

2nd October- 9th October



the 5Cs of sports marketing

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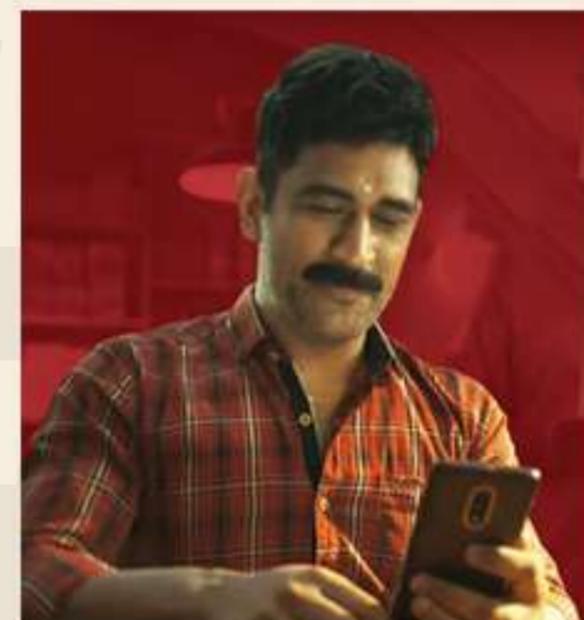
the power of celebrity



Khatabook launched an ad featuring MS Dhoni in never-seen-before avatars to convey three unique features of the brand.

Dhoni is seen pulling off characters from Sharmile Sharmaji to Techno Tawde to exhibit particular highlights of Khatabook.

Leveraging storytelling with this unexpected move helped the brand stand out amidst the clutter of celebrity endorsement cliches.



the power of content



Virgin Mobile's Indian Panga League presented the right eclectic mix of entertainment & fun to the 20-20 cricket series.



They created 105 unique films of 15 seconds each, taking the cricket fever to a whole new level.



It provided the youth an exciting opportunity to join the cricket frenzy, while promoting their STD value propositions of 20p/min.



Utilizing its USP of video content, regional connect & association with cricket, it became the most talked about campaign.

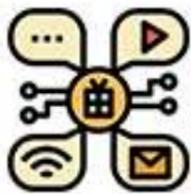


The campaign garnered 1.5M hits on YouTube, 60K mentions on Twitter & over 2.7K Facebook fans.

the power of conversation



Bajaj Finserv launched #EMINetworkPowerplay, a gamified campaign integrated with offerings of Bajaj Finance EMI Network.



The real-time, theme-based campaign ran across social channels, enabling participants to play for a chance to win exciting prizes.



Conceptualised & executed by ARM Worldwide, it followed an interactive concept of a timer moderated quiz coupled with daily gratification to add to the excitement & thrill.



The impressive array of rewards, real-time-marketing & high volume of participation made the campaign a runaway success.

the power of context



Setting the right context helps brands set the tone of their message & deliver the right content or experience to their TG.



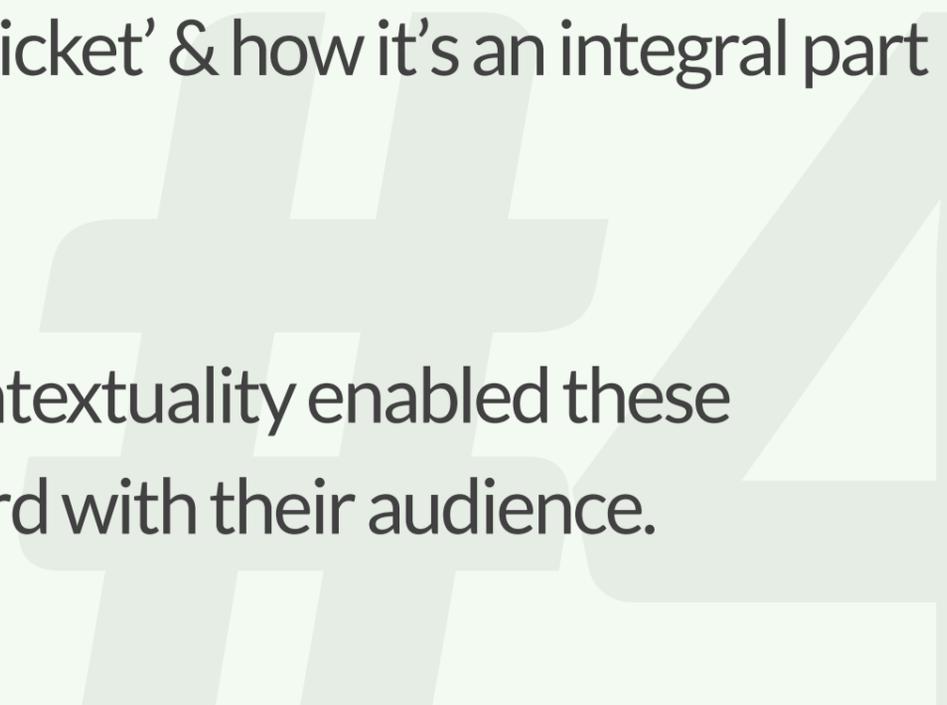
Paytm First Games launched 'Make the Right Choice', encouraging citizens to follow their dreams & inspiring them to play the strategy-based games.



Dream11's ad starring MS Dhoni, Rohit Sharma & others captured the essence of 'Gully Cricket' & how it's an integral part of a common man's life.



The use of a celebrity and the contextuality enabled these campaigns to strike the right chord with their audience.



the power of consumer insights



Consumer insights enable brands to identify potential consumers, enabling them to deliver impactful messages for best returns.



Align audience perceptions with your goals, using behavioral data to communicate the brand's message.



Use consumer insights to underpin successful marketing campaigns by creating the right message for the TG.

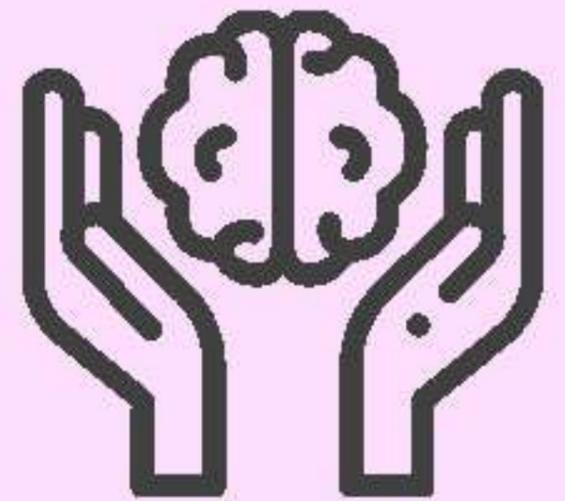


Analyze data to understand customers, make better decisions about how, when & what to sell them.



Leverage consumer insights to improve efficiency of campaigns or strategies, ensuring increased ROI.

the power of mental health



Mental illnesses affect 19% of the adult population, 46% of teenagers & 13% of children each year.



Organized by the World Federation for Mental Health, World Mental Health Day aims to raise awareness for mental well-being.



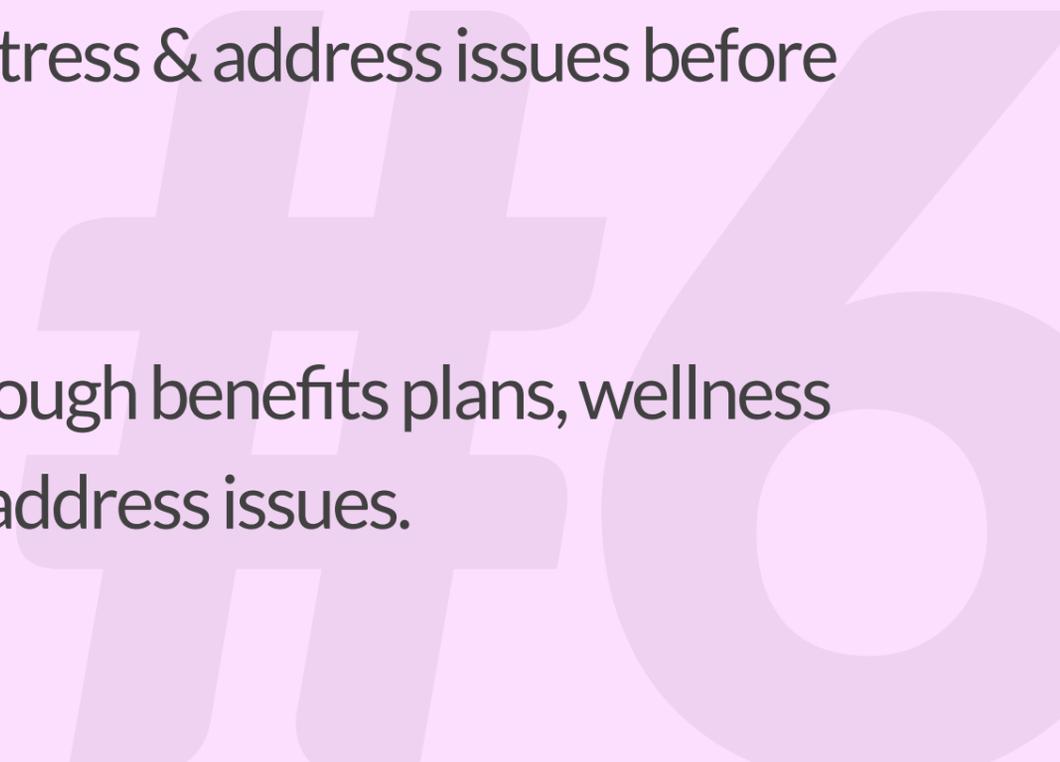
Provide resources to promote awareness & create an accessible & positive workplace to foster engagement.



Share healthy ways to cope with stress & address issues before they become debilitating.



Provide options for treatment through benefits plans, wellness counselors & online programs to address issues.





We can help you leverage the power of 5Cs to devise a customized approach that fits your business goals.

Talk to us

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