



moj

INDIA'S #1
SHORT VIDEO APP





Welcome To Moj



Moj is a Booming Community Of

160 Mn+

Highest Monthly Active Users



Garnering Views & Winning Hearts

4.5 Bn+

Daily Video Plays



Moj is a Priority

Thrice a Day

The App is opened by the Users



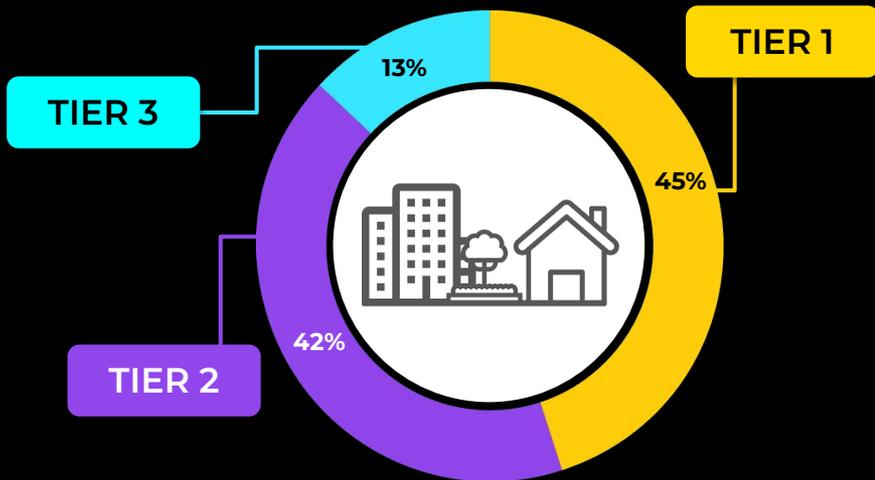
Users on an average spends

34 Minutes

Per Day on Moj

Pan-India Spread

From Metros to Town, All Smiles - No Frowns!



Our Top 6 Cities

- Delhi
- Hyderabad
- Chennai
- Bengaluru
- Jaipur
- Lucknow

Our Gender Split



MALE
70%



FEMALE
30%



Our Audience

Millennials & Gen Z hailing from different Tiers

GenZ

GenZ are the so called Digital Natives

People who are born between 1997 - 2015 are to be called as Generation Z (GenZ)

GENZ

69%

31%

MILLENNIALS

Millennials

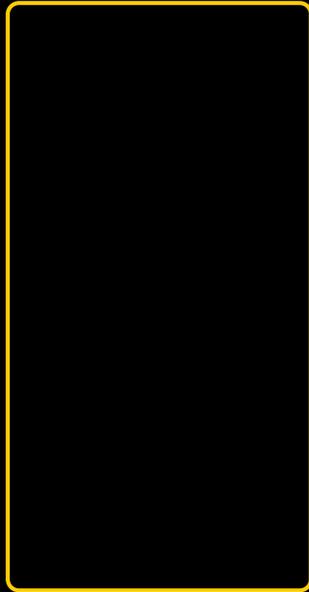
Millennials were the early adapters to Digital

People who are born between 1980 - 1996 are to be called as Millennials

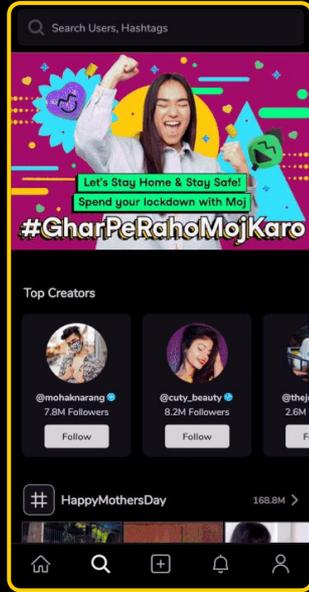


Here's the Platform Walkthrough

With Exciting User Experience!



HOME PAGE



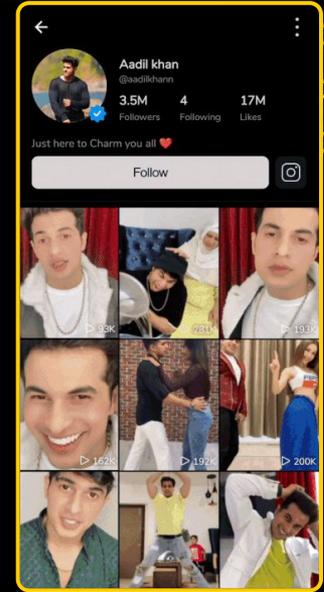
EXPLORE FEED



CREATE SECTION



HASHTAG PAGES



PROFILE PAGE



What's Special About Moj?

Moj is currently the only platform to have achieved the following



Tie up with **Snap**



75+ Million Content



Largest **Music Library**



18+ Million Creators



Over **100 Billion Minutes**



If you're a brand that has...



A year end sale announcement



An E-commerce site



New year gifting solutions



Skin care or grooming
range for winters

**Or any brand that wants to engage their
community with a fun challenge...**





Toh Phir

MOJ PE HI MOJ HAI



Creative Solutions

for your brand's festive campaign

DECEMBER - JANUARY



#ClickClickWeek

IDEA #1: #ClickClickWeek

Type: HTC + 2D Filter

Concept: Create a super engaging HTC challenge using the act of “Click Click” that imitates a person aggressively shopping online during the festive season.

Execution: Create a custom made jingle/use an existing jingle from the brand's campaign and choreograph a hook step enacting aggressively putting things in the cart.

The lyrics in the jingle will include the brand personality and their message. Creators make their own version and get more people join in the #ClickClickWeek challenge.

Brands of interest: E-commerce (Clothing + Electronics)





#Enter2022InStyle

IDEA #2: #Enter2022InStyle

Type: Transition HTC + 2D Filter

Concept: This challenge gives creators an opportunity to innovatively show us their 2-3 best looks of the year via a transition.

Execution: The video will start with a black and white filter of the creator dressed in his regular casual clothes.

A trigger (hands over the camera) will transform this black and white to colour and reveal the creator's fresh "party" look.

The filter will imitate a photobooth/camera feel. The brand will have their presence in the challenge via a static 2D frame with the campaign hashtag and colours on display.

Brand of interest: Fashion e-com, Cosmetics





#2021 MemeFace

IDEA #3: #2021MemeFace

Type: HTC + 2D Lens

Concept: Jumping on an existing trend, we sync it with our brand's personality where creators have to get their best meme face on.

Execution: The randomizer shuffler throws a situation at them. Once the situation is revealed, creators have 3 seconds to give an expression post which the frame freezes with their hilarious reaction.

Examples of situations:

When your favourite gadget goes out of stock

When you buy something online and it actually looks good on you in real life

When your mom asks you why there's a delivery guy outside your door





#ReadyToFace2022

IDEA #4: #ReadyToFace2022

Type: HTC + 2D Lens

Concept: Brands focusing on winter skincare range can twist a dance challenge with a 'face challenge'.

Execution: A very cleverly choreographed facial expression-led only "dance" will be created for creators to follow suit. The creator will only have to move their facial expressions that match the jingle that will be played as an audio.

Visually the filter will have a dressing table with a spotlight set up to give it a very glamorous feel. The product/brand can be placed right under this filter frame.





#ThankYou2021

IDEA #5: #ThankYou2021

Type: HTC + 2D Lens

Concept: A gratitude filled challenge where we give our creators and the brand an opportunity to be grateful for the year they've had.

Execution: A 'lazy' dance challenge where creators groove to a mellow tune that takes them on a nostalgic ride.

Execution: The influencers kickstart the campaign with a choreographed hook step that is easy to execute and very simple.

One of the steps and a trigger for the filter will be the heart symbol. When the heart symbol appears in the step, multiple grateful words will appear on the screen.

The influencers and the creators can add their own version of these videos by reacting every time they see the words come on their screen.





#2021 Confessions

IDEA #6: #2021Confessions

Type: HTC + Audio

Concept: Rewind your 2021 experience by “confessing” to tailor-made questions asked in this challenge.

Execution: The creator answers a bunch of questions narrated through the audio. To make the challenge interesting we get them to punch each others’ arms while at it.

Depending on the brand on board, we tweak our questions.

Question references:

Who shopped the most this year?

Who spent more on shoes than food this year?

Who said they’d not buy a thing but ended up shopping on (brand name)’s site?





Kitchen Minister of India

Exclusive Moj Food IP



IDEA #7: #KitchenMinistersOfIndia

Type: Platform Led Food IP

Concept: Moj brings an exclusive Food IP with an intent to search for prime representative & cooking expert from each region called 'Kitchen Ministers of India'. This will essentially be the hunt for the best chef from each state judged by some of the top chefs in the country.

Campaign Start Date & Duration: 10-15th Dec onwards for 5 weeks*

Execution:

- Over the span of 5 weeks, one winner from each state, will be identified. This will be non-linear, hence somebody submitting their entry in week 5 also has a chance of becoming a winner.
- Apart from these winners, there will be weekly challenge winners along with winners for other smaller categories like cuteness kitchen minister, swag kitchen minister, cutting kitchen minister and the like so as to keep the IP active week on week.
- A Celebrity Chef will be the face of the IP and kick off the challenge by showing how the challenge can be performed, the representative dish for each dish and the rules.

Additionally Moj key regional influencers will help kickstart the trend weekly to encourage more entries locally.

*Note: IP is under development. Details, dates & names are subject to change.



Vikas
Khanna



Kunal
Kapur



Sanjeev
Kapoor



Kavan Kuttapa

**Celebrity Chefs in
Consideration***





mej
DAY
OUT



IDEA #8: #MojDayOut

Type: Collaboration with Creators

Concept: MojDayOut is a collaborative space for a group of creators where we try to redefine the traditional way of shooting content in closed space like Studios. We take creators to open sets/studio locations which have multiple themed backdrops & sets and get the high quality content produced for one day in their city.

Activities on Moj Day Out:

- Ice breaking fun activities/games & interactions
- Content shoot against creative photo booths/backdrop
- Food & Refreshments

Brand Integration Possibilities:

- Branded backdrop & standees
- Organic product placement in content
- Brand mentions in few influencer videos
- Games/Activities around the product
- Co-branded hashtag on the day of activity

Upcoming Moj Day Out Activity:

- 2nd Dec - Udaipur/Jodhpur
- 3rd Dec - Hyderabad
- 4th Dec - Banaras



Content Created during
Moj Day Out event

møj
madhouse



IDEA #9: #MojMadHouse

Type: Collaboration with Creators

Concept: Short form video content comes with an unsaid urge of quality content. Moj Madhouse fulfills this need by getting the best in class creators of the country in a house for 5-7 days at a travel destination to create quality content for our users. These videos are then posted on the creators handle's giving a mass reach and engagement.

Moj Madhouse Key Highlights:

- 5000+ High Quality Short Video content created in the span of 24 operational days
- Acquired 14Bn Views on Moj app
- Conducted in - Manali, Pondicherry, Goa, Mussoorie

Brand Integration Possibilities:

- Co-branded hashtag & event title sponsor
- Branded backdrop & standees
- Seamless product placement in content
- Brand mentions in few influencer videos
- Games & Activities around the product/Brand



This December Moj MadHouse is going International:

- Maldives, 2nd week of Dec for 6 days
- 12 to 14 influencers
- 500+ Content pcs, with 1Bn+ views commitment over 1 month



Disclaimers

Mocks are for representational purposes only

References to brands & products are for representational purposes only

Any games and contest are subject to applicable laws and platform guidelines

*The ideas are exclusively created for Moj Users. For any implementation / execution of the same on any other platform, rightful permissions must be obtained from Mohalla Tech Pvt Ltd. *



Thank You

