

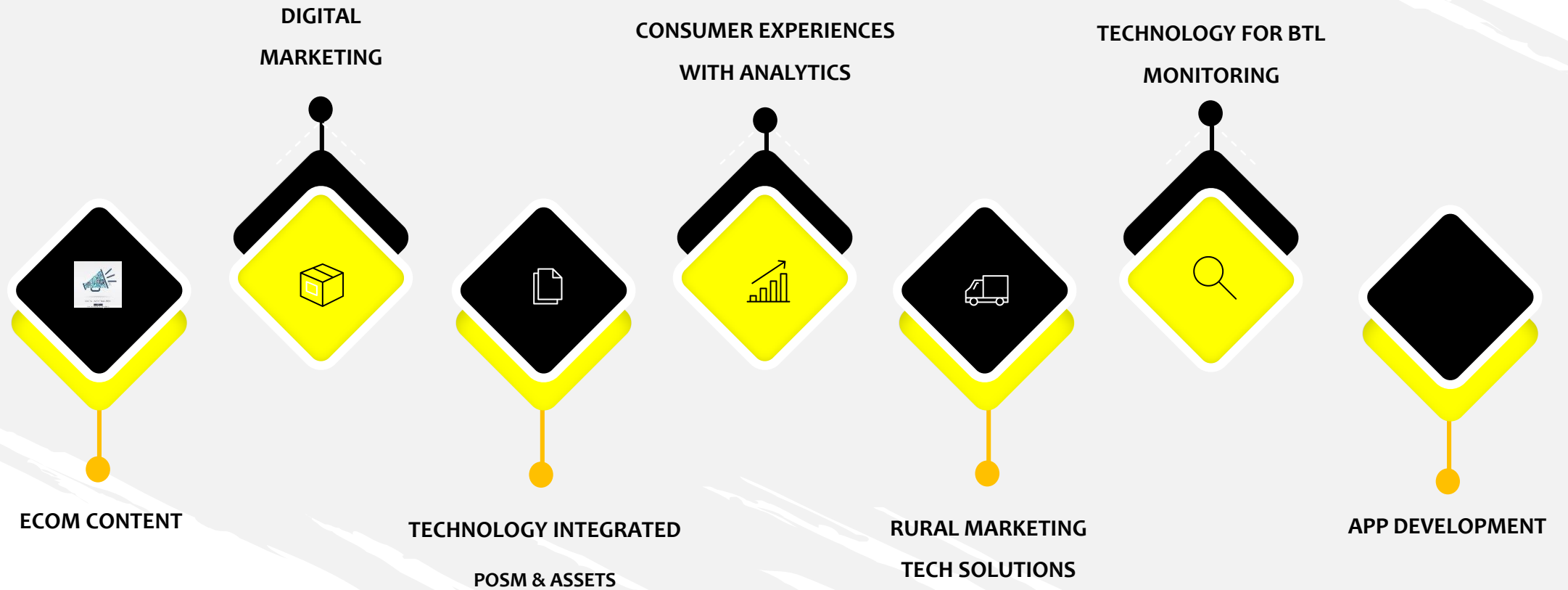
|| virtual veda ||

DIGITAL CONTENT | NEW AGE MEDIA | IOT | BIG DATA

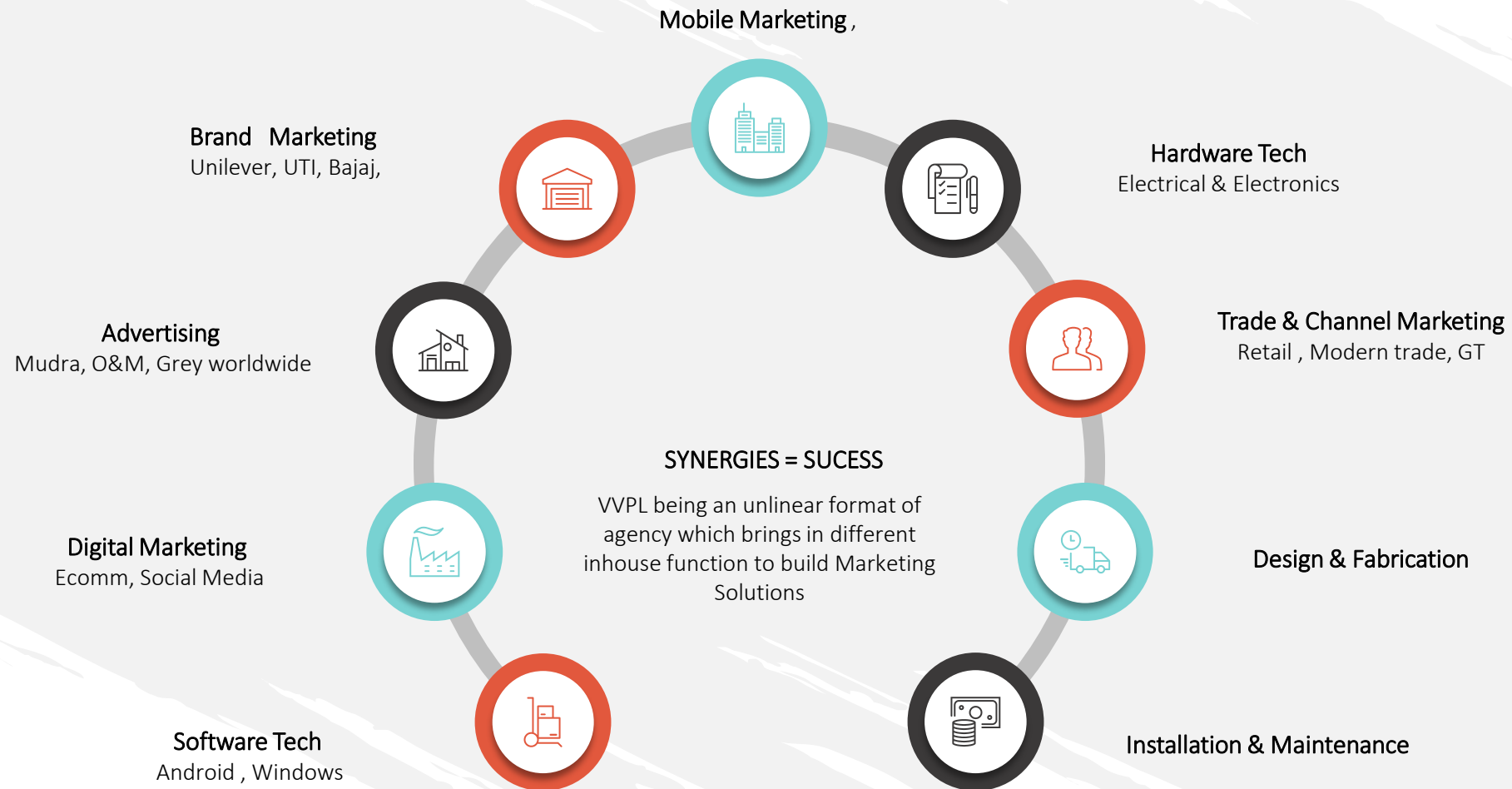
An Un'Linear Digital Marketing Agency

# OUR SERVICES

We provide Technology solutions for marketing making advertising efficacious - ATL - BTL - DIGITAL



# WHY WE ARE DIFFERENT..!





Creative



Account & Media Planning



Client Servicing



Brand Marketing



Trade & Channel marketing



Hardware & Fabrication Operations



Leveraging Tech



Unground to online Lever Push



Research based targeting



LAKMÉ



RELIANCE



Odisha Tourism

TATA POWER



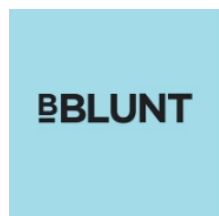
Pepsodent

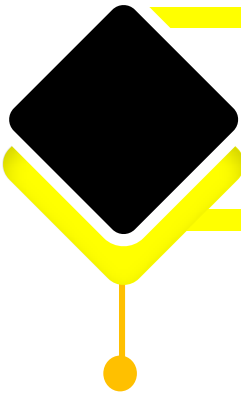


Scenic | Serene | Sublime  
The Soul of Incredible India



MERCK



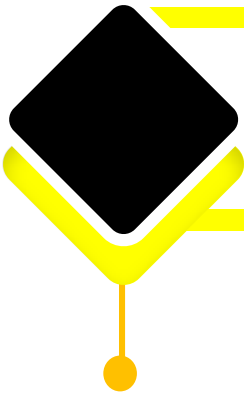


|| चिंतुदा वेदा ||

DIGITAL CONTENT | NEW AGE MEDIA | IOT | BIG DATA

DIGITAL MARKETING

E COMM | SMM | ORM | ANALYTICS | MOBILE | SEO | SEM



E COMM

**DIGITAL MARKETING** – Creative | Competitor Analysis | Price Tracking | Uploading | Media Planning & Buying

# Virtual Veda Masters the art of advertising on E comm

01

Building regime on Virtual Buying Portals is relatively easier and goes a long way in driving consumer engagement with Brand.

02

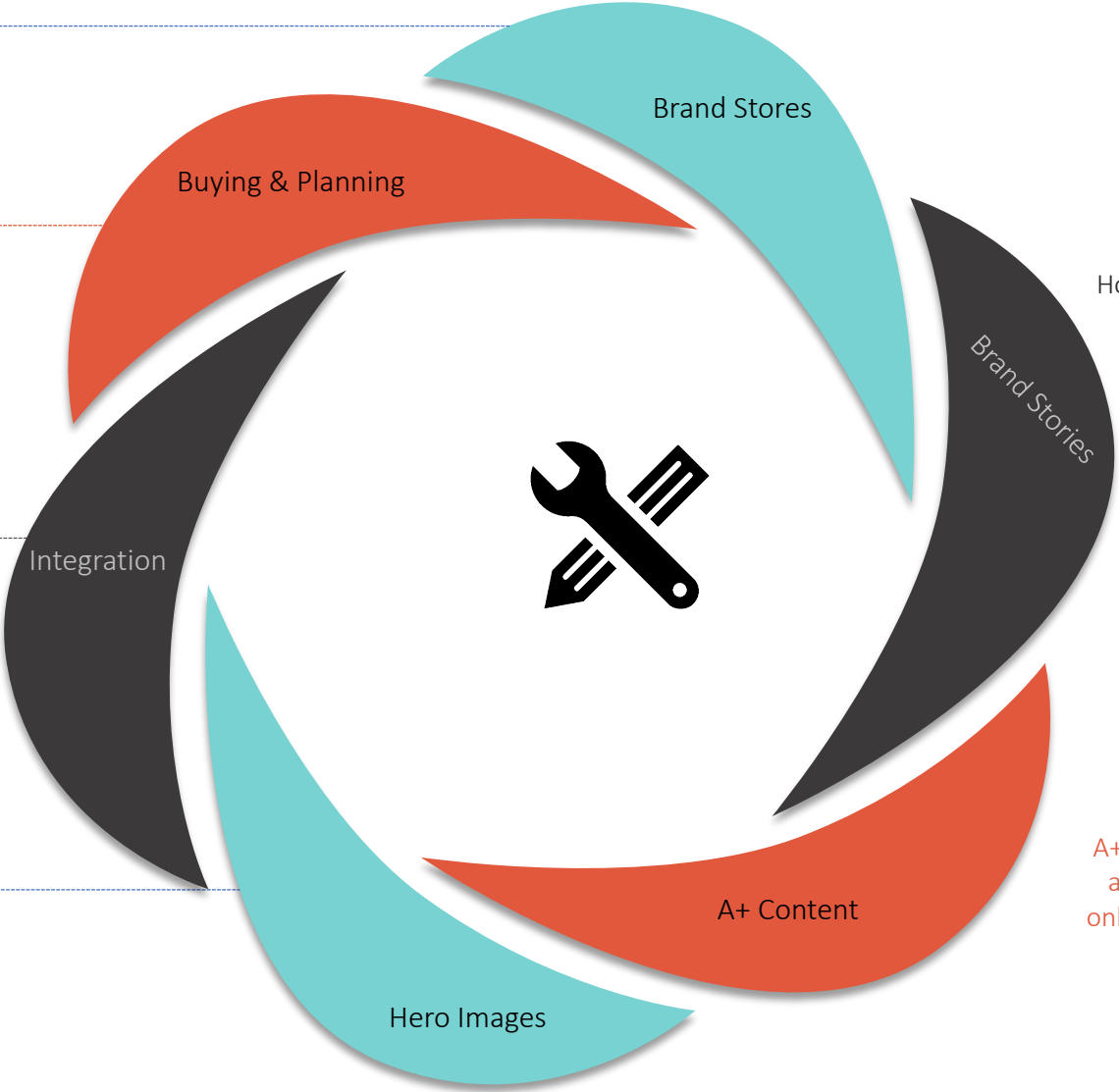
Drawing Brand Strategy from choosing a platform , properties within and integrating each property with brand to its optimum Use comes as the first few jobs as we partner our clients

03

Integrating the brand with right property on E platforms and drawings creative engagements there of is one of Virtual Veda Especially.

04

Well..! While these are hygiene and basics to start with , we do it differently than others



How creatively and efficaciously one can define brand in 3 shots

05

A+ Content plays the voice of the brand and is most viewed hence should not only have personified Copy but looks too

05



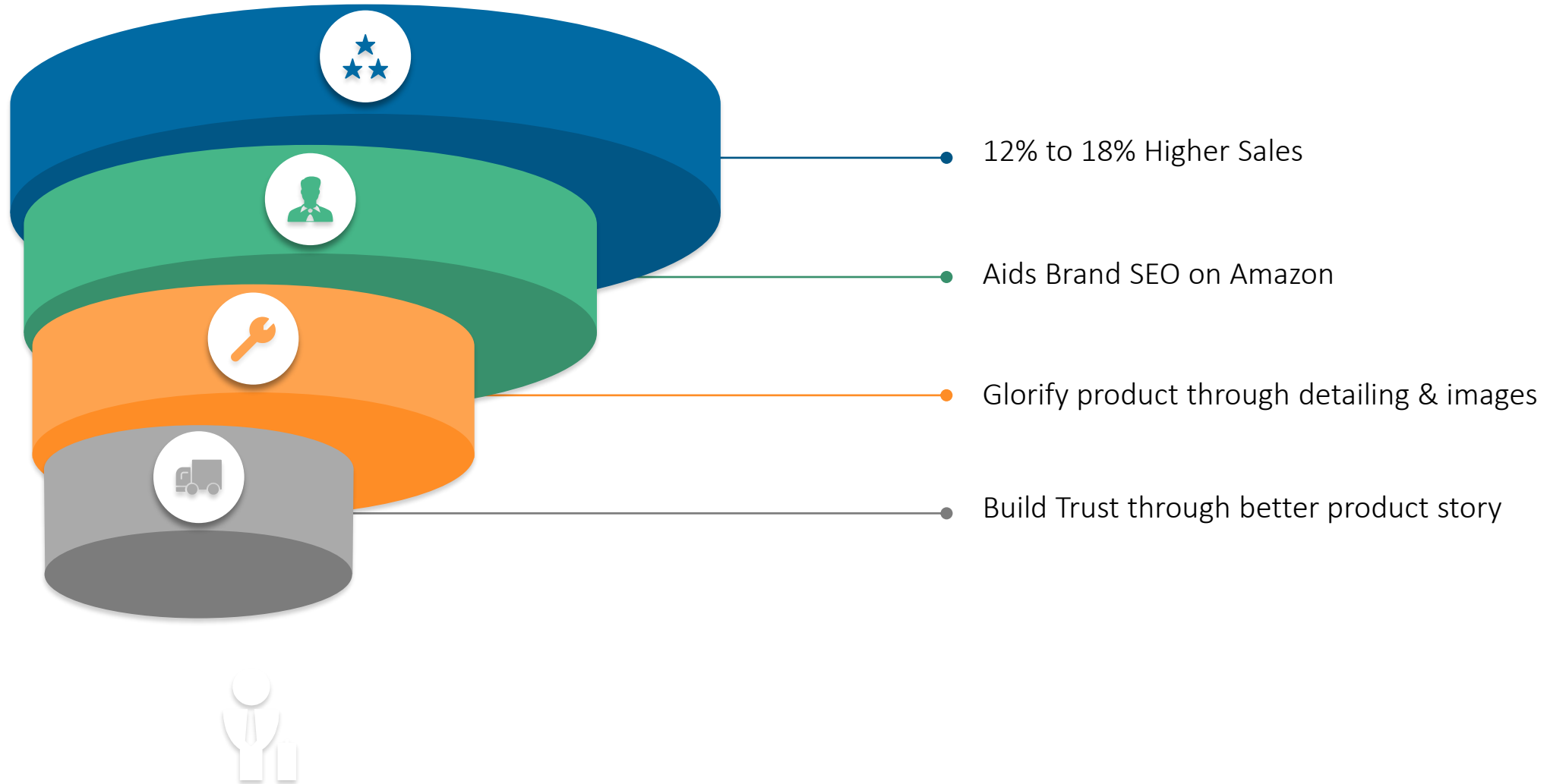


OUR CTR's HITS HAVE REACHED A MARK OF 6.5



A+ Content

# WHY ...A+ Content ?



A+ Content Examples



**PRESENTING  
HI-RES CRYSTAL RADIANCE**

**LAKMÉ** REINVENT **ABSOLUTE PERFECT RADIANCE**



Reveals radiant skin with  
micro-crystals and skin  
lightening vitamins



Activated with  
Vita-Resorcinol™ to diminish  
skin darkening pigments



Suitable and efficacious  
through all skin types and  
seasons



Remove long-wear make-up  
and impurities with Facial  
Foam



For a mattified skin use  
Serum with Day Crème



To repair and nourish skin  
overnight use Serum with  
Night Crème



Hero Images







## Interactive / CTA Banners





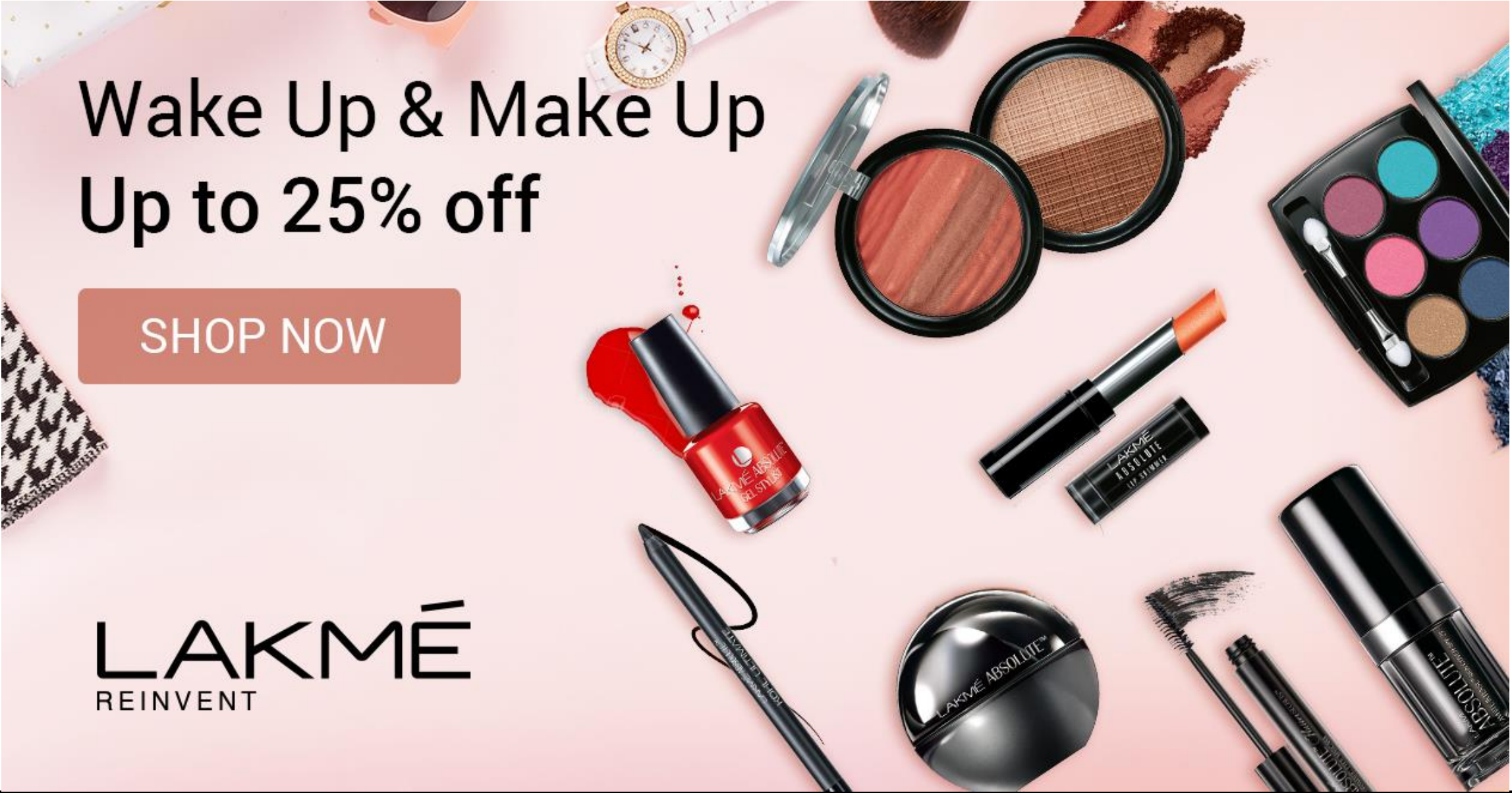
# LAKMÉ

UP TO 20% OFF

SHOP NOW >





A collection of Lakmé Absolute makeup products including blush, eyeshadow, lipstick, mascara, and nail polish, arranged on a light pink background. A gold watch and a patterned bag are also visible.

# Wake Up & Make Up Up to 25% off

SHOP NOW

LAKMÉ  
REINVENT



A promotional banner for Lakmé cosmetics. The central text reads "LAKMÉ" in a black box, followed by "Get your crave worthy winter shades" in a script font, and "UPTO 20% OFF" in large red letters. Below this is a "SHOP NOW >" button. The banner is surrounded by a grid of 24 small images showing various makeup products like lipsticks, blushes, and nail polishes, as well as close-ups of people's faces with makeup.

LAKMÉ

Get your crave worthy winter shades

UPTO 20% OFF

SHOP NOW >



## Brand Story






LAKMÉ

PREP UP FOR VALENTINE'S

Min 25% off

SPONSORED

Kiss-ready!



Let your eyes talk



LAKMÉ DECODING GLAMOUR  
MIN 20% OFF

Eye-candy >



Rock the look >





## Innovative Brand Stores





ALL FOR YOU

	<p>Dark Spots? <b>DIMINISHED!</b></p> <p>UPTO <b>30%</b> OFF</p>		<p>Hola, <b>GOOD LOOKS!</b></p> <p>UPTO <b>30%</b> OFF</p>
	<p>Sweat, Spray, <b>IMPRESS!</b></p> <p>UPTO <b>30%</b> OFF</p>		<p>Look <b>SHARP!</b></p> <p>UPTO <b>30%</b> OFF</p>

UPGRADE YOUR ROUTINE

FOR ACTIVE SKIN



Don't take your  
**WORKOUTS**  
to the party

FOR SMOOTH SKIN



Let the face  
**SHINE**





Pick your **Regimen**



Oil Your Mane



ADD TO BAG



Shampoo It Up



ADD TO BAG



Condition It Well



ADD TO BAG

Shop By **Concern**







The Right Hairapy



Oil Your Mane

Add To Cart



Shampoo It Up

Add To Cart



Pamper The Tress

Add To Cart

[file:///Z:/Digital/DATA%202017/E-Commerce/Brand%20store/Monsoon\\_dove\\_HTML/Index.html](file:///Z:/Digital/DATA%202017/E-Commerce/Brand%20store/Monsoon_dove_HTML/Index.html)



BEAUTY WITH  
**ARGAN**  
**NOURISHMENT**

Lakmé brings to you the new Absolute Argan Oil Collection inspired by the Lakmé Fashion Week runway. Because beauty is complete only with care.



Oil-in-Crème

EXPLORE



Luxe Matte  
Lip Color

EXPLORE



Oil-in-Serum

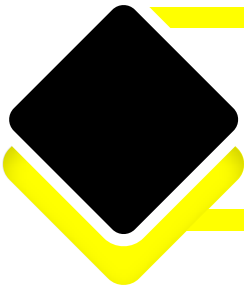
EXPLORE



Serum  
Foundation

EXPLORE

[file:///Z:/Digital/DATA%202017/E-Commerce/Brand%20store/lfw\\_august\\_final\\_Revised/index.html](file:///Z:/Digital/DATA%202017/E-Commerce/Brand%20store/lfw_august_final_Revised/index.html)



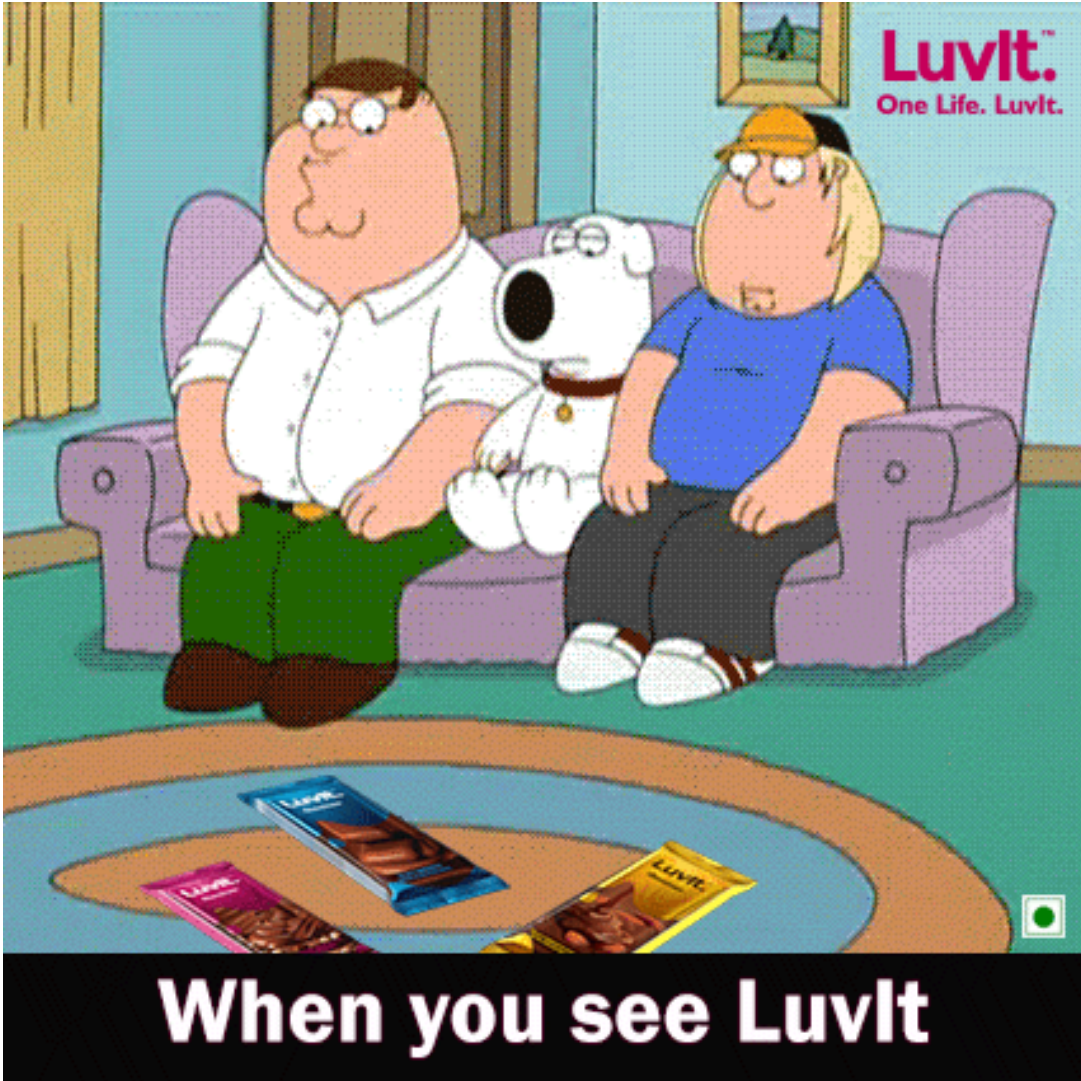
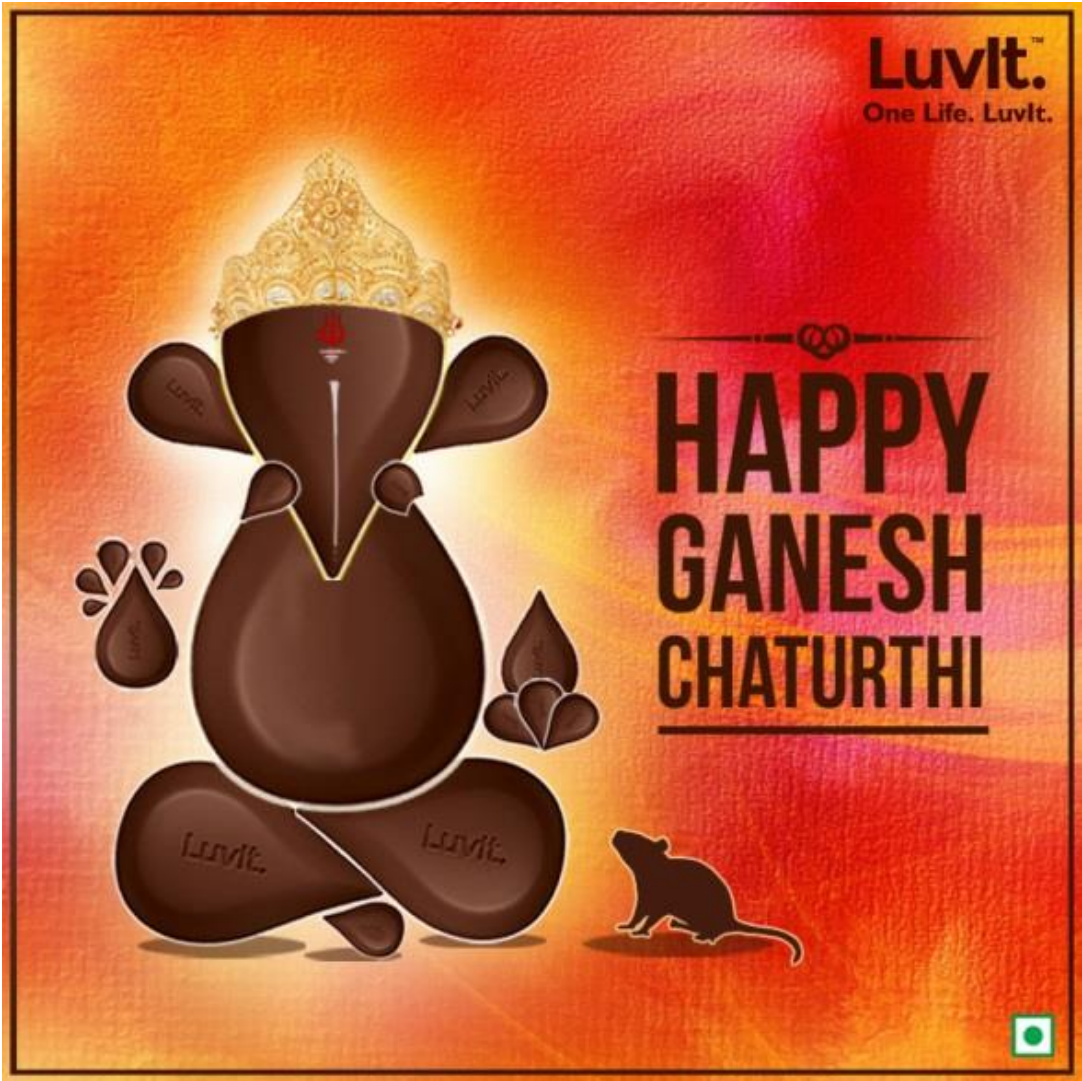
SOCIAL MEDIA MARKETING

DIGITAL MARKETING



SEO | SEM | Social Media | ORM | ANALYTICS | APPS





LuvIt.<sup>TM</sup>  
One Life. LuvIt.



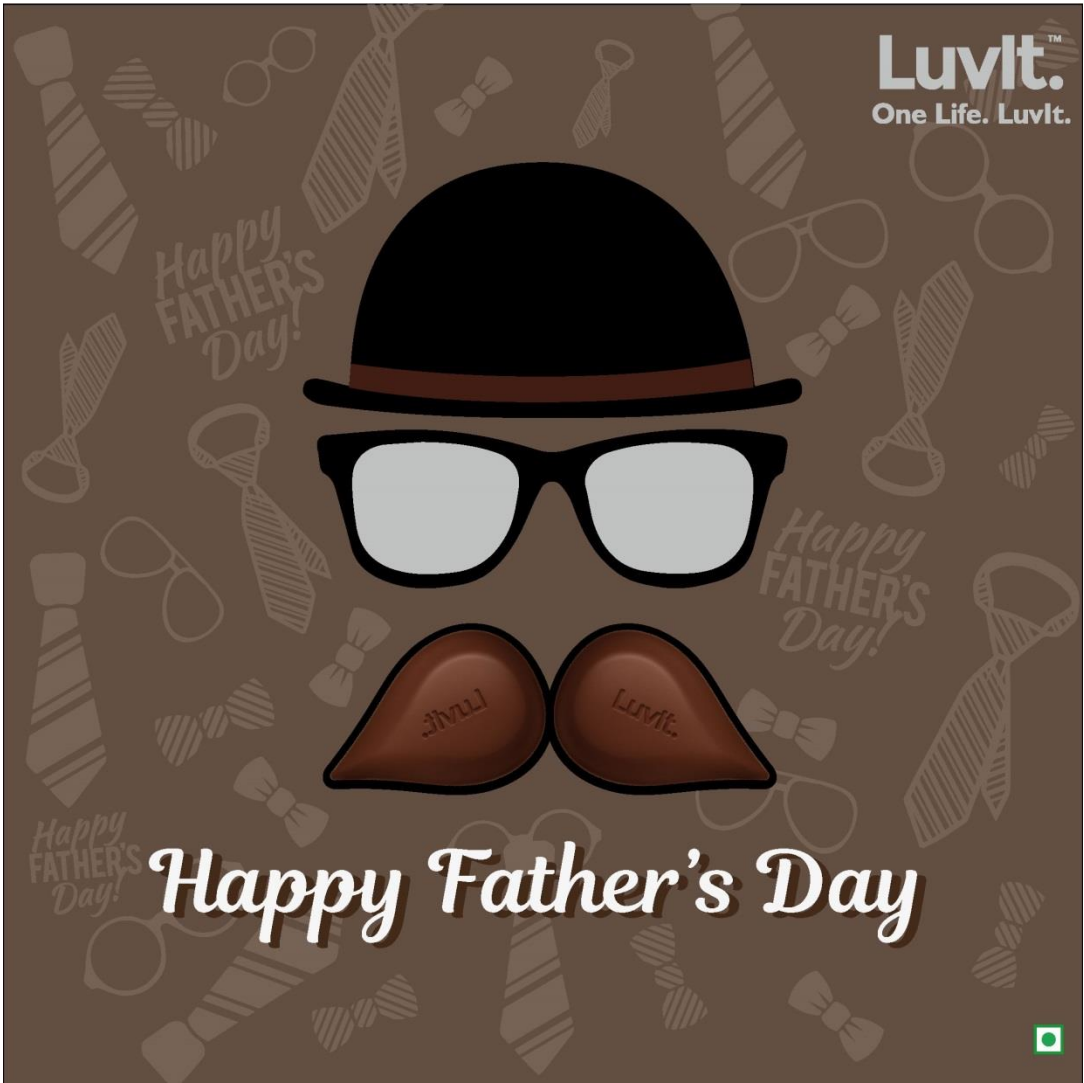
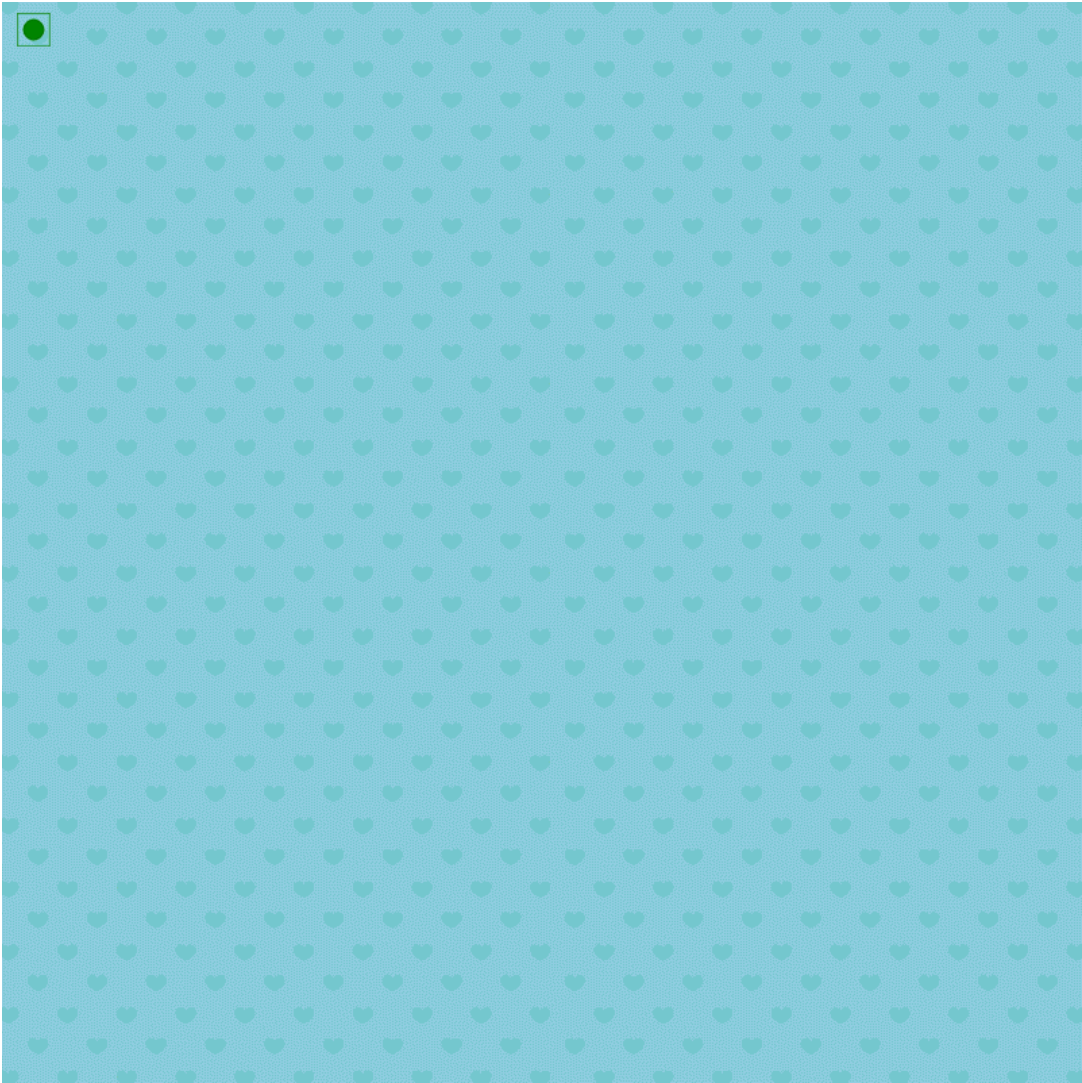
#WorldEmojiDay

LuvIt.<sup>TM</sup>  
One Life. LuvIt.

*This world population day, choose*  
「Chocolate」

#WorldPopulationDay















A fun engagement activity during the festival of Holi, asking fans to tag different types of people they come across during Holi.



We reached out to 1Lakh + unique users during the activity

Metrics	Numbers	V/S Previous Week
Total number of comments	620	5
Increase in Page Likes	5,163	188
Average Post reach	4,96,309	2,961
Average page unique engaged users	100,807	61
Average total page impressions	8,81,494	1206
Total number of Tags	136	0



**IDEA**

- To run a Facebook contest & a Twitter hashtag trend with #ThingsMomsSay encouraging people to share the quirky, witty, annoying, sweet #ThingsMomsSay, thus celebrating Motherhood.



We generated buzz with teasers....



Announced the contest on Facebook along with a Twitter trend



**Luvit Chocolate** @LuvitChocolate · May 12  
Follow @LuvitChocolate & participate in #ThingsMomsSay #contest. Exciting Luvit gift hampers up for grabs! Contest starting in 10 mins!



**Luvit Chocolate** @LuvitChocolate · May 12  
Tweeps! Gear up for the #ThingsMomsSay #contest. Don't forget to follow @LuvitChocolate & spread the word! Contest starts in 5 mins.Excited?

9 16 21



**Luvit Chocolate** @LuvitChocolate · May 12  
Tweeps,the time is here! Follow @LuvitChocolate & tweet out #ThingsMomsSay Exciting Luvit gift hampers up for grabs! Let the tweets flow in!

144 20 26



**Luvit Chocolate** @LuvitChocolate · May 12  
I would never have talked to my Mother like that! #ThingsMomsSay Have a list of things that your mom says? Tweet out & win hampers!

56 16 17

We received amazing entries on Twitter

You Retweeted



Mahima @VpMahima · May 12

Replying to @LuvitChocolate

Maa : \*calls one time\*

Do you know how many times I called you? Why can't you pick up the phone?

#ThingsMomsSay

1

You Retweeted



Flying Bird @007Preeti\_ · May 12

Replying to @LuvitChocolate

Never underestimate my intelligence and what I know! #ThingsMomsSay

1

You Retweeted



Kanak Bhardwaj @kanakbhardwaj51 · May 13

Replying to @LuvitChocolate

jab Tere bache honge tab pta chalega #ThingsMomsSay #Contest

Translate from Estonian

1

You Retweeted



Smriti Gara @smritigara · May 13

Replying to @LuvitChocolate

Me: planning a eurotrip with friends maa

Mom : get married first!!

#thingsmomssay #Luvit

1

2

You Retweeted



Born To Win @simply\_rachu · May 13

Replying to @LuvitChocolate #ThingsMomSays

Me- How do feel to have greatest daughter in the world

Mom- i dont know ask your Grand ma

2

2

You Retweeted



Lolo @laxmimittal3 · May 12

Replying to @LuvitChocolate

#ThingsMomSay fridge me bottle kon Bhar k rkhega. Sab kam Mai hi kru?

Translate from Estonian

1

1

You Retweeted



Akshika @AkshikaKhatri · May 13

Replying to @LuvitChocolate

Wow team. Thats so sweet. I can see my mom's one of the favourite lines in this GIF . 🥰🥰 #ThingsMomsSay

1

You Retweeted



Anisha Choudhary @AnishaChoudhari · May 13

Replying to @LuvitChocolate

Thank you team for the amazing contest. #ThingsMomsSay

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DIGITAL CONTENT | NEW AGE MEDIA | IOT | BIG DATA

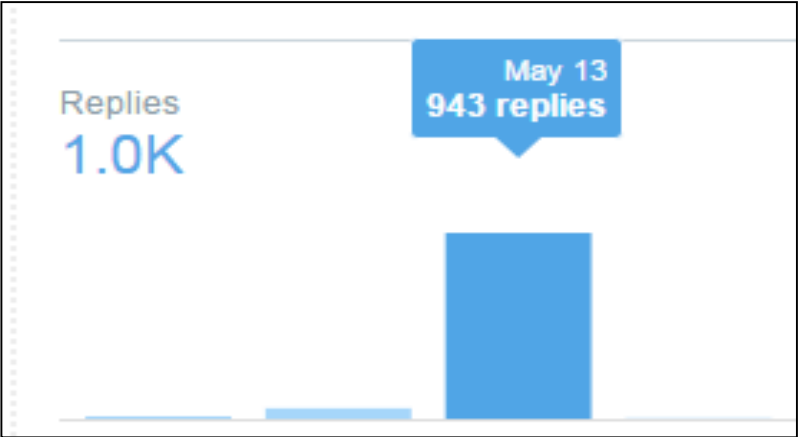
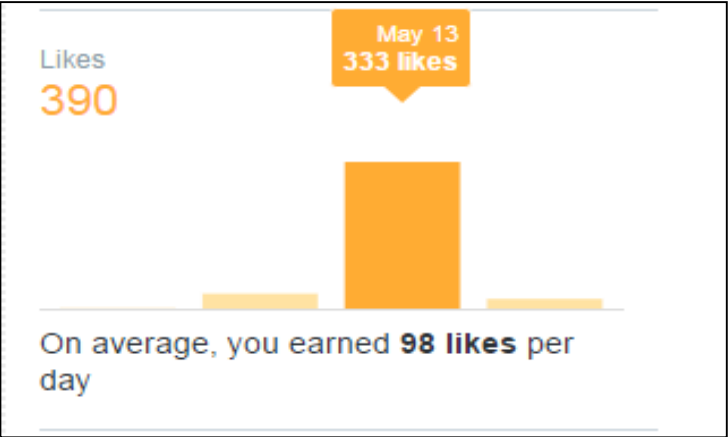
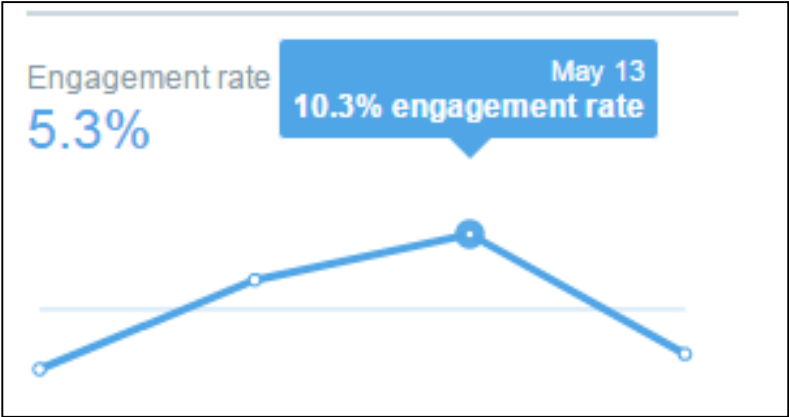
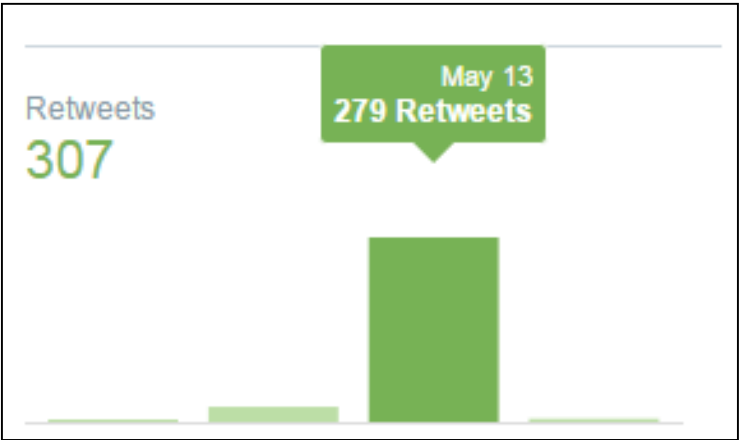
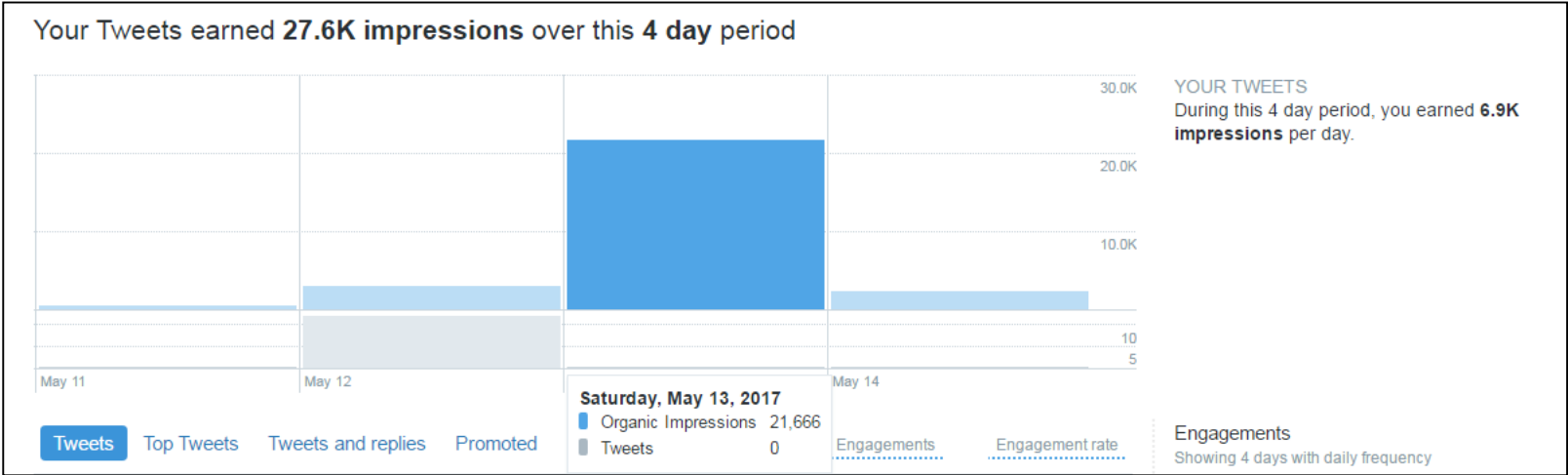
And mind boggling numbers...



- Increase in no of followers: **96**
- Increase in tweet impressions: **889%**
- Increase in mentions: **1,325%**
- Increase in profile visits: **175%**



21K Organic impressions, 279 Retweets and 943 Replies

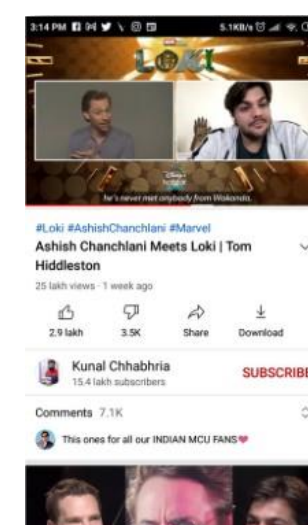




## INFLUCENCER MARKETING

# OUR WORK

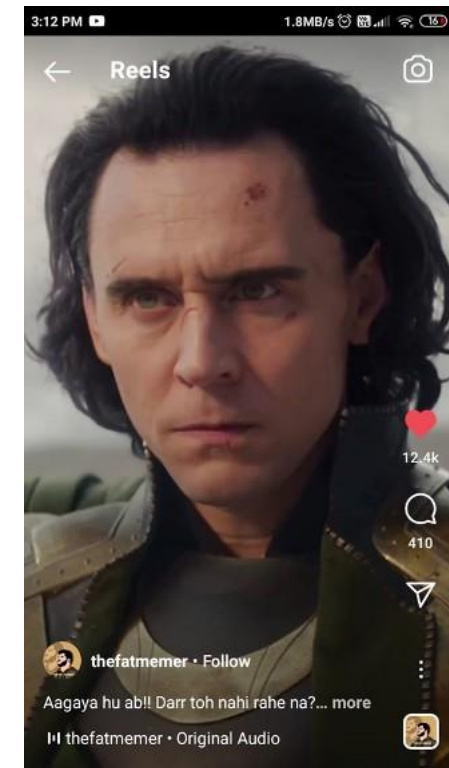
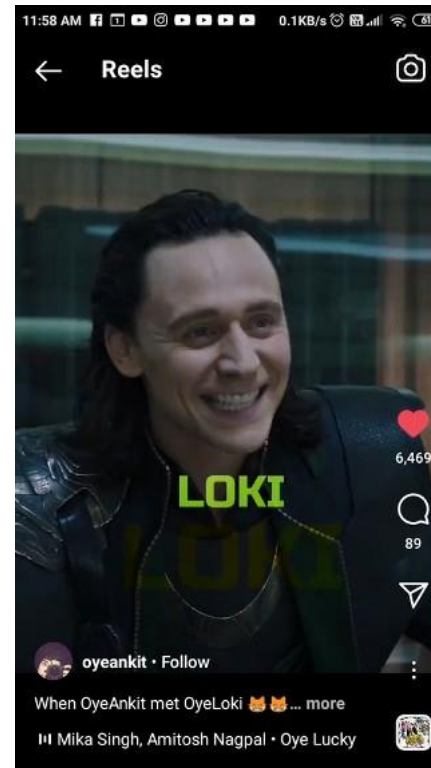
**LOKI X ASHISH CHANCLANI**



- **We Collaborated With Ashish Chanchlani For The Show Launch Loki On Disney+Hotstar**
- **Tom Hiddleston And Ashish's Live Was Trending On Youtube And Received 2.5 Mn Views**

# OUR WORK

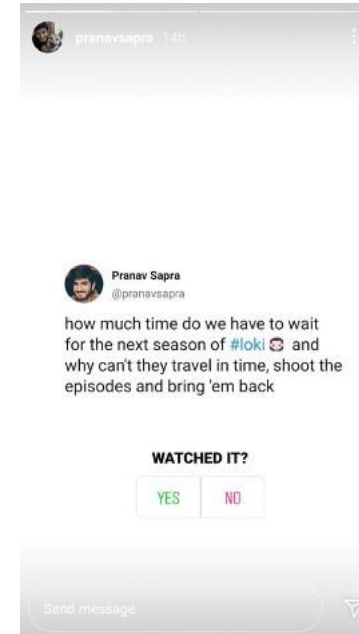
## LOKI X MASHUP





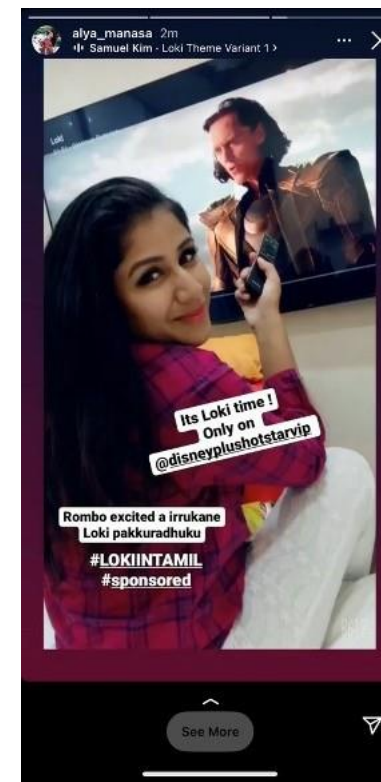
# OUR WORK

## LOKI X MEMES



# OUR WORK

## LOKI X TAMIL INFLUENCERS



# OUR WORK

## NICKELODEON



- **Our Objective Was To Get Users To Vote For The Kids Choice Awards Across Categories**
- **We Collaborated With Mom And Kid Influencers To Visit The Voot App And Vote For Their Favourite Nominees**

# OUR WORK

## NYKAA MAN



- Celebrated Wellness Week Wherein Influencers Created Content On Mental & Physical Fitness, Sexual Awareness, Etc
- Influencers Were Given Hampers Across Products For Which They Created Content



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