

VAVO DIGITAL

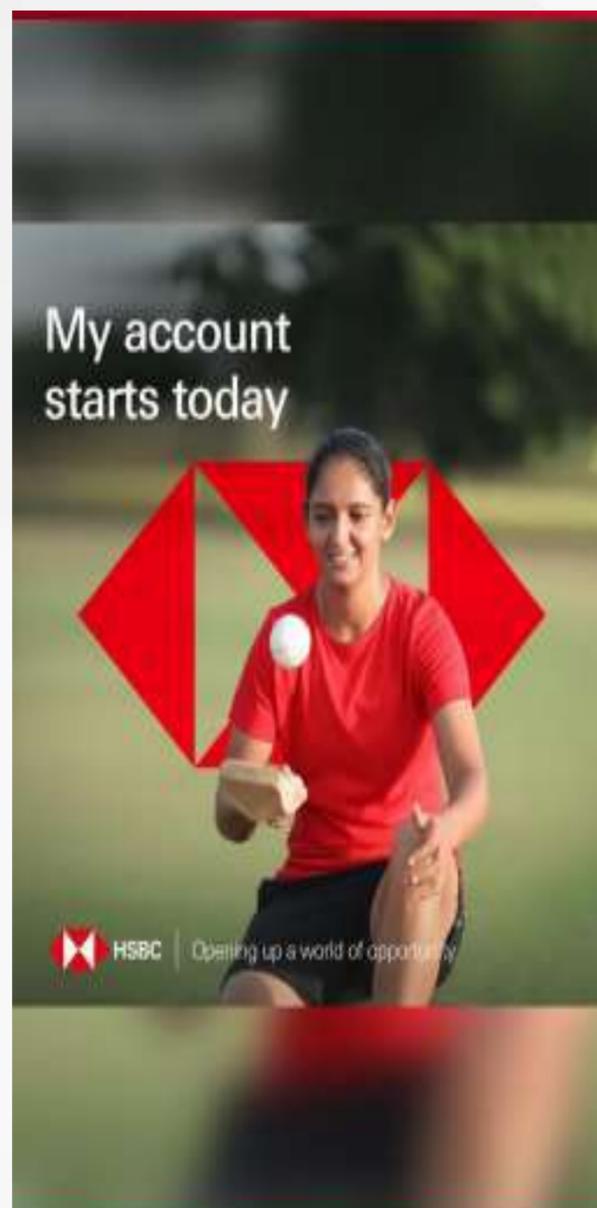
Case Studies

MEMBER OF **ASCI**

PROUDLY EMPANELLED BY

**my
GOV**
मेरी सरकार





Views

3.2M



Engagement

2.95%

HSBC

HSBC India had Virat Kohli as their brand influencer, focusing on the central theme of '#MyAccountStartsToday'. The brand's intention was to strengthen the messaging through social media by utilizing influencers, aiming to communicate the valuable support that HSBC's banking services can offer individuals.

Marketing Objective

The campaign aimed to achieve two main objectives, firstly, to introduce the first-ever brand influencer, and secondly, to enhance the brand's visibility by redirecting attention from the past to the future, encouraging individuals to prioritize their advancement towards their goals. It highlights HSBC's supportive role as a partner, offering assistance and resources to help individuals achieve their aspirations.



COKE STUDIO BHARAT

A production-led campaign for Coke Studio Bharat's song 'Udja'. Beyond securing a high-profile influencer like Kriti Kharbanda, we took a 360-degree approach by conceptualizing, producing, and executing the entire campaign.

Marketing Objective

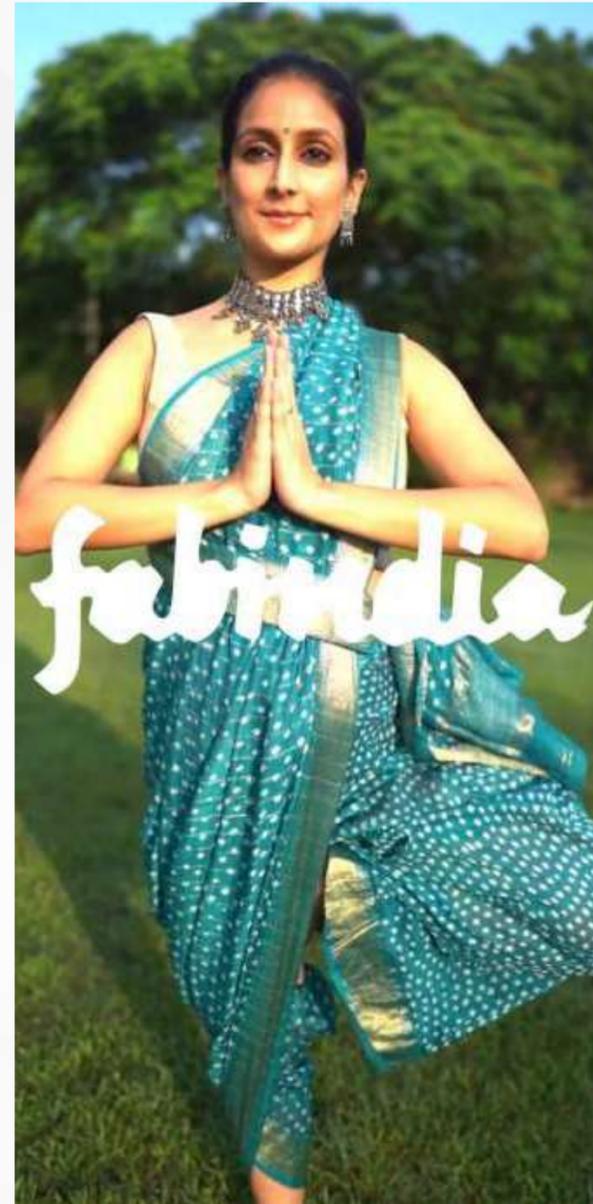
Drive song amplification for the latest music launch on Instagram and music consumption through influencers.

Views

1.2M

Engagement

4.1%



FABINDIA

Vavo Digital's Diwali activation for FabIndia celebrated the connection between self-care and tradition. By collaborating with Shikha Mehra, a yogini, we created a campaign that elevated the saree to a symbol of comfort and cultural pride this Diwali.

Marketing Objective
Recurring campaigns to keep brand KSPs in the spotlight and infusing a sense of celebration through every communication.

Views

3.1M

Engagement

2.6%



KAMASUTRA

For this Kamasutra campaign, Vavo Digital conceptualized a video with vibrant visuals that reiterated the brand's playful vibe. We collaborated with Devansh Kamboj and his partner to bring the campaign's creative vision to life in a lighthearted tone, positioning Kamasutra as a sex-positive choice for customers and celebrating the flavours of love.

Marketing Objective

To create a visually engaging campaign that highlights the diverse flavour offerings of Kamasutra condoms.

Views

66 K

Engagement

2.3%



AMAZON PRIME DAY

We collaborated with 24 influencers across niches to cover the exclusive Amazon Prime Event and remind the audiences about the upcoming sale days. The strategy was to collaborate with influencers from various categories and backgrounds to reach a wider audience and ensure the sale dates were top-of-mind for consumers on Instagram.

Marketing Objective

To drive awareness and excitement for Amazon Prime Day through extensive influencer promotion.

Views

10M+

Engagement

3.7%



SYMPHONY

Vavo Digital's creative approach for Symphony's bladeless fan campaign involved collaborating with a strategic mix of influencers. The agency's goal was to leverage these diverse creators to effectively communicate the key product benefits, such as safety and energy efficiency, in a compelling and relatable way to reach a wide audience.

Marketing Objective

To creatively highlight the unique features of Symphony's bladeless fan.

Views

11 M+

Engagement

3.1%



NVEDA

Vavo Digital's long-standing partnership with Nveda has been instrumental in shaping the brand's voice on Instagram. In executing this campaign, we collaborated with 5 Mega and Macro influencers, including the cricket star Shikhar Dhawan, to communicate the brand's message effectively. This recurring campaign demonstrates our ability to deliver consistent results through influencers, aligning perfectly with Nveda's goals

Marketing Objective

To enhance brand awareness and credibility for Nveda's health supplements through strategic influencer partnerships.

Views

10.4M+

Engagement

3.4%



MICROSOFT

Earlier notions that people had regarding Microsoft 365 app were that it was a paid app.

By leveraging the reach and influence of comic creators on Instagram, we created an amplification strategy to challenge this notion. By deploying an ingenious mix of 7 mega and 70 micro influencers, we took the humorous turn in promoting the app as a free asset.

Marketing Objective

Change audience perception about Microsoft 365 app, promote the fact that the app is free to use.

Views

3.4M

Engagement

2.8%



SURF EXCEL

Vavo Digital strategically harnessed the power of a diverse group of influential women to orchestrate an impactful campaign for Surf Excel. Guided by our direction, these influencers crafted relatable content spotlighting the practical benefits of Surf Excel's 3 in 1 Smart Shot into their daily laundry routines. The campaign resonated with audiences on a personal level, effectively communicating the product's value and practicality in modern households.

Marketing Objective

The objective was to engage diverse female influencers to authentically showcase Surf Excel's 3 in 1 Smart Shot benefits to the target audience.

Views

9.4M

+

Engagement

2.2

M



KOTAK

Vavo Digital partnered with Kotak for impactful influencer marketing campaigns, spotlighting Kotak Life Insurance, Protect India, and Tax Savings Scheme. Collaborating closely with our influencers, we delivered engaging, authentic content that highlighted the significance of financial security and tax-saving solutions, effectively enhancing brand visibility and trust.

Marketing Objective

The objective was influencer collaboration to amplify Kotak's offerings, enhancing brand visibility and emphasizing financial security and tax-saving solutions.

Views

2.4M

+

Engagement

2%

[Aruna Vijay | Hellooo, I am back with my take on classic South Indian potato roast, This dish is finger licking good. Do give it a try 🍷🍷 Grateful to... | Instagram](#)



VOLTAS BEKO

Experience the extraordinary campaign, meticulously curated by us for Voltas Beko. This innovative collaboration brought together renowned Indian chefs and the advanced technology of Voltas Beko Fridges. Traditional recipes seamlessly merged with modern convenience, resulting in an unforgettable culinary journey that celebrated the art of cooking in the modern age.

Marketing Objective

Spark social media virality via Vavo Digital's "Culinary Fusion" for Voltas Beko. Merge chef influencers, modern tech, and traditional recipes to amplify brand leadership.

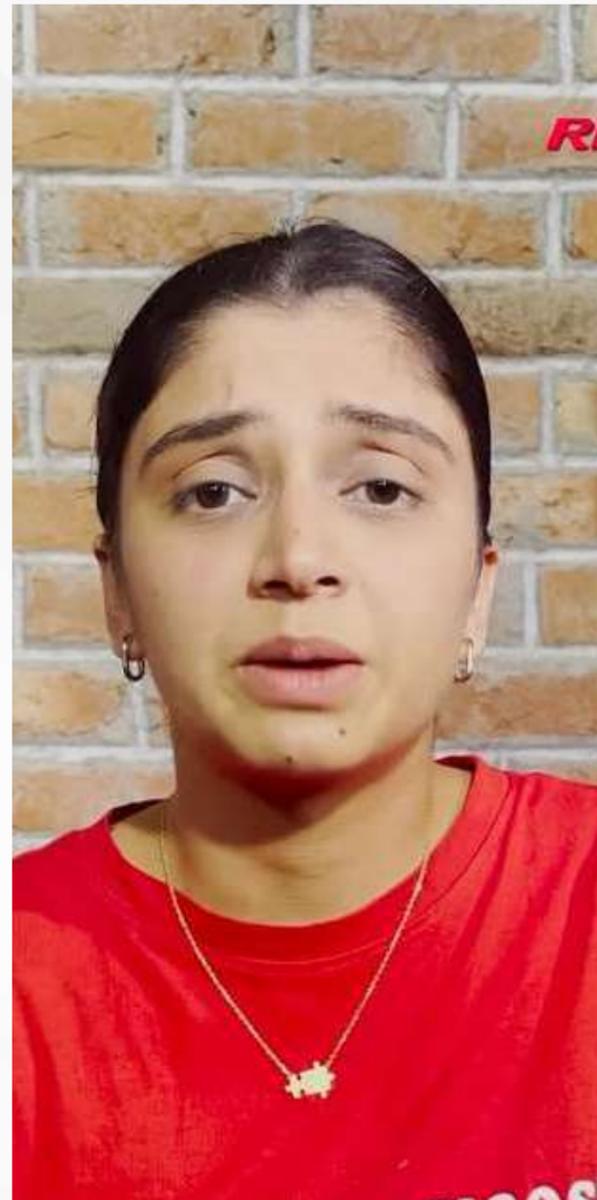
Views

12.2M

+

Engagement

4.2%



DABUR RED TOOTHPASTE

Vavo Digital's Independence Day Activation for Dabur Red Toothpaste explored a unique perspective on freedom, unraveling quirky truths that resonate with our nation. As Dabur Red Paste answers dental queries, we responded to our country's call, celebrating our true colors and honoring our nation's pride #DeshKaLaal

Marketing Objective

To drive broad product awareness and authentic consumer engagement for Dabur Red Tooth Paste

Views

4M+

Engagement

2.6%



DR VAIDYA

Vavo Digital spearheaded the MyPrashForLife campaign for Dr. Vaidya, enlisting the advocacy of mom influencers to champion the benefits of Chawanprash. This initiative not only celebrated the goodness of Ayurveda but also leveraged social media to create a viral buzz. The campaign's strategic blend of authentic endorsements and online reach contributed to a successful promotion that resonated with health-conscious audiences.

Marketing Objective

Leverage mom influencers to drive viral social media promotion of Chawanprash and Ayurveda's essence in Vavo Digital's MyPrashForLife campaign for Dr. Vaidya.

Views

1.4M+

Engagement

2.5%



LOTUS HERBALS

We created an influencer pool of 150+ influencers to reach a large audience base as well as bring in new, younger audiences. Through well-crafted content amplification, influencers covered every single USP connecting them to each & every festive theme creating a wave of recall at all levels.

Marketing Objective

Spread awareness about new/existing brand assets and create significant brand recall to help them dominate the beauty space.

Views

9.8M

+

Engagement

4.4%



KAYA

We assembled an army of nano, micro & macro Influencers, all experts in their niches to execute 2 campaigns one after the other. The intent was to develop interest through a chain reaction and generate buzz on social media. #WinterGlowWithKaya and #FindYourPerfectMatch were the 2 campaigns that became mottos in no time.

Marketing Objective

Make Kaya's 'HERO' products a household name & expand their reach and visibility in the market through a hero campaign.

Views

1M+

Engagement

1.2%



MASTERCARD

Our aim was to create opportunities for fans to bring their game face on and send their cheers for their team to Mastercard via DM. We onboarded KOLs like Mandira Bedi & Akash Chopra to create hero content & amplify it on multiple platforms. Our comprehensive plan spread helped the brand grab maximum eyeballs, generate UGC & create virality through 10, well-spaced out Twitter trends.

Marketing Objective

Promote the innovative Mastercard Sonic trophy, create a flanker campaign to the #OneBillionCheers campaign & drive maximum UGC and virality.

Views

4.6M

+

Engagement

4.6%



SINGAPORE TOURISM

We leveraged a premium assortment of influencers from the fashion & travel space to experience the hospitality and services of Singapore tourism. With multiple deliverables meticulously phased out throughout the journey, influencers captured their audience's attention with their aesthetic & captivating content.

Marketing Objective

Promote Singapore tourism through experiential content amplified by influencers' aesthetic content pieces.

Views

12.5M

+

Engagement

5.2%



DR. OETKER

We designed and executed an impactful influencer campaign by onboarding selective lifestyle and culinary experts. The influencers acted as extensions of the brand by promoting Dr. Oetkar's Vegan Mayonnaise through creative posts & reels.

Marketing Objective

Promote the brand's plant-based vegan protein through KOLs to create a credible brand affinity.

Views

8.1M+

Engagement

3.1%



VICTORIA'S SECRET

Our team worked in unison with the brand to come up with a well-crafted event strategy. Right from conceptualisation to execution, we devised the complete launch plan in 2 phases to streamline the functioning of the event - Launch announcement + Host influencers.

Marketing Objective

Host an exclusive and invite only event to drive curiosity & consideration for India's 1st Victoria Secret's store in Mumbai.

Views

7.4M+

Engagement

2.3%



THUMBS UP

Vavo Digital orchestrated a tantalizing campaign, the Thumbs Up Biryani Hunt, where food bloggers nationwide embarked on a flavorful quest for the ultimate biryani. Teaming up with iconic chef and food blogger, the hunt celebrated perfect pairings by combining this culinary delight with Thumbs Up. This fusion of taste and tradition not only honored the rich biryani culture but also elevated the experience with the perfect beverage companion.

Marketing Objective

viral engagement in Thumbs Up Biryani Hunt, spotlighting the biryani-Thumbs Up combination with collaboration of food bloggers.

Views

24.4M

+

Engagement

4.6%



LEXUS

Vavo Digital orchestrated an impressive campaign to unveil the latest automotive marvels, the All New RX 350H & 500H, by Lexus at Auto Expo 2023. Explore the cutting-edge Lexus Electrified Pavilion in Hall #10, where innovation and luxury converge in an automotive showcase that sets new standards. Experience automotive excellence with @lexus_india.

Marketing Objective

The marketing objective was to create buzz and excitement around the launch of the All New RX 350H & 500H by Lexus at Auto Expo 2023 through Vavo Digital's campaign.

Views

9.4M

+

Engagement

2.3%



VLCC

We orchestrated an authentic VLCC campaign, leveraging mega, micro, and nano creators. Hero content spotlighted VLCC's Suncare range benefits, while smaller creators integrated it into their skincare routines. Micro & Nano creators amplified the message through TVC reposts and reviews, ensuring widespread product awareness and fostering genuine consumer engagement.

Marketing Objective

To drive broad product awareness and authentic consumer engagement for VLCC's Suncare range.

Views

6.4M

+

Engagement

4.2%



TANISHQ

Vavo Digital orchestrated the captivating "Tales Of Mystic" campaign for Tanishq's new range launch, in collaboration with the enchanting Sagarika Ghatge. Unveiling the exquisite "Tales of Mystique" collection by @tanishqjewellery, this campaign celebrates jewels inspired by the majestic palaces of Rajasthan, embodying a harmonious blend of simplicity, grace, and regal splendor.

Marketing Objective

The objective was to launch Tanishq's "Tales of Mystique" collection through the captivating "Tales Of Mystic" campaign, celebrating Rajasthan's allure and Tanishq's elegance.

Views

1.4M

+

Engagement

1.9%



DABUR ODOPIC

Our team spearheaded the dynamic launch of Odopic Dishwash Crème on social media, in collaboration with esteemed food bloggers and chefs. Powered by Odopic's innovative formula, it effortlessly tackles stubborn grease with 50% less scrubbing, leaving utensils sparkling clean and hands feeling pampered. Elevate your kitchen care with the magic of Odopic Dishwash Crème – your culinary haven deserves nothing less.

Marketing Objective

The objective was a compelling social media launch for Odopic Dishwash Crème, partnering with food bloggers and chefs to showcase its powerful formula.

Views

2.4M

+

Engagement

4.2%



EXPLORE OUR UNIVERSE

VAVO
DIGITAL

