



COMPANY PROFILE

SINCE
2020

5000+
MEME CAMPAIGNS

1000+
SONGS PROMOTED

100+
BRANDS SERVICED

1000+
INFLUENCER CAMPAIGNS

500+
MOVIE MARKETING

50+
CELEBRITY MANAGED



SOCIAL MEDIA



INFLUENCERS &
BRAND INTEGRATIONS



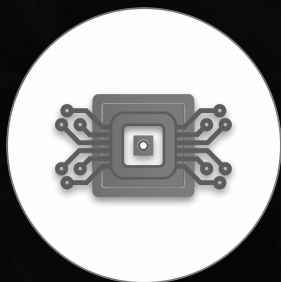
MEMES



BRANDING &
DESIGN



PERFORMANCE



TECH
INNOVATION

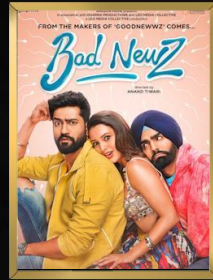
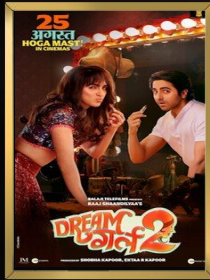
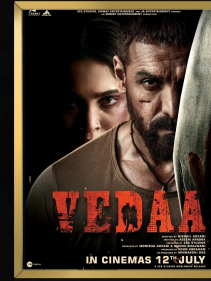
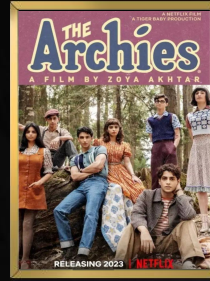
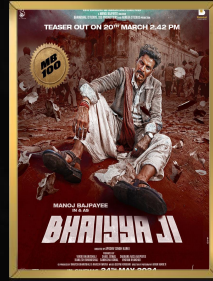
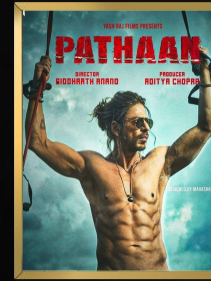
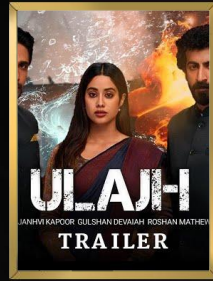


WEBSITE & APP



VIDEO

MOVIES PROMOTED







BRANDS WE WORK FOR:



Bisleri



boAt



DURACELL®



SNICKERS

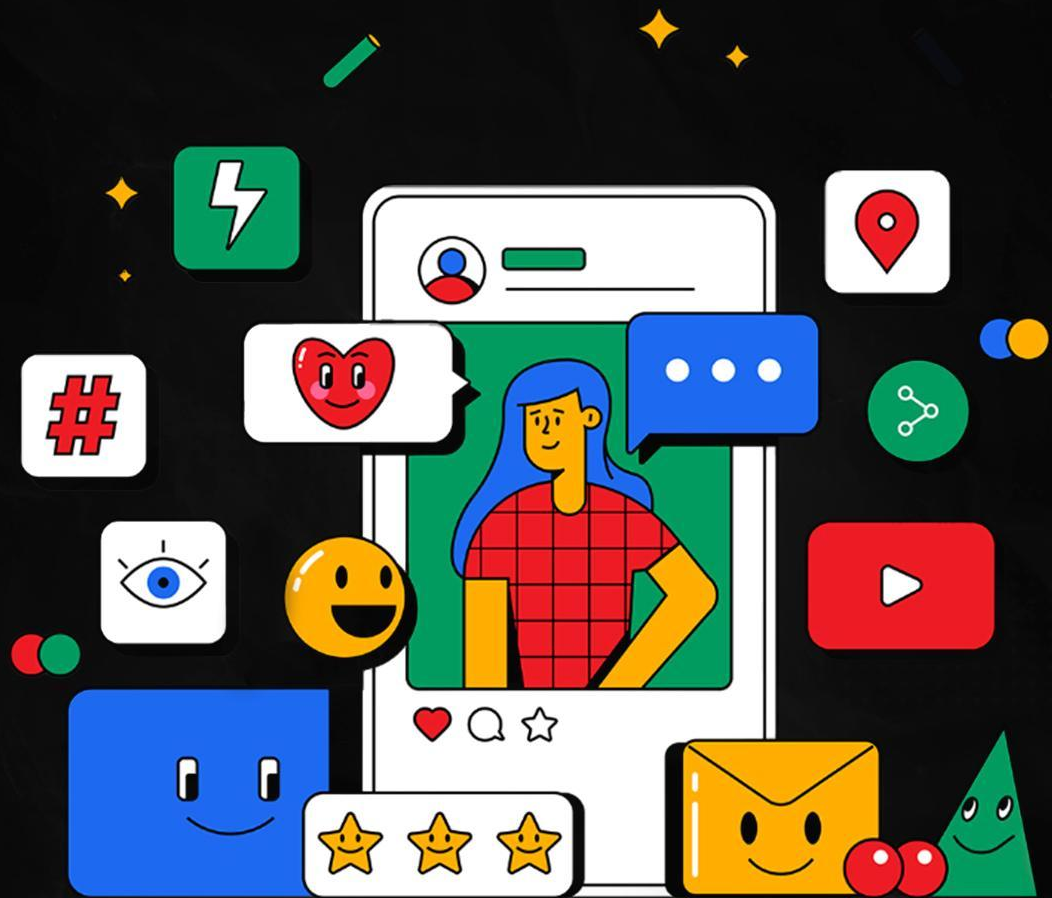


Sprite

PAST CAMPAIGNS

(SOCIAL + MEMES + INFLUENCERS + RETAINERS)

SOCIAL MEDIA



Client: MX Player

In April 2023, we got the mandate for SMM for MX Player, which had 746K followers and was declining day by day. It was a falling angel.

When the Instagram Handle was handed over to us, we changed the campaign approach. We started creating content on a daily basis, which can enchant the audience we reach.

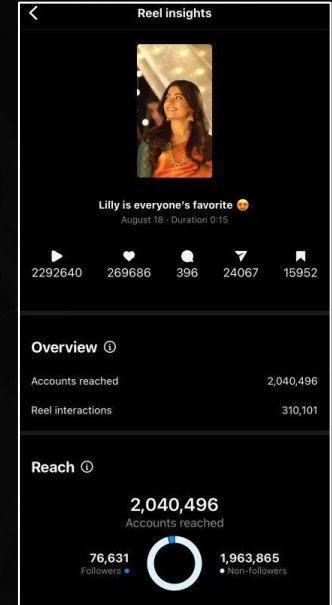
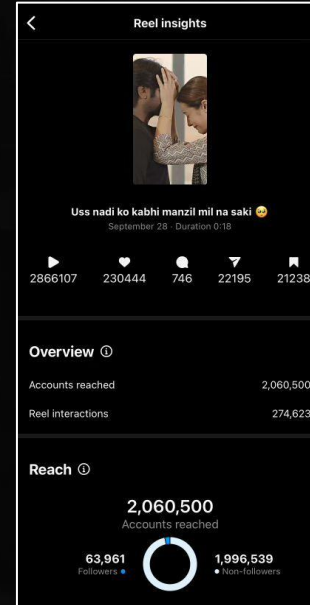
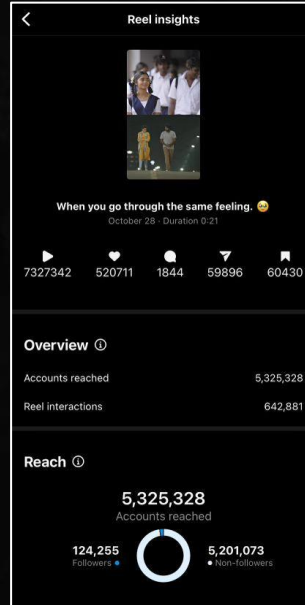
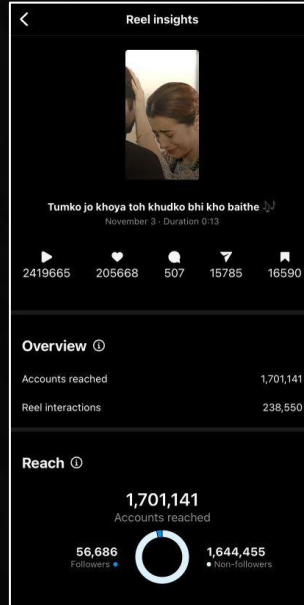
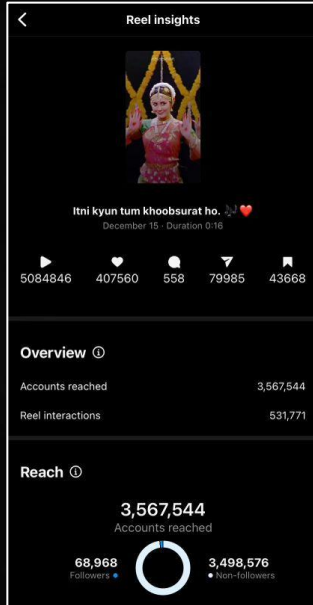
With consistency, we managed to get a consistent reach month on month. This was because of the quality content that was served, which became a viral sensation.

In the six months that we have been associated with MX Player, we have grown their follower base from 742K followers to 1 M+ followers on Instagram, increased engagement from 5k likes to over 10k likes on an average, and increased views from 15,000 to over 50,000.

Reach on the handles has also skyrocketed from 3M-5M a month to a whopping 25M-30M a month. The following numbers were achieved through effective platform and content optimization, regular data tracking, and backend optimization, along with the use of data sourced through the insights.



Optimised Data Driven Content



MX Player Instagram Insights

Professional dashboard	
Insights Nov 27 - Dec 26	
Accounts reached	15.3M +13.5% >
Accounts engaged	1.5M +5.9% >
Total followers	1M +1.3% >

Client: Tips Films

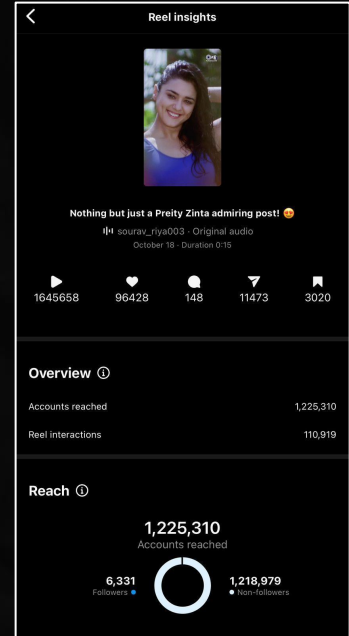
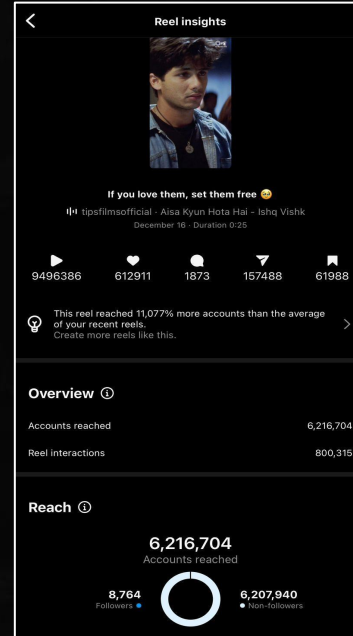
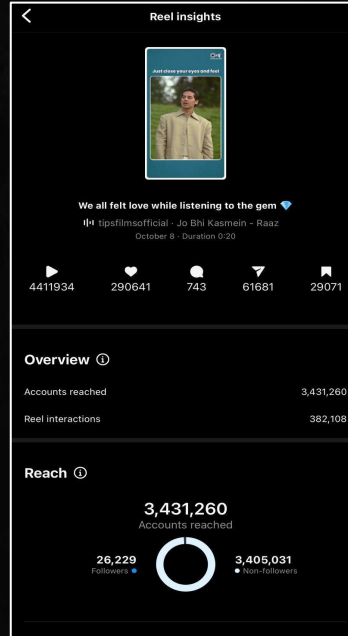
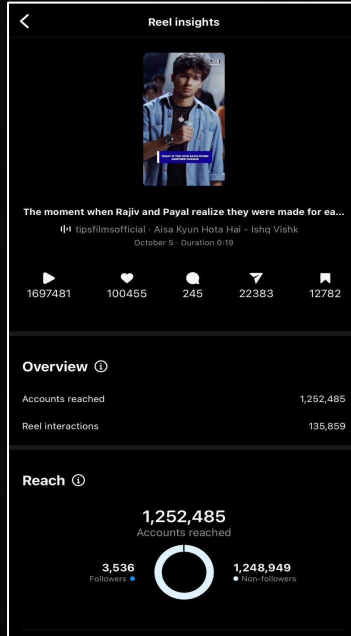
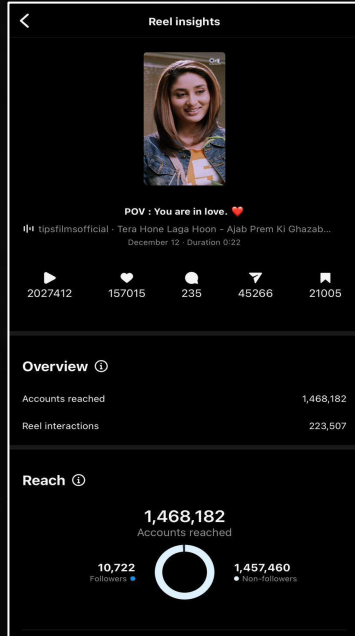
We have significantly increased the daily traction for TIPS films since taking over the handles from September onwards. From just 750-800 engagements and 20k views a day, the numbers are now over 4250-4500 engagements and over 55k views a day!

It is primarily due to the fact that the content shared on the platforms was not shareable that the numbers were negative, resulting in a decrease in followers and engagement.

As part of the content optimization process, we created numerous bite-size pieces of relatable content and increased posting frequency. As part of our efforts to raise brand awareness, we also started sharing branded content.



Optimised Data Driven Content



Tips Films Instagram Insights

Professional dashboard	
Insights	Nov 27 - Dec 26
Accounts reached	20M +566% >
Accounts engaged	1.9M +489% >
Total followers	103K +103% >

Client: Comedy Culture

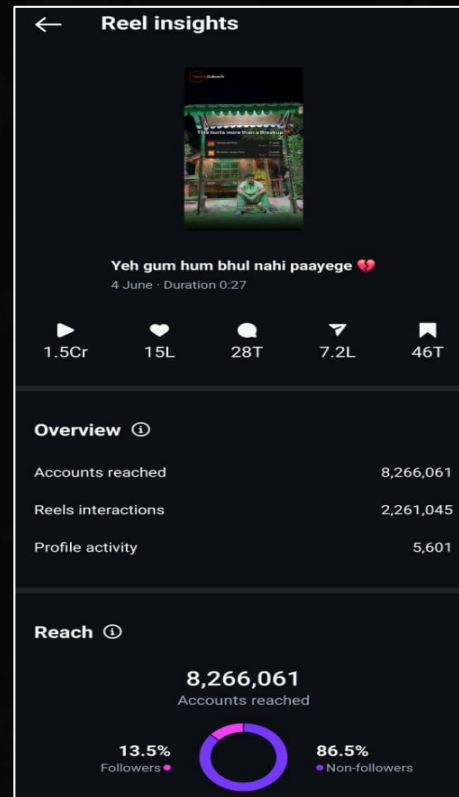
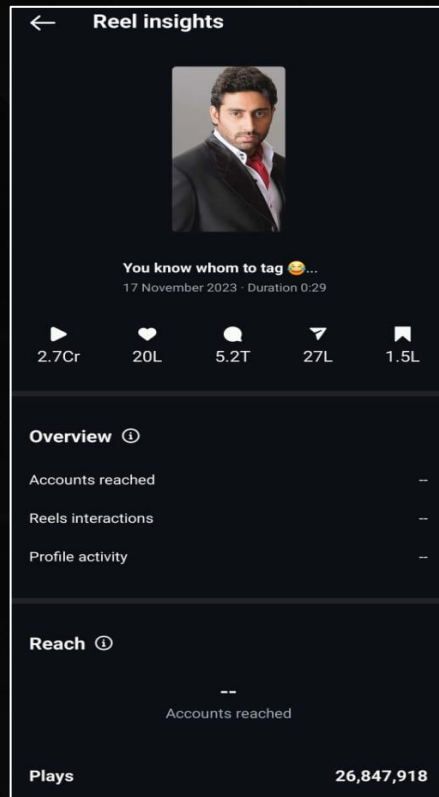
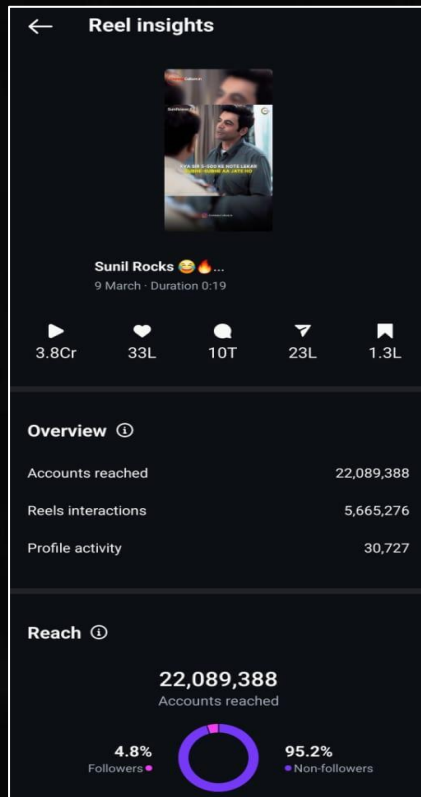
Objective:

ComedyCulture.in aimed to establish itself as a leading platform for humour and infotainment on Instagram for which the primary objective is to rapidly expand its follower base across India by attracting a diverse and engaged audience.

Our Role:

To achieve these objectives, we executed a comprehensive social media strategy that included crafting a content plan that focused on high-quality humour and infotainment, ensuring a consistent stream of fresh and engaging posts along with producing a mix of memes, news updates, and videos that were not only entertaining but also culturally relevant, tapping into current trends and topics. This fosters a strong community of humour lovers by encouraging interaction through comments, shares, and user-generated content. Recently, we crossed 4 million + followers base on Instagram.





Client: Glamsham

Objective:

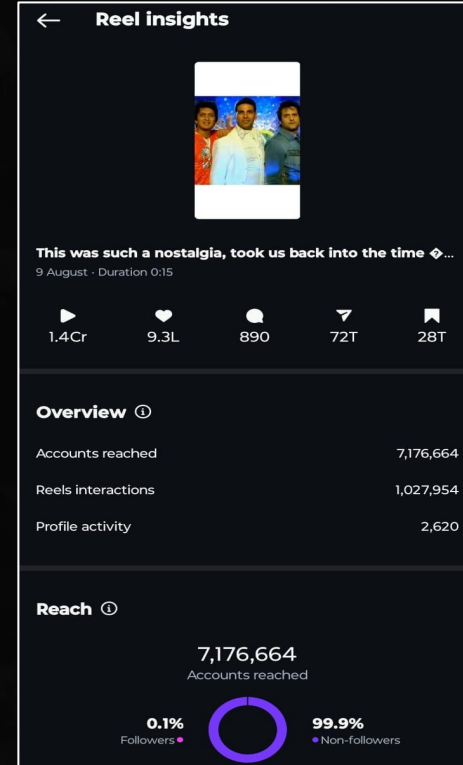
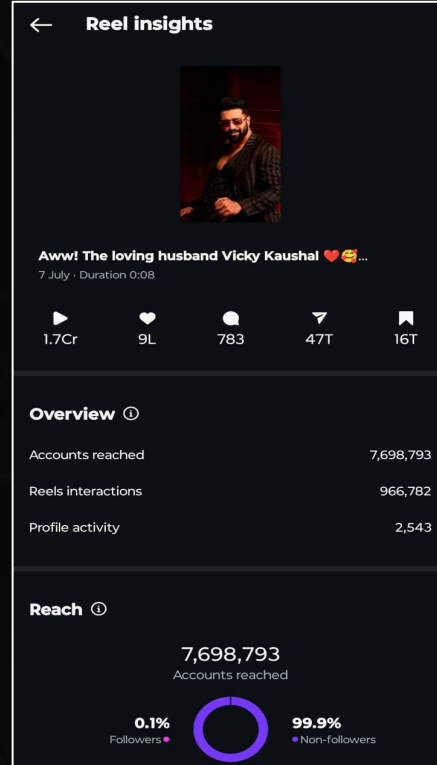
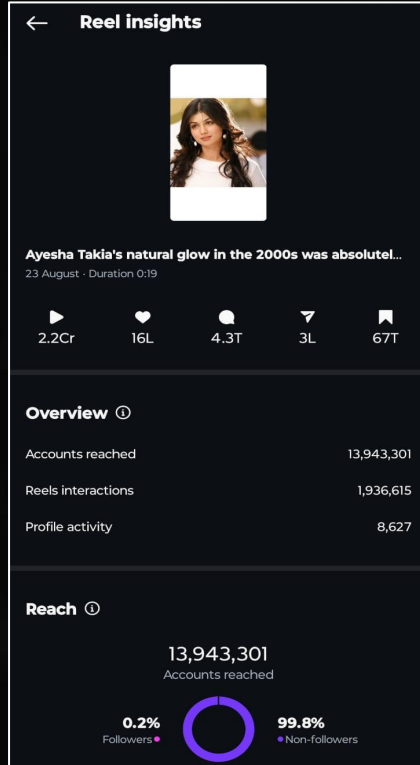
Position itself as the ultimate destination for pop culture enthusiasts by leveraging Instagram to amplify its brand presence.

Our Role:

We implemented a dynamic social media strategy that included curating a content calendar featuring trending topics, Bollywood news, and behind-the-scenes paparazzi content to keep the audience engaged with a blend of static posts, reels, and stories to appeal to diverse audience segments and increase content reach. The content was curated which resonates with the audience, driving shares and interactions. With this Glamsham's Instagram page followers surged from 98k to 161k in just 2 months. Over the last 3 months, the reach expanded dramatically from 2.6 lacs to 56 million, while impressions soared to 156 million per month.

glamsham
SINCE 1999

Optimised Data Driven Content



Glamsham Instagram Insights

Professional dashboard	
Insights	Jul 28 - Aug 26
Accounts reached	56.5M +38.2% >
Accounts engaged	10M +100% >
Total followers	161K +25.3% >

MEME AMPLIFICATION





ENTERTAINMENT (THEATRICAL)

Client: Bad Newz

Objective:

A strategic campaign to drive awareness and maximize engagement for the film.

Our Role:

For the campaign of this movie, we focused on several key strategies to ensure widespread visibility and audience interaction. We employed meme amplification across platforms to generate buzz and keep the conversation going. We also collaborated with OC Pages to create original content that resonated with the film's narrative. Digital Wires were utilized to distribute content widely, ensuring it reached a broad audience. Additionally, we worked with fan edit creators to build community engagement and implemented recommendation strategies to place the film in front of targeted viewers.

Numbers:

Total Engagement Achieved - 2.48M+

Total Views Achieved - 23.47M+



Client: Fukrey 3

Objective:

Fukrey 3 is a comedy film starring talented actors such as Pankaj Tripathi, Pulkit Sharma, Richa Chadda, and Varun Sharma.

Our Role:

In our campaign for this film, we strategically employed meme amplification to seed dialogues, invoke the nostalgia, build on the franchise and elevate visibility of the film.

Numbers:

4.1Mn Engagement, 20.6Mn+ Views



Client:- Gadar 2

Objective:-

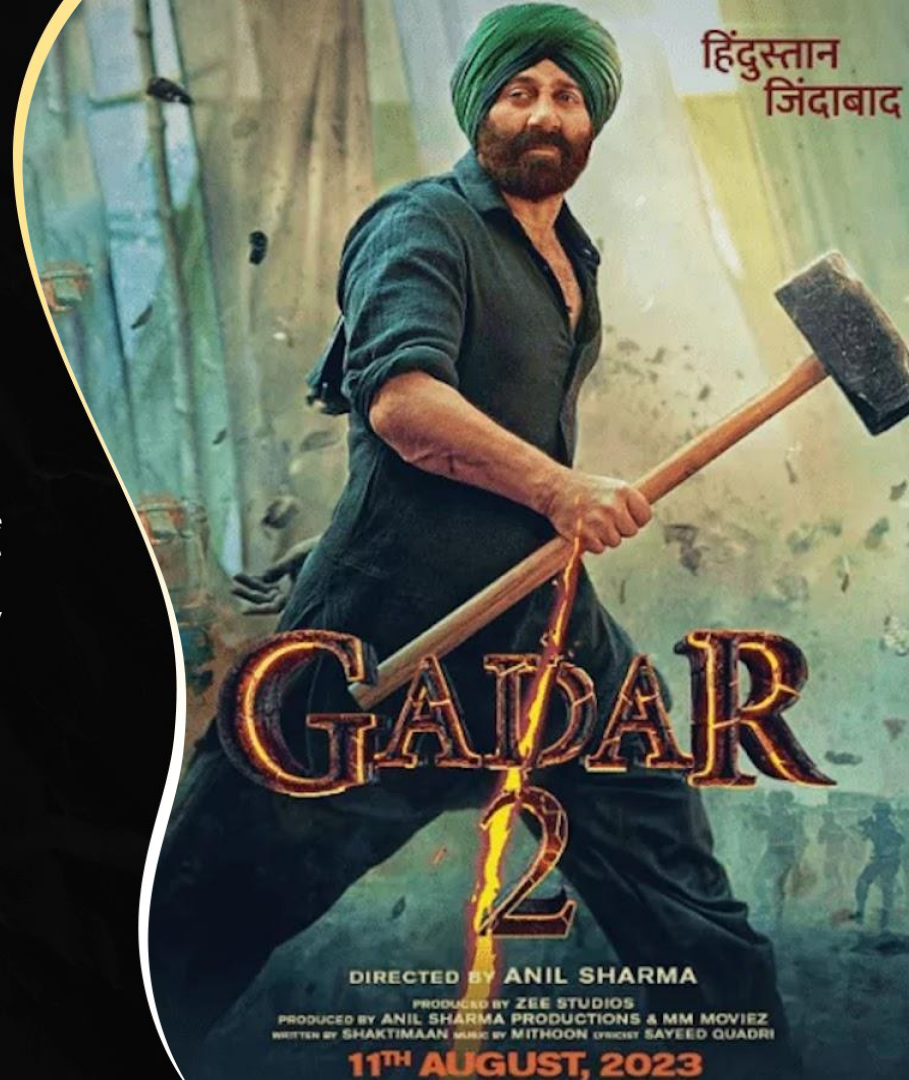
The Aim is to bring Tara Singh back in people's heart after 22 years.

Our Role:-

We started our campaign by amplifying the iconic song "Udd Ja Kale Kavan" with reels and edits. Also, we used the major throwback scene of Handpump as a tool to make people recall the real Tara Singh. With impactful content, memes, and clickable bits, we were able to draw audience attention throughout.

Numbers:-

1M+ Engagement, 8M+ Views



Client: Bhaiyajee

Objective: A strategic campaign designed to generate significant buzz and engagement for the film.

Our Role:

For the campaign of this movie, our responsibilities included deploying a multifaceted approach to maximize engagement and visibility. We utilized meme amplification to resonate with the target audience, fan edits to encourage creative interaction, and memefluencers to extend our reach. Additionally, we worked with premium pages and recommendation channels to curate content that aligned with the film's narrative, ensuring widespread appeal and relevance.

Numbers:

Total Engagement Achieved- 760K+

Total Views Achieved- 7.5M+



ULAJH

Client: Ulajh

Objective: Ulajh is a film that follows the journey of a young IFS officer from a prominent family of patriots. Our aim was to amplify through various pages.

Our Role:

In our campaign for this film, we strategically leveraged Premium Pages, Bollywood Pages, and Wires channels. This approach helped us to create significant buzz and reach a wide audience, emphasizing the intense and suspenseful nature of the film.

Numbers:

Total Engagement Achieved- 437,044

Total Views Achieved- 4,940,453



Client: Mein Atal Hoon

Objective: Sociohub spearheaded a comprehensive campaign to ignite excitement and anticipation for the film launch. Our strategy included pre-trailer amplification, meme amplification across various platforms, engaging with Twitter handles relevant to the film's genre and audience, collaborating with original content creators (OC creators), leveraging edit pages, and harnessing the power of High Social Media (HSM) to maximize reach and engagement.

Our Role:

For the campaign of this film, our responsibilities included pre-trailer amplification to build anticipation. We also spearheaded meme amplification, leveraging various platforms such as Twitter handles, OC creators, edit pages, and High School Musical (HSM) fan communities. Additionally, we collaborated with premium pages to enhance the visibility of the movie songs by curating relatable reels aligned with the themes of the songs.

Numbers:

Total Engagement Achieved- 20.5M+

Total Views Achieved- 195M+



Client: Madgaon Express

Objective: We ran a campaign to create excitement for the movie release which included amplifying the trailer and boosting memes through premium pages.

Our Role: For the Madgaon Express campaign, we focused on amplifying the trailer to build anticipation. We also amplified memes using premium memes and worked with Memefluencers to increase visibility and engagement.

Numbers:

Total Engagement Achieved: 3,907,389

Total Views Achieved: 50,944,693



Client: Oppenheimer

Objective: A comprehensive campaign to ignite excitement and anticipation for the film launch.

Our Role: For the campaign of this movie, our responsibilities included meme amplification to build anticipation. Our strategy included meme amplification across various platforms, engaging with premium memes, and utilizing digital wires memes to maximize reach and engagement. Additionally, we collaborated with premium pages to enhance the visibility of the movie by curating relatable content aligned with the theme of the film.

Numbers:

Total Engagement Achieved- 20.5M+

Total Views Achieved- 195M+



Client: Jawan

Objective: Our primary focus was to run a campaign & build hype for the film's release.

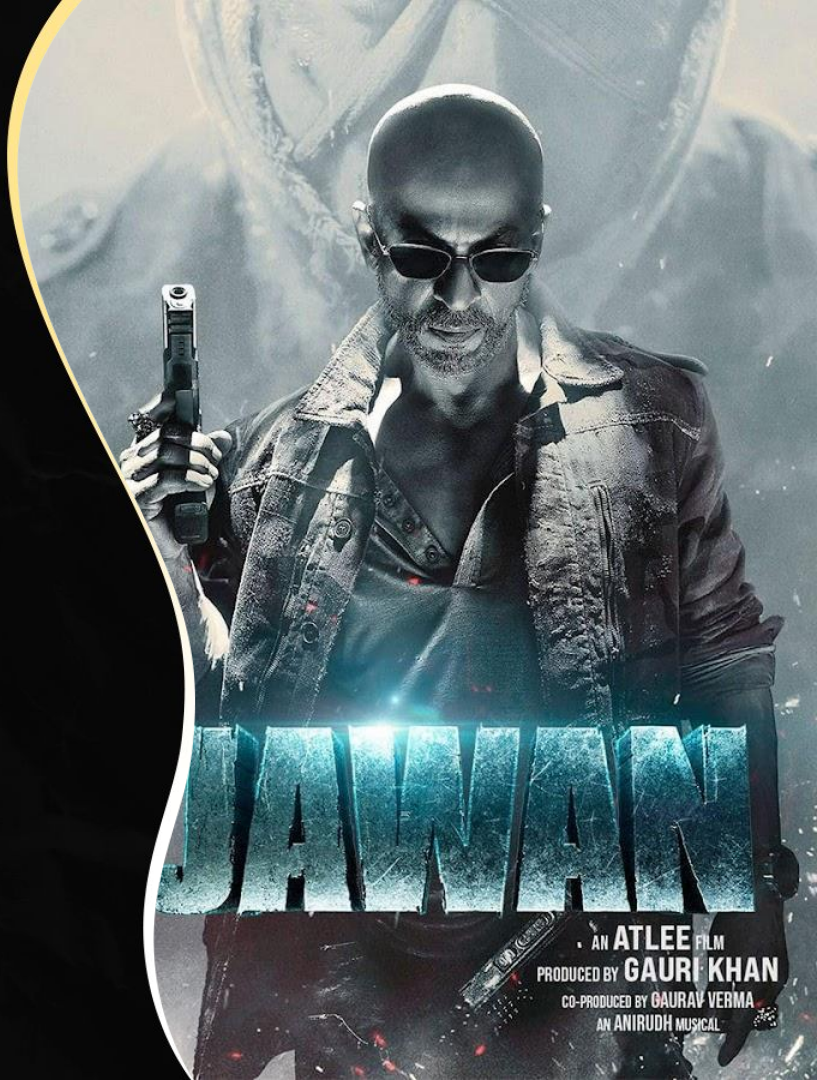
Our Role:

We amplified memes to create anticipation for the Jawan campaign. As part of our strategy, we used premium memes, worked with Memefluencers, and utilized memes from Digital Wires. Furthermore, we collaborated with top pages to boost the movie's visibility.

Numbers:

Total Engagement Achieved: 2,413,338

Total Views Achieved: 12,203,077



Client: Dunki

Objective: We designed an engaging campaign to generate buzz for the film's release.

Our Role: For the Dunki promotion, we focused on creating and sharing premium memes to make the campaign fun and interesting. We worked with popular pages and influencers to spread these memes widely and keep the audience engaged. Our strategy included using premium memes to capture the audience's attention and spark excitement.

Numbers:

Total Stories Views: 3,190,399

Total Engagement Achieved: 26,835,334



Client: Dream Girl 2

Objective: To generate hype for the movie's release, we ran an engaging campaign.

Our Role: For the Dream Girl 2 campaign, we focused on meme amplification to build excitement. We used meme pages, premium memes and digital wires to engage the audience. We also made recommendations to keep the momentum going.

Numbers:

Total Engagement Achieved: 3,603,742

Total Views Achieved: 26,746,054



Client Name : Sony Entertainment

Objective : To Make Spiderman No Way Home The Biggest Movie Of MCU And To Go Housefull During The Pre Bookings For The First Month, We Had To Portray It As A Family Movie So That People Spend Christmas And New Year's Watching The Movie With Their Families.

Our Role : Our contribution helped make "Spiderman: No Way Home" one of the biggest Marvel movies in terms of box office collections and viewership during its first month. The #SpidermanNoWayHome hashtag generated over 1 million posts, attracting coverage from major news portals, movie reviewers, and celebrities. Our strategy aimed to raise awareness about the movie without spoilers, using memes and trending topics. We then supplied informative and factual content for the cinephile audience, before ultimately releasing content with spoilers in the third week to generate interest among those who had not yet seen the film. This sustained its success and ensured continued houseful shows until the fourth week.

Numbers:-

20M Engagement, 100M+ Views

MARVEL STUDIOS
SPIDER-MAN
No Way Home



Client:- Shershaah

Objective:-

The brief given to us was to highlight the role of Siddharth Malhotra in the movie as opposed to directly promoting the content of the film. The aim was to do positive seeding around his performance and remind audiences of his acting chops. In the process, the movie got further popularity and boost through the campaign.

Our Role:-

We executed our marquee Spotlight Campaign which drove the ORM initiative for Siddharth Malhotra. The campaign helped in changing the perception of the audience about him as an actor and a star; given the low he faced because of the failure of his last few releases. As we highlighted his character & his performance in the movie, merely within a week of our campaign, Siddharth's Instagram account received a massive boost and witnessed a whopping increase of more than **1.5 Million followers**. Our Spotlight Campaign aided not only in raising Siddharth's profile as a star but also acted as a catalyst in connecting the audience to movie with the effective use of nationalism.

Numbers:-

5.23M Engagement, 28M+ Views

Client:- Universal

We got a mandate to create a campaign for the Fast and Furious film.

We placed our meme team on rescue, where they created quality content such as memes, insiders, and engaging edits.

The strategy of meme marketing was mainly used for ticket sales.

We flooded Instagram with quality content related to Fast and Furious, which resulted in an exceptional number of engagements.

Results:-

Total Views - 2.3mn+

Total Eng - 550K+



An illustration of a person with dark hair and yellow glasses, wearing a yellow and white striped sweater and dark pants, sitting in a grey armchair. They are holding a bowl of popcorn and eating. To the left of the chair is a very large, tall bucket of yellow popcorn. To the right is a small yellow cactus in a dark pot. The background is black with white concentric circles emanating from behind the person. The text 'ENTERTAINMENT (OTT)' is written in large, bold, yellow and white letters across the bottom of the illustration.

ENTERTAINMENT (OTT)

Client:- The Kashmir Files

Objective:- To promote the movie The Kashmir files which is about kashmiri Pandits.

Our Role:-

We have Collaborated with right-wingers and left-wingers and created speculative and controversial content to highlight the wrongdoing of Kashmiri pandits.

Numbers:-

10M+ Engagement, 18M+ Views



Client:- The Kashmir Files (Unreported)

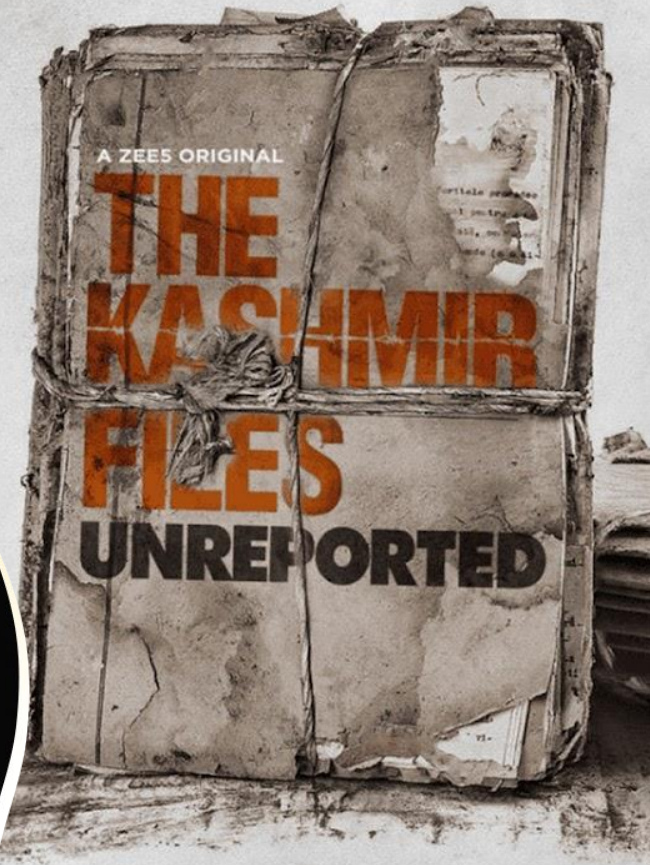
Objective:- It's a documentary series an in-depth and gruesomeness of Kashmir files.

Our Role:-

For this Documentary Series we Created Meme Campaign, speculative content to highlight the wrongdoing of Kashmiri pandits.

Numbers:-

5M+ Engagement, 7M+ Views



A SERIES BY
VIVEK RANJAN AGNIHOTRI

COMING
SOON



Client:- Rangbaaz

Objective:-

The objective was to promote the show in a way that it creates awareness about Shahabuddin aka saheb by the people of Siwan, as the show was from the genre of Political Drama and inspired from the real life of Mohd. Shahabuddin. The motive was to establish Rangbaaz S3 the biggest franchise by ZEE5 also make the most viral meme template of 2022 of any series on which we got 90K+ organic entries on meme template.

Our Role:-

With a breaking user record, our campaign helped the platform earn 900K+ more subscribers. Our work crossed 200M+ views and 40M+ engagement which signified a new peak for online engagements.

Our creatives got "Bhayankar Pyar" online and became a trend on social media. The whole campaign got so huge that it even affected the world of Politics, two parties got aligned due to the political buzz we created at the national level.

Numbers:-

200M+ Views, 900K New Subscribers, 40M+ Engagement





Client Name : Zee Studios (Rakshabandhan Trailer)

Objective : The main objective of the Campaign was to create a buzz for the trailer by seeding clips and images From the trailer so that people start speaking about it organically.

Our Role : We decided to host a meme competition via comedyculture.in to create a buzz for the trailer, team comedyculture.in used a template from the trailer and made a carousel post, further encouraging others to use the template and use #RakshabandhanTrailer to take part in the competition.

They received more than 15000 entries in less than 24 hrs and many popular brands were influenced to use the template too which made the template and trailer an overnight success as well as one of the most viral meme templates of 2022.

Numbers:-

25M Engagement, 75M+ Views

बस बहनें देतीं हैं 100% return



*Raksha
Bandhan*

DIRECTED BY AANAND L RAI
WRITTEN BY HIMANSHU SHARMA

5TH NOVEMBER 2021
IN THEATRES EVERYWHERE

Client Name : ZEE5

Objective :

The U-turn movie problem is that it was available on YouTube in Telugu to get audiences from YouTube to Zee5. We did horror, content, memes, clickbait memes, aesthetics, edits, and a review and recommendation post.

Numbers:-

7M Engagement, 52M+ Views



Client:- Amazon MiniTV

For a web show, it's very important to reach every single person who uses the web. With this brief, we were offered to promote the show "Case to Banta Hai".

We tucked our shirts in and started filling different pages with quality content, such as meme pages, premium pages, and meme influencers.

With an organic approach, we were able to engage a large number of individuals for the show.

Results:-

Total Views - 6.3mn+

Total Eng - 400K+

**AB COURT MEIN KHULEGI
COMEDY KI DUKAAN!**



Client:- ZEE5

We received a brief to create a film campaign titled Vikram, starring superstar Kamal Hassan.

We started the campaign by creating hype via creators and influencers. To increase the reach, we also used memes and meme influencer pages.

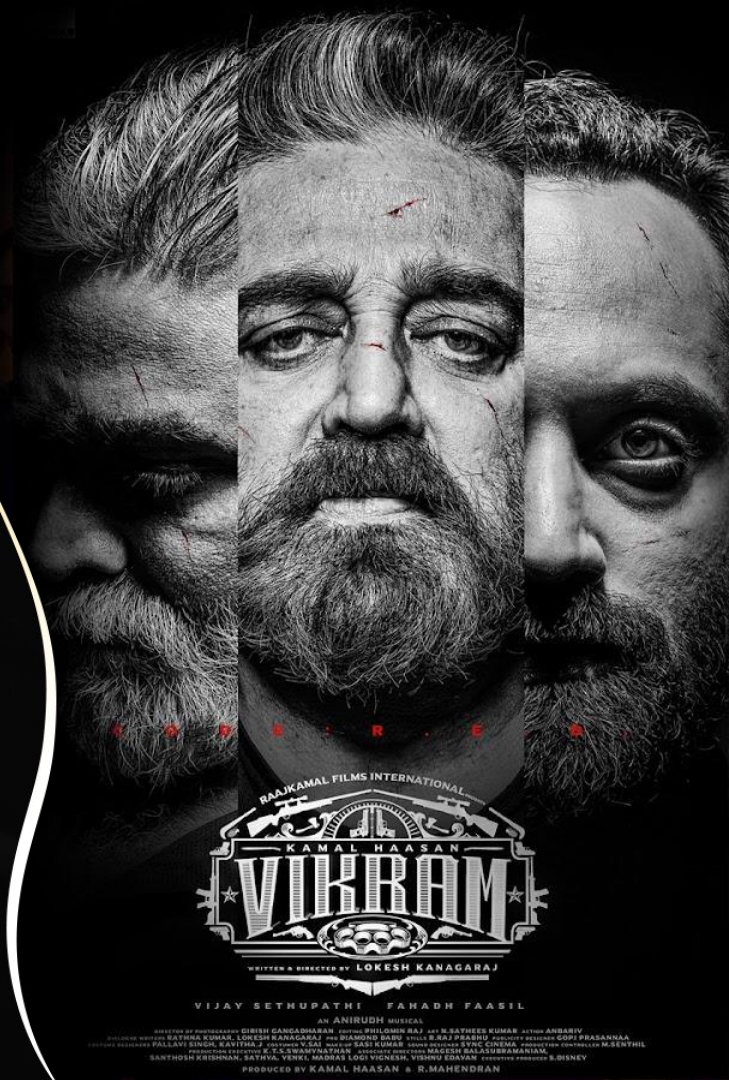
We also engaged the audience with YouTube film recommendation videos.

The strategy of creating hype for the film was primarily used to boost box office collections.

Results:-

Total Views - 8.5mn+

Total Eng - 1.5mn+



ENTERTAINMENT (MUSIC)

The graphic features two stylized boomboxes, one on the left and one on the right. They are primarily purple and blue with yellow accents. From the speakers of each boombox, colorful sound waves in shades of blue, yellow, and red emanate towards the center, where they appear to interact with the word '(MUSIC)'.

Client:- Ishq Vishk Rebound

Objective:-

The primary aim was to reintroduce the classic love story to a new generation while maintaining its nostalgic appeal, positioning it as a modern-day romance that resonates with today's youth.

Our Role:-

We were brought in at the last minute to execute a comprehensive digital campaign that seamlessly combined nostalgia with modern trends. Within a limited timeframe, we devised a strategy to resonate with both longtime fans and new viewers. We focused on amplifying the film's appeal through a mix of meme creation, partnerships with popular Bollywood pages, and encouraging fan edits. This approach was designed to modernize the classic love story while retaining its original charm, ensuring it struck a chord with today's audience.

Numbers:-

Total Engagement Achieved: 402,249

Total Views Achieved: 5,344,424



Client:- Zara Hatke Zara Bachke - Saregama

Objective:-

To promote 2 songs - Phir Aur kya Chahiye & Tere Vaste

Our Role:-

We marketed the songs using esthetic edits, fan edits, memes along with scene lifts, lyrical syndication and video seeding to achieve the desired reel numbers and reach. Since the main mukhda of the song is so strong we used the same to our advantage to grow the use of instagram audio to increase the reach.

Numbers:-

Total Engagement Achieved- 4M +

Total Views Achieved- 49M +



Client:- Saregama

We received a brief to create a song campaign titled Tere Vaaste.

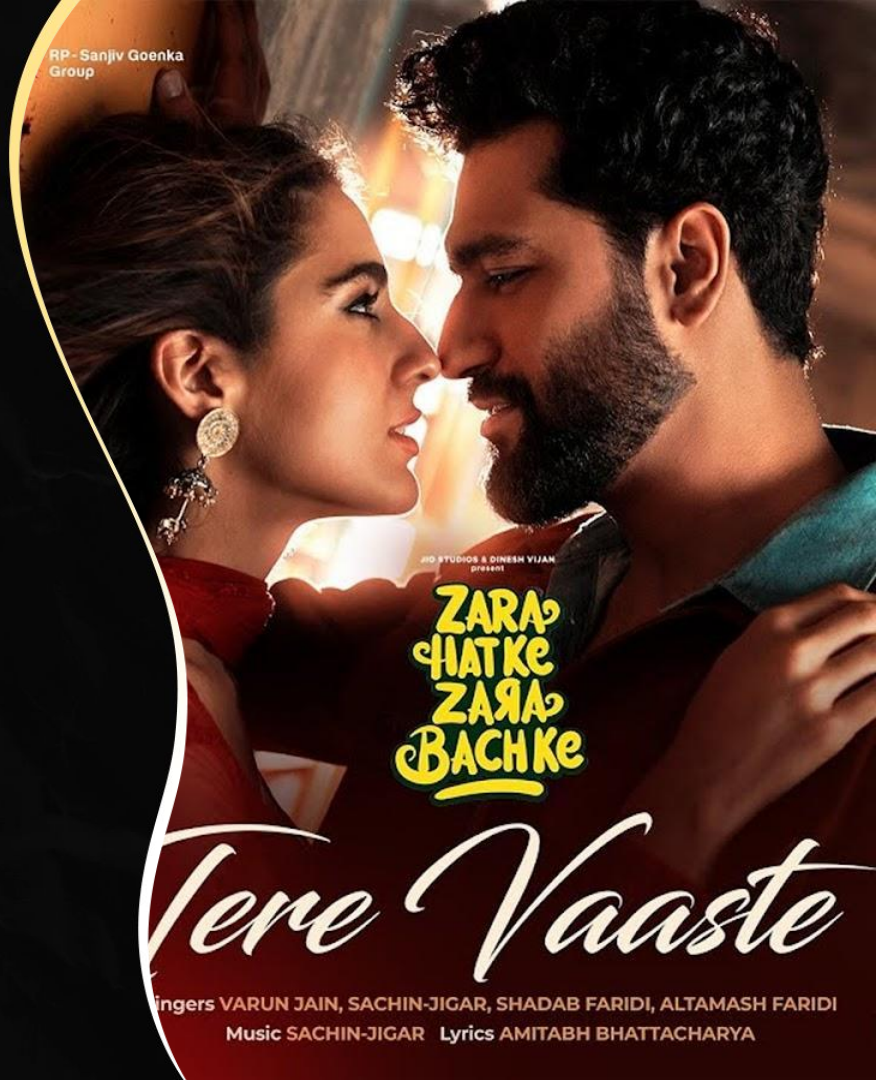
We collaborated with different popular stars like [Sonal Devraj](#) - 23mn+ views and other micro influencers, leveraging their popularity.

We also used different popular pages to engage the audience with the songs. With consistency, we managed to get a regular reach. This was because of the quality content that was created, which became a viral video on the internet.

Results from micro influencers:-

Total Views - 5mn+

Total Engagement - 500K+



RP - Sanjiv Goenka
Group

JO STUDIOS & DINESH VIJAN
Presents

ZARA
CHATKE
ZARA
BACHKE

Tere Vaaste

Singers VARUN JAIN, SACHIN-JIGAR, SHADAB FARIDI, ALTAMASH FARIDI

Music SACHIN-JIGAR Lyrics AMITABH BHATTACHARYA

Client:- Saregama

Objective:-

The objective was to popularize the song from the movie.

Our Role-

The main goal was to promote the songs through Instagram memes, influencers, aesthetes pages, and OC creators, and on-ground activities such as flash mobs and New York Times Square mad over marketing.

Total Views - 65M-70M+

Total Engagement - 10M+



Client: Archies

Objective:

This was a multipurpose campaign where Sociohub was given the task of meme amplification seeding, and curating influencer activity to generate hype for the film launch.

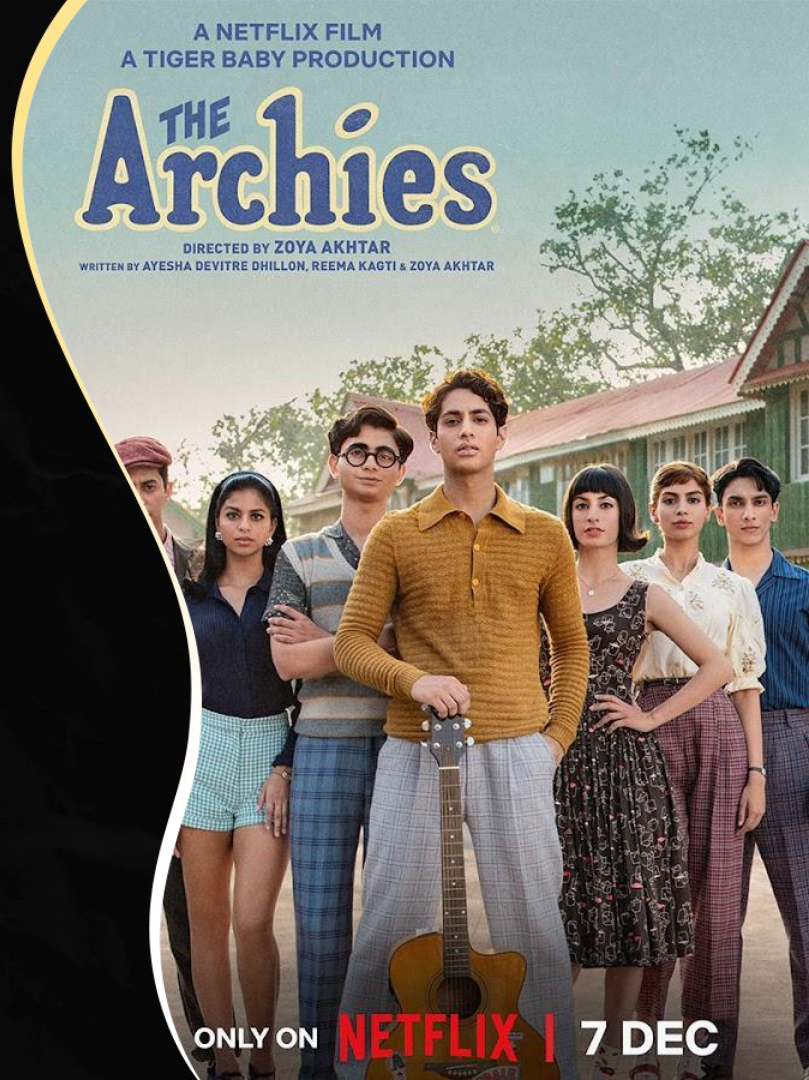
Our Role:

we collaborated with premium pages to amplify the reach of the movie songs. This was achieved by curating relatable reels that revolved around the theme of the songs.

Numbers:

Total Engagement Achieved - 736k+

Total Views Achieved - 6.5Mn+ Views



Client: Zihal-e-miskin

Objective:

The song starts with the words Zihale-e-Miskin, which means poor bird. The song then goes on to talk about how the bird is trapped in the cage of love and how it cannot escape. The lyrics of the song are very poetic and beautifully describe the feelings of love and longing.

Our Role:

In our campaign for this song, our main goal was to amplify the overall reach and engagement for the song Zihal-e-Miskin. Executing this campaign was challenging as this song is a remake of the original from the 80s.

To execute this campaign for the right audience, we curated content on different categories of pages, such as premium meme pages to cater to newer generations of the audience, and collaborated with lyrical and Shayari pages for the older generation. This approach made the campaign successful.

Numbers:

Total Engagement - 640K+

Total Views - 1M+



Javed - Mohsin's

Zihaal-e-Miskin

FLUTE VERSION

MUSIC LAXMIKANT-PYARELAL & JAVED-MOHSIN

Client:- Vaaste

Objective:-

The brief given to us was to not only populate the song Vaste but also to display Dhvani Bhanushali as the upcoming pop star of India.

Our Role:-

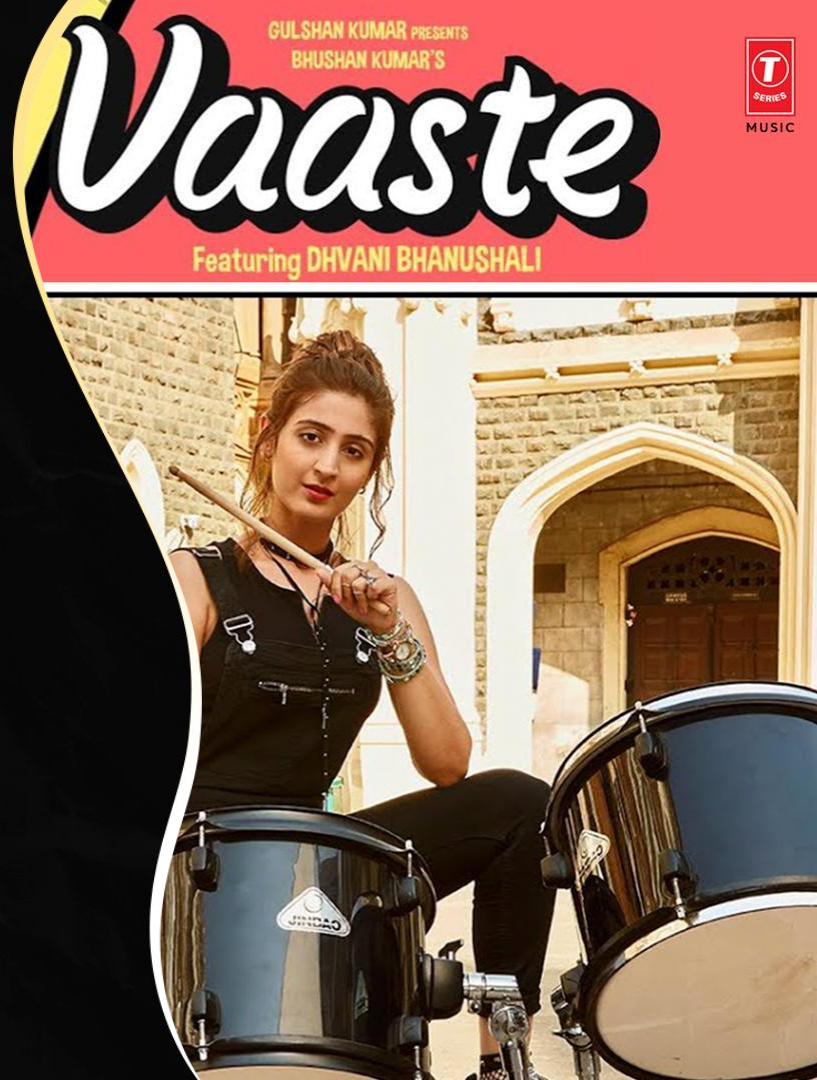
Since our objective was to not only populate the song but also to amplify Dhvani Bhanushali as a singer, we decided to play around the music video. We marketed the song through various routes and the results popped in.

We planned out a template seeding activity where we identified some templates and some clips from the song and started creating content around it. One of our template, "Exactly at 10am." exploded on the internet.

The song has over 1 Billion views on youtube.

Numbers:-

12M+ Engagement, 130M+ Views



Client:- ZEE Music

Objective:-

The objective was to popularize the song Apna Bana Le.

Our Role:-

To promote the song, we crafted visually appealing aesthetic edits, evocative lyrical edits, and emotional nostalgia edits. These edits were amplified on popular meme pages, music pages, and edit pages, reaching a wider audience and stirring excitement for the song.

Numbers:-

7M+ Engagement, 74M+ Views



Client:- Saregama

Objective:-

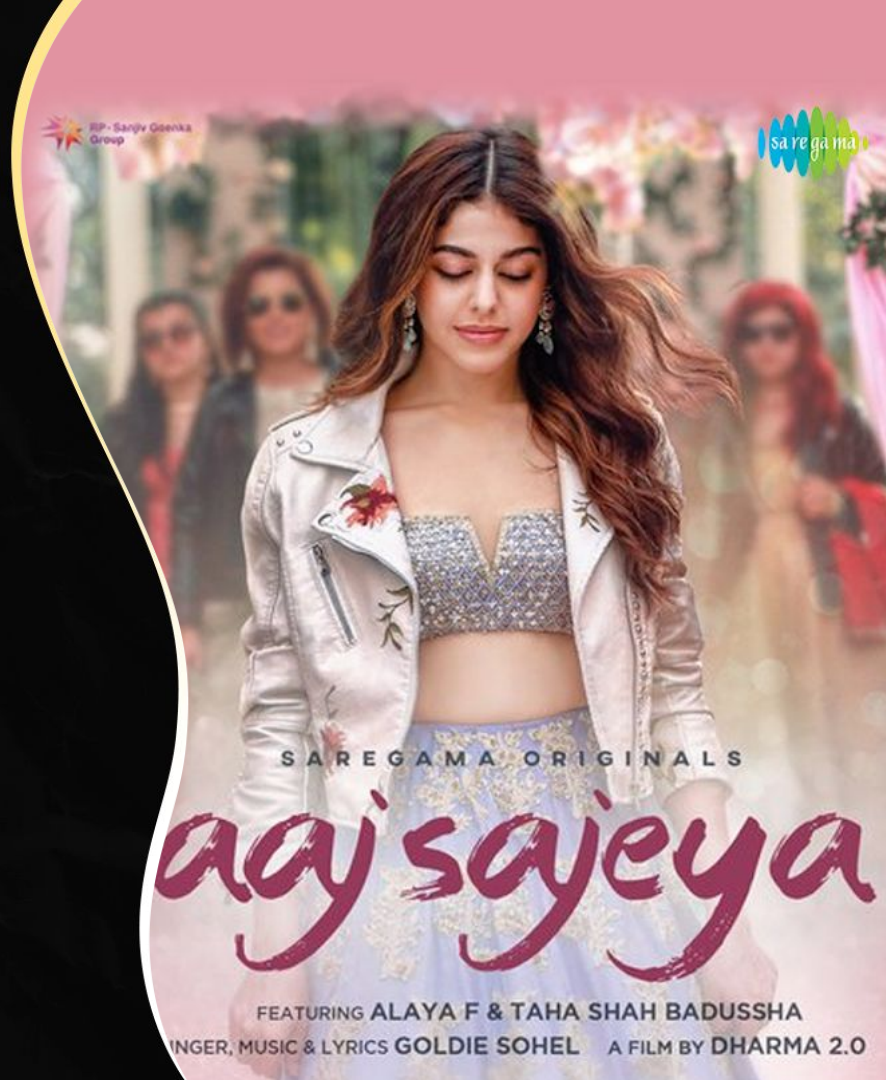
The objective was to populate the song Aa Sajeya and make it the everyone's go to wedding song.

Our Role:-

To raise awareness and excitement for the song, we crafted eye-catching aesthetic edits, meaningful lyrical edits, engaging fan edits, and festive Bollywood wedding edits. These edits were amplified on a range of platforms, including popular meme pages, music pages, and edit pages, reaching a wider audience and generating buzz for the song.

Numbers:-

5M+ Engagement, 64M+ Views



Client: Paani - Paani

Objective:

The objective was to promote the remake of yesteryear song through influencer and meme marketing.

Our Role:

We had 2 approaches for marketing this;

- We created a very funny video with Khali. This video was amplified on all the meme pages in India. It went so viral that the international superstars of WWE like John Cena and Roman Reigns re-shared this video.
- The second approach was to populate the hookstep of paani paani with the biggest influencers of India.

The song has over 785 Million views on YouTube.

Numbers:

7M+ Engagement, 87M+ Views



Client: Down Bad - Taylor Swift

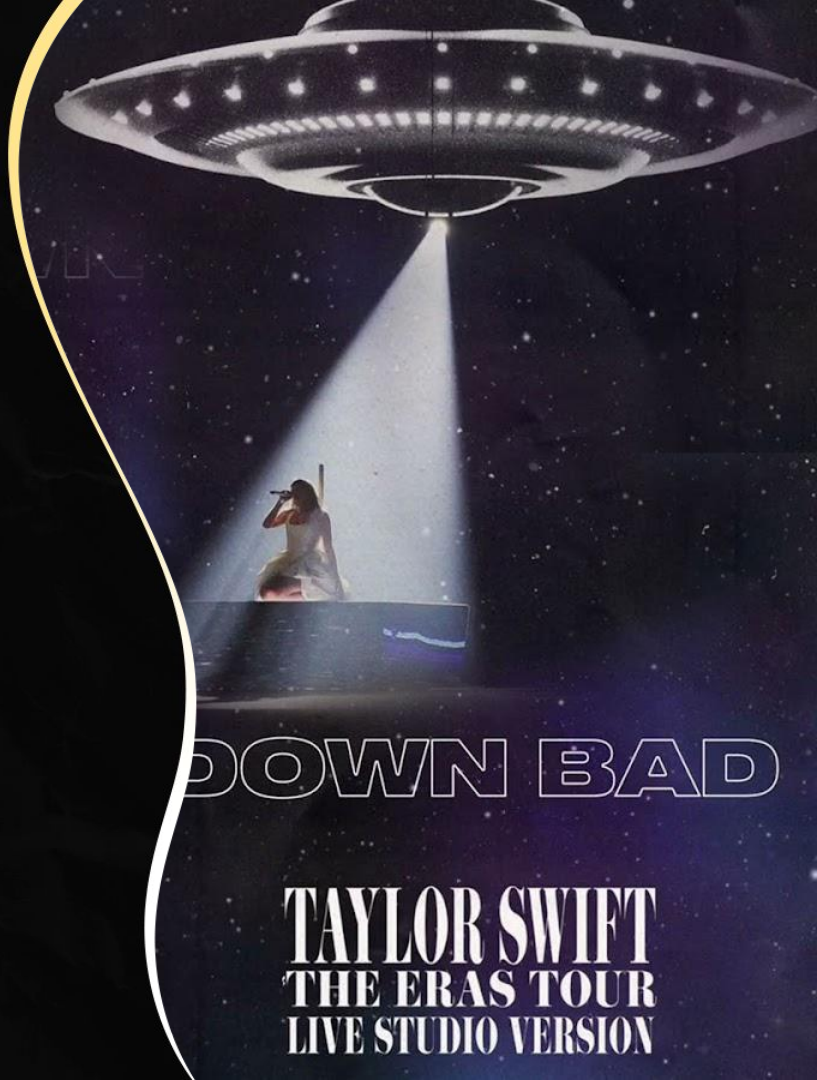
Objective: Our campaign aimed to create excitement and anticipation for the song release. We focused on influencer amplification, working with various English lyrical pages, Bollywood edit pages, and meme pages to maximize reach and engagement.

Our Role: For this campaign, we amplified the song by collaborating with influencers and engaging with English lyrical pages, Bollywood edit pages, and meme pages. This helped boost the song's visibility and reach.

Numbers:

Total Engagement Achieved: 132,057

Total Views Achieved: 3,774,575

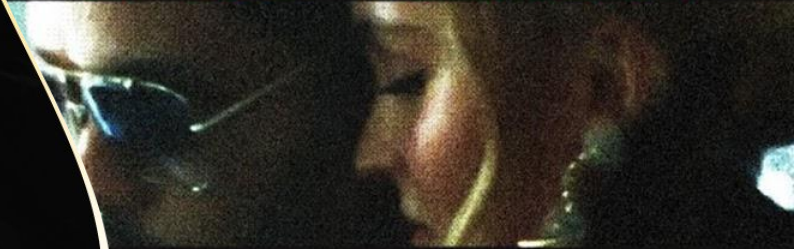


Client: Popular (Weekend)

Objective: To boost excitement and interest in the launch of the song. Our strategy involved amplifying the song on English lyrics pages to reach a wider audience and generate engagement.

Our Role: For this campaign, we focused on spreading the song's popularity by sharing it on English lyrics pages. We aimed to reach more people and encourage them to listen to the song.

THE WEEKEND WITH PLAYBOI CARTI & MADONNA
POPULAR



HBO ORIGINAL
THE IDOL
MUSIC FROM THE HBO ORIGINAL SERIES

Client: We Can't Be Friends

Objective: Led an engaging campaign to generate excitement and anticipation for the release of the song "We Can't Be Friends". Our strategy focused on amplifying the song through popular English lyrics pages to reach a broader audience.

Our Role: We successfully amplified the song by promoting it across various English lyrics pages, creating a buzz and increasing its visibility. This included engaging with fans through curated content that resonated with the song's themes.

Numbers:

Total Engagement Achieved: 117,358

Total Views Achieved: 1,500,987



The background of the image features two camels, one on the left and one on the right, both wearing black-rimmed glasses and black bowties. They are positioned behind the central text. Four yellow laughing face emojis are scattered around the text: one to the left of the word 'BRAND', one to the right, one below the word, and one to the left of the subtitle.

BRAND

(AMPLIFICATION AND SEEDING)

Client:- MCDonalds

Objective:-

Amplify Jr. NTR commercial on Instagram through MCD and NTR fan Pages

Our Role:-

The McDonald's advertising effort centred on using NTR fan accounts on Instagram and Twitter. To engage the target demographic, it made use of videos, static posts, and reels on Instagram. In order to market McD's McSpicy, the campaign worked with many NTR fan pages, tapping into their existing fan following & reputation.

Additionally, tweets from various Twitter fan handles in order to create a buzz around the brand. This strategy successfully engaged the McD and NTR fan base, extending the reach of McDonald's messaging.

Numbers:-

Total Engagement - 100K+

Total Views- 400K+



Client:- Minute Maid

Objective:-

To amplify a TVC featuring Shraddha Kapoor.

Our Role:-

Amplify the TVC through Shraddha Kapoor and Nani fan edits pushed through SK and Nani fan pages and we activated over 2000 nano influencers on Instagram to push the TVC on their feed and stories. We also activated a push through a WhatsApp blast on over 6M users in various regions with a YT link of the TVC.

Numbers:-

Total Engagement - 2M+

Total Views - 12M+



Client Name:- Wildstone

Our Objective:-

We amplified via Meme Pages on Instagram by creating memes on skipping shower and using Wild Stone deodorants instead.

Our Role:-

We had to populate the communication and create original content out of the video in a way that amplified content looks UGC and proper communication is delivered through meme influencers and wires.

Total Engagement:- 407 K+

Total Views:- 10.9 Mn+

WILD STONE

Client Name:- Amul Macho

Our Objective:-

Amul Macho commercial featuring Vicky Kaushal and Rashmika Mandanna in a snow cold location, freezing in the harsh condition, but they don't need to worry cause they are wearing Amul Macho's Thermals.

Our Role:-

We helped amplifying the campaign using memes and edits via Meme Pages, Bollywood Pages and Creators on Instagram.

Total Engagement:- 732 K+

Total Views:- 8.5Mn+



Client:- McDowell's No.1

Objective:-

The objective was to populate the song No.1 Yaari as a New Year Campaign for McDowell's No.1

Our Role:-

We created aesthetic edits, lyrical edits and nostalgia edits for the song and amplified it on meme pages, music pages, edit pages, etc.

Numbers:-

10M+ Engagement, 100M+ Views



Client:-

Bisleri

Objective:-

The objective was to amplify the collaboration of Bisleri and Deepika Padukone on the Drink It up campaign

Our Role:-

We created memes and creative content for the campaign and amplified it on meme pages, fanpages, edit pages, OC creators pages, digital wires, bollywood fan pages etc.

Numbers:-

2m + Engagements and 13M + Views

Bisleri

Client:-

Oreo

Objective:-

To amplify Oreo's DVC Featuring MS Dhoni on world cup 2023

Our

The Oreo's advertising effort centred on using MS Dhoni's fan accounts on Instagram and Twitter. To engage the target demographic, it made use of videos, static posts, and reels on Instagram. In order to amplify the campaign we worked with many MS Dhoni fan pages, tapping into their existing fan following & reputation, meme pages, OG creators and premium meme pages.

Role:-**Numbers:-**

1.8m + Engagement and 7m + Views



Client:-

Durex

Objective:-

To amplify the launch of new Durex Products

Our

We created memes and creative content for the campaign and amplified it on meme pages, fanpages, edit pages, OC creators pages, digital wires, bollywood fan pages etc.

Role:-

Numbers:-

500K + Engagement and 3.7m + Views





INFLUENCER AMPLIFICATION



ENTERTAINMENT (THEATRICAL)

Client: Merry Christmas

Objective:

The goal was to create excitement and build anticipation for the film's release during the festive season, positioning it as a must-watch holiday film.

Our Role:

We executed an influencer-driven campaign to capture the festive mood and connect with a broad audience. Within a tight timeframe, we developed a strategy to showcase the film as both a holiday celebration and an engaging narrative. We collaborated with several influencers who aligned with the film's themes, creating content that resonated with their followers and highlighted the movie's appeal as a perfect holiday watch.

Numbers:

Total Engagement Achieved- 8,535

Total Views Achieved- 165,883



Client: Dil Bechara - Disney+ Hotstar

Objective:

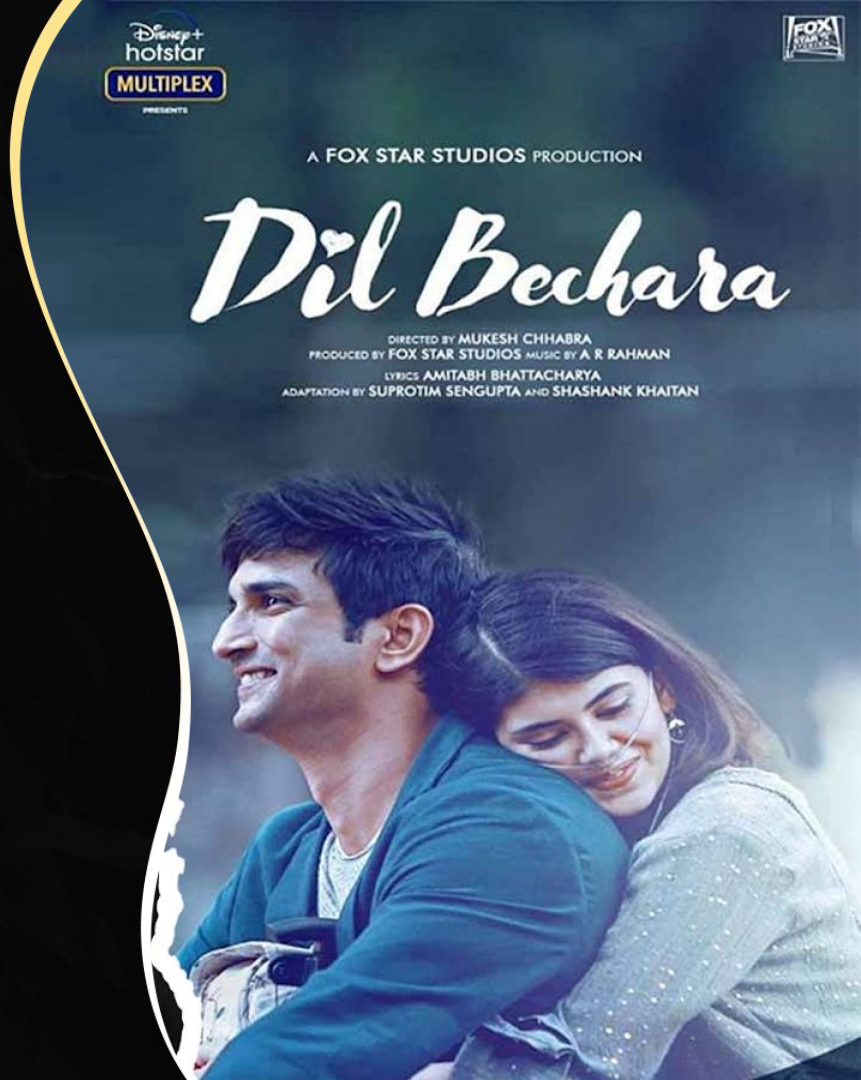
As Sushant Singh Rajput's last film, there were a lot of emotions attached to the movie. However, his fans were upset for it not being a theatrical release. Hence, Hotstar wanted to do something special as a tribute to the late star which drove his fans as well as the audiences to their platform. They wanted them to watch the movie and reduce the negative sentiment around it being an OTT release.

Our Role:

Under the Infinity campaign, we enlisted the support of 30 of India's top influencers, including Ashish Chanchlani, Prajakta Koli, Harsh Beniwal, and others, to create a moving tribute to Sushant. The tribute, in the form of a special poem, honored the late actor's life and conveyed the central message of never giving up, which was also at the heart of the film. We then amplified the tribute through our Spotlight campaign, which resulted in its rapid spread and viral success. The campaign was a huge triumph, generating an astonishing 50 Million views within a mere 24 hours.

Numbers:

10M Engagement, 78M+ Views



Client: Bhool Bhulaiyaa 2 - Cine1

Objective:

The main objective was to reposition the movie in the minds of our audience, convincing them that it is a horror comedy film BUT also a family entertainer.

Our Role:

We were brought in at the last minute to pull off an influencer campaign with a thought within 72 hrs due to artist date constraints. We came up with "Yeh darr parivarik hain" to show it's a horror comedy film that is also a family entertainer. To establish the thought in the audience's mind, we collaborated with 18 Influencers for eg: Kusha Kapila, Dolly Singh etc.

Numbers:

Total Engagement Achieved- 3M +

Total Views Achieved- 31M +





Client: Maradona - Amazon Prime Video

Objective:

Amazon Prime Video's big ticket show Maradona was launching in India. The primary objective was to create hype around the show using the legendary player's fan base, along with adding an element of nostalgia.

Our Role:

To pay homage to the legendary footballer Maradona, we organized a football match featuring two teams: Celebrity All Stars FC and The Influencers FC. The players donned Maradona's iconic number 10 jerseys and played an exciting match that ended in a nail-biting penalty shootout, with The Influencers emerging as champions.

The Celebrity All Stars FC included notable names such as Ranbir Kapoor, Samir Kocchar, Ahaan Shetty, Mehzan Jaffrey, and Jim Sarbh, while The Influencers FC comprised Viraj Ghelani, Awez Darbar, Ranveer Allahbadia, Jatt Prabjot, and others. The event was a resounding success and generated significant buzz around the release of the related project.

AMAZON ORIGINAL

MARADONA:

SUEÑO BENDITO



Client:- ZEE5

TAJ Divided By Blood was one of the Tentpole series for ZEE5.

Our role was to amplify the series in a very different way by using memes and influencers.

The story of Akbar, Salim, and Anarkali was already so controversial, hence we amplified the content through right-wing and various premium pages.

To amplify the look of Anarkali and Salim, we created a filter and amplified it through micro influencers. To increase visibility, we activated micro influencers and had them share FDFS and POV videos for the series. The micro influencer activity was done in both Metro and Regional areas to reach a wider audience.

For post-release, we even activated a variety of YouTube Reviewers to share their honest and positive reviews.

Results :-

Total Views - 60M+

Total engagement- 7M+



Client: Zee 5 (Bandaa)

Objective:

The objective was to promote the movie on an OTT platform, which includes 360-degree activity in digital Marketing.

Our Role:

Being a retainer P1 agency for the entire ZEE Group, and, BSL being a production house owned by Vinod Bhanushali (a close acquaintance), we had to give our best in terms of the work that we did.

To amplify the movie, we used the movie name "Sirf ek bandaa kaafi hai" and the hook dialogue of Manoj Bajpayee sir "Rarest of the rare case" as the tools to promote the movie through the unique use of Instagram pages and influencers.

Numbers:

Total Engagement Achieved - 20M +

Total Views Achieved - 70M +



ENTERTAINMENT (MUSIC)

The graphic features two stylized boomboxes, one on the left and one on the right. They are primarily purple and blue with yellow accents. From the speakers of each boombox, colorful sound waves in shades of cyan, yellow, and red emanate, connecting to the word '(MUSIC)' in the center.

Client: Sona Kitna Sona Hai

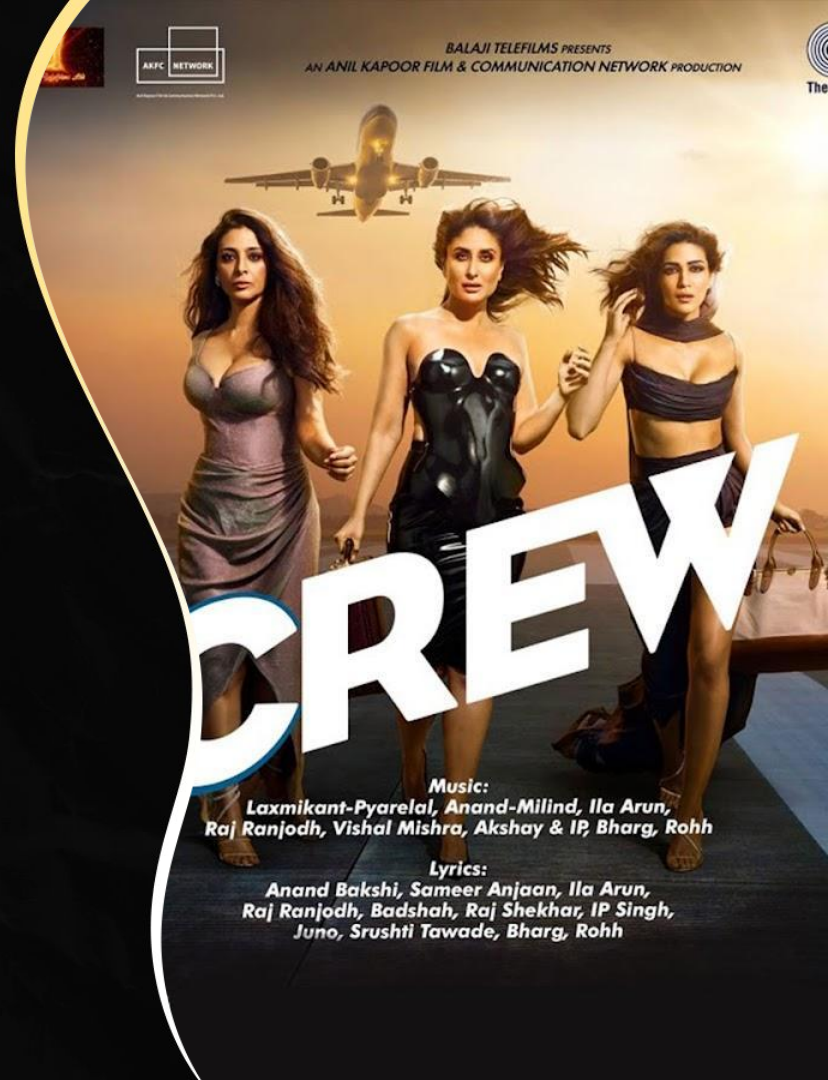
Objective: A campaign to create excitement for the song release. Our strategy included using influencers to spread the word and get people talking about the song.

Our Role: For this campaign, we focused on influencer amplification. We specifically chose influencers who wear gold to make the song more relatable and visually appealing. These influencers promoted the song, ensuring it reached a wider audience.

Numbers:

Total Engagement Achieved: 97,316

Total Views Achieved: 3,214,212



Client:- Dholida

Objective:-

The objective was to populate the song and also portray the character of Alia Bhatt in the movie Gangubai.

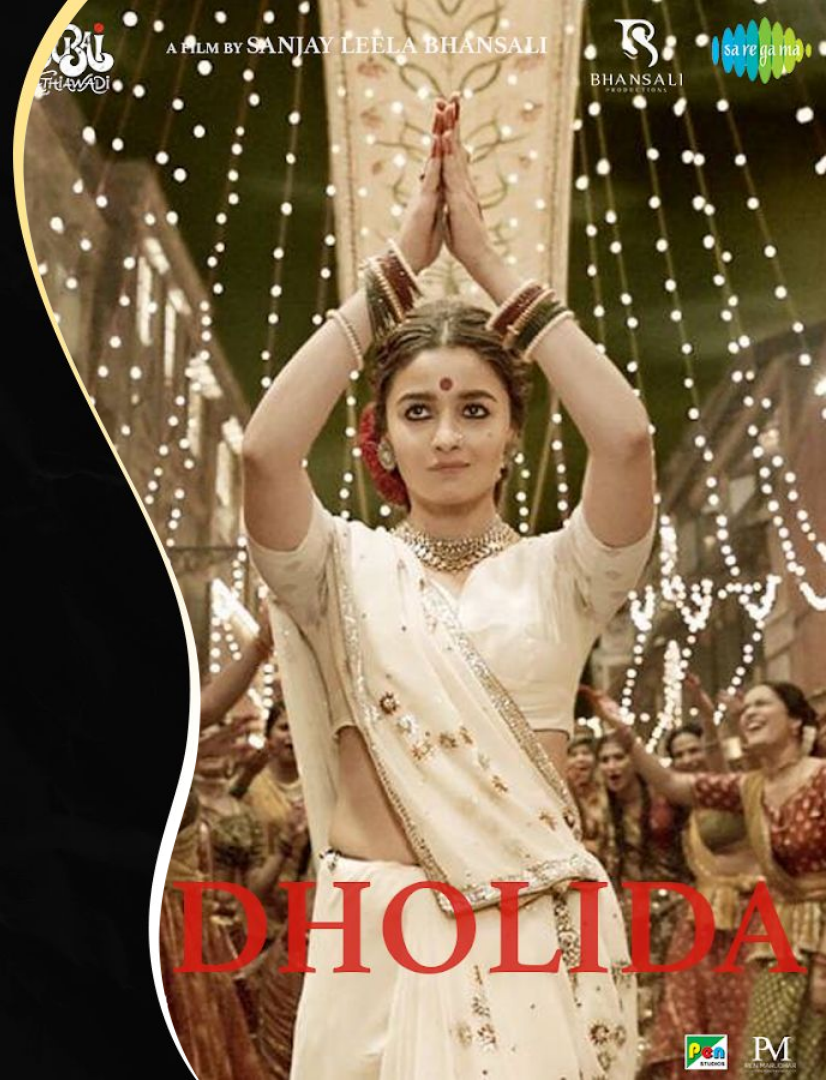
Our Role:-

Our role was to promote the song in two ways-

- 1) Celebrity association with CAT A influencers
- 2) Hookstep seeding through CAT A Influencers on Instagram as well as YT Shorts

Numbers:-

10M+ Engagement, 120M+ Views



Client:- Sony

Objective:-

The objective was to populate the song Stayin Alive from Bullet Train along with the hookstep.

Our Role:-

Hookstep seeding through CAT A Influencers on Instagram

Numbers:-

4M+ Engagement, 47M+ Views





Client:- Schweppes

Objective:-

The brand aimed to elevate its presence and drive engagement across social media platforms through a strategic influencer marketing campaign.

Our Role:-

To achieve these objectives, we played a pivotal role in orchestrating and executing the influencer marketing strategy. We identified and partnered with prominent CAT A celebrities, influencers, and renowned mixologists who resonate with Schweppes' target demographic. Co-developed content briefs that allowed influencers to showcase Schweppes authentically and engagingly, integrating the brand seamlessly into their narratives. Facilitated the creation of high-quality visual.

This structured approach ensured that Schweppes met and exceeded its objectives, positioning the brand prominently within the competitive landscape of premium mixers.

Numbers:-

Total Reach - 47 M+

Total Views - 51 M+

Indian
TONIC WATER
contains quinine

Schweppes®

Client:- Tang

Campaign 1:

Objective:-

Run a campaign for the occasion of Onam, remembering the memories of their Onam days of their childhood.

Our Role:-

Collaborated with Celebrity Mom and Daughter Duo for sharing their Tangy Tales of Onam and Illustrators such as Alicia, Pencialsan, etc. to illustrate the tangy tales in their way of presentation.

Numbers:-

Total Engagement - 100K+

Total Views - 1.2M+



Client: Costa Coffee

Objective:

Costa Coffee India Celebrated the festive season with their new range of Blisstachio Rose drinks; savor a burst of familiar festive flavors in every sip!

Our Role:

In this campaign, we collaborated with 30 micro-influencers across regions to visit the Costa coffee outlet and taste their new festive variant. Couples, Artists, Illustrators, Bloggers, Creators, Photographers, Fashion, Lifestyle & Beauty Influencers

Numbers:

Total Engagement Achieved - 150K+

Total Views Achieved - 2M+

Total Reach Achieved - 1.7M+

COSTA[®]
COFFEE

Client: Snickers

Objective:

The campaign showcases relatable situations where people experience irritability and low energy levels due to hunger. The campaign encourages people to keep a Snickers handy as their reliable hunger partner, offering a delicious and satisfying treat to conquer hunger and regain vitality.

Our Role:

Aahana Krishna and Pearle Maaney were chosen for the Snickers campaign, which aims to reach a wider audience. Their performances capture the irritability caused by hunger and the soothing effect of Snickers. Both portrayed the relatable situations with grace, showcasing the transformative power of Snickers in a subtle yet impactful manner.

Numbers:

Total Engagement Achieved - 223 K+

Total Views Achieved - 2723 K+

Total Reach Achieved - 2391 K+



Client:- Bajaj Almond Drops

Objective:-

Amplify the fact that Bajaj Almond Drops Hair Oil enriched with 6 times vitamin E nourishment that reduces hair fall, makes hair shiny & keeps it nourished.

Our Role:-

Our influencers promoted Bajaj Almond Drop Hair Oil to get super shiny and healthy hairs this Ganesh Chaturthi and be festive ready.

Numbers:-

Total Engagement - 100K+

Total Views - 200K+

bajaj
ALMOND
DROPS





Client:- Bitcoin Liya Kya? - Coin DCX

Objective:-

Brands objective was to create awareness and push consumers to invest in Cryptocurrency via the CoinDCX app. The objective hence was to also ensure conversion through app downloads.

Our Role:-

We utilised the strength of highest tracking Influencers & Celebrities on Instagram who promoted their tag line "Bitcoin Liya Kya?". These were subtle integrations mentioning the specifics of the app and educating the audience on how to invest in crypto via the CoinDCX app. We also executed a seamless integration, highlighting how CoinDCX is the safest app in the market with a global positioning to trade cryptocurrencies. The campaign was a huge success as it surpassed the client's conservative estimates of app downloads.

Numbers:-

2.4M Engagement, 29M+ Views

Client: Coke Studio Bharat

Objective:

Coke Studio released its new song Geejaga, a Kannada language song, inspired by tales of King which was to be promoted!

Our Role:

Harishchandra's visibility soared through strategic collaborations with an International DJ and a Celebrity Choreographer. Together, they crafted original content using the song, propelling the choreography into a viral trend. This not only garnered significant User-Generated Content (UGC) but also contributed immensely to the widespread amplification of Harishchandra.

Numbers:

Total Engagement Achieved - 127.9 K+

Total Views Achieved -1.16 Mn+



Client:- Coke Studio Bharat (Kya Karie Korimol)

Objective:-

The song "Kya Karie Korimol" captures the tender moments shared between a father and his daughter during their wedding feast, with heartfelt lyrics and soulful vocals. It captures the essence of Kashmiri music and presents it in a fresh and appealing way.

Our Role:-

We have selected a group of talented influencers to promote various genres related to Kashmir, including actors, food, and singers. These influencers will help us showcase the beauty of Kashmiri actors, cuisine, and singers, and engage a wider audience.

Numbers:-

Total Likes Achieved- 41.9K+

Total Comments- 550+

Total Shares- 980+

Total Views- 687K+

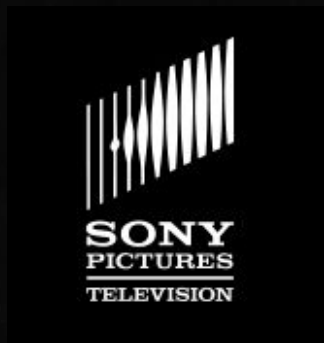




At Sociohub Studios, we are dedicated to delivering top-notch video content that is both creative and high-quality. As a video-first company, we have a strong focus on delivering visually rich experiences and concept-driven solutions that meet the needs of each and every client.

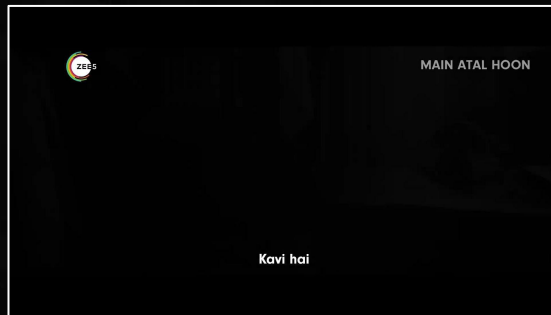
Our expertise in visual storytelling spans a wide range of mediums, including animation, motion graphics, corporate films, animated explainer videos, and branded content. We excel in transforming our clients' ideas into captivating visual stories that resonate with their target audience and leave a lasting impression.



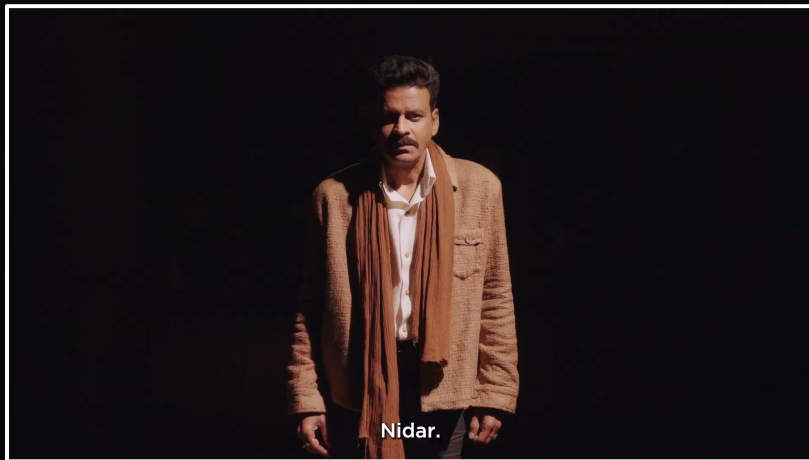




MAIN ATAL HOON

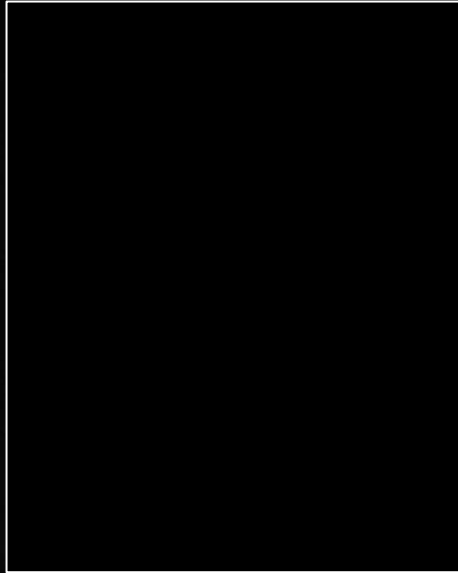
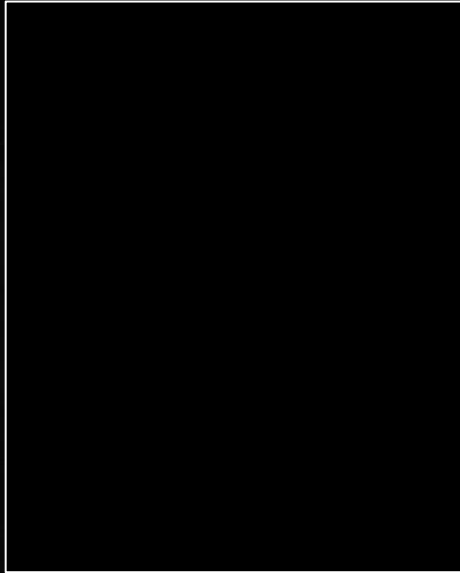


BHAIYAA JI





Bhool Bhulaiyaa 2



HIT

THE FIRST CASE

Cinepolis





DHOKHA

ROUND D CORNER

A FILM BY KOOKIE GULATI



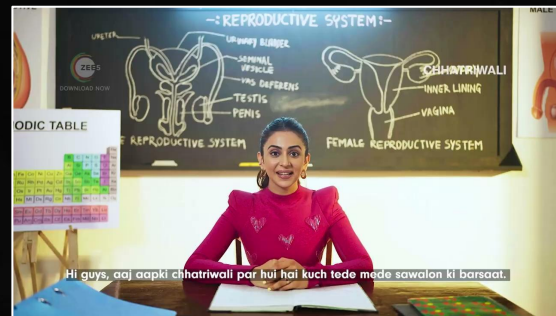
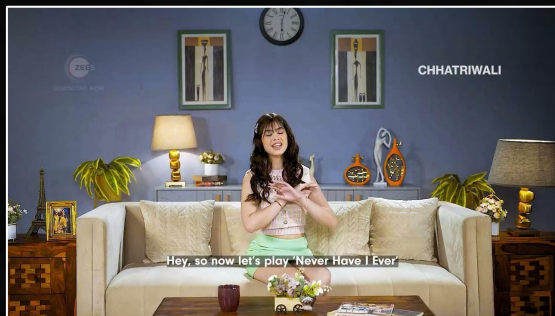
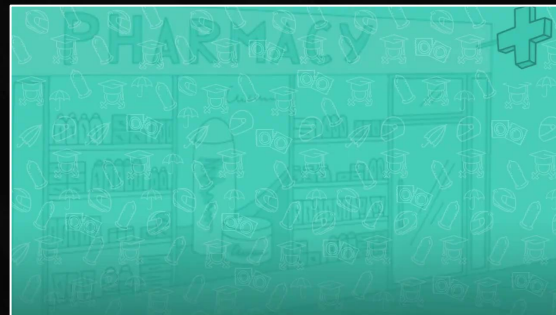
VADH

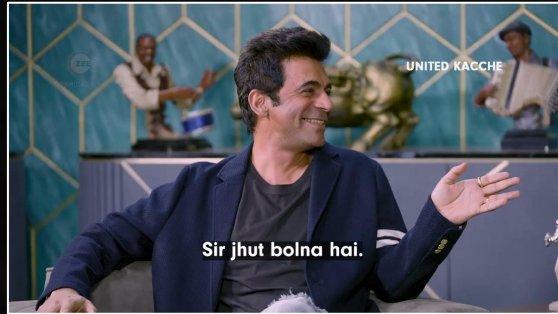
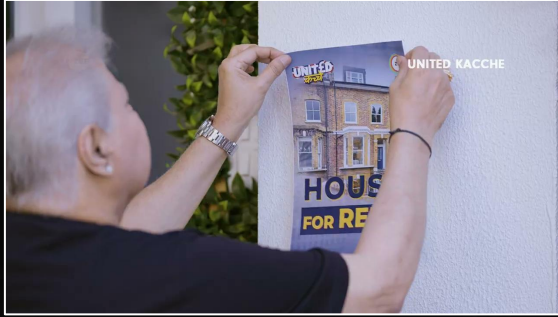


KUTTEY



ChhatriWali

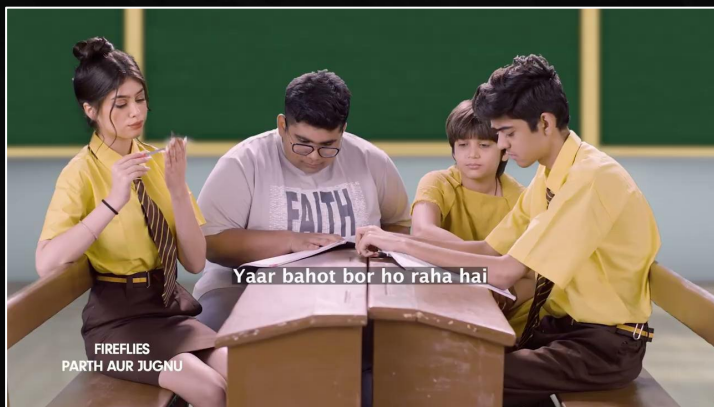




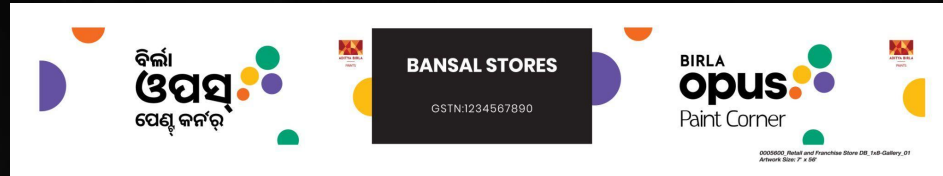
A ZEE5 ORIGINAL

Fireflies

Parth aur Jugnu







BIRLA
opus



బిర్లా
ఓపస్
పెయింట్ కార్నర్

BIRLA
opus
Paint Corner

బిర్లా
ఓపస్
పెయింట్ కార్నర్

BANSAL STORES

GSTIN: 123456789089

0000000_Retail and Franchise Store DB_2x1_Gallery_01
Banner Size: 24" x 36"



ਬਿਰਲਾ
ਓਪਸ
ਪੇਂਟ ਕਾਰਨਰ

BIRLA
opus
Paint Corner

BANSAL STORES

GSTIN: 123456789089

0000000_Retail and Franchise Store DB_2x1_Gallery_01
Banner Size: 24" x 36"



பிர்லா
ஓபஸ்
பெயிண்ட் கார்னார்

BIRLA
opus
Paint Corner

BANSAL STORES

GSTIN: 123456789089

0000000_Retail and Franchise Store DB_2x1_Gallery_01
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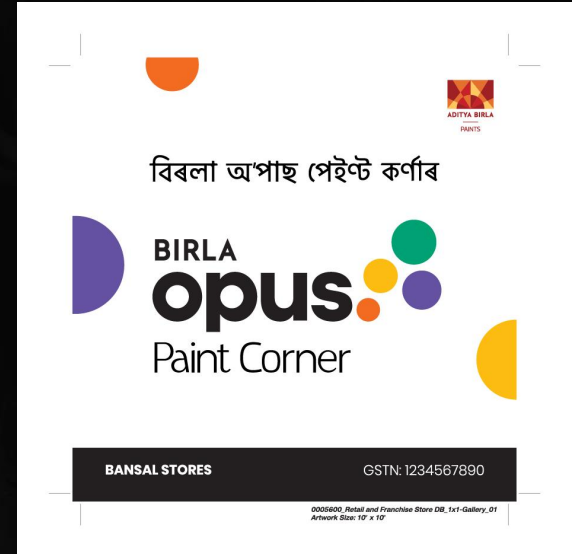
বিড়লা
ওপাস
পেইন্ট কর্নার

BIRLA
opus
Paint Corner

BANSAL STORES

GSTIN: 1234567890

0000000_Retail and Franchise Store DB_2x1_Gallery_01
Banner Size: 24" x 36"



**'ME TIME'
INTERRUPTED?**

Relax with
Ice Cream Sandwich
Vanilla

What's your
Wajah?



**HAVING
A JAM
SESSION?**

Rock it with
Choco Brownie

What's your
Wajah?



Vadikal Icecreams - Official

Today at 19:33 · 🌐

All big and small achievements call for Vadikal!

#GoalsWaliWajah

#WhatsYourWajah #vadikalicecreams

Vadikal

What's your
Wajah?

**HAIR CUT
GONE
WRONG?**

Feel good with
Black Currant



👍❤️👤 3,675



Write something...





Vadilal®

**FABULOUSLY
FUNTASTIC**

FUNTASTIC

Creative visualization

This advertisement features a large, detailed image of a chocolate-coated ice cream bar with nuts. The Vadilal logo is in the top left corner. The background is a warm orange with a subtle geometric pattern. The word 'FUNTASTIC' is written in a small font at the bottom left of the bar.



Vadilal®

Kulcha Pakka Kam

WHAT
MAKES
SUMMER
FUN?

Vadilal®

Kesar Matka Kufli
Ice Cream

WHAT
MAKES
SUMMER
FUN?

This section contains two smaller advertisements. The top one shows a green ice cream bar with a bite taken out, next to a whole green apple. The bottom one shows a glass of white ice cream with saffron strands and a small jar of ice cream. Both have the Vadilal logo and the text 'WHAT MAKES SUMMER FUN?'. Small text 'Creative visualization' and a small Indian flag icon are present in the bottom right of each sub-ad.

Vadikal®

*Satisfying
Saturday!*

CHOCO RASPBERRY CRUSH



Creative visualization / Frozen Dessert



Vadikal®

*Sunday for a
Sundae*

EASY SUNDAE ICE CREAM



Creative visualization

Vadikal®

*Summer D'elite with
Saffron D'elite*

SAFFRON D'ELITE



Creative visualization

Vadilal[®]

Ready Set
SUMMER



