

RollingCans Digitalz

<https://rollingcans.co/>



By focusing on the customers problem areas,
and research findings, we craft strategies that help
solve present and future challenges.

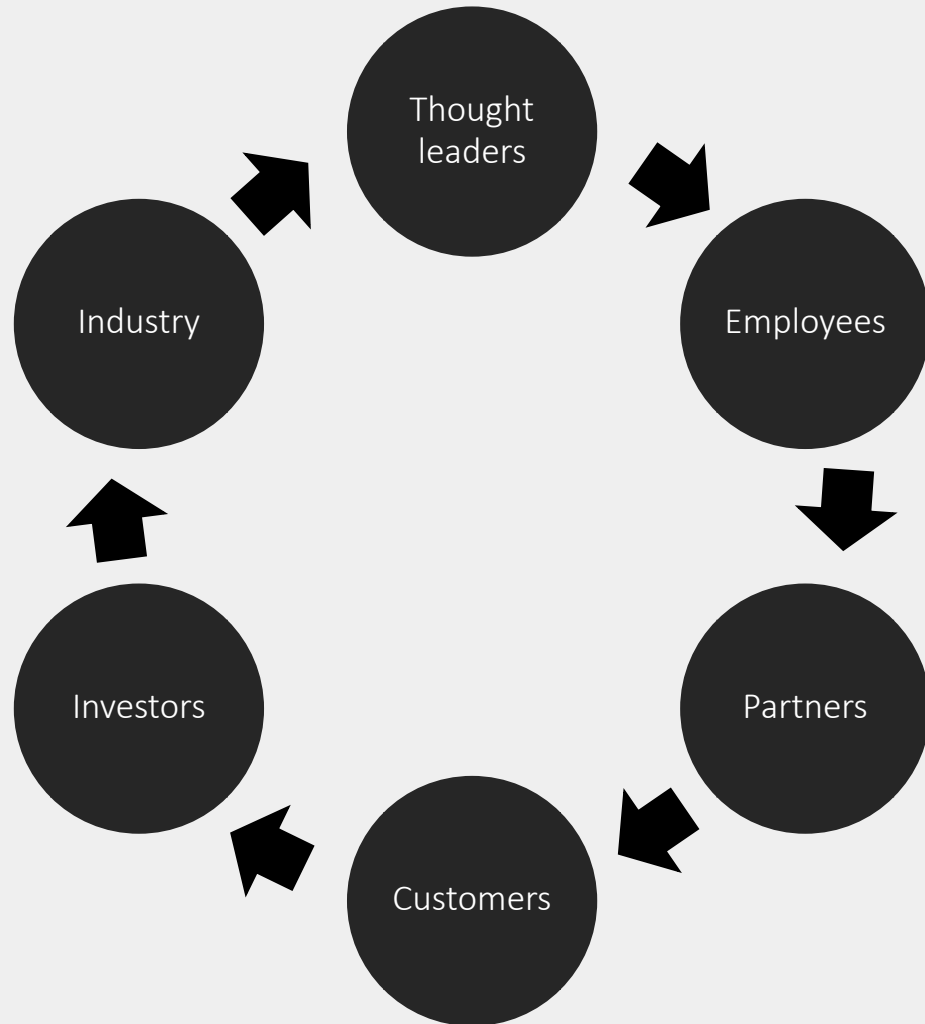
Growing Businesses through story telling & experiences

- We are a Modern Business Communication's firm with 360 Degree Holistic Integrated Marketing Services approach, that believes in working along with its clients to help them achieve their short term and long-term business objectives.
- We focus on our customers problem areas, and research findings, and craft strategies that help solve present and future challenges.
- We work closely with our clients using marketing Growth Engines helping them achieve & sustain Exponential Business Growth
- Our Services are aligned towards all key stake holders of an organization to help them realize their true potential and help them grow leveraging different Growth Enablers and seamless integrated Marketing Growth Engines to achieve scale.

Growth of the brand is directly linked to the growth in the numbers of stakeholders.

(internal & external audience, Channel partners, end consumer and reach)

Growth Enablers of an Organization



We have the expertise to understand the triggers for each growth enablers and have worked on programs that help organisations reach their goals by leveraging each of the enablers holistically using the tools of true integrated marketing services in both digital & conventional mediums. We have expertise in working with B2B & B2C clients across multiple industry verticals, backed by the extensive knowledge base of our promoters, accumulated over an experience of over 20 years in the industry, by crafting stories & delivering experiences.

We can help you grow revenues faster by Leveraging the different tools of the trade

Business Opportunities and Challenges

Strategy

We work with our client's, understand their requirements and create with innovative strategies to explore opportunities and ideas to overcome the challenges

Integration

We evaluate the various tools of the trade, and growth enablers and integrate the relevant tools and stakeholders to reach the objective

Execution

We don't stop at just strategy alone, but we own the project and deliver it on ground, using a sustainable and scalable model

The situations you face

Strategy

How can I enhance what I am currently doing, to build new 'Growth Engines'?

Focus & Priority

" My managers are too busy with everyday fires to spend quality time on significant new initiatives"

Staying Relevant

I am finding it difficult to engage with agencies who understand the shift in mindset of different influencers

Industry Knowledge

My agency does not understand our industry and does not invest time in gaining the knowledge

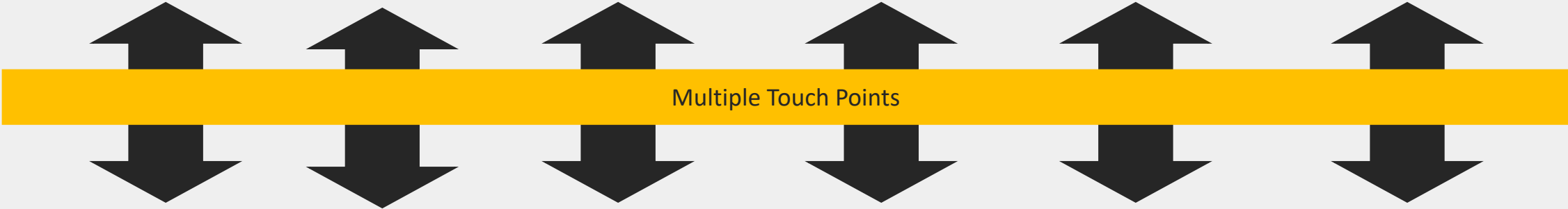
Delivery Promise

" I just don't need strategy alone; I need a partner who can translate the strategy to tangible results"

The RCD Methodology - Managing Multiple “Stake holder Touch – Points” to meet Marketing & Business Objectives



Target Audience / Growth Enablers



Channel Marketing, Channel/Partner Enablement, Creative & Communication, Films, Direct Mktg, Digital & New Age Media, Experiential (Events & Expos)& Immersive Tech (AR, VR, XR)

Integrated Approach with creativity, backed by story telling & experiences for long-term impact



Our Growth Service Pillars

Business Growth Services

- Brand Management
- Key Account Management
- Channel Relationship Management
- Customer Advocacy Program
- Business Relationship Programs
- Business Go-To Market Programs
- Retail Audits
- Retail Planning & Execution
- Geo Expansion
- Outsourced Sales & Marketing
- Partner Enablement Programs

Creative Growth Services

- Brand book & Guidelines
- Communications
- Advertising Campaigns
- Product Marketing Kit
- Event Communication Kit
- Brochures & Coffee Tables Books
- Brand's Video Channel
- Social Webisodes
- Video Brochures & Newsletters
- Brand Films and Documentary
- Product Video
- Video Based Training
- Internal Communications
- Photography
- 3D Direct Mailers
- Ambient Campaigns
- Content Writing, Case studies, white papers

Experiential Growth & Merchandising Services

- Corporate Events
- CSR Social Events
- Retail Promotions
- Retail Experience Programs
- Digitally Integrated Events
- Tradeshow Design & Execution
- Brand Experience Center
- Brand Intellectual Events
- Retail Interior Design
- Office Interior Design
- MICE
- Rewards & Recognition Events
- Branded Merchandise
- Event Merchandise
- Branded Customized Giveaway
- Point of Purchase Design & Production
- Kiosk Design and Fabrication

Digital Growth Services

- Web sites
- Email & WhatsApp Campaigns
- SEO
- Social Media Marketing & Management
- App Development
- Influencer Marketing
- Blogs
- Brand Publishing
- Chat Bot Integration
- Business Digitisation

Our Growth Service Pillars – Cont'd

Multimedia & 3D Immersive Growth Services

- Corporate Video
- Training Videos
- 3D walkthroughs
- AR - Augmented Reality
- VR - Virtual Reality
- XR
- Immersive Tech
- Digital Tools & App for
Multimedia
- Short Films
- TVCs
- Multimedia Content for all
platforms

Our Relationships with our clients are long term in nature
and we have grown with them and have built our
credibility by winning their trust and patronage over
the years since our inception

Our Clients



Our Works

Creative Communication Case Studies

Brand Value & Culture

Aikya Business Solutions

Background & Objective:

AIKYA Business Solutions is a software development company. They want to venture into AI and have bigger goals in mind. But they wanted help with streamlining the culture of the organization and setting short term and long-term goals. They wanted to identify how to take their brand to their expected goal.

Solution

We conducted the brand workshop and helped them identify the details of their bigger goal, the culture they want to carry throughout the organization. Through the workshop we helped the board members align their views about their goals and vision in order to work towards the vision in tandem with one another.

Result

The Vision & Mission of the brand was crafted. Year wise goal setting was done. The Board members' roles & responsibilities were made clear. The Brand Prism and Brand Core was created.



Brand Identity: GRAMEEN Financial Services

Background & Objective

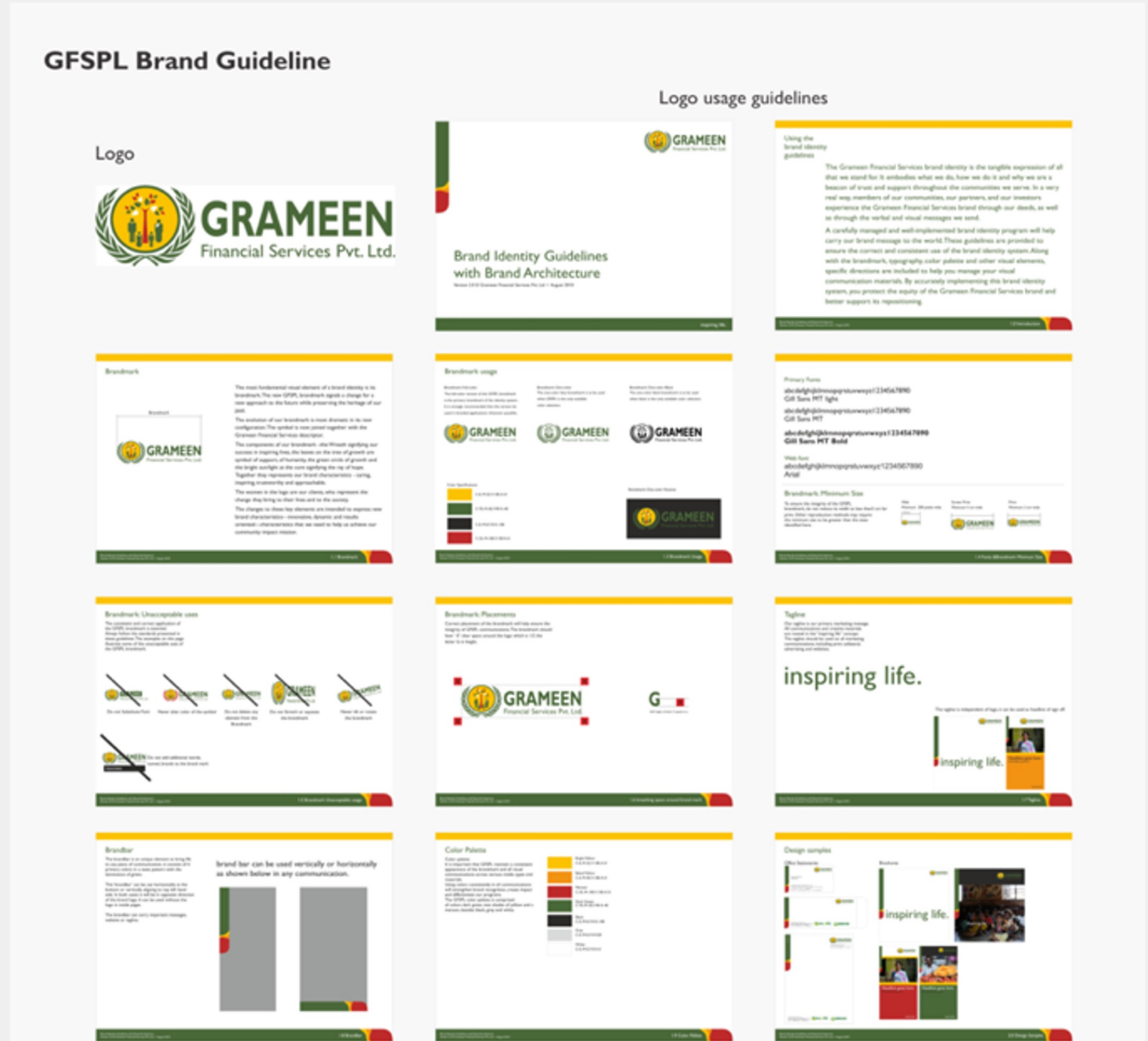
Grameen Financial Services Pvt. Ltd. (GFSPL) is a registered non-banking financial company(NBFC) actively engaged in the microfinance sector. They provide financial assistance towards the rural poor and low-income households, particularly women. The brand needed not just the identity but also creative assistance in developing their regular communication.

Solution

As the brand did not have substantial work or budget for an agency to actively work for them, at the same time they wanted to maintain and build their brand. Therefore we set out to create their brand identity as well as the brand manual, which would help them develop communications at their own on regular basis. We also developed their brand positioning statement: “Inspiring life”

Result

The consistency in the brand communication has help gain the trust from not just their customers but also amongst the investors. They can churn our communication design on their own.



Print Campaign

Fujitsu LED Display

Background:

Fujitsu is relatively a new brand in India, with very low awareness of their products their Channel Partners was not too keen to stock these latest LED product despite the great features of the product. Fujitsu has imported 10000 such LED display kiosk from Japan to explore the Indian SMB Market

Solution :

We came up with a push and pull strategy campaign to stimulate interest amongst the channel partners. Firstly in the ads campaign with 3 creative each highlighting one key aspect of the solution were made strikingly appealing to its end users, secondly, we leverage industry and channel magazines to feature these ad campaigns. We carefully chosen 10 key publications in which we released a total of 24 ads.

Response:

Within a span of 90 days, The Fujitsu internal sales team manage to sell out 70% of their stock to their channel partners, and they in turn managed to sell it to their potential customers Within 6 months.

Fujitsu LED Campaign

Print Ads

The image displays three print advertisements for Fujitsu LED displays, each highlighting a different feature. The first ad, titled 'Great picture. Smart sound.', features a person playing a guitar on a stage with a piano. The second ad, titled 'Picture perfect. A treat to your eyes.', features a red Formula 1 car. The third ad, titled 'See green. Live green.', features a tree in a field. Each ad includes the Fujitsu logo, a list of features (LED, ECO, etc.), and contact information.

Saint Gobain Sekurit : Dairy Design 2017 & 2018

Background:

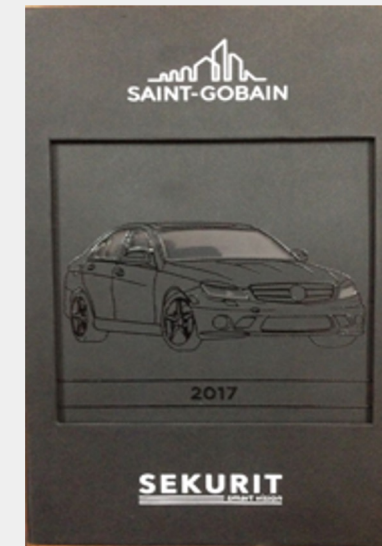
Client wanted a unique design that will highlight their products that they supply to the OEMs

Solution:

We came with a unique cover design that showcases and highlights the Car Glasses and Glazing's being made by SGS India, and the Inner pages were used to showcase other features.

Result:

Client & their Customers were all praises on the thought process for the dairy concept and the meticulous way in which it was produced and executed



Fijutsu Ticket To Break Free

Background & Objective:

Fujitsu Channel Communication, an incentive scheme in association with Intel had a reward program where the partners would win round trip tickets to various destinations by selling Fujitsu LIFEBOOK

Solution:

Since Diwali is a season of gifting, we leveraged the season in our campaign. we created a mix of communications starting from the teaser based on the locations The Waves Are Calling , The Sands Are Calling , The Winds Are Calling each referring to the holiday destination- Colombo, Dubai & Paris. We decided that the DM should be big in size as big as suitcase which reflects travel and so the campaign “Ticket to Break Free” The direct mailer had POS material and also the seasonal gifting Diya Set which created a personal touch.

Result:

82% partners participated in the scheme; 1200 Fujitsu LIFEBOOK were sold. Witnessed a spike in the business from previous year . 5 partners won the TICKET To BREAKFREE

Fujitsu - Break Free Campaign

The campaign materials are as follows:

- Teaser E-mail (Waves):** "The Waves Are Calling..." with a beach scene. Text: "Get set to ride the wave and emerge as a winner. TICKET TO BREAKFREE Coming Soon! Watch this space for more information."
- Teaser E-mail (Winds):** "The Winds Are Calling..." with the Eiffel Tower. Text: "As you reach the top, the gushing winds will refresh your mind. TICKET TO BREAKFREE Coming Soon! Watch this space for more information."
- Teaser E-mail (Sands):** "The Sands Are Calling..." with a desert landscape. Text: "As you stand tall, let the sands tickle your senses. TICKET TO BREAKFREE Coming Soon! Watch this space for more information."
- Mail Invite:** A red envelope-style invite with a laptop image and the text: "Fly away to exotic holiday destination with Fujitsu LIFEBOOK."
- Launch E-mail:** "Take your call & prepare to fly away" with an airport terminal. Destinations: Colombo, Dubai, Paris. Text: "Get set to win your TICKET TO BREAKFREE... Here's how you get your Ticket! Call of the waves, Call of the sands, Call of the winds." Includes a list of winners and their prizes.
- Winner's Announcement E-mail:** "Congratulations to all the winners" with a city skyline. Text: "Here's your... TICKET TO BREAKFREE... Congratulations to all the winners, as you have worked hard and earn above all, you receive your ticket to break free and fly away to some of the exotic locations. Fujitsu and Intel are proud to announce the winners of 'Ticket to Break Free Program 2012'. Pack your bags & prepare to set yourself free!"
- Physical DM (Suitcase):** A large red suitcase-shaped box with the campaign logo.
- Physical DM (Diya Set):** A red suitcase containing a diya set and a ticket.

Outdoor Campaign for Fujitsu Channel Partners

Background:

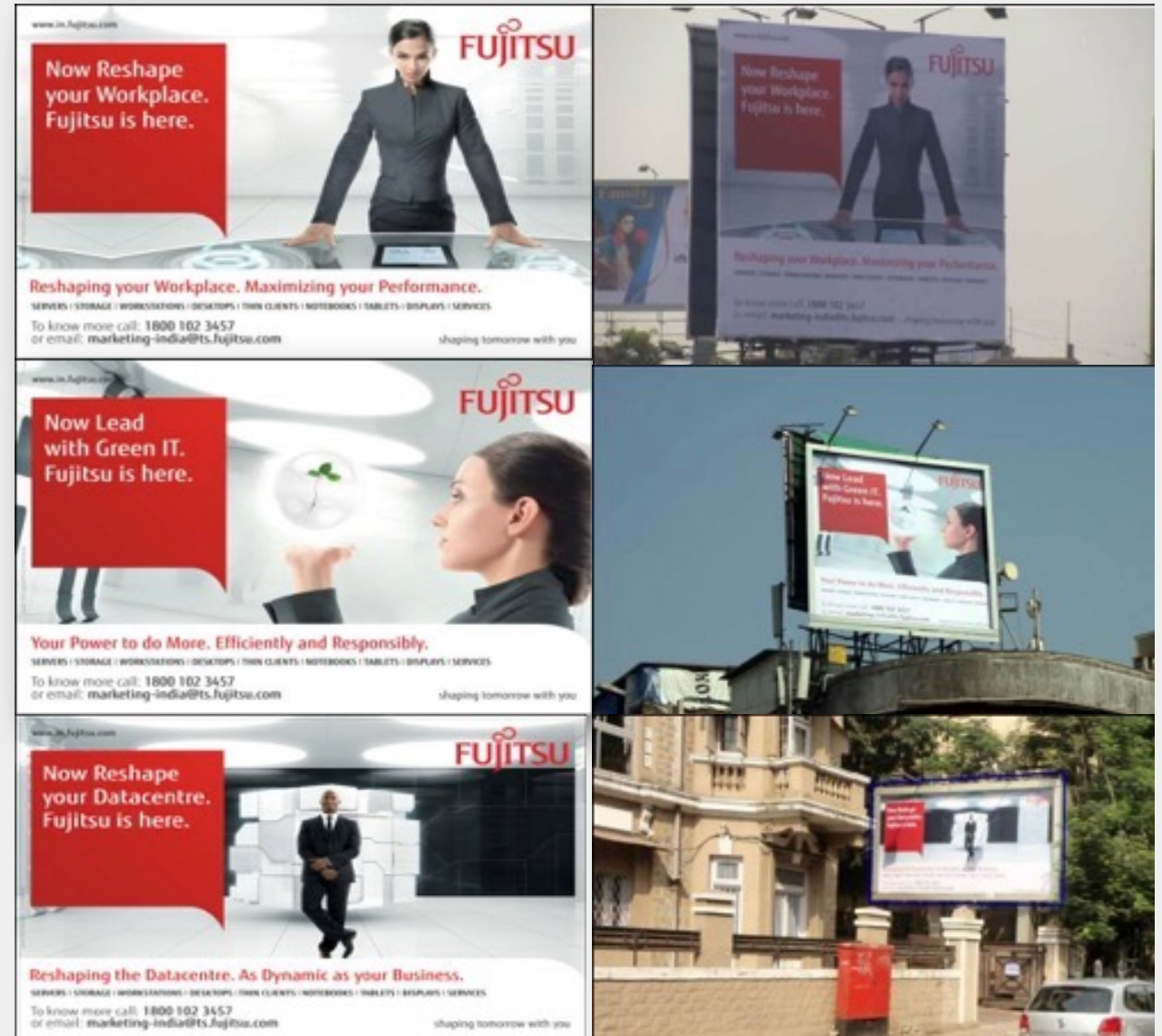
Fujitsu in India is a relatively new brand, when compared to other global IT brands. As Fujitsu scaled up their operations in India, they needed optimum brand visibility with the right imagery.

Solution:

We carefully worked out 4 different category of communication which covers they key focus areas and turn them into outdoor hoarding campaigns across Delhi, Mumbai, Bangalore and Chennai at key strategic locations for 3 months.

Result

During this period of campaign the call center received 70% more calls over previous months.



Our Works

Web and Social Media Social Case Study

B2B Campaign Channel Asset kit for APAC region

Background & Objective:

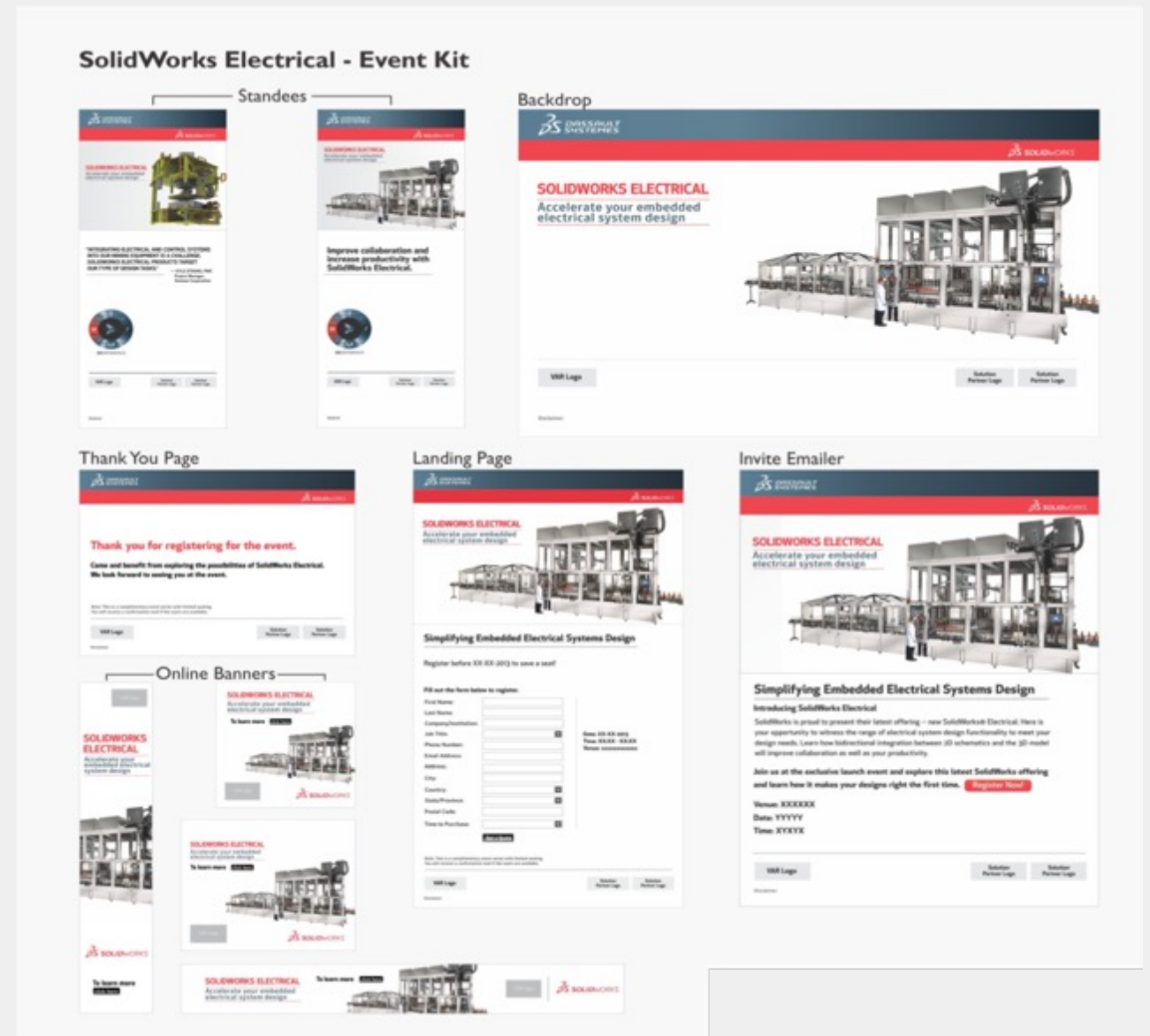
SolidWorks Electrical is a new product solution launched. SW wanted to create a Channel asset kit which can be used by all the VARs (value added reseller) to reach out to their respective target audience in APAC region (English Speaking countries)

Solution:

We created the entire Marketing kit which included online campaign creatives and event creative and then we uploaded these assets for multiple VARS to download and use it for their marketing campaigns. We provided the source files and guidelines for the campaign.

Result:

The creative Assets were used across APAC region for the promotion of the products. VARs across the APAC region recently conducted Webinars using these assets.



Online Strategy Essilor India

Background & Objective:

Essilor India is 100% Subsidiary of Essilor International, Although the brand arrived in India in 1998, their digital presences was limited only to ordinary website. Being the No1 in the market they needed to revamp their digital presence. And increase awareness of their product brands amongst their users

Solution:

While Essilor India is mostly a B2B brand we found merits in the idea of a B2C online communication and visibility. And therefore create multiple online websites and social media channels for users to get firsthand information about the brand.

Result:

Over a Million visitors has visited Essilor's online websites. Nearly 4 lakh fans were acquired and over 7,000 people constantly talking about the brand. Average weekly growth of fans by 3,000. Posts with highest reach of 37,000 with a posts going viral at 5.5%

Essilor India Online Presence



www.essilorindia.com



www.facebook.com/essiloreyelounge



www.crizal.in



www.varilux.co.in



www.optifog.in



www.platineoptic.com

Online Campaign SolidWorks Launch

Background:

SW was releasing their latest 2013 version and wanted to promote the same amongst their core target audience - the decision makers in manufacturing industries across the country

Solution:


We focused on the media planning and chose only a few strategic sites like LinkedIn, Tenlinks, Dailycadcam etc. to reach out to the TG, besides sending e-mailers to existing customer base and also ran campaigns on the existing social media communities of SolidWorks. In a very short span of one month we manage to capture over a million eyeballs for the product in a very niche target base for India within very low budget.

Result:


The campaign spread across nine online portals fetched 227 effective leads which is a very impressive number for the nature and audience of the product in the current market.

SolidWorks 2013 Launch_Online Campaign


Web Banners




E-Mailer



Landing Page



Facebook



Online Campaign Fujitsu Scholarship Program

Background & Objective:

Fujitsu Scholarship a social contribution effort. The program provides learning opportunities to working professional. The scholarship is a three and a half months program in Hawaii. Being social cause campaign the budget for the promotion were very limited.

Solution:

It was important to create awareness to drive valid entries for the scholarship. Firstly we chose very selective medias to reach out to professionals with more than 5 years of experience. Secondly, we created simple yet effective communication to inspire the TG. We leveraged e-mailer, web banners and text links to reach out to potential user. We captured their interest on the landing page. And followed up with them through a systematic response management plan to answer to all their queries and ensuring they send the right supporting documents to get selected.

Result:

Campaign reached out to over 1 Lakh targeted professionals in India, of which .4% responded. We received 352 applications. 5 Candidates were finally chosen from India for the Scholarship.

Fujitsu Scholarship Program Online Campaign

Web Banners

Emailer

Landing Page

Auto reply Mail

Thank you Page

Live Campaign Screen Shots

Live Campaign Screen Shots

Online Strategy SolidWorks APAC Blogsite

Background & Objective:

SolidWorks APAC marketing team wanted to create a single source of content platform, where users, partners and other CAD CAM Designers to access various content related to Solidworks and how it has been helping Design engineers across the APAC countries.

Solution: SolidWork-APAC.com

Leveraging a simple word press template, we planned and developed the blogsite. Which has all the sections clearly highlighted and archived. It's the single source of content which users in APAC country and access and be inspired. We not only developed this blogsite but also managing it for the last 8 months. We also have a monthly newsletter which reaches out it is subscribers

Result:

Over 12,000 comments, 500 posts, with 85% of traffic from new visitors. The site has an average of 450-page views per day.

SolidWorks Asia Pacific Blogsite



Online Promotional Campaign Apple Croma

Background & Objectives:

Croma Retail is one of Apple's largest Authorized retailer and they wanted to ride on the back 2 college campaign. They came up with an exclusive offer for students.

Solution:

We came up not just the communication but also complete online campaign which include, e-mailers, Promotional landing page, Online banner ads and Social Media campaign. We also managed the backend response management in which we called the interested customers and connected with the sales team of Croma.

Result:

The campaign was well received and generated more than 300 enquiries for Mac.

Croma Retail _Apple Student Offer Campaign

Web Banners

Facebook Post and Ad

Live Campaign Screenshot

Landing Page

Auto Reply Mail

Sample list of sites

- <https://orangeplus.in>
- <https://mahabell.com>
- <https://www.airodigitallabs.com>
- <https://www.connectedtot.com>
- <https://www.greenfactor.in>
- <http://tatabluescopesteel.com>
- <https://farukoe.com>
- <http://www.thehansfoundation.org>
- <http://www.essilorindia.com>
- <http://www.gkboptic.com>
- <http://www.gladminds.co>

Our Works

Event, Exhibition and Structural Design Case Study

Indus Tower : Annual Day Event

Background and Objective:

Indus Towers wanted to celebrate their employee annual day for all their team members across South

Solution:

Theme based entertainment night filled with lots of funs, music, recognition, inspirational video and fireworks held at a 5 Star resort property in Bangalore

Result:

All the 350 attendees had a gala time and did not want the event to come to a close!



HARMAN Product Launch

Objective:

Harman had signed AR Rahman as their brand ambassador for their Hear the Truth campaign and wanted us to manage the event

Result:

A media event with large set and AR Rahman played on the Grand Piano and had media interactions. The whole set and décor and flawless management was appreciated by the client



Saint Gobain Research India Sekurit Brand Experience Center

Background:

SG Sekurit wanted to create a Brand Experience Centre to show case their products and features in a experiential format for all the visitors who come to the Global R&D Centre.

Solution:

Experiences stay longer in memory of the visitors. Keeping this in mind we conceptualised an Experience Centre that takes a visitor through the SGS journey of Legacy, Innovation, Invention, Dream and Delight. The brand experience was delivered to the visitors through a automated and synchronized Sound & light Show that guides the visitor through each section, and showcases the past, present & future dreams of the company. The whole solution was ideated and executed in phases using the best of materials and technology available in the country, along with product displays.

Result:

A WOW experience for the visitors and showcases SGS's vision and direction of Future of Mobility in the years to come.

Before



After



Saint Gobain Sekurit: Tech Days

Background:

Replicate, and create a Travelling Roadshow Kit as used by SGS European Team and Manage the event at all OEM Car Manufacturing Units in India

Solution:

We did R&D in engineering & Created a kit on par with the ones used in Europe, and designed all the communication collaterals for the road show. We also produced the kits and manage the inventory for the same.

Result:

We have done 6 Road shows with the kit in the country and 4 more to be conducted. The first road show was witnessed by the SGS Brand and Marcom Head from the Global team and they appreciated the effort & quality in putting together the kit and professionally managing the event.



Redington 3D

(Formerly CADENSWORTH)

Background:

Client was looking for a partner to design and manage all their Expos and marketing communication requirement.

Result:

Have been designing, executing and managing their Expos since 2014.



TCS – INTEC CODISSIA Coimbatore

Background:

Tata Consultancy Services only focused on IT Services, Business Solutions and Consulting. Tata Consultancy Services participated in International Industrial Trade Fair Coimbatore organised by CODISSIA INTEC TECHNOLOGY CENTRE at Codissia, thus providing a platform to the SMB Industry and help in building this sector. At this exhibition, we had a stall space of 20Sqmts to display TCS solutions.

Solution :

Tata Consultancy Services and solutions which they wanted to showcase was 'Product Development Solutions' (PRD), 'Shop Floor Solutions' (SFS) and 'Product Life Cycle Management Solutions'(PLM). We then developed an exhibition design where we will talk about end-to-end solution offering from TCS - IT Services, Business Solutions and Consulting.

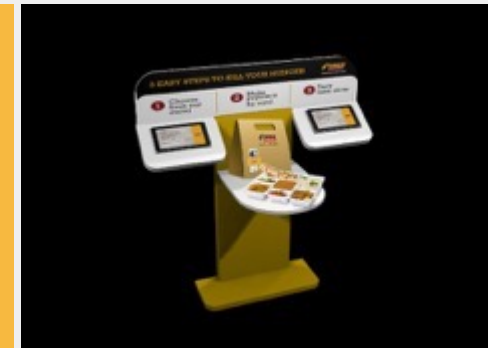
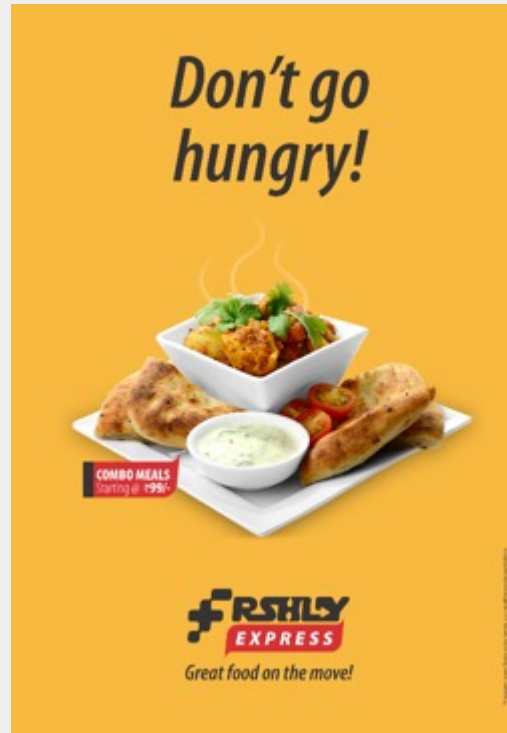
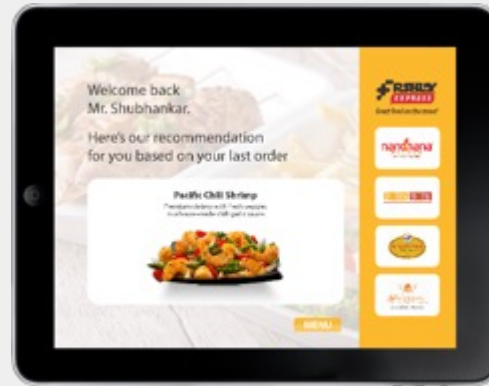
Results :

We witnessed more responses and more enquires were collected from the exhibition.



Transit Retail strategy & execution for Frshly Food Aggregator

- Created a differentiation
- Complete Customer
- Experience journey defined
- and executed at various
- Transit & Retail Locations



Packaging Design. Wonderful Pistachios

Objective :

Leveraging the festive season, the brand wanted to present Wonderful Pistachios as a healthy snacking gift options to the masses through Retail Visibility.

Solution:

To create the Brand visibility largely at modern retail we designed and deployed modular dispensers. We have also designed the festive packaging to stand out from the rest at the retail space.

Result:

It has created the mass awareness about the brand and its product line in a greater way. The Brand managed to sale the festive pack to their expectation and sustain the sale drive throughout the year.



Display Kiosk Design LinkedIn

Brief

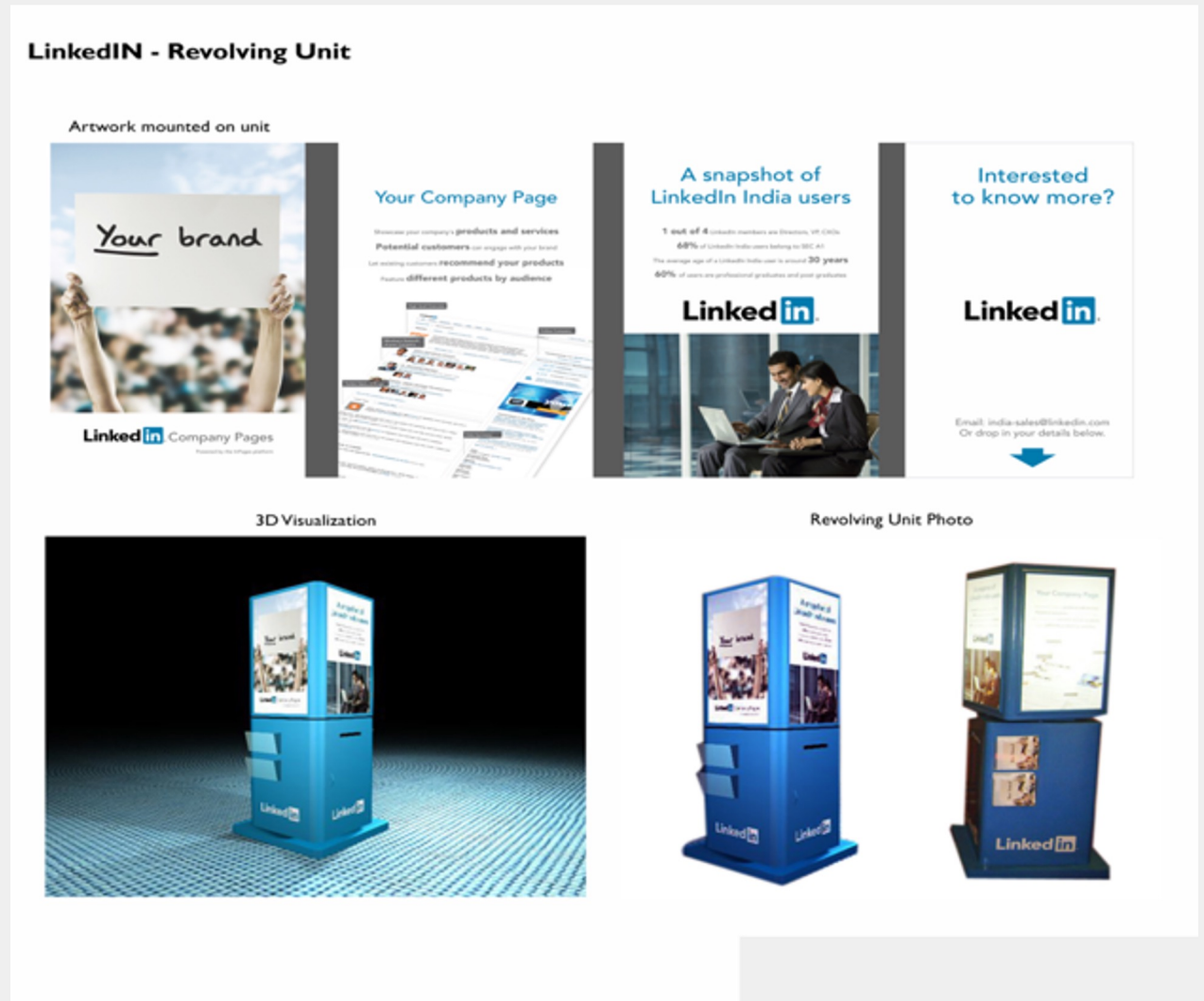
LinkedIn India team were participating in multiple events as sponsors. They required a branding solution- Kiosk which can showcase the features of LinkedIn Company pages as well as collect responses without being manned by anyone.

Solution

We came up with a unique display solution, which was 7' tall and 2.5' in width. With bold LinkedIn Blue color, which stands out even at a crowded event. We placed these revolving display stands in the event. We kept refilling the brochures in their respective slots and there for a drop box for visitors of the event to share their company details.

Result

In one such event, we collected more than 200 response cards in the drop box which showcases that the display solution was very effective.



Our Works

Audio Visual Case Studies

TrendIN: Video Content Marketing

Background & Objective:

TRENDIN is an online fashion house in India. They were the co-sponsor of Amazon India Fashion Week 2015 held in Delhi.

TRENDIN wanted to leverage this opportunity to create trending fashion-related content for their social media and marketing initiatives.

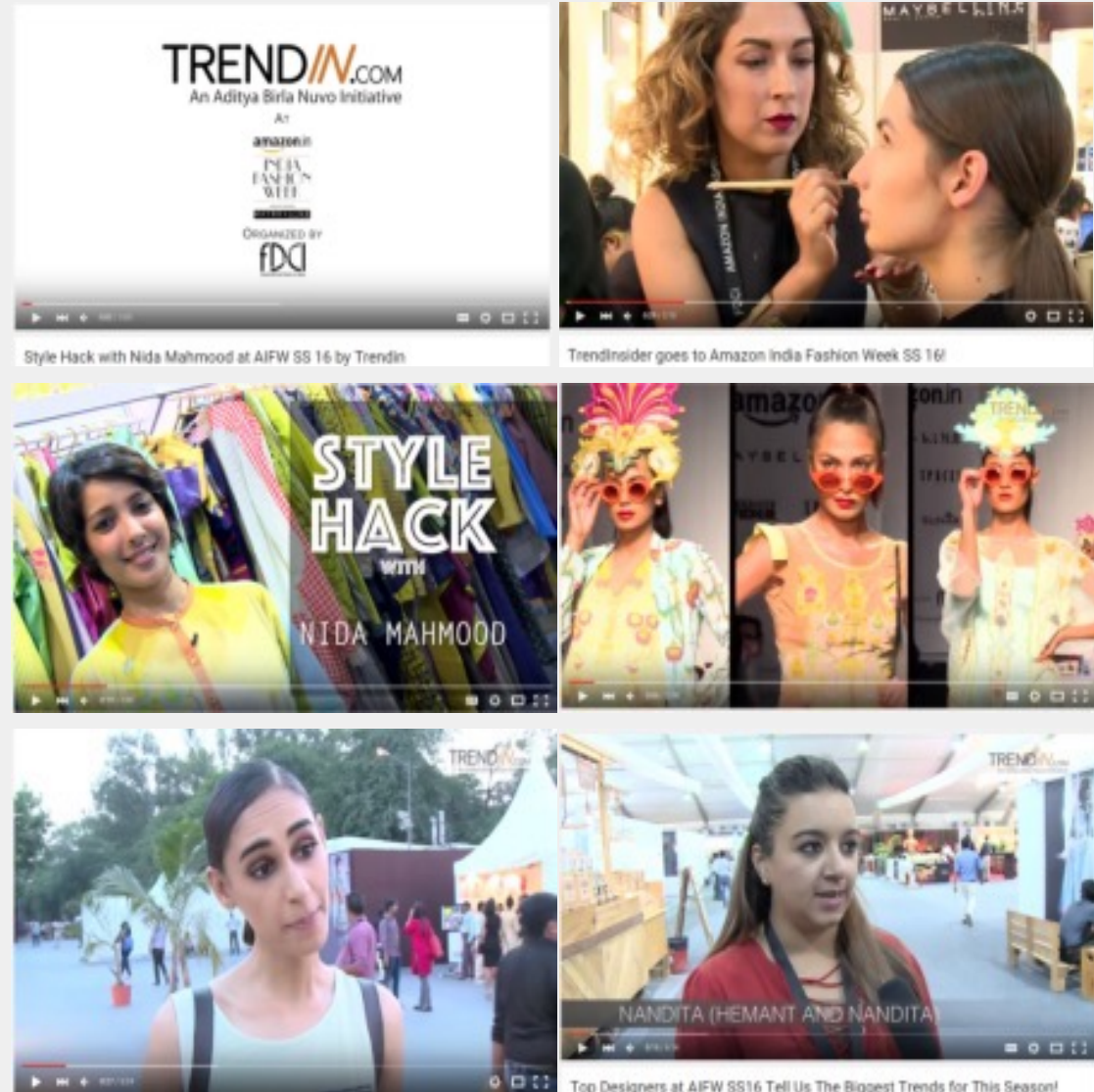
Solution:

We helped them map the event and develop a video content strategy and delivered them with a pool of various trending content that their potential clients, end consumers and partners looking for in the online & digital space. We managed to get hold of Top Indian fashion designers, models and fashion enthusiasts for exclusive interviews. We created fashion tips and style check videos with leading fashion designers and Models.

Result:

These videos managed to drive enormous traffic to the website, generate queries and help the brand to pick up their online sales.

<https://youtu.be/z73vFlfPX8Y>



Client: Great Lakes Institute of Management

Objective:

To create a typical corporate video to launch and promote Great Lakes College and its undergraduate programs.

Solution:

We crafted the video content in way to repurpose the video in social platform to create awareness and generate queries for admission.

Result:

The re-purpose videos capturing various USP of the program offering and the campus life are managing to draw attention of the target audience and generating potential queries for admission.



<https://youtu.be/xKxmNU2r36w>

Client: USAID

Objective:

To create an impact film on 5years USAID initiative in India on Clean Energy.

Challenges:

There was no Video Capture available with USAID to showcase the work they have done in giving the field training to various stakeholders, implementation of some pilot project and the impact of this initiative

Solution:

We crafted the impact story and created a 2D animated film to showcase the impact of the initiative.

Result:

The film is received well by the citizen of US and the USAID.



<https://youtu.be/wrewhAatz6g>

Client: HP India

Background:

HP is one of the leading brand in India for the innovative and cost effective products like printers and laptops.

Challenges and Issues:

HP observed a constant drop in their Laptop sales number. They wanted us to create a flashy video with professional models and anchors to showcase their product in various social channels to inspire TG to consider for HP laptops.

Solution:

Instead of making a flashy ad film with professional models at sky high price, we suggested them to conduct a video mystery audit at some of there selective channel partner store to understand the in-store scenario and challenges. It is from these video mystery audit we came to realise that the partner in-store people (ISP's) are not well equipped or trained enough to sale HP laptops and neither efficient respond to walk-in customer queries. Basis this insight we went ahead and created easy to understand training video with HP India , Category Manager who knows in and out of the product.

Result:

The series of Five Videos on some of the selected HP laptops have been received well by these partners and help them understand and know the product better through video facilitate them through what's up and HP private youtube channel. In due course of time the sales no. picked up well.



<https://www.youtube.com/watch?v=u18ZVOIIAMM>

Client: Essilor India Private Limited

Background:

Essilor India have a flagship retail brand for their channel partner called "Platine Optic". They are about 5000 stores in Pan India.

Challenges and Issues:

Constant drop in the sales no. and inconsistency in handling, managing and sharing product information to in-store walk-in customers.

Solution:

We created a pilot video based on certain customer experience visiting these stores and through mystery audits. We created a typical plot from the moment a customer walks and how to deal with the customer and convey him the product message and offers correctly.

Result:

The film helped the in-store people to learn quickly and the sales no. picked up. Our client is now planning to dub the film in various regional languages and share it with all retail partners.

<https://www.youtube.com/watch?v=DAIyAOzWka0>



Client: Essilor India Private Limited

Objective:

Essilor India wanted to create buzz in their social media channel about their new product launch “Crizal Forte UV”. Create a general awareness about the product feature i.e. The lens protect your eyes from UV radiation from both indoor and outdoor activity.

Solution:

We created 4 videos with different target audience the product caters too with a mascot called Mr. EYEDEA. The idea was to showcase and educate how UV radiations could harm your vision in different walks of life and how to protect yourself in such scenario.

Result:

In an average each of these video was liked by more than 400 fans on the page, got 199 shares and help us drive more than 150 new like on the page in a single day organically.

Apart from the engagement, the video generated many queries from the fans about the product.



Don't Get Caught Naked :

<https://www.facebook.com/EssilorEyeLounge/videos/vb.156574447689300/161591343994752/?type=2&theater>

Client: Essilor India Private Limited

Objective:

Essilor India wanted to create an awareness campaign about their product called Xperio. Xperio is power photo chromatic lens , ideal lens for outdoor activities as it not only protect your eye from harsh sunlight and UV radiation but also it play a dual role for its photochromatic feature act both as a sunglass and clear lens.

Solution:

The idea was to create a customer voice captured in a video format and showcase their experience of using the Xperio lens. Tactically we ran a campaign a month prior to the summer on Social channel. As per the product TG we selected people from various walks of life through this campaign and have given them a free pair of lens. We reach them back after a month time and asked them to share their honest opinion about the product. We publish the video on Essilor India social channel.

Result:

The campaign and the video not just fetch a good response and engagement rate but also generated lots of queries about the lens.



<https://www.youtube.com/watch?v=rwv380rtOnA>



<https://www.youtube.com/watch?v=DUL3SZWibIU>

Client: Dassault Systems

Background:

Dassault Systems India is 3D Experience driven software company and they have their own annual event called 3DExperience Forum. Decision makers and influencers from various targeted industry join this event.

Brief:

Just to capture the whole event only for the official record purpose.

Suggestion & Solution:

We leverage this wonderful opportunity and proposed our client not just to simply capture the event in typical fashion but to leverage this event and create a pool of authentic content that could be repurpose in social media and effective usages for online marketing activities. Idea was to capture event participants experience, expectation, suggestion and feedback about the event. An ideal scenario to catch up with our client partners and customer for an interview.

Result:

From a single day event we able to curate more than 50 potential authentic content from Key customer interview, Event Guest Interviews, Guest Speaker and event Speakers, Panel discussion, Product Demo and Event Snippets and more...

<https://www.youtube.com/watch?v=DRFS6xoWIII>



Client: Apaapa

Background:

Apaapa is a brand that is into traditional organic dye. They are a start up and want to create a word of mouth in their targeted market about their brand.

Challenges and Issues:

Since they were a start up, they had a financial constraints. They were looking at a cost effective media to try out their business venture and promote their brand.



Solution

Instead of creating traditional brand assets we suggested them to create a brand video with a story telling keeping in mind the key target audience they want to reach out to.

Result:

The video responded well when promoted on social channel and website. Client able to generate leads within a span of couple of weeks through this video content marketing.

<https://www.youtube.com/watch?v=11GJPrkzFAQ&t=44s>

Thank You!

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