for food lovers in Bangalore



Requirement

Vivo wanted to amplify the launch of their V27 Series smartphone through influencer-led storytelling that blended the scale of a TVC with the relatability of digital content.

Strategy

- Partnered with Maniesh Paul, a celebrity influencer whose energetic persona aligned with the brand's "Spotlight Phone" positioning.
- Designed a single-influencer production-led campaign that focused on high-quality, cinematic content.
- Executed a 2-day shoot across multiple locations, delivering:
 - 1 high-impact TVC
 - 3 engaging Instagram Reels showcasing features like design, performance, and camera.
- Tight production timeline — campaign completed in just 1 week, ensuring speed-to-market during the launch phase.

Creator Mix

A high-glam, single-influencer production-led campaign with Maniesh Paul that brought the Vivo V27 Series launch into the spotlight.



3 REELS

3.9K+ LIKES **7.99M+ VIEWS** **0.38 CPV**

3.49% ENGAGEMENT **6.67M+ REACH**



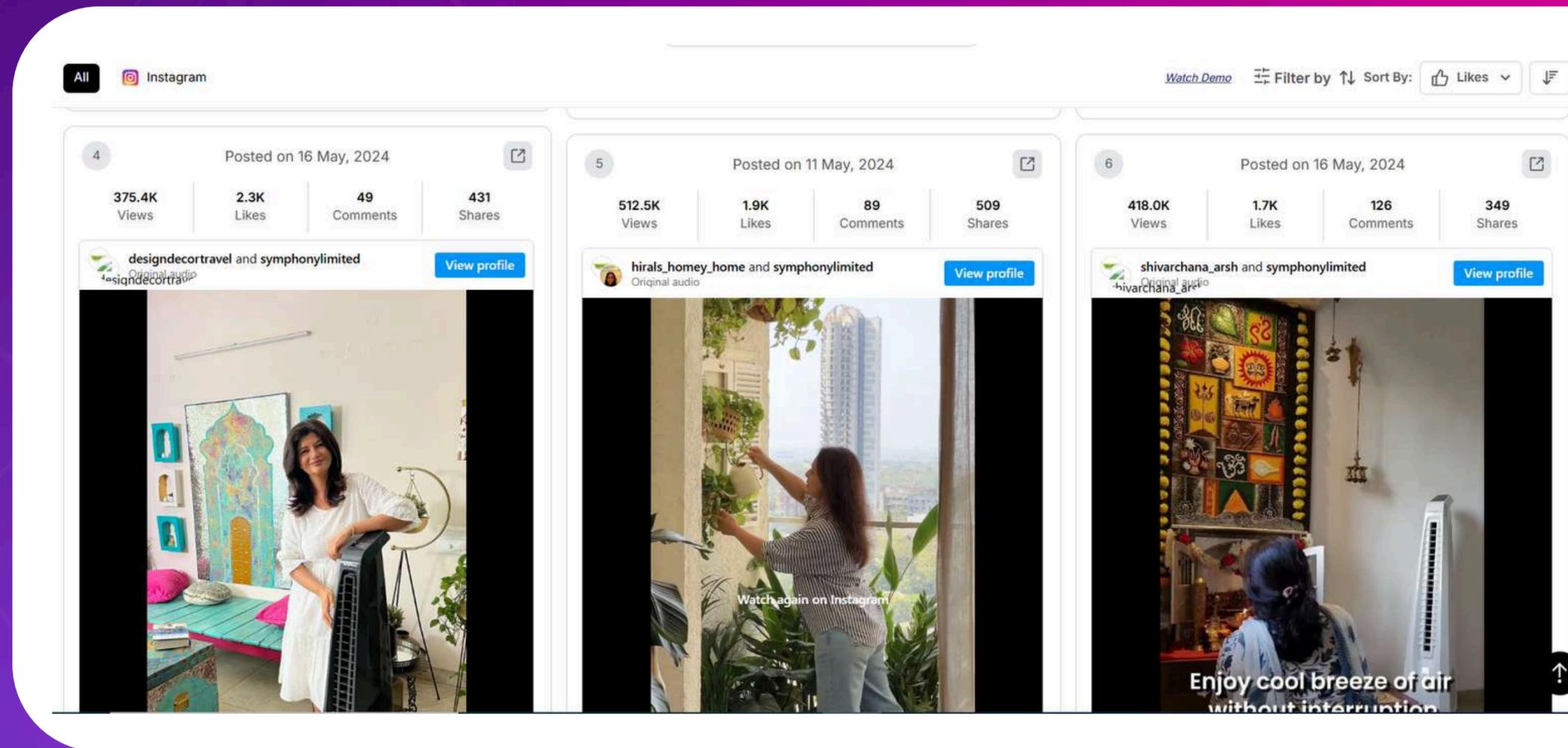
Live Campaign Tracker

FOR YOU TO HAVE A BIRD'S EYE VIEW OF THE INFLUENCER CAMPAIGNS

We will share our online live tracking tool that lets us as well as you keep an eye on the campaign every 24 hours.

Having this tracker gives us the opportunity to tweak the content and reel info based on how the campaign is doing.

The tool will help you monitor the total views, reach, engagement, reach, and how each influencer's content is performing in real-time.



Click on image to view report



VAVO
DIGITAL

 hello@vavodigital.com

SAMSUNG

10
6

