

Case Study | Preethi

Brand integration video, where the protagonists are engaging with the brand as part of the story



Active integration



Passive integration

<https://youtu.be/hYLI7YxtWI?list=PLKcGe9BTHkrqU79qB4wJs4mOXjM3AzdBg&t=735>

<https://youtu.be/qoQs2FwmaCw?list=PLKcGe9BTHkrqU79qB4wJs4mOXjM3AzdBg&t=18>