



PARTNERSHIP DECK

SEPTEMBER 2018

WELCOME TO POCKET ACES!

1) Platform Distribution

(Social Distribution & OTT Content Partnerships)



**India's #1
Short Form
Channel**



**Premium Web
Series**



**India's #1
Digital Food
Channel**

**LARGER THAN COMPETITORS ON BOTH YOUTUBE
AND FACEBOOK IN TERMS OF VIDEO VIEWS AND
ENGAGEMENT**

GET A GLIMPSE OF OUR WORK [HERE](#)

2) Direct Distribution

(Owned and operated mobile application)



India's Leading Interactive Game Show Platform

REACHING EVEN TIER 3/4 AUDIENCES

ON BOTH ANDROID AND iOS

**VERNACULAR PLAY AVAILABLE IN 6 LANGUAGES:
HINDI, ENGLISH, TAMIL, TELUGU, MARATHI, BENGALI**

OUR CHANNELS HAVE HUGE REACH ACROSS TARGET AUDIENCES

50

MILLION

AVERAGE WEEKLY
POST REACH

350

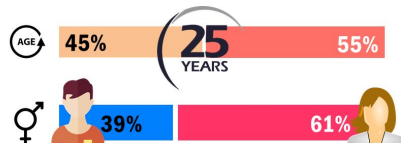
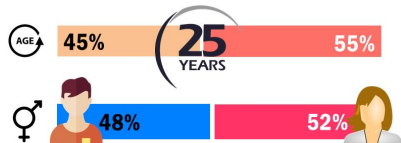
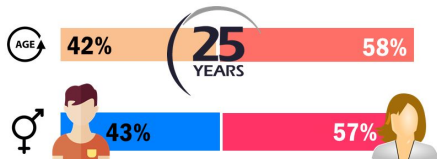
MILLION

MONTHLY
VIDEO VIEWS

15

MILLION

DOWNLOADS
(LOCO)



WE ARE DISTRIBUTING ACROSS SOCIAL MEDIA + OTHER PLATFORMS LIKE TV, OTT APPS, AIRLINES

Our content is now distributed across several domestic and international platforms
giving additional reach and viewership to the content

Core Distribution Platforms



Ancillary Platforms



OUR WORK IS HIGHLY APPRECIATED BY ALL MAJOR MEDIA HOUSES

ET BRAND EQUITY

Marketing Advertising Digital Media Business of Brands The Pitch Report The People Report Beauty Copy

News Long Copy Industry Speak Portfolio Facts & Stats BE TV BE Classic

Marketing & Advertising News | Latest Marketing & Advertising News | Digital

Originals Content Creators Content Creators Content Creators Content Creators Content Creators Content Creators

Mindshare Content+, Pocket Aces and Kurkure come together to make a web series

The 4-episode series will release on Dice Media, Pocket Aces' premium long-form content channel

ETBrandEquity | September 28, 2017, 09:28 IST

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Trending In Digital

WATConsult event launch is a singular dashboard to view data insights

How fiction becomes a fact in social media's daily grind

Indian snack brand from PepsiCo, Kurkure has collaborated with Mindshare Content+ and digital entertainment company Pocket Aces to create a new web series, "28y3".

The 4-episode series will release on Dice Media, Pocket Aces' premium long-form content channel, Dice Media will also create a music video for the series, which will be distributed by industry giant, T-Series. The web series will start airing on September 27 on Dice Media's YouTube and Facebook pages.

Mindshare Content+ and Dice Media have co-created this web series targeting the millennials.

Debunking the myth of digital being a cheap medium for video content

Author | Madhuwanti Saha | Friday, Jun 09 2017 7:39 AM

Ashwin Suresh, Founder of Pocket Aces, thinks of create content at a scale of an Amazon you need audience. Storytelling has to cater to several types companies are able to do things cheaper than TV as then it's not really a myth," he says. He gives the example of a show from 'Little Things' which had a reach of 3.5 million per episode. He adds, "You don't care about production quality as long as the sound quality is good."

CNBC-TV18 News
@CNBCTV18News

Follow

#Fasttrack2018 | Catch the 10 most promising start-ups from the Young Turks class of 2017 that you should watch out for in 2018

POCKET ACES

FOUNDERS: ASHWIN, ADITI, ANIRUDH

ABOUT: USES DATA ANALYTICS EXTENSIVELY TO CREATE & DISTRIBUTE ORIGINAL CONTENT

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Start-ups

INTERVIEW: ANIRUDH PANDITA, Founder, Pocket Aces

Our strong focus on video gives us a big edge

Pocket Aces does the fastest growing digital entertainment company in India today. Founded by Ashwin Suresh and co-founder Aditi Shrivastava, the company has created a niche for itself in the digital entertainment space. The company has created a niche for itself in the digital entertainment space. The company has created a niche for itself in the digital entertainment space.

What is your business model, considering most of the content is sold on video?

Our business model is to create content that is highly engaging and has a high potential for virality. We focus on creating content that is highly engaging and has a high potential for virality.

How does Pocket Aces distribute content?

We distribute content through various channels, including YouTube, Facebook, and our own app. We focus on creating content that is highly engaging and has a high potential for virality.

Our team believes that content is the future of digital entertainment. We focus on creating content that is highly engaging and has a high potential for virality.

Zee Melt 2017: Engagement and creativity dominate sessions on Day-2

David Weeks, Aditi Shrivastava and Ashish Limaye discuss content, metrics, innovations, opportunities, creativity and data

BestMediaAwards Bureau Mumbai, June 02, 2017

Aditi Shrivastava and Ashish Limaye

BMI & NYF's Think Big - The Creati

Playback isn't supported on this device.

Semi-urban connect helps FilterCopy attain top slot on Facebook

13 Dec, 2017 : 09:27 AM IST | By Kirti Chauhau



MUMBAI: It's time to pour a nice cup of filter coffee because it's no small feat to beat a giant like BuzzFeed. According to a report by Vidooly, FilterCopy page ranked top on Facebook with more than 71 million (71,128,760) views in new age entertainment category with 27.4 million (2,743,641) lifetime followers.

The Ace In Furlenco's Pocket

The furniture rental company uses a mix of functional and fun content to turn millennials into rippers for life. By Debashish Datta

Furlenco has had a great time in the last few months. It's the "The Ace In Furlenco's Pocket" series that has helped them gain a massive following on Facebook. The series is a mix of functional and fun content that has helped them turn millennials into rippers for life.

IF PARENTS BEHAVED LIKE US

Parents today are more concerned about their children's future than their own. They are more concerned about their children's future than their own.

Furlenco's success is a result of its focus on creating content that is highly engaging and has a high potential for virality. They focus on creating content that is highly engaging and has a high potential for virality.

The brand believes that content is the future of digital entertainment. They focus on creating content that is highly engaging and has a high potential for virality.

WE ARE GETTING AWARDED AT EVERY INDUSTRY EVENT

We've created some of the most successful branded content in India, and also won awards for it.



- Best Digital Content - Short Format
- Best Digital Content Viral- FilterCopy
- Best Digital Content - Web series - What The Folks - Silver
- Digital Entrepreneur of the Year - Ashwin Suresh and Anirudh Pandita - Gold
- Best Content Publisher - Digital - Gold
- Best Digital Content - Viral



- Best Digital Publisher - FilterCopy



- Best Native Advertising/Sponsored Content - Lifestyle (Gold)
- Best Branded Content - Furlenco (Bronze)
- Best Direct Marketing - Direct Response - Digital - Oyo Rooms (Bronze)



- Best Digital Branded Content - FilterCopy & Furlenco



- Best Branded Video - FilterCopy & Lifestyle



- Best Brand Partnership - FilterCopy & Lifestyle- Gold



- Gold - Sketches & Web Series Category - Little Things



- Best Web Series - Dice Media - Adulging
- Best Short Video - If Karan Johar Directed Your Life - FilterCopy



- Best Web Series - Dice Media - What The Folks 2018
- Best digital Branded Content - FilterCopy & Furlenco 2017



- Digital Consumer Innovators Program Finalist Award - Pocket Aces



- Best Romantic Scene - "Little Things".
- Best Romance Cinematography - "Little Things".
- Best Moc/Doc Cinematography - "Not Fit".
- Best Moc/Doc Actor- "Not Fit"

WE RUN THE TOP PERFORMING CHANNELS IN SHORT FORM VIDEO AND FOOD

FilterCopy and Gobble are the largest among competitors in terms of reach, views, and engagement
We are the fastest growing among our competitors on YouTube, with each video trending organically



→PAGE RANKINGS

RANK	APRIL VIDEO VIEWS	MAY VIDEO VIEWS	JUNE VIDEO VIEWS
1	FILTER COPY	FILTER COPY	FILTER COPY
2	WITTYFEED INDIA	WITTYFEED INDIA	WITTYFEED
3	BUZZFEED INDIA	BEING INDIAN	BUDDYBITS
4	TVF	BUZZFEED INDIA	BEING INDIAN
5	GYANCHAND	BUDDYBITS	GAZABPOST

Source: Vidooly Facebook Report - New Age Entertainment - June 2018



PAGE 11

RANK	APRIL VIEWS	MAY VIEWS	JUNE VIEWS
1	BB KI VINES	AMIT BHADANA	AMIT BHADANA
2	ASHISH CHANCLANI VINES	BB KI VINES	BB KI VINES
3	AMIT BHADANA	FILTERCOPY	ASHISH CHANCLANI VINES
4	POPXODAILY	POPXODAILY	FILTERCOPY
5	FILTERCOPY	ASHISH CHANCLANI VINES	VIU INDIA

Source: Vidooly Facebook Report - Food Channels - March 2018

CHANNEL RANKINGS

→PAGE RANKINGS

RANK	APRIL VIDEO VIEWS	MAY VIDEO VIEWS	JUNE VIDEO VIEWS
1	HEBBAR'S KITCHEN	HEBBAR'S KITCHEN	HEBBAR'S KITCHEN
2	GOBBLE	GOBBLE	GOBBLE
3	व्यंजन बनाना सीखें - हिंदी में	YOUR FOOD LAB	व्यंजन बनाना सीखें - हिंदी में
4	JOLLY FOOD FELLOW	JOLLY FOOD FELLOW	YOUR FOOD LAB
5	YOUR FOOD LAB	COOKING SHOOKING	HOME COOKING

Source: Vidooly YouTube Report - New Age Entertainment - June 2018;
FilterCopy and PopXo are the only two institutional channels in the top 5;
FilterCopy has the highest views per video.

WE HAVE BECOME A TOP CHANNEL ON INSTAGRAM IN TERMS OF VIEWS AND ENGAGEMENT, BEATING ALL COMPETITORS AND EVEN A-LIST BOLLYWOOD CELEBS

Top Instagram Accounts in India by Views (in Million)

Rank	Account	Lifetime Views (in Million)	Rank	Account	Lifetime Views (in Million)
1	hasley_india	171.9	21	missindiaorg	26.8
2	filtercopy	148.4	22	jannatzubair29	26.7
3	AIB	147.4	23	indiaforums	26.6
4	harshbeniwal	140.9	24	hrithikroshan	26.5
5	vijaytelevision	119.8	25	homecookingshow	26.2
6	anushkasan0408	93.1	26	halamalturk	24.9
7	tvftiyapa	65.6	27	mallikadua	24.4
8	mumbaiindians	56.7	28	sharrymaan	23.7
9	deepikapadukone	56.2	29	chan_chandani_raat_mehrma	22.5
10	eastindiamedy	50.4	30	laughingcolours	21.7
11	iplt20	46.9	31	vogueindia	21.2
12	gururandhawa	46.5	32	scoopwhoop	21.1
13	rvclinsta	40.9	33	ahmedrazaofficial	21.0
14	ventunoart	40.3	34	missmalini	20.4
15	girliyapa	39.5	35	sonali.bhadoria	19.1
16	spotboye	39.0	36	aajtak	19.0
17	popxodaily	38.6	37	mtvindia	18.6
18	rishhsome	32.5	38	kings_united_india	18.3
19	atsbb	29.2	39	officialguri_	16.8
20	thescreenpatti	27.5	40	royalchallengersbangalore	16.7

Rank	Account	Lifetime Views (in Million)
41	teamnaach	15.4
42	kkriders	15.4
43	narendramodi	15.1
44	mynykaa	15.0
45	armaanmalik22	14.3
46	sangram_chougule_official	13.0
47	gauravgera	13.0
48	theamirbhadana	12.9
49	tanmaybhat	12.9
50	rajasthanroyals	12.8

Based on Vidooly Tracking
In case your profile is missing; you may contact us



Source: Vidooly Instagram Report - September 2018

WE ARE THE MOST CONSISTENT IN WEB SERIES TOO: DICE MEDIA HAS SOME OF THE HIGHEST PERFORMING SERIES

Dice Media has created the biggest web series of 2016 and 2017, also winning several awards

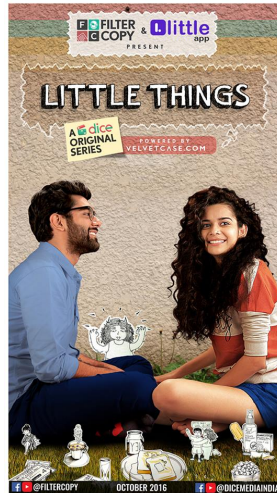
2015



India's first-ever
mockumentary series

>10 Million Minutes
Watched

2016



India's most successful
web series of 2016

>180 Million Minutes
Watched

2017



"What The Folks" was India's most successful
series of 2017

>200 Million Minutes
Watched

2018

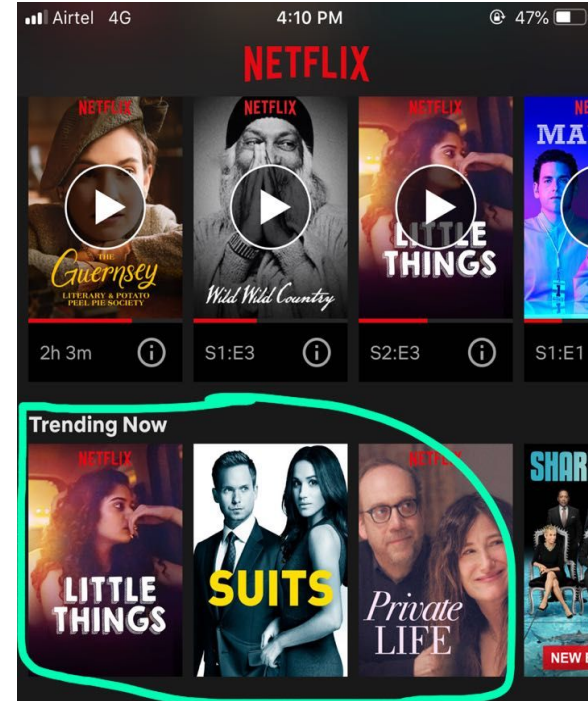


"Adulting" released April 18, 2018
Episode 1 has >2mn views in 1 week

Other shows planned: Little Things S2,
What The Folks S2, 2By3 S2

WE ARE THE ONLY DIGITAL MEDIA COMPANY IN INDIA TO HAVE A MULTI-SHOW PARTNERSHIP WITH NETFLIX, THUS PROVING OUR CREATIVE METTLE

The first of our shows on Netflix is our super hit web series Little Things Season 2, which released on October 5.



MAJOR CELEBRITIES ARE CREATING CONTENT WITH US TO PROMOTE THEIR UPCOMING FILMS

HINDI MEDIUM



**LITBIT - NO MORE
GENERATION GAP**

RAABTA



**7 SIGNS YOU ARE
PERFECT FOR EACH OTHER**

NOOR



**THOUGHTS WE ALL
HAVE AT WORK**

TOILET - EK PREM KATHA



**THOUGHTS YOU HAVE
IN THE TOILET**

BAREILLY KI BARFI



**THINGS PEOPLE FROM SMALL TOWNS
ARE TIRED OF HEARING**

HICHKI



TUITION CLASSES FOR INDIAN SOCIETY

WE'VE WORKED WITH SOME OF THE BIGGEST BRANDS ACROSS SECTORS

They have seen tangible results in metrics such as brand recall, brand search traffic, social traffic, website traffic, app downloads, time spent on app, etc.

Large Global Players



Large Indian Players



Young Companies



TO CREATE CAMPAIGNS ACROSS FORMATS THAT BEST MEET THE BRAND'S MARKETING GOALS

Each content format is suited to serve a different marketing goal

SHORT VIDEOS



- Create brand awareness and buzz around campaign objectives at scale
- Make brand “cool” by associating with a loved property

WEB SERIES



- Associate with aspirational, relatable, very loved characters
- Promote repeated messaging of all campaign objectives

FOOD VIDEOS



- Associate with amazing looking food content
- Product placement, brand integration in diverse recipes

LOCO



- India's first and largest interactive game show platform
- Unique, high impact, focused content for brands

INFLUENCERS



- We work with a wide variety of digital influencers to run brand campaigns across Instagram, Facebook, cast them in TVCs, etc.

HOW WE WORK WITH BRANDS:

OVER 80% BRANDS COME BACK FOR MORE CONTENT

Initial call / meeting to understand your marketing goal
/ product / brand messaging and budget



We come back to you with a customized campaign
across formats to address your goals



You give us feedback on the content ideas, budgets,
and we come back to you with a final plan



Sign contract, get advance, complete production, post
production



Release, marketing, and distribution with minimum
deliverables (reach, views, engagement) guaranteed

WHAT'S BREWING FOR 2019

 dice
PRESENTS

HOME SWEET OFFICE



HOME SWEET OFFICE: FEBRUARY 2019

Middle class family dynamics meet workplace dynamics. Boundless ambition meets day-to-day nothings. A buzzing startup meets a sluggish family business.

This is the story of two ambitious cousins from Delhi – Adhira & Shagun Agarwal – who decide to set up an exciting business of candid wedding films. You know, the kind you see on Facebook all the time.

The only problem: their buzzing office is smack in the middle of their buzzing, Baniya home! And everyone's invited. Working from home means that no decisions can be taken without the (often unwanted) advice of mummy, papa, uncles and aunties.

Home Sweet Office dives deep into the middle class Delhi household. We explore different aspects of this work-from-home dynamic to see how these two worlds collide, creating hilarious, and often awkward, situations.

Tonality References: Monsoon Wedding, Khosla Ka Ghosla



ADULTING SEASON 2: MAY 2019



ADULTING SEASON 2: MAY 2019



After a very successful season 1, Nikhat and Ray are back giving Adulthood another shot..

Season 2 will be a 6 episode series that will showcase new situations and adventures in the lives of Nikhat and Ray as they try their best to manage and confront what life throws back at them.

WHAT THE FOLKS SEASON 3: OCTOBER 2019

What The ... FOLKS ...

A  Original Series

SEASON 3



MULTIPLE EVERY WEEK - FILTERCOPY, GOBBLE, LOCO

SHORT VIDEO

- 2-3 videos every week
- 7-8 branded videos / month
- Concept lock to release timeline: 5 weeks

FOOD CONTENT

- 2 videos every day
- 15-20 branded videos every month
- Concept lock to release timeline: 2 weeks

LOCO

- 4 games every day
- Concept lock to release timeline: 1 week

SELECT CASE STUDIES
BRAND CAMPAIGNS RESULTING IN REAL ROI



CASE STUDY

Goal: Create Brand Awareness and promote the wide range of products and offerings from Nykaa

Solution:

- Short videos on FilterCopy
- Collaborated Brand Videos with Pocket Aces Influencers

Results:

- Increase in website traffic and sales

NYKAA STORY

CELEBRATED THROUGH THE FRIENDSHIP & BOND THAT WOMEN SHARE

VIDEO 1



Nykaa's association was focussed on promoting the sale on Nykaa products on their website and app

Reach	Views	Engagement
9.2M	9M	454K

VIDEO 2



Campaign was centered around the wide range of products and offers available on Nykaa

Reach	Views	Engagement
7M	5.7M	274K



Smruti Mohanty Really it's super fast delivery❤️ Nykaa..😘

Like · Reply · 1w



Alina Mookherjee Pinky cause you're my besshtttt frandddd and also cause we love Nykaa 🤗🤗🤗🤗🤗🤗❤️❤️

Like · Reply · 1w



Shashank Neralla Preeti Somappa Nykaa vera level branding, Transfer proof lipsticks 🤔

Like · Reply · 5d





CASE STUDY

Goal: Create brand awareness and top of mind recall for their new launch - Streax Ultralights

Solution:

- Short video on FilterCopy

Results:

- Streax had the highest brand search traffic in 5 years for Ultralights
- High Audience engagement with the brand

STREAX ULTRALIGHTS

CELEBRATING THE BOND SISTERS SHARE

FILTERCOPY VIDEO



Streak and Filtercopy celebrated the love, sister's share in a very heart-warming video with the background of the wedding season.

Reach	Views	Engagement
7.3M	19.94M	489K



Saswati Nanda Swati Nanda... Highlights
karidabu... 🤔
Like · Reply · 16w



Sindhu Kr Aishwarya Kr colour ur hair after my marriage ok 🤔
Like · Reply · 15h · Edited



Aishwarya Kr Send me money... But who will save me from mom 🤔
Like · Reply · 15h



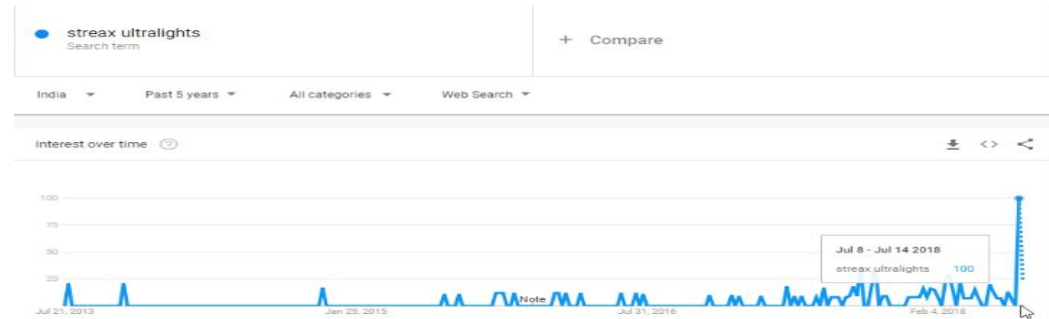
Anil Gaur 22 hours ago
Highlights are 🤔 sitting on apoorva 🤔 who also 🤔 agree hit like... 🤔
👍 🗨️ REPLY



Santanu Choudhury Rudrani Ritika try streak ultralights
Like · Reply · 18h



Aakanksha Gupta Shivani Gupta do you want to try Streak Ultralight ?
Like · Reply · 13h · Edited





CASE STUDY

Goal: Target bridesmaids for their new product around wedding season - Infinity Pendants

Solution:

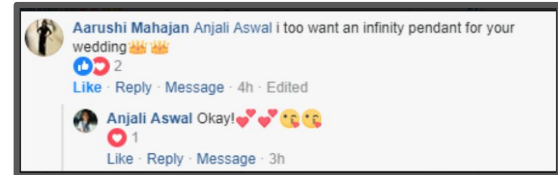
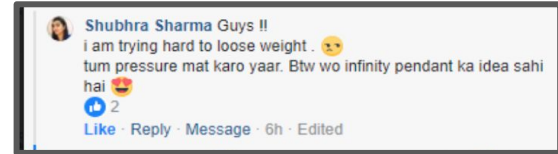
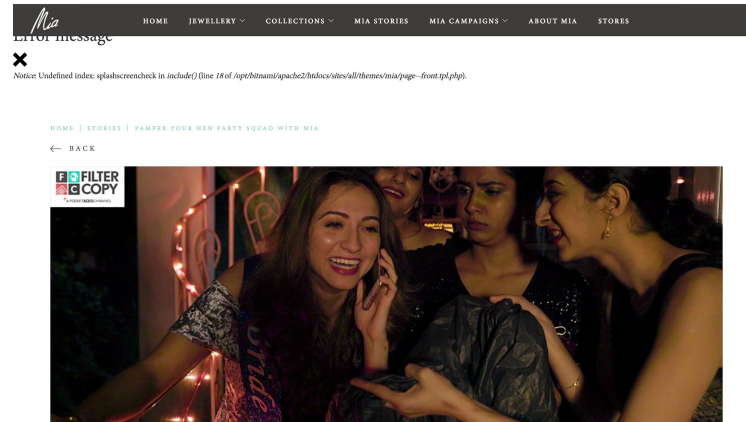
- Short video on FilterCopy

Results:

- Huge increase in website traffic
- Established brand ambassadors for this product. Mia still uses it on their [website](#)
- High Audience engagement with the brand

MIA'S INFINITY PENDANTS GOT HUGE CALL OUT BY AUDIENCES

THEIR WEBSITE TRAFFIC WENT UP HUGELY





CASE STUDY

Goal: Create content to communicate the brand message of BIOTIQUE as a brand that is developed from Ayurveda for skin and hair care.

Solution:

- Short videos on FilterCopy

Results:

- Spike in brand search traffic post release of video
- Effective brand recall and engagement

BIOTIQUE

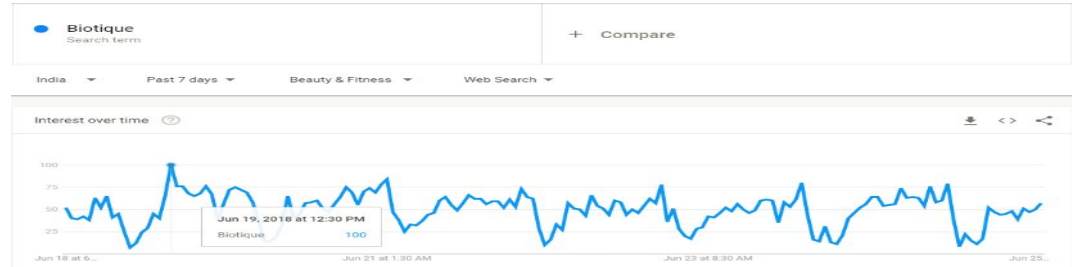
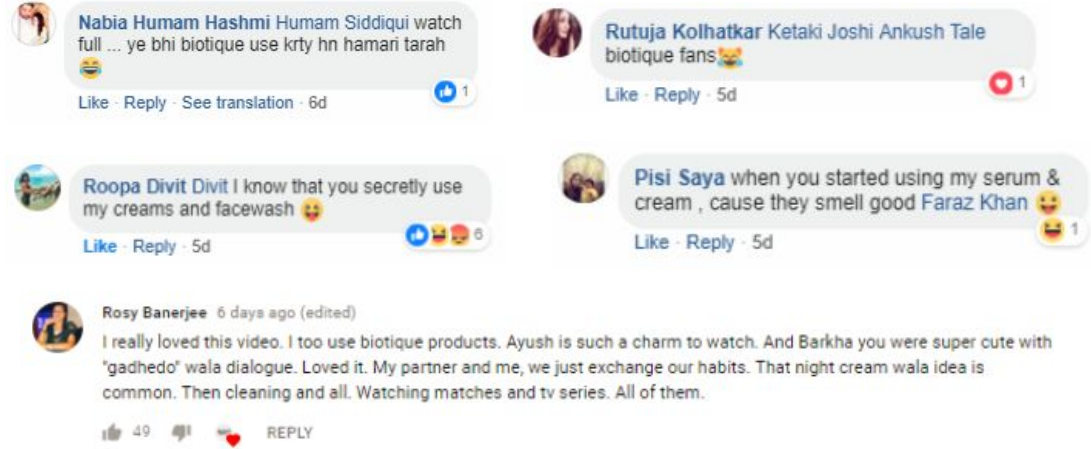
CREATE BRAND AWARENESS AND ESTABLISH IT AS A TRUSTED SKIN CARE BRAND

FILTERCOPY VIDEO



The video focused on the natural goodness of biotique products and how it is a trusted product for skin care routine.

Reach	Views	Engagement
14M	9.6M	330K





CASE STUDY

Goal: To increase awareness for Pipa + Bella as the one-stop shop of fashion jewellery

Solution:

- Powered By Partner on web series

Results:

- 6x increase in organic traffic and revenue
- 3.2x increase in social media followers
- 8x increase in email subscriptions.

ADULTING: A HIGH IMPACT COMING OF AGE WEB SERIES, CREATING HIGH ROI FOR POWERED BY PARTNERS PIPA + BELLA



A **dice** Original Series

- **Adulting:** a coming-of-age story about two young women trying to handle the responsibilities of being independent adults in the fast-paced, urban bustle of Mumbai.
- Active integrations in 2/5 episodes
- Accessories donned by the protagonists, Ray and Nikhat, throughout the series - making them advocates for the brand
- Engaging pieces of digital content (memes, Live Video) created specifically for the brand
- High retention, heavy engagement and media coverage
- ROI for the brand:

6x

INCREASE IN
ORGANIC TRAFFIC &
REVENUE

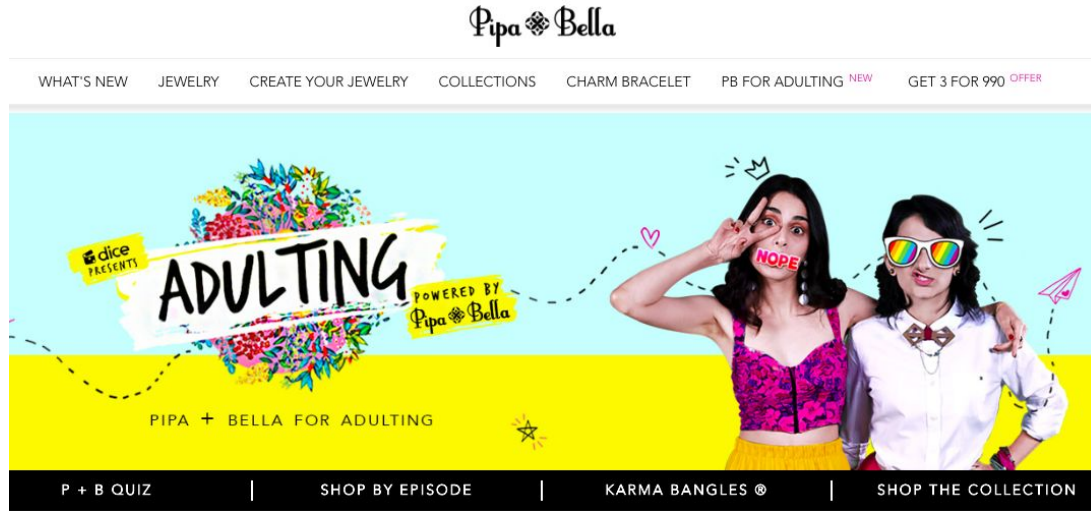
3.2x

INCREASE IN SOCIAL
MEDIA INFLUENCERS

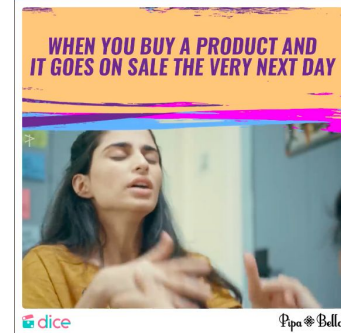
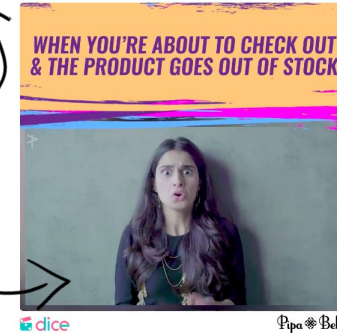
8x

INCREASE IN EMAIL
SUBSCRIPTIONS

MARKETING ACTIVITIES BY US AND THE BRAND BASED ON THE SERIES AND THE CHARACTERS



- Special microsite for the web series - 'PipeBella For Adulting'
- Engaging and interactive content pieces around the two characters and situations from the episode - separate tabs for accessories featured in the each episode, Ray and Nikhat's Picks, Quiz to check if you are Pipa or Bella



THE WEB SERIES RESULTS IN HIGH RETENTION, HEAVY ENGAGEMENT & MEDIA COVERAGE

159M

AVG YOUTUBE
IMPRESSIONS/EPISODE



18M

REACH ON FACEBOOK



>16M

VIEWS ON EPISODES

2.5%

ENGAGEMENT RATE



>1cr

MEDIA VALUE
(INR)



Web series: Adulting



ADULTING has a candid tone and features mishaps and mistakes that young women can relate to

What happens when two twenty-something gal pals live together in Mumbai? In the Dice Media web series Adulting on YouTube, it's incessant chatter on everything from Bieber and bank balance to food and Instagram followers. Developed by a team of women-writers Ayesha Nair and Maitreyee Upadhyay and director Jessica Sadana -the series has

Adulting web series: Ray-Nikhat's portrayal of adulthood couldn't be more relatable

International Business Times

Adulting starring

By: Dishya Sharma Apr 19, 2018 15:53 IST



From the makers of smash hit web series Little Things & What the Folks, comes Adulting



Team Indulge Published: | 18th April 2018 05:53 PM





CASE STUDY

Goal: Create opportunistic buzz around occasions like Mother's Day, sales, etc. Build awareness about online platform lifestylestores.com, build awareness around messaging of certain brands.

Solution:

- Short videos on FilterCopy
- Written content on filtercopy.com

Results:

- Huge increase in brand awareness for specific Lifestyle brands
- Increase in traffic on lifestylestores.com
- **Won “Gold” for the association in Digipub Awards 2017**
- **Won “Bronze” in Vdonxt Awards 2017**

FUN CONTENT THAT RESONATED WELL WITH THE TARGET AUDIENCE

VIDEO 1



FASHION CONVERSATIONS WITH MOM

Created for Lifestyle's Mother's Day campaign. Won awards at Digipub and Vdonxt for best branded content. Covered in several case studies.

Reach	Views	Shares	Reactions
76M	37M	168K	1.1M

VIDEO 2



GUYS VS GIRLS: SHOPPING

Created for Lifestyle's big sale in the store. Highlighted the specific sale and offers at Lifestyle and their online store.

Reach	Views	Shares	Reactions
4.5M	2.1M	2K	38.2K

VIDEO 3



FASHION CONVERSATIONS BETWEEN COUPLES

The video created for the festive season where we highlighted the great offers that were on at the Lifestyle stores.

Reach	Views	Shares	Reactions
13M	7M	14.3K	213K



CASE STUDY

Goal: Create buzz around the OnePlus 5T phone

Solution:

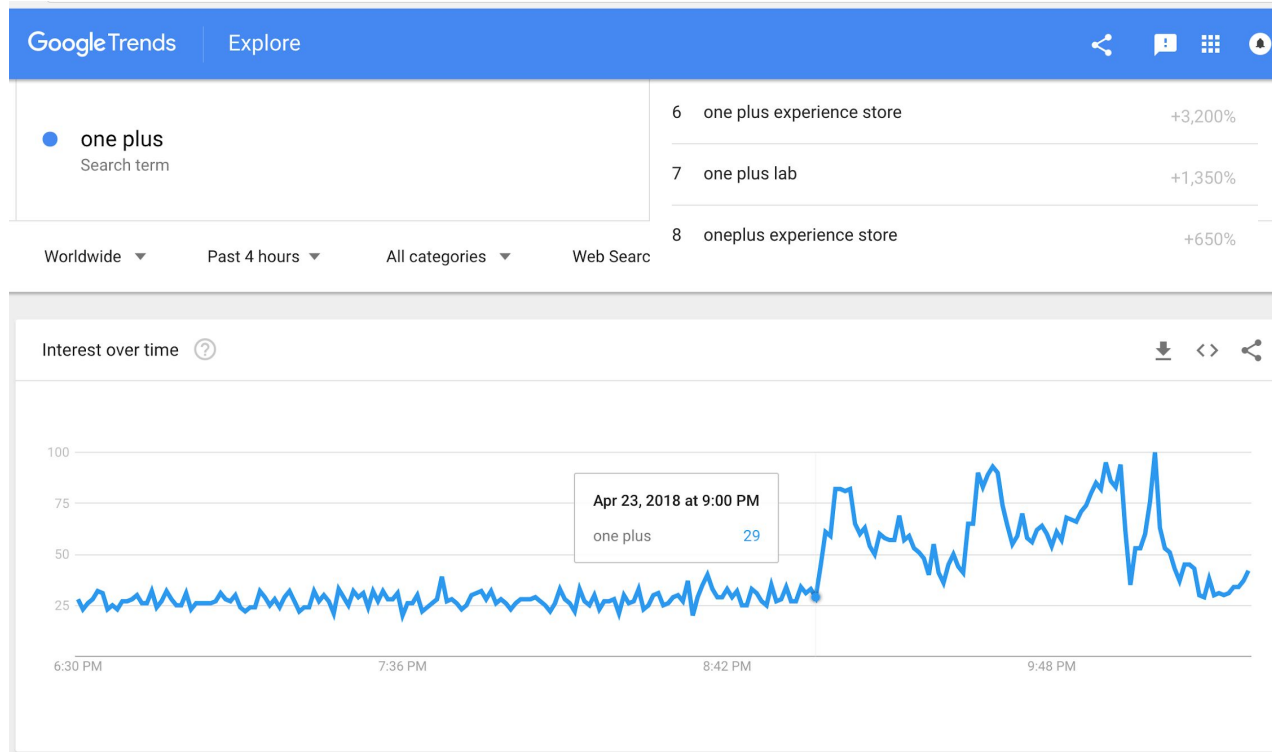
- High impact brand integration on Loco

Results:

- Huge pick up in brand search traffic
- Big buzz from the audience on social media about the OnePlus 5T phone

HIGH IMPACT CONTENT WHERE AUDIENCES ANSWERED DIRECT ABOUT ONEPLUS 5T FEATURES

As soon as push notification was sent to all loco users, we saw immediate increase in brand search traffic for OnePlus, which peaked at the last OnePlus question.



Deliverables

3 branded questions in quiz
Push notifications to all 6mn users
3 OnePlus 5T phone giveaways

Social media post

Twitter: 350k impressions.
Facebook: 150k impressions.
Instagram: 250k impressions.

Total contest entries

500 fan pics

Loco One Plus game

300k + played game live

WE RECEIVED OVER 500 PICTURES ON SOCIAL MEDIA OF AUDIENCES PLAYING THE ONEPLUS GAME AND WANTING TO WIN THE 5T PHONE

Replying to @GetLocoNow @OnePlus_IN

@GetLocoNow @OnePlus_IN

Loco isn't just a game, it's the 15 mins, we spend testing our knowledge .
Winning amount doesn't matter, reaching the final question is our priority!
A pic of our small Loco Party in a dorm of Dehradun.

#locoparty #OnePlus5T #getloconow



Playing Loco



On one plus 5T given to me by Loco.
Thanx loco team.

Monika Pawar @atwanmonika · 1h

JK&M - " Just Knowledge & Loco gets us Money" @GetLocoNow

"many A DAY'S PAY (power) IN HALF AN HOUR" @OnePlus_IN

Let's go loco...



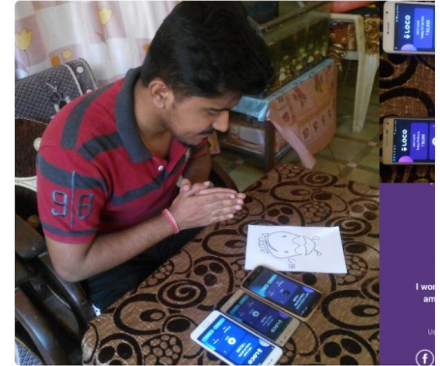
Ashutosh Mishra @Ashnaid57 · 1h

Cr98-referral code

@GetLocoNow @sehgala_monica @OnePlus_IN

Praying to loco baba before game to make me win.....bolo loco

🙏🙏🙏🙏🙏



Evan Jacob Sid @evanjacobsid · 48m

We couldn't click pics while playing @GetLocoNow 'cause we have single phone. But we pray to God that #HippoBaba select us and give this #OnePlus5T phone, so we can click pics during playing loco. We hope that we will win. We will grateful to #HippoBaba and #Loco .



Ajay verma @gapchooo · 1h

@GetLocoNow @OnePlus_IN

भारत गांव में बसता है, और मैं loco भारत के एक छोटे से गांव नंदीगढ़ी(छत्तीसगढ़) से खेलता हूं। मैं मेरे दोस्त, परीवार हर दिन के लोको के बाद फोन से बात कर एक ही प्रश्न पूछते " कितने तक पहुँचा "आज के खेल हमारे मित्रो, रिश्तेदारों के रिश्ते को मजबूती से जोड़ता है।



Thunder playz @Thunder_Playz25 · 3h

@GetLocoNow @OnePlus_IN when it's too hot but you still gotta play loco!



Amit_jamwal @xavierjamwal · 2h

Aunty : Aur beta iss week kya kiya

Me : Kuch nahi aunty bss 3 baar #Loco jeeta @GetLocoNow

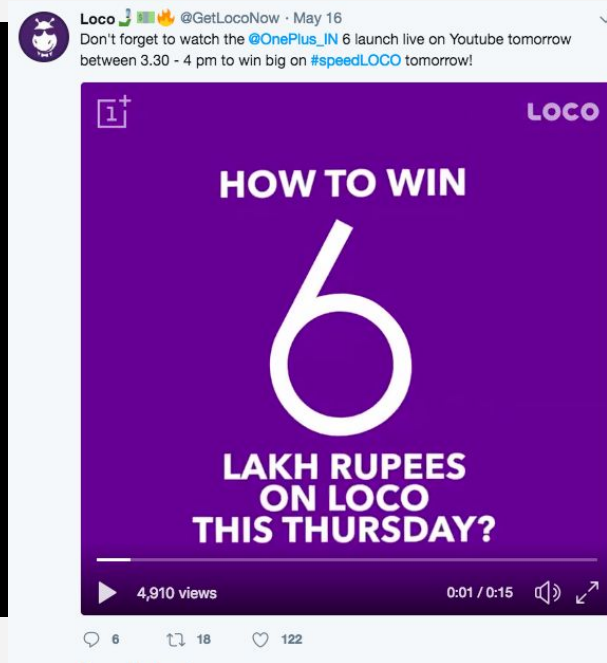
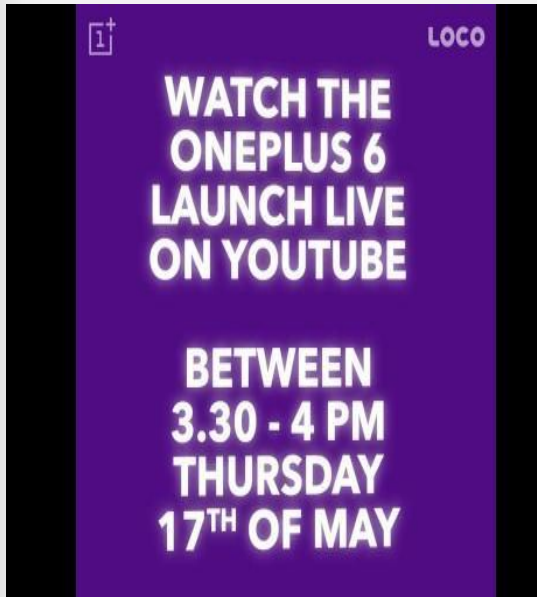
Me - one plus two @OnePlus_IN

Aunty - zero



CAMPAIGN 2: LOCO CAMPAIGN FOR ONEPLUS 6 LAUNCH

GOAL - DIRECT PEOPLE TO THE LIVE LAUNCH VIDEO, INCREASE EXCITEMENT



Date / Time:

- 17th May 2018
- Special quiz started at 4:30pm
- Notification and social media laddoo

Association: #speedloco

- 6 branded questions asked from ONEPLUS 6 launch live
- Push notification
- 6 lacs prize money

Goals:

- Drive traffic to the ONEPLUS 6 launch live on youtube
- Increase audience curiosity for ONEPLUS 6 launch

AUDIENCES TOOK US SERIOUSLY, AND ACTUALLY TOOK NOTES FROM THE LIVE LAUNCH EVENT!

Replying to @GetLocoNow @OnePlus_IN
Spent 1 and a half hour



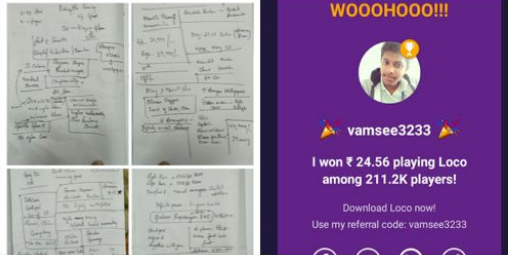
1



vamsey krishna @VamsyDevu · May 17

Replying to @GetLocoNow @OnePlus_IN

One hour of #OnePlus preparation gave me this.. @GetLocoNow



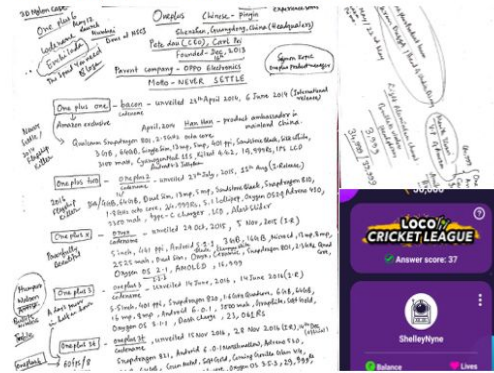
10 1 22



SAFIK SAWAN @safikawar · May 17

Replying to @GetLocoNow @OnePlus_IN

#speedLOCO 1 hour of preparation, 1 hour of launch event YouTube video gave me this. All the answers of the questions were already known to me. Even if I hadn't watched the launch or studied so much I could have won this amount. But anyway, it was fun to study again. Thanks LOCO.



17 5 86



Prateek @sankirti13 · May 17

After all this preparation now you can easily replace Kyle from One plus Team..

🤔🤔🤔 #NeverSettle

1 10



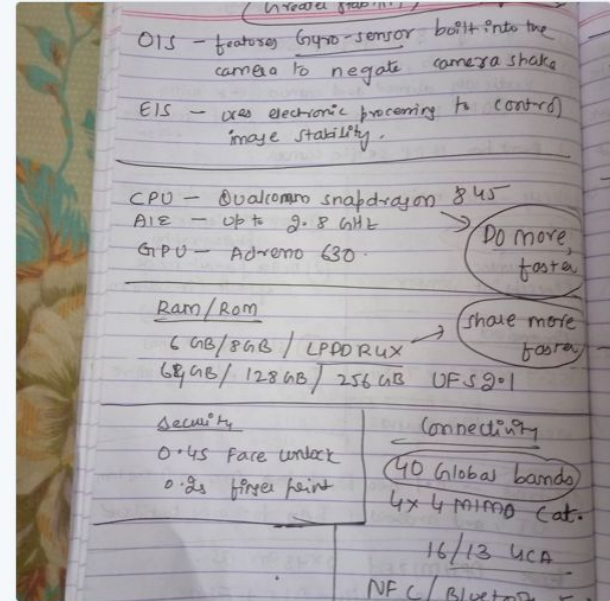
SAFIK SAWAN @safikawar · May 17

Yeah bruv



Replying to @GetLocoNow @OnePlus_IN

@GetLocoNow your app really needs improvement . To win at any cost I spent a lot of time on preparing notes and watching the whole event . And your app disruption led me to elimination . 😞😞 I prepared very hard level where as it was easy quiz . #mybad @OnePlus_IN



2 1



PUNKHA @Hawa_se_baatein · May 17













Same here bro! 5 pages of notes made.....and I was lucky to win!

EXCELLENT RESULTS

FROM THE LOCO-ONEPLUS 6 ACTIVITY



Loco 🇮🇳 🇮🇳 🇮🇳 @GetLocoNow · May 17
Thanks for all the love #LocoNation at the @OnePlus_IN launch!

-  Ayush.D Gowda loco loco
-  Mohd Arif Loco
-  Sirish Kumar where are the wireless bullets earphones
-  Kiran Lenka loco
-  Naresh Marwa LOCO
-  Jatin Bansal loccoo
-  Siddhant Jain amazing
-  Jiggar J. Patel most BORING launch ever
-  Sudarshan RSA who else is here from loco
-  shubham dudeja 37k and 40k Ffs! 😄
-  Kanav Bhardwaj bad
-  Nova Novus 529\$

💬 3 🔄 4 ❤️ 66

[Show this thread](#)

Results:

More than 40% of the viewers of the OnePlus Live Launch Event video were from Loco - we directed people to the launch event to learn more about the phone, and promised to ask questions in the quiz only from the launch event.

Twitter : 600K impressions.

- <https://twitter.com/GetLocoNow/status/997073034975432704>
- <https://twitter.com/GetLocoNow/status/997069709861273603>
- <https://twitter.com/GetLocoNow/status/997063529579474944>
- <https://twitter.com/GetLocoNow/status/997062441195397120>
- <https://twitter.com/GetLocoNow/status/996982031908311042>

Facebook: 150K impressions.

Instagram: 250K impressions.

Total traffic to OnePlus 6 live: 100k Loco fans

Loco OnePlus 6 game: 200k + played game live.



CASE STUDY

Goal: Position Wonderchef as the perfect fit for the modern kitchen and modern cook. Showcase cookware and appliances, highlighting the non-stick, high quality and health aspects

Solution: 2 month campaign with 40 videos on Gobble (every single Gobble video in these months used Wonderchef cookware)

- Product integration in food videos on Gobble
- Influencer engagement with Dice Media stars for Diwali

Results:

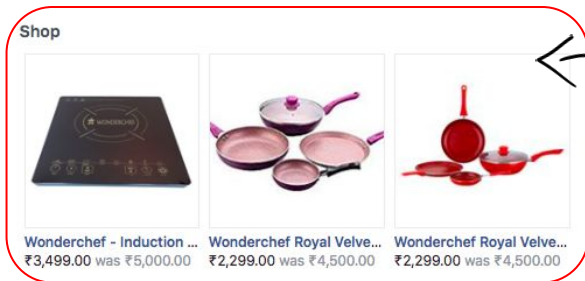
- **Over 50 million views and 150 million reach across 40 videos!**
- **Increase in traffic on the Wonderchef website, also resulting in direct sales**
- Wonderchef retargeted video audience for their banner ads, resulting in greater conversion
- Lots of chatter about Wonderchef in the comments

FOOD VIDEOS INTEGRATING THE BRAND COOKWARE & APPLIANCES



Over 50 million views and 150 million reach across 40 videos!

Veer and Eisha, the extremely loved couple from our web series What The Folks (WTF) turned brand enablers for Wonderchef this festive season.



With the Shop tab, we link the viewers to the website where they can directly place an order for the products featured in the video.





CASE STUDY

Goal: Create brand awareness, establish Epigamia as the healthy, tasty, 5pm snack, direct messaging towards young couples, demonstrate that it can be used as an ingredient.

Solution: A 5-month campaign across content formats to make the brand a household name:

- Food videos on Gobble
- Written content on filtercopy.com
- Title Partner for web series on Dice Media

Results:

- Huge increase in brand awareness about Epigamia with several people pointing out the different flavors in the comments
- **Highest ever brand search traffic**
- **Increase in trials for the brand, encouraging first-time consumers from across the country**
- Press coverage from major publications

VISUALLY APPEALING FOOD VIDEOS TO SHOWCASE VARIETY AND VERSATILITY + WRITTEN ARTICLES FOR SUSTENANCE & TANGENTIAL MESSAGING



6 Flavours That Might Just Reveal The Type Of Couple You Are



18 Foods That Are The Perfect Love Potions For Your First Date At Home



Products shown:



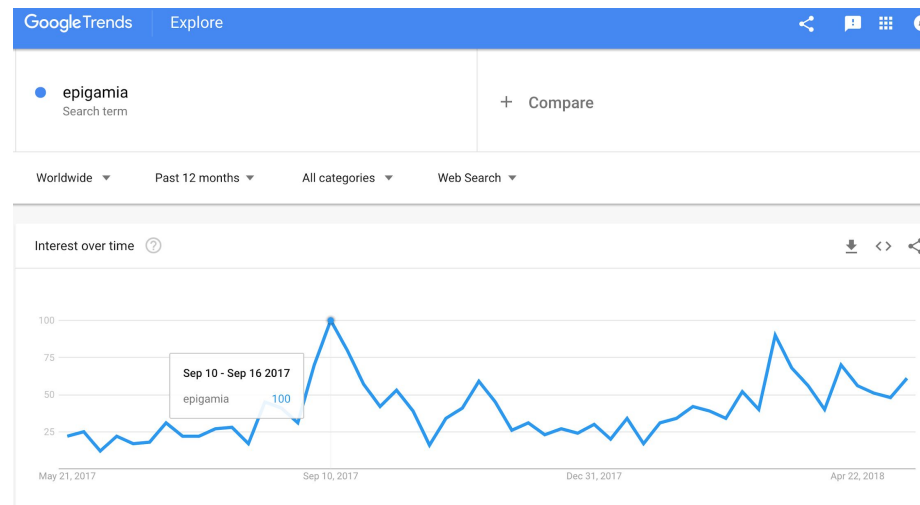
Epigamia
Gobble
₹38.00

Gobble videos built product awareness - each food video showcases different product strength.

We also added buy links to the videos for people to directly be able to purchase the Epigamia product.

CONCLUDED WITH EPIGAMIA AS A TITLE PARTNER ON OUR TENTPOLE PROPERTY: WHAT THE FOLKS!

- Hero property of the campaign.
- As the Title Sponsor, Epigamia has tasteful integrations in all 5 episodes of the series.
- Resulted in the highest ever brand search traffic.
- Brand is coming back for Season 2



ENHANCED REACH WITH OVER 30 POSTS & SPECIAL LIVE INTERACTIONS

OFFLINE MARKETING: CINEMA PREMIERE, GOODIE BOXES, TASTINGS



- 30+ pieces of digital content for the series - with special posts for Epigamia.
- Multiples live interactions with the cast and crew to further push brand messaging.
- Cinema premiere in Mumbai with esteemed industry personnel built hype around the show
- Branded goodie boxes with show merchandize and brand kits
- Tastings at various events like MAMI
- Branded paper cups turned tea time conversations at corporates across the city into discussions about the show
- Radio ads to create buzz and awareness

THE WEB SERIES RESULTS IN HIGH RETENTION, HEAVY ENGAGEMENT & MEDIA COVERAGE

207M

AVG YOUTUBE
IMPRESSIONS/EPISODE



23M

REACH ON FACEBOOK



>25M

VIEWS ON EPISODES



2.4%

ENGAGEMENT RATE



>1cr

MEDIA VALUE
(INR)



Enter What the Folks!: Not your average daughter-in-law story

By Arunkumar Sekhar | Express News Service | Published: 19th September 2017 07:43 AM |
Last Updated: 19th September 2017 07:44 AM | A+ A A-



A still from 'What the Folks!'

The TV mega-serial space is crowded with multiple shows with the usual common thread being that they are all usually about the trials and tribulations of a daughter-in-law. Enter 'What the Folks!', a 5 part web series by Dice Media and its refreshing take on the age-old saas-bahu story. Nikhil (Veer Sawant Singh) lives with his wife Anita (Eisha Chopra) in Delhi. He comes to Mumbai to take care of his company's expansion plans and stays with his in-laws for a month. The story deals with a typical Indian household where preferential treatment is doled out to a son-in-law, especially a newly-wed.



Review: Honesty & Relatability Make 'What the Folks' a Must Watch The Quint - 05-Sep-2017

The production house behind Little Things, Dice Media, is back with another web series, 'What the Folks'. The new show deals with the similar ...

Not a soap saga Deccan Herald - 30-Sep-2017

'What the Folks', the latest production by Dice Media, who earlier made the hit series 'Little Things', is more of the same – but in a good way.

