


14th November - 20th November



our 300 million story

[click for the full scoop](#)

Here are #ARM's top 5 in-house creative campaigns for brands across sectors that have



**garnered over
300 Million views**

in totality, leaving a lasting impression.

join the revolt



Challenge

To create brand awareness, alter perception around electric vehicles & position Revolt as the first brand coming up with an electric motorcycle.

Strategy

To make people believe that things like petrol & pollution masks are obsolete, asking consumers to *#JoinTheRevolt* by suggesting what to discard next.

Results

20K+

User Generated Content

13M+

Views

2.44M+

Website Visits

5.3K+

Content Pieces

50+

Dedicated Videos

roadies live audition



Challenge

To keep entertaining the audience & maintain SOV, while production of new content was put on a lockdown & budget cuts made paid promotions almost impossible.

Strategy

To bring about a revolution with Roadies Live Auditions & reach people's phones across the country.

Results

2M+

Reach

₹175M

Earned Media Mentions

500K+

Minutes Views

10%

of MTV's Annual TV Reach

64K+

Engagements

the neo tribe



Challenge

To create a strong positioning for Amazfit Neo, building advocacy as an affordable retro smartwatch.

Strategy

To plan an integrated campaign for a high-impact launch of Amazfit Neo in India by creating *#TheNeoTribe* of like-minded individuals taking retro to another level.

Results

6M+
Impressions

20K+
Profile Visits

4M+
Reach

0.99B
PR Reach

200K+
Engagements



just emi



Challenge

To raise awareness about 1000+ product categories & create a lingo among the mass audience to make Bajaj Finserv as their preferred choice for shopping.

Strategy

To launch *#JustEMI* & make users think of Bajaj Finserv EMI Network Card as their preferred choice of payment for every purchase.

Results

241M+
PR Reach

1.6M+
Traffic

200+
Videos Created

60+
Influencers Activated

3.37M
Business Transactions

my talking tom friends



Challenge

To launch My Talking Tom Friends as the coolest casual gaming app within the Indian audience, while promoting the in-game experiences & facilitating game downloads.

Strategy

To formulate a marketing strategy with a mix of content, influencers, digital platforms & seeding to create awareness.

Results

12.7M+
Video Views

1.6M+
Engagements

0.6M+
Impressions

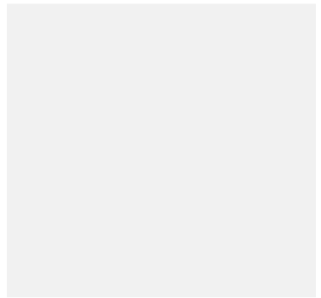
25
Content Seeded

9
Influencers Engaged

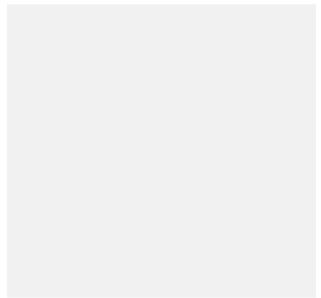
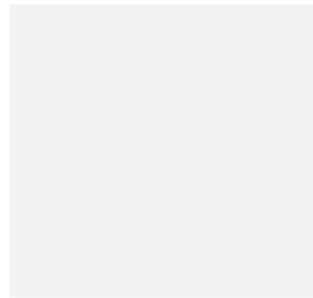
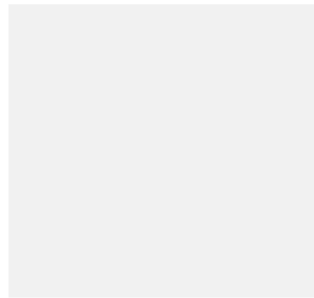
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Dedicated Videos



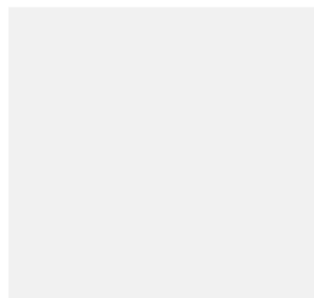
Social Media Marketing



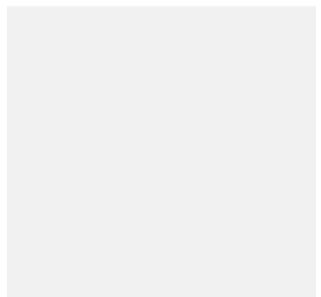
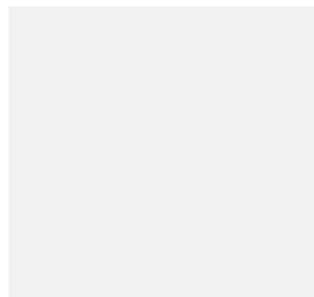
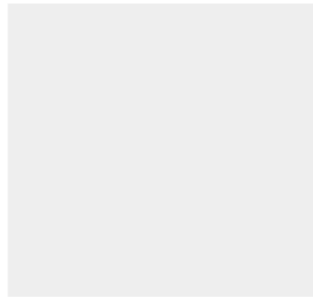
Content Marketing



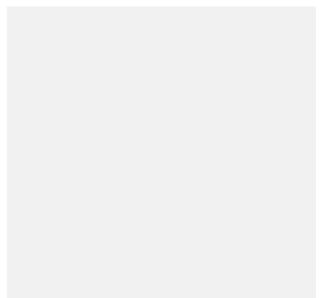
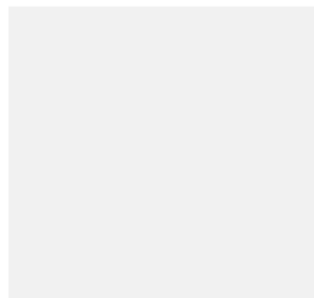
Influencer Marketing



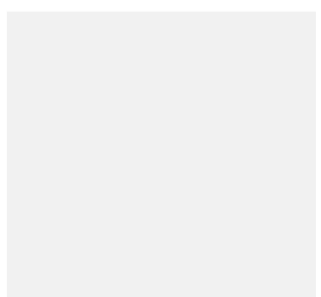
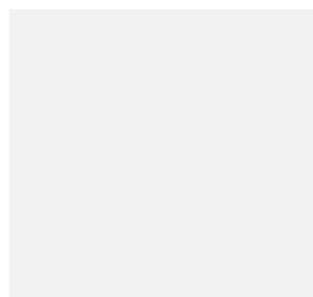
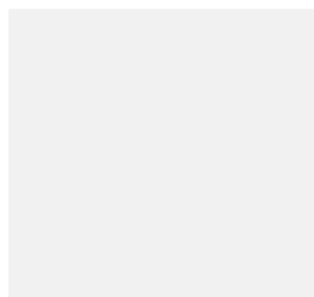
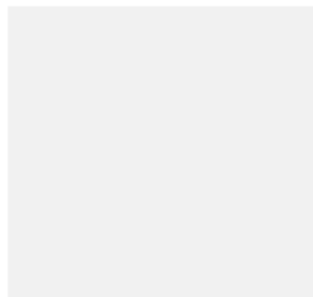
Public Relations



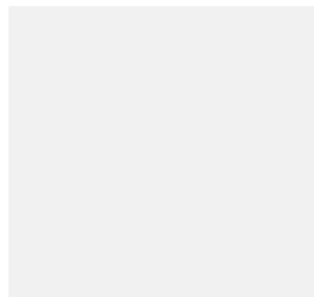
Tech Integration



Search Engine Optimization



Media





We can assist you in conceptualizing and executing integrated campaigns that align with your business goals.

Get in touch with us!

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Marketing

Public
Relations

Technology
Development



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