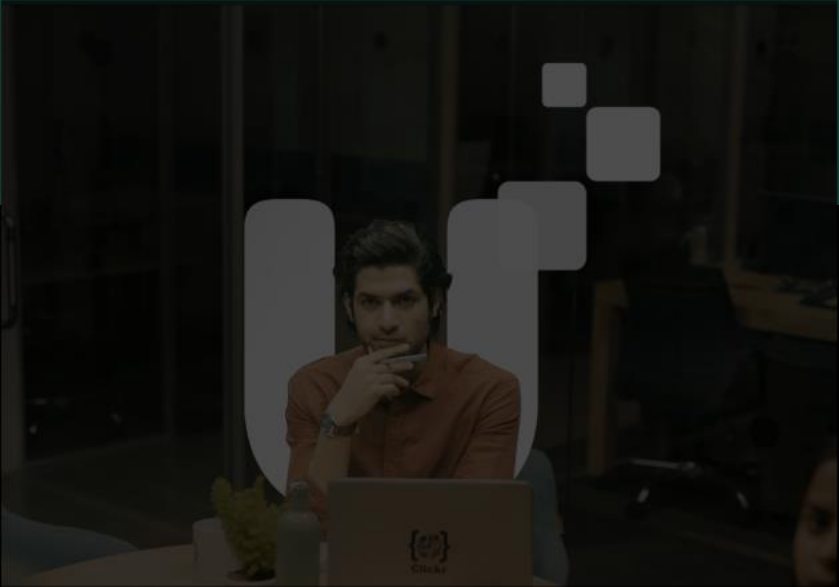


ForgeWithPayU

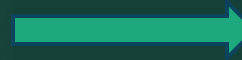


WHAT AND WHY

'Forge With PayU' is unlike any run-of-the-mill testimonial series.

A digital-led episodic series highlighting the inspiration growth trajectory of our merchants and partners.

- These are stories of bringing about change with rock-solid resolve to succeed and create impact.
- Through these stories, we aim to show how PayU **empowers these business to realize their true potential and create inspiring stories of success, achievement, and growth.**
- **Format:** Video, under 2mins
- **Frequency:** One video live every 6 weeks, two every quarter
- **Amplification/Promotional program:** 6-8 weeks
- **Extensions:** Case studies, Webinars, Rapid Fire, Testimonial videos



THE OUTCOME:

- Validation of PayU's expertise and thought leadership
- Higher brand recall
- Position PayU as 'Empowering Businesses'
- Showcase Start-up friendly PayU products

SNAPSHOT

- Each video is crafted in a storytelling approach, defining background, opportunities, challenges, *impact insights* and ‘a brand story’.
- Amplification plan – social media, PayU internal/external newsletter, microsite and other internally defined touchpoints.
- These videos have gained strong traction on social media: **10.5 Million Impressions, 6.4 Million Reach, 2.2 Million Views**
- Each video accompanies with a **30sec cuts** created for digital consumption and a blog.
- **BRANDS: SleepyOwl, Suta, MiVI, Bamboo India, ClearTrip, F&P***

*F&P will be launched in mid august



PayU

Here is how PayU became an integral part of Suta's growth trajectory.

Know more >

PayU | Suta

#ForgewithPayU



PayU

Brewing millions of coffee cups with PayU!

Know more >

PayU | SLEEPY OWL

#ForgewithPayU




PayU

A journey of sustainability Forged with PayU!

Know more >

PayU | [Logo]

#ForgewithPayU



PayU

Here's how cleartrip grew 3x with PayU

→



PayU

A truly 'Made in India' brand accelerating growth with PayU!

Know more >

PayU | MIVI

#ForgewithPayU

HOW FORGE HELPS

- When we create good content, then we must ensure that it reaches out to maximum number of people
- Sharing a comparison of performance between Suta & Cleartrip promotions below
- Even though Cleartrip is a much bigger brand, the performance of Suta was much higher
- With paid promotions along with Organic, Each of our Forge **video can garner 1 Million views**



Parameters	SUTA	Cleartrip	Suta Performance
Engagement	556,346	292,871	90% more engagement
Clicks	19,480	11,003	77% more clicks
Video Views	379,028	48,260	~7x more views
Spends	212,148	36,349	~5x spends

THANK YOU

#ForgeWithPayU

Grow More. Be More. Do More.



MIVI

Suta



SLEEPY OWL

Baobab INDIA