

25th April- 1st May



**unifying
digitally**

the social factor



Entertain your audience with gaming formats as Twitter reports 89% spike in conversations around games on the platform.



Convert your video-chats into podcasts with Spotify's Anchor. Use this for interviews, conversations with co-hosts and for creating branded podcasts.



To make trade easier for the grocery stores and MSMEs, Facebook partnered with JIO to launch Whatsapp shop.

go with google



Facebook pulls back on the Campaign Budget Optimization mandate, giving relief to the advertisers on their spends.



Google has improved the edit pane, added shared budgets and optimisation scores in Ads Editor enabling brands to enhance effectiveness of ad performance.



Businesses can now add their phone numbers in Google Ads via new 'call ad' snippet to engage with potential customers & generate more leads.

the brand connect



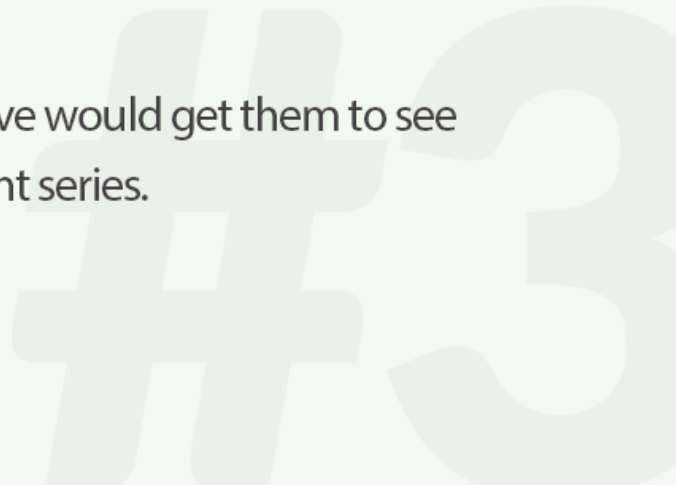
'Neki Nahi Rukegi' Ad by Surf Excel pays tribute to frontline coronavirus warriors, highlighting the fact that nothing can stop a person from doing good deeds.



Adidas looks forward to the World's return to exercising outdoors with its 'Ready For Sport' campaign.



Durex showed people that only love would get them to see through the lockdown via a content series.



fighting together



Serving 15000 doctors & 200 Hospital, Amazfit & #WorkForDoctors campaign from **#ARM Worldwide** garnered over 6M views.



We launched two digital films requesting people to 'not just work from home but work for doctors' backed by 24*7 support team.



The campaign moved beyond social media and received support from IndiaPost making the supplies easily accessible to the doctors.



humanize customer engagement



Embrace a life cycle mindset. Learn when customers are likely to engage, what experiences appeal to them and approach them accordingly.



Set clear expectations with your customers. Utilise modern messaging to communicate what to expect and where things stand in the moment.



Don't stress on your campaigns in terms of channel alone, instead foreground what you're trying to communicate.





Digital Transformation Partner

Digital
Consulting

Digital
Marketing

Influencer
Marketing

Public
Relations

Technology
Development

armworldwide.com

In the Cloud from Home