

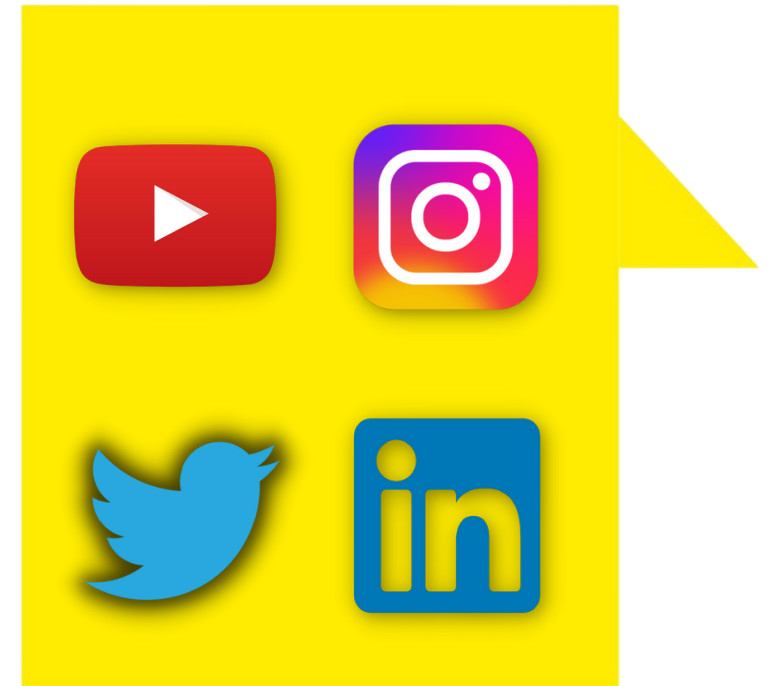
Y E L L A W E ®



WE CREATE CONTENT THAT'S EITHER FUN & QUIRKY OR CREATES EMPATHY; INVITES ENGAGEMENT.

OUR INNOVATIVE CAMPAIGNS HELP SELL IDEAS, PRODUCTS & SERVICES

OUR SOCIALS



Click image for link

IN SHORT, CONTENT & FORMATS THAT WORK IN TODAY'S DAY & AGE...

...TO MEET BRAND OBJECTIVES

BRANDS WE'VE WORKED WITH



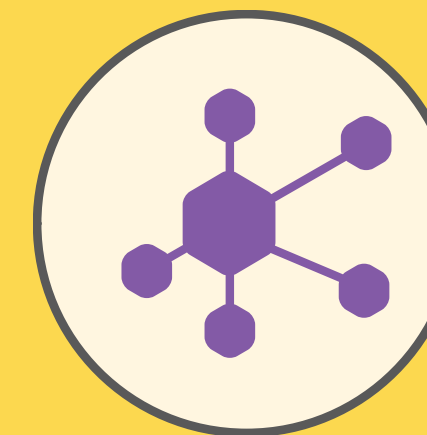
PITCH TO PERFECTION



- END-TO-END CONTENT PRODUCTION
- SHOOT, EDIT & PACKAGING



- STRATEGY
- CAMPAIGN PLANNING
- CONCEPTUALIZATION
- SCRIPTING
- ENDORSEMENTS
- PHOTOSHOOTS & SETS
- PRable MOMENTS
- DIGITAL + 360° ADVERTISING



- VAST NETWORK OF ARTISTE, INFLUENCER DISCOVERY BASIS DATA POINTS
- CURATING TARGETED INFLUENCER CAMPAIGNS - REGION, HYPERLOCAL & PLATFORM AGNOSTIC



✦ **AWEDEET** ✦

OUR IN-HOUSE
DEVELOPED SUBSCRIPTION
BASED DATA & ANALYTICS
INTELLIGENCE PARTNER.

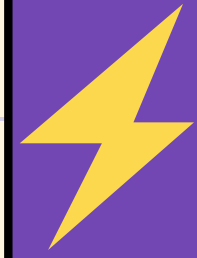
LEVERAGE OUR
IN-HOUSE

CREATIVE,
PRODUCTION,

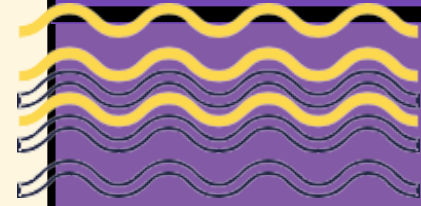
TECH &
TURNKEY
SERVICES

FOR QUALITY
CONTROL

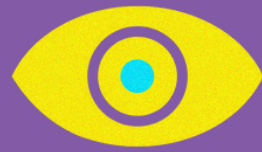




CONTENT PRODUCTION STUDIO
BRAND STRATEGY
TECH-BASED INFLUENCER MARKETING HUB



DIFFERENT SHADES OF CAMPAIGNS



AMPLIFICATION

We create more hype to capture a larger share of voice across mediums.

PHOTOSHOOTS

Tailoring high-quality shots. (Socials, OOH, Print, Digital & other advertising mediums).

INFLUENCER CONTENT

Penetrate deeper into masses & markets basis stats:

- Mega influencers
- Macro Influencers
- Micro Influencers
- Nano Influencers

ADS & BRAND FILMS

Scale of production:

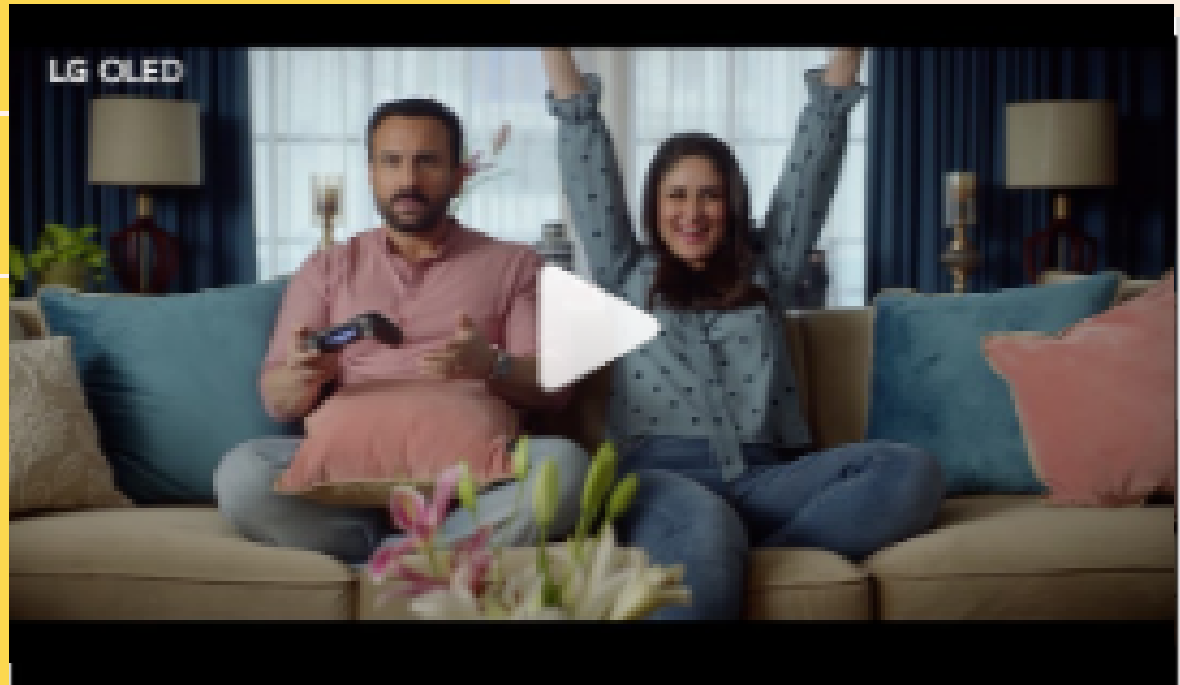
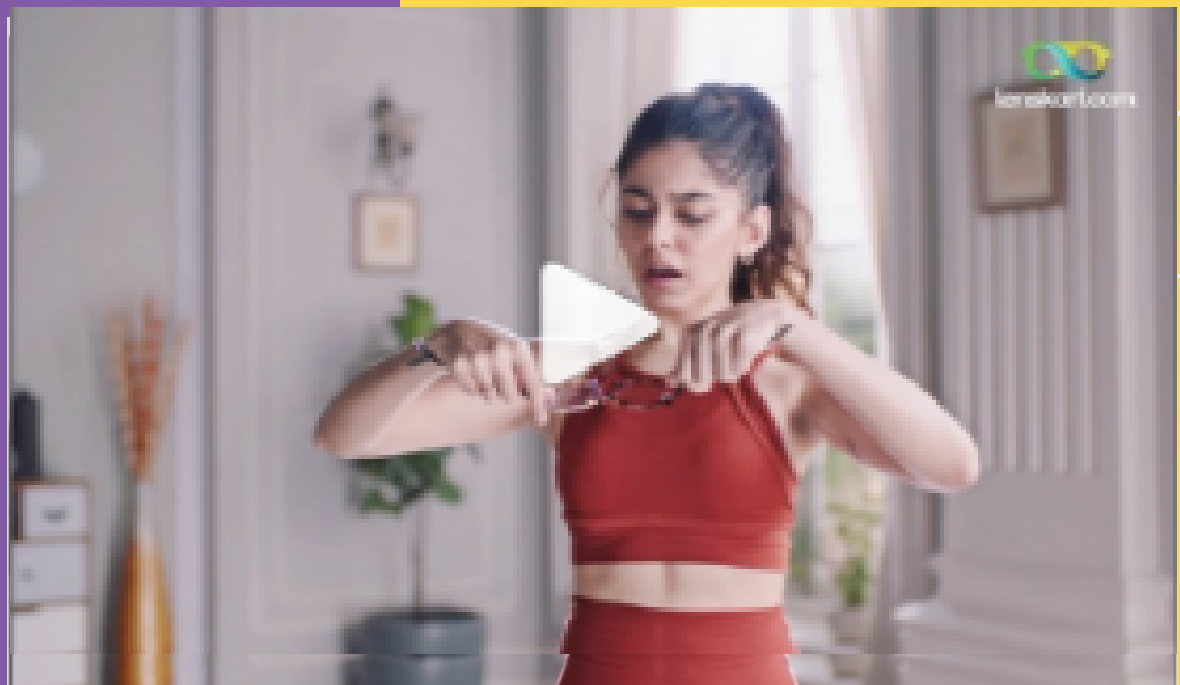
- Short format
- Long format
- Music videos
- Events & gigs

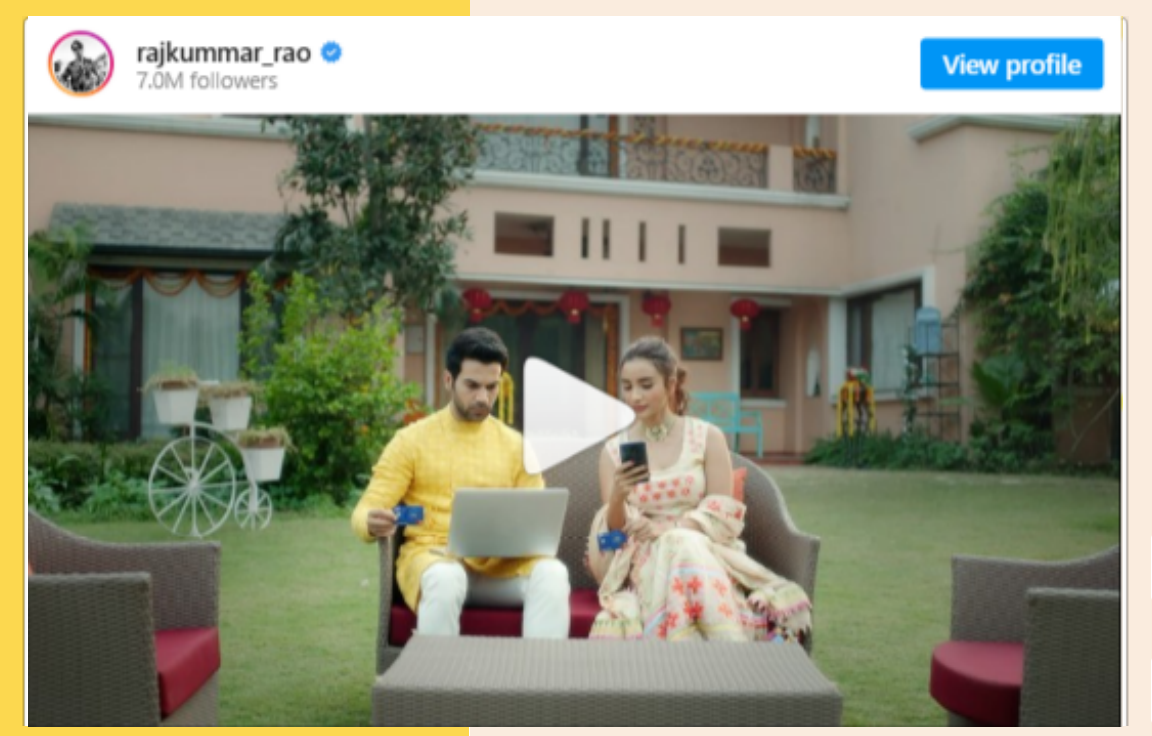
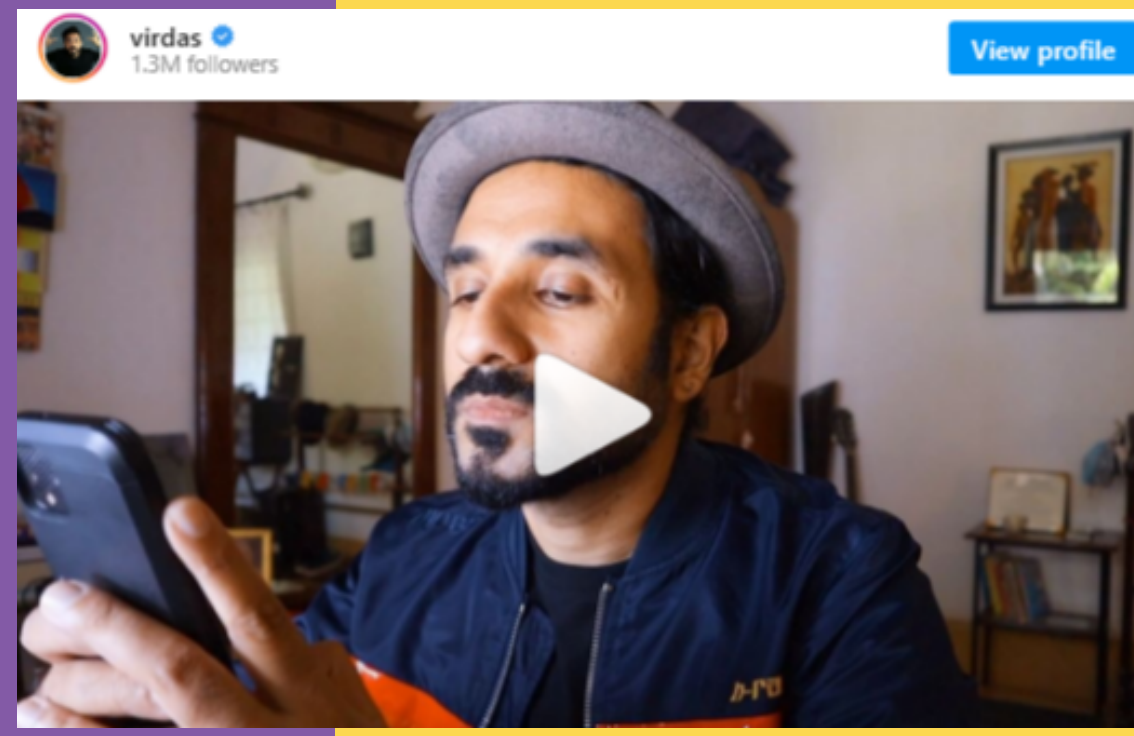
MID-LEVEL CAMPAIGNS

Quick run & gun shoots in 2-4 hrs. Engaging & Effective.

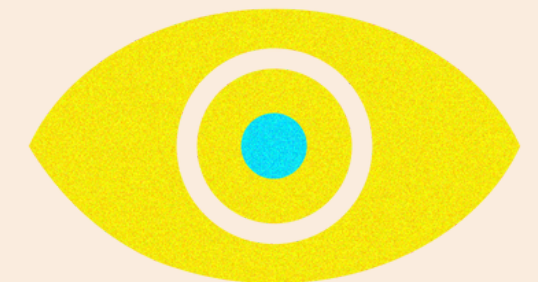


ADS & BRAND FILMS



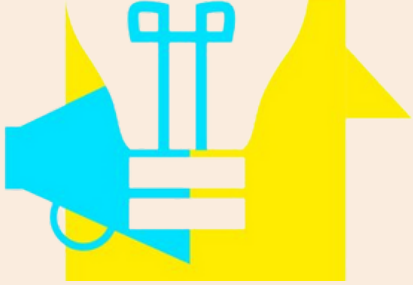



INFLUENCER CONTENT MEGA

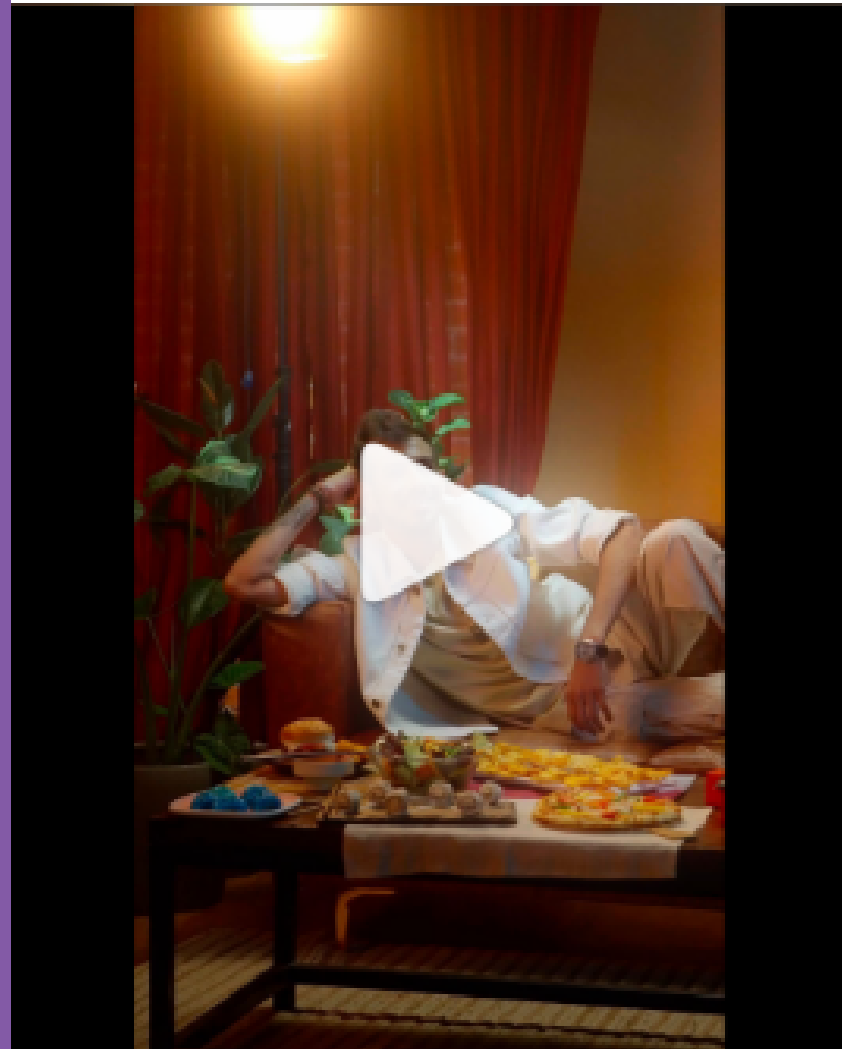





INFLUENCER CONTENT MEGA

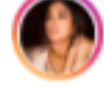


 **yuzi_chahal23 and mastercar**
Original audio [View profile](#)




 **dianapenty and mastercar**
Original audio [View profile](#)

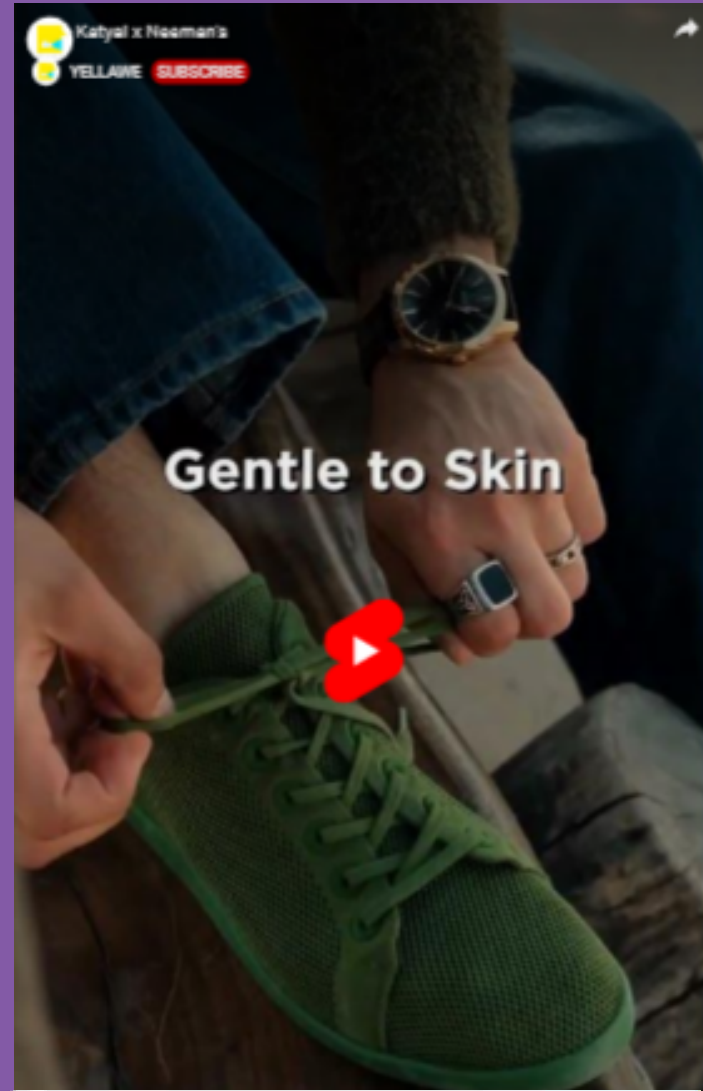
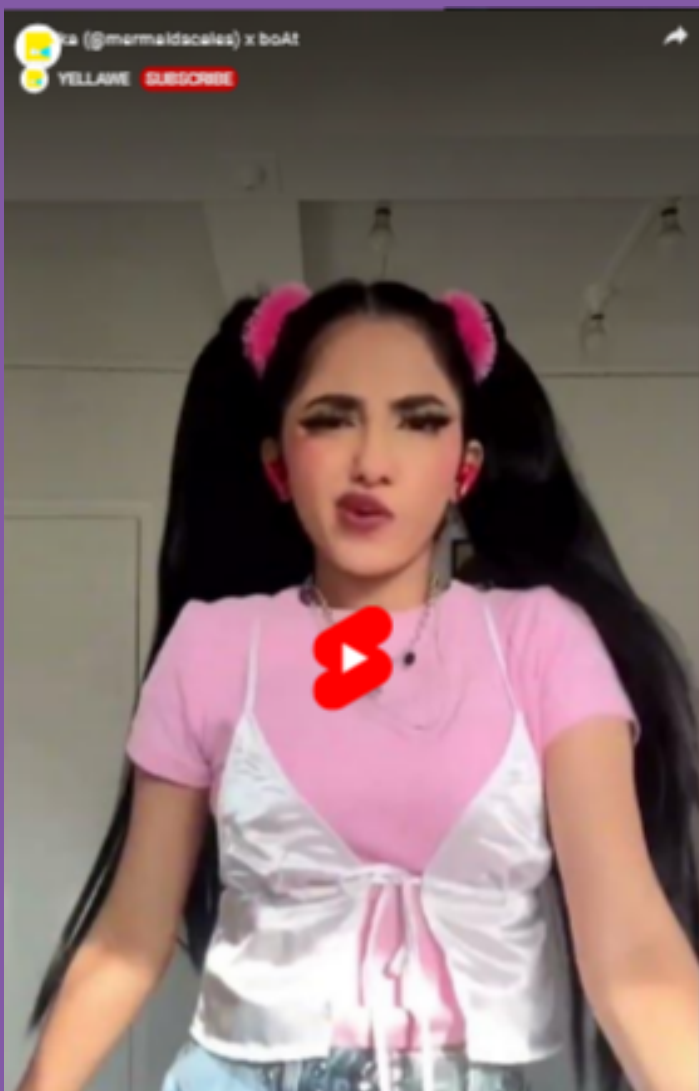


 **bhumipednekar**
Original audio [View profile](#)

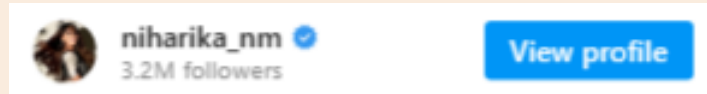
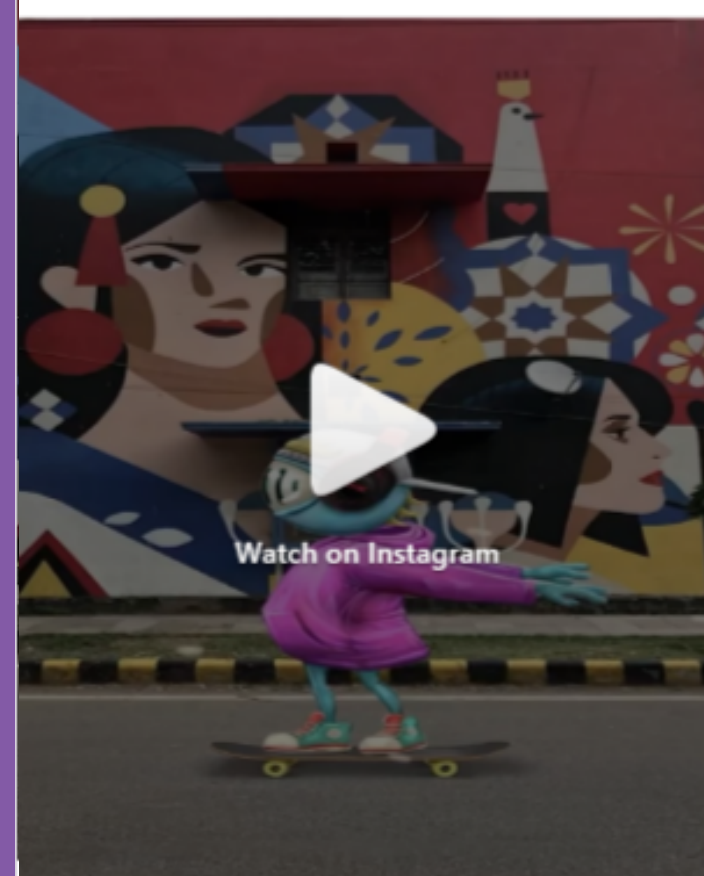
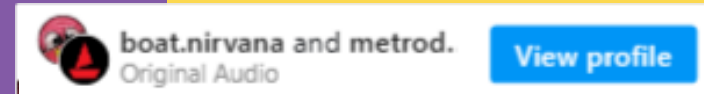
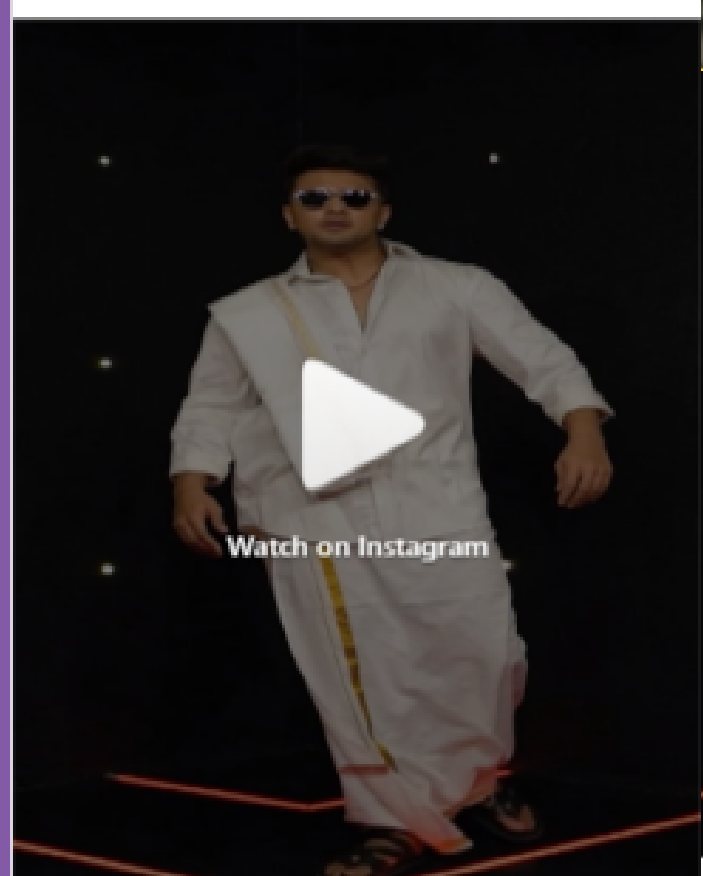
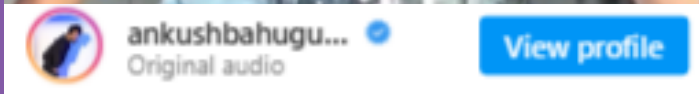
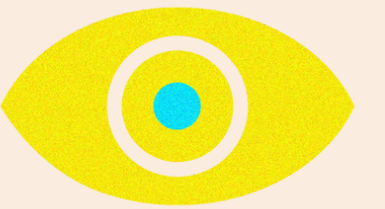


 **ranveer.brar and mastercar**
Original audio [View profile](#)

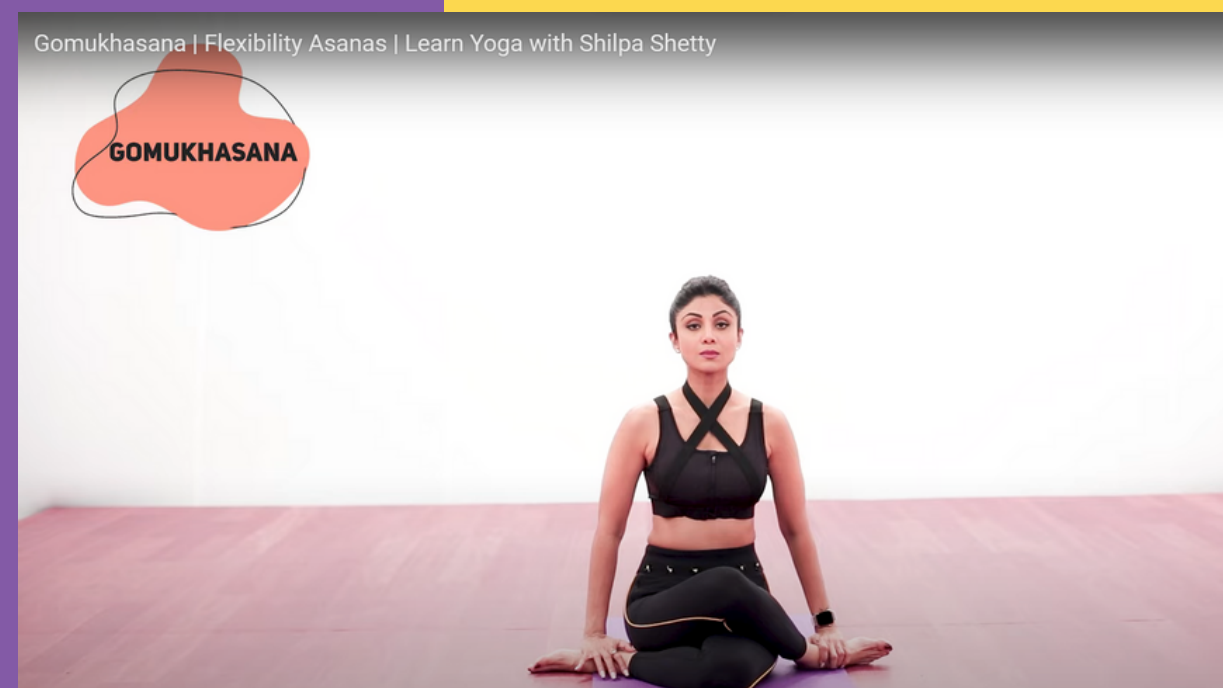
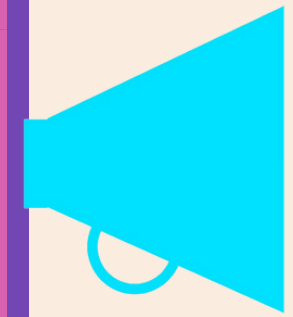


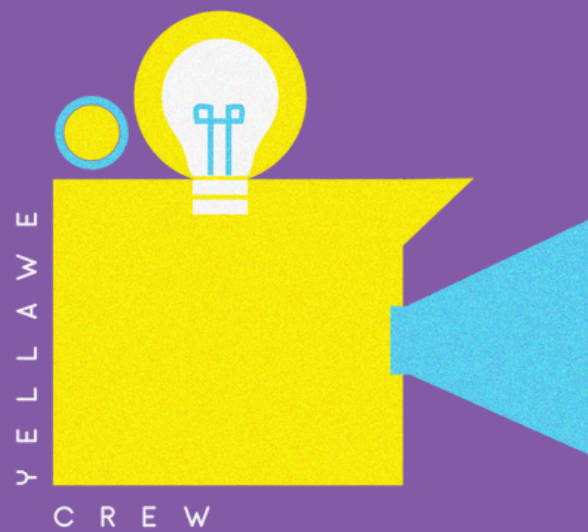


INFLUENCER CONTENT MACRO, MICRO & NANO

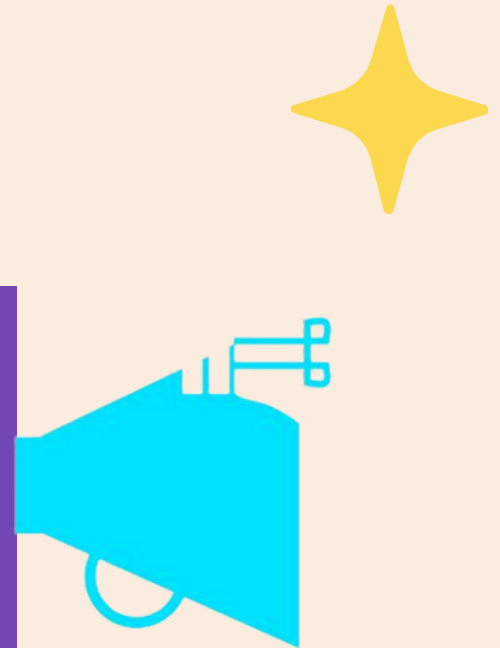


LONG FORMAT

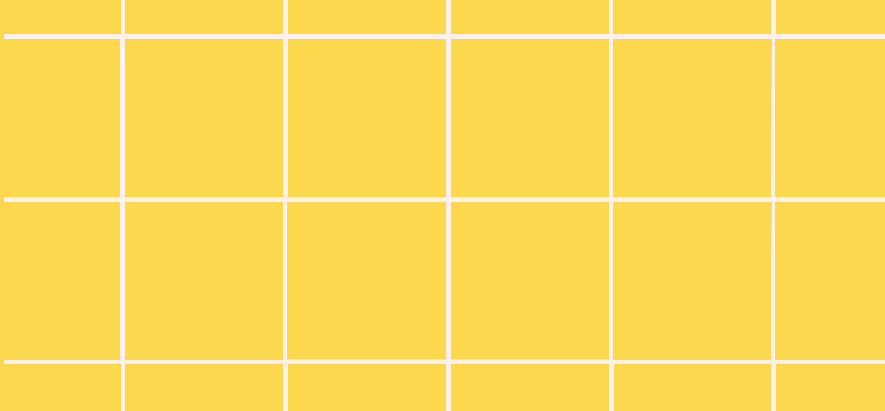
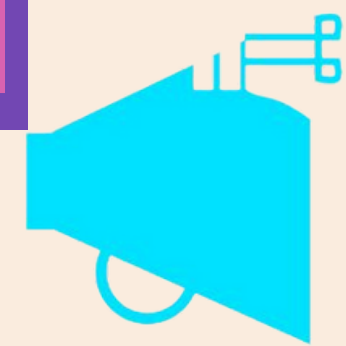




MUSIC VIDEOS



EVENTS & GIGS



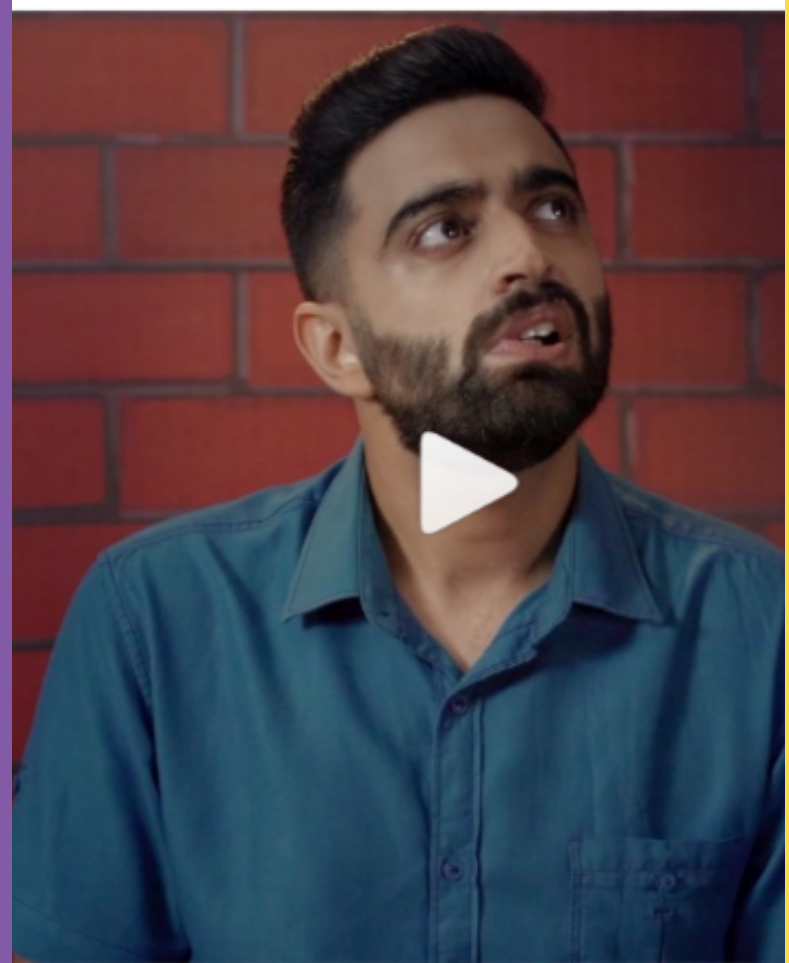
neetimohan18
3.3M followers



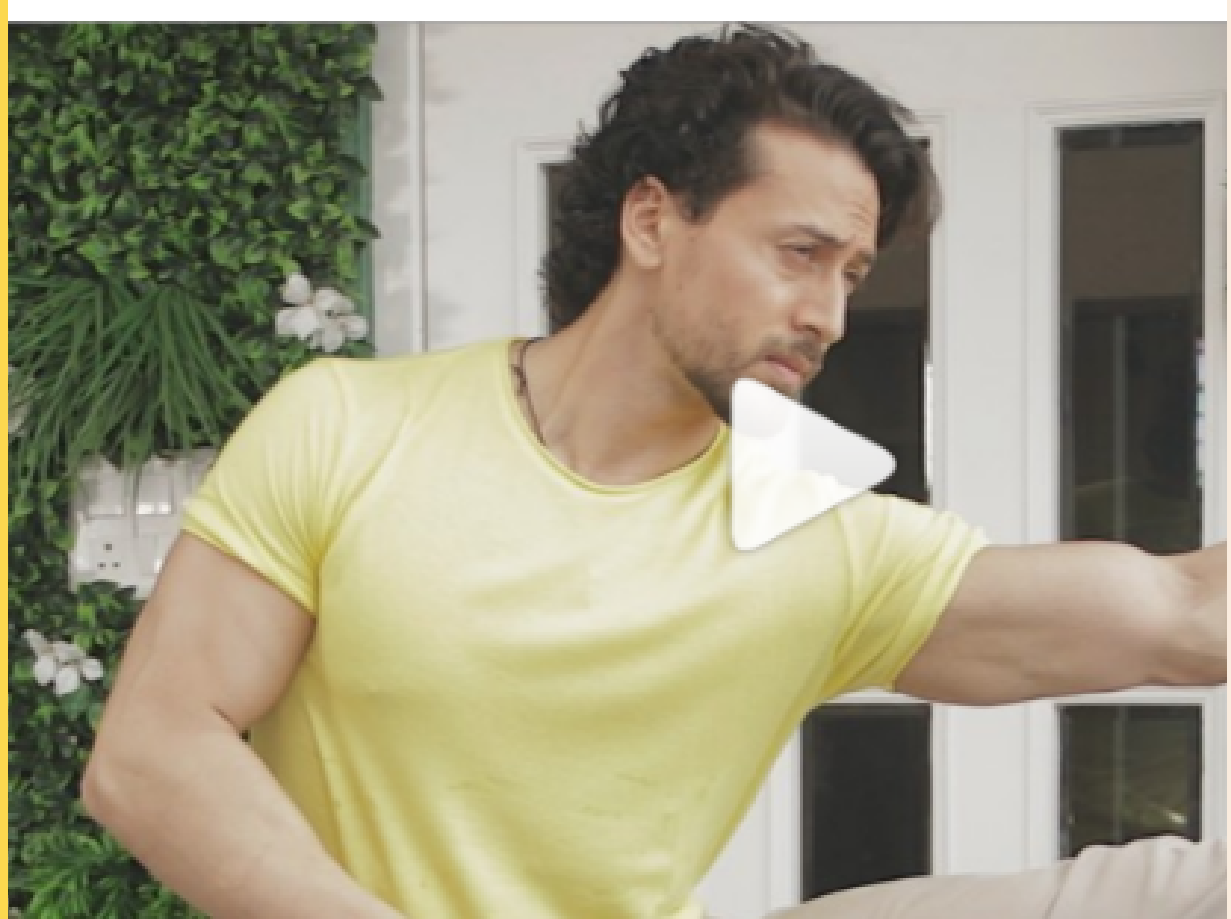
aparshakti_khurana
1.6M followers



therahuldua
433K followers



tigerjackieshroff
36.4M followers





PHOTOSHOOTS



MARKETING COLLATERALS



LIVE UNINTERRUPTED WITH CITI

Uninterrupted offers with Citi.

citi

HRITHIK ROSHAN

OOH



All the right ingredients  to elevate your experience!

Introducing the exclusive **metal*** HSBC Premier Mastercard Credit Card

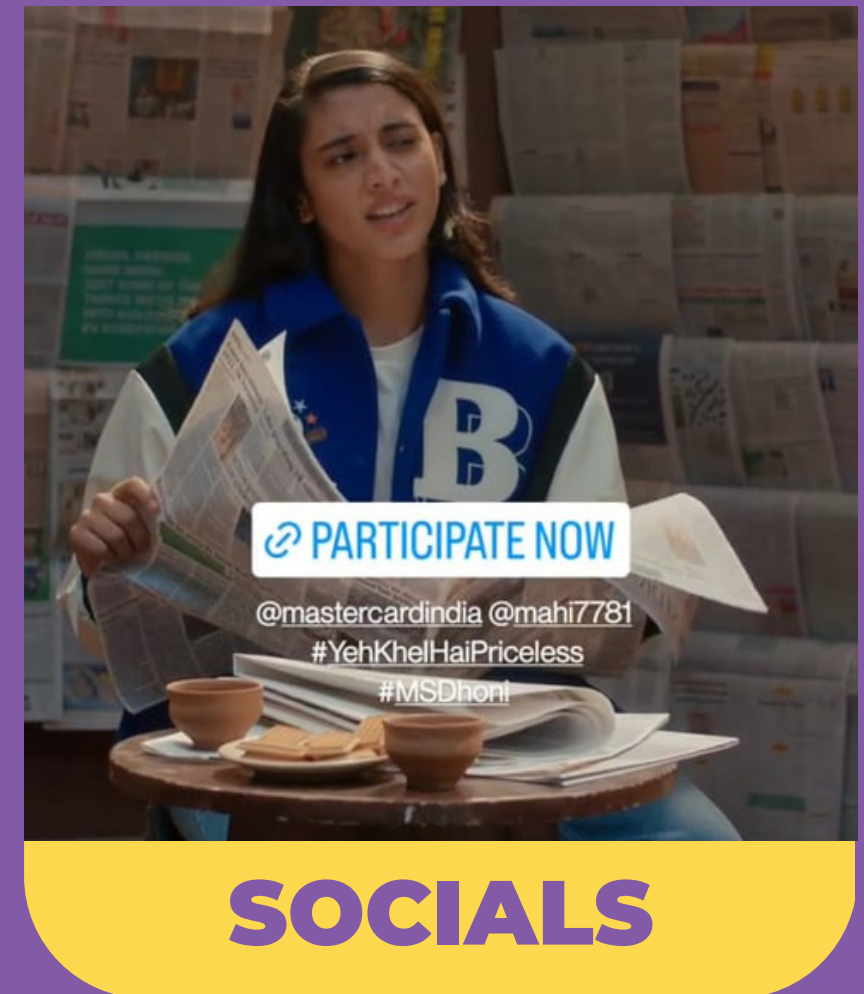
SMS^ SWITCH to 575750

NEWSPAPERS



navyāsa
created by *lava*

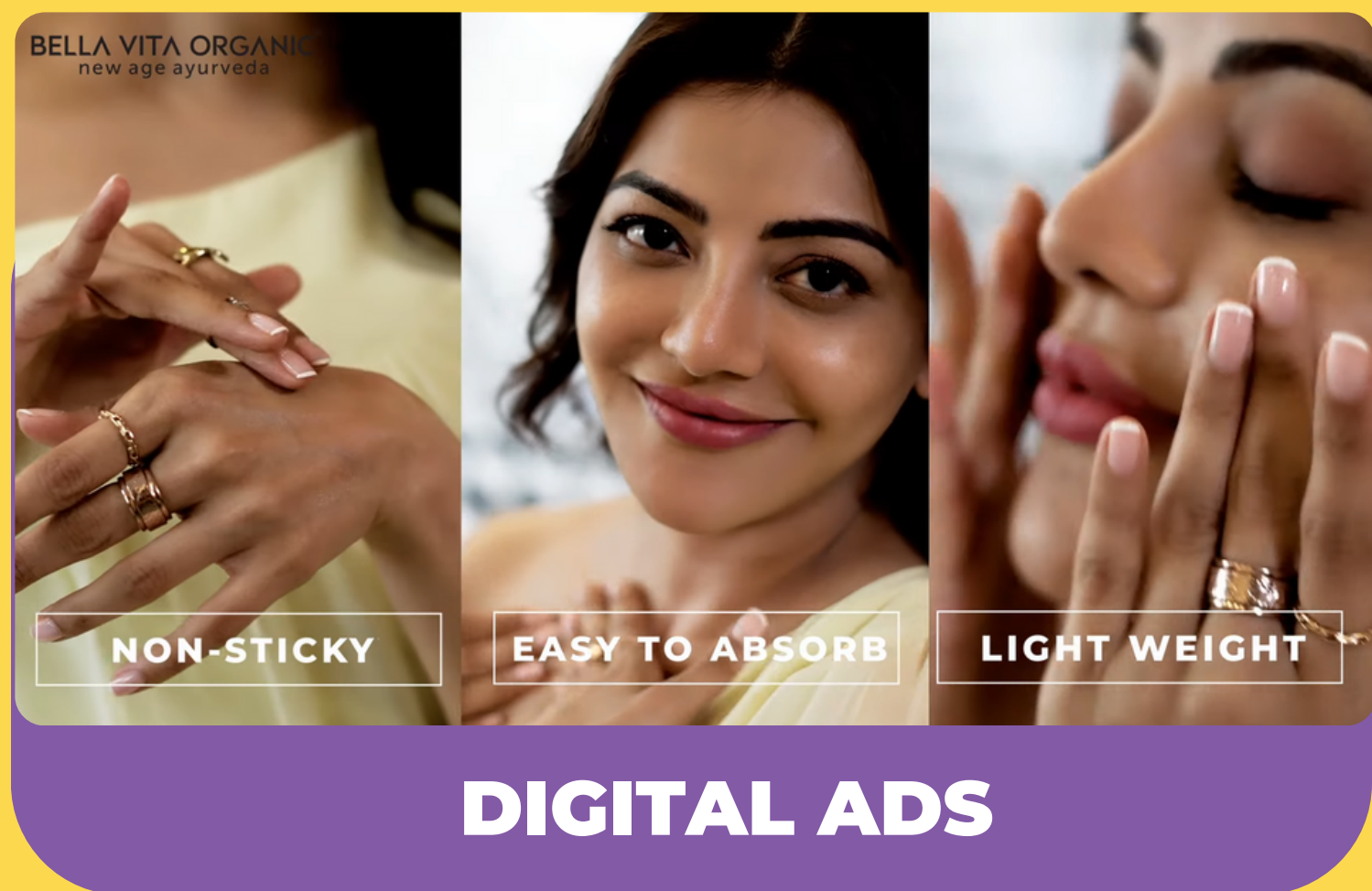
LOOKBOOKS



PARTICIPATE NOW

@mastercardindia @mahi7781
#YehKheHaiPriceless
#MSDhoni

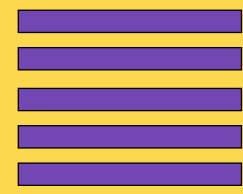
SOCIALS



BELLA VITA ORGANIC
new age ayurveda

NON-STICKY **EASY TO ABSORB** **LIGHT WEIGHT**

DIGITAL ADS



AMPLIFICATION



MOM
MILIND SOMAN

Milind Soman in an avatar
you have never seen before

Bella Vita Luxury presents Mr. M



MOM


HSBC Mastercard and Vikas
Khanna are giving us a taste
of global experiences

Here's what's cooking



MOM

Mastercard's latest campaign
is both ironic and iconic



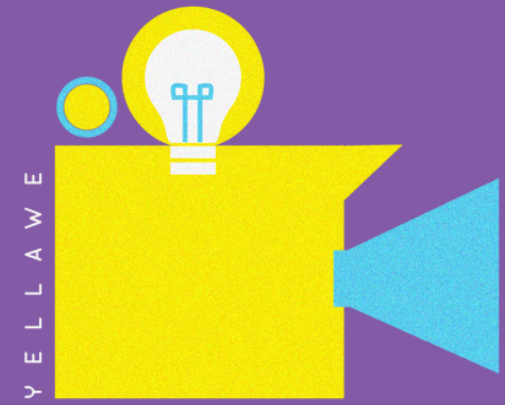


**Subscription based data & analytics intelligence partner.
Enabling smarter, timely & informed marketing choices.**



GATHER DATA

- Know all about influencers and their collaborations with brands.
- Know who's performing well



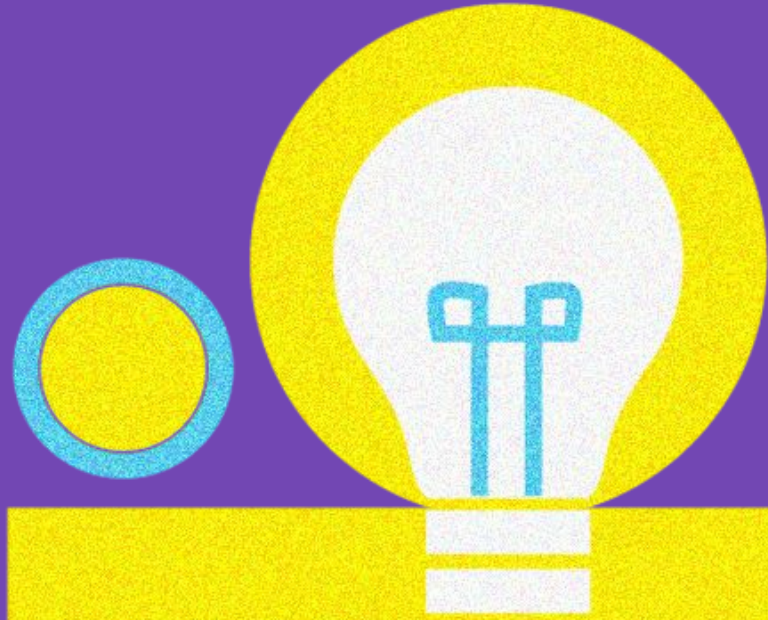
PROVIDE ANALYTICS

- Engagements, Impressions, Reach, CPV, CPE
- See our campaigns live, along with the analytics as well as the historical vs actual data.
- Expected Outcomes

GENERATE REPORTS & INSIGHTS

- Demographics
- Campaign performance
- Results.





**THANK
YOU**

