



M U M B A I | U D A I P U R | B E N G A L U R U | A U R A N G A B A D | P U N E



Proud to be part of a network of the largest, fastest growing  
and most celebrated independent agencies in the world

**62**

MEDIA  
AGENCIES

**225**

MEDIA  
AWARDS

**85**

MARKETS

**\$17.2 BN**

BILLINGS\*

# EXTENSIVE GLOBAL PRESENCE

France | Italy | Austria | Albania | China

Spain | Peru | Kosovo | US | Switzerland




















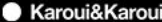



















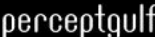





South Africa | New Zealand | Indonesia | Cuba

Netherlands | Norway | Taiwan | Belgium

Sweden | Denmark | S. Korea | Russia | India

Canada | Finland | UK | Mexico & more...

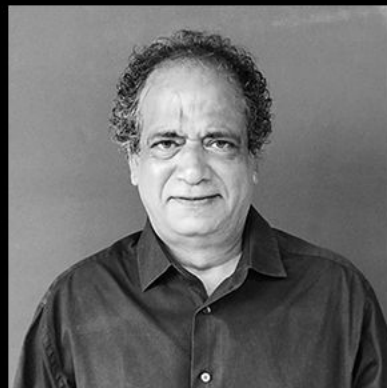






**Jigar Zatakia**  
Founder & Joint CEO



**Jeffrey Crasto**  
Partner & Joint CEO



**Parth Gandhi**  
CTO



**Rushabh Ashar**  
Head - Video Production



**Aniket Ubhe**  
Head - SEO



**Pratik Panvalkar**  
Head - Branding & Design





**Kriti Bansal**  
Head - PR



**Vaibhav Jain**  
Head - Media Planning



**Chirag Kaku**  
Head - Strategy



**Jamshid Doctor**  
Head - Business Solutions
















**Bilal Shaikh**  
Head - New Business



**Heeral Mehta**  
Head - Influencer Marketing

**Team of 100+ members**

# OUR CURRENT CLIENTS

 <p>ROYALÉ TOUCHÉ</p>	 <p>KANAKIA</p>	 <p>HRH Group of Hotels</p>	 <p>cello®</p>
 <p>SKIPPER Limited</p>	 <p>CHANDAK SINCE 1988 PROMISES MADE PROMISES KEPT</p>	 <p>Raymond   REALTY Go Beyond</p>	 <p>ORPAT®</p>
 <p>MIM® MY INBOX MEDIA India   UAE   Canada   USA   KSA   Egypt</p>	 <p>the nidar group</p>	 <p>Eternal Mewar Custodianship unbroken since 734 AD</p>	 <p>Quick Mix</p>
 <p>bebe</p>	 <p>AGS Transact Technologies Ltd.</p>	 <p>THE HOUSE OF ABHINANDAN LODHA</p>	 <p>f FRIDAY FILMWORKS</p>

# OUR CURRENT CLIENTS



First Economy's focus is on optimizing ROI so partners can

# DEMAND MORE

from



Spends



Brands



Businesses



Online Stores



Technology



Networks



Videos



PR

► Demand More From Your  
**Brand**



# ROYALÉ TOUCHÉ

India's most premium laminates brand

140+ retail stores with > ₹ 500 cr. turnover

1 new laminate design every 4 days

The digital journey for Royalé Touché began in 2020 with us.



# WEBSITE

## Problem

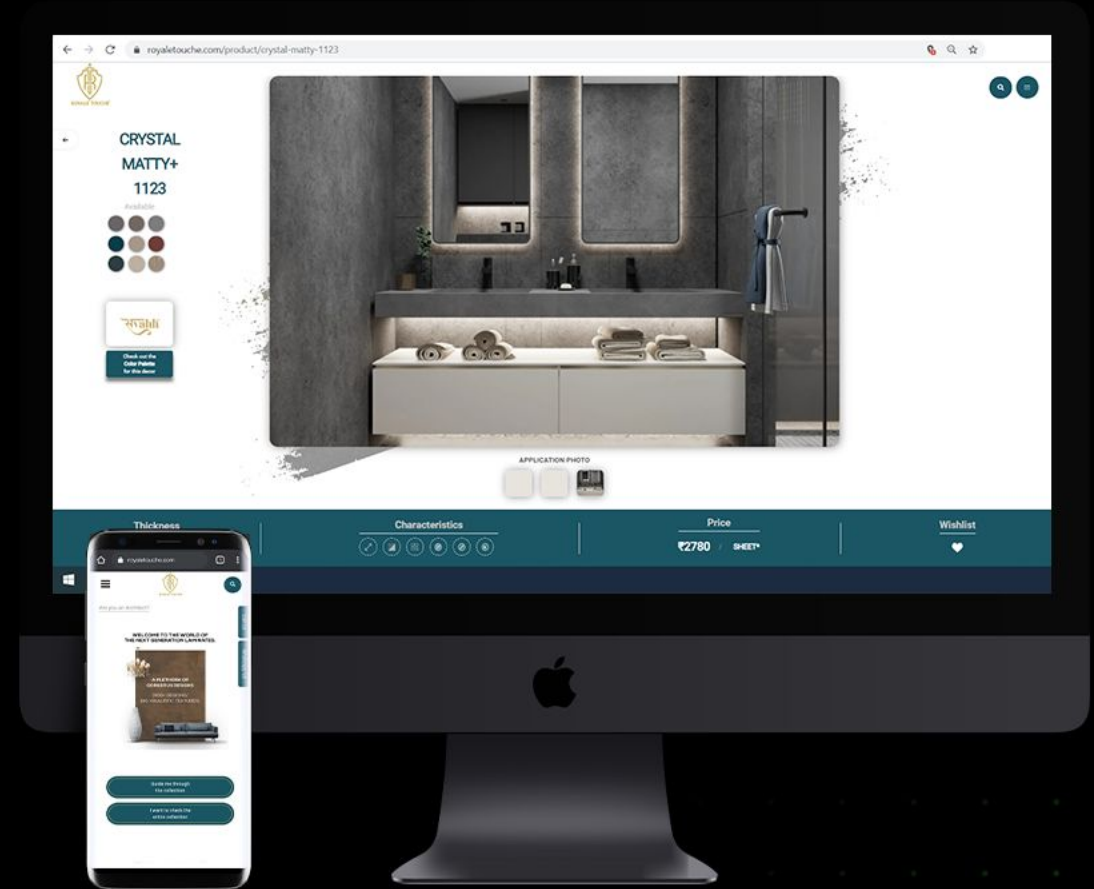
The website design was outdated with a glitchy UI, also the UX was difficult to navigate. Not having an ecommerce feature lead to loss of potential revenue.

## Solution

The website was re-designed to cater to their requirements of reaching a wider audience, showcasing all of their product range, as well as keep a tab on the inventory and stocks.

## Outcome

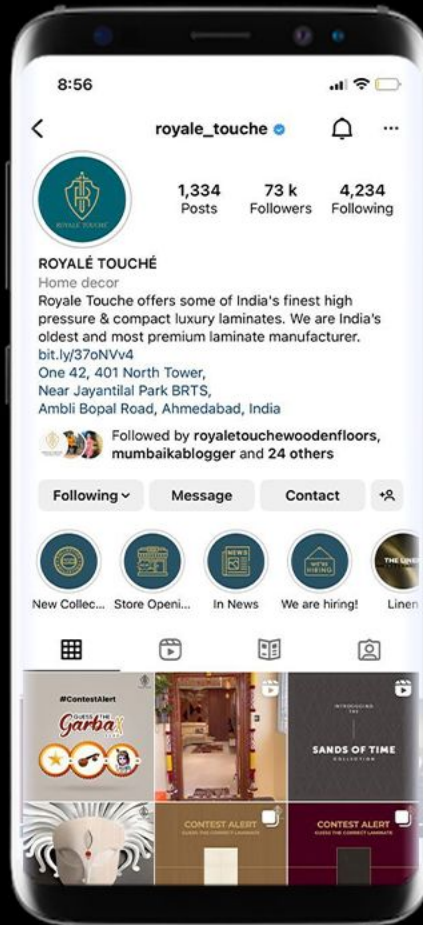
The website turned out to be a marvel in UI and the sales skyrocketed with an ease in access for the customers, as well as the employees to keep a tab on the inventory.





# SOCIAL MEDIA

Content for Royale Touché inspires creativity, ideas and involve the primary Target Group – Architects and Interior Designers, featuring them and collaborating with them regularly.



Verified Account with  
73k Followers



Innovative Timeline



Architect Highlights



Informative Post

# PAID MEDIA PLATFORMS

 Google Ads



amazon

You Tube

 ZIRCA

Quora

paytm

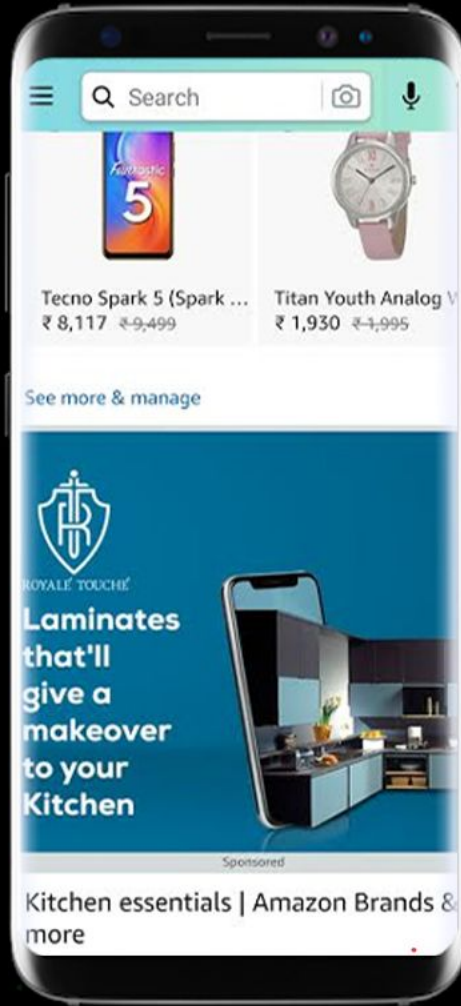
Disney+ hotstar

**AFFILIATE  
MARKETING**

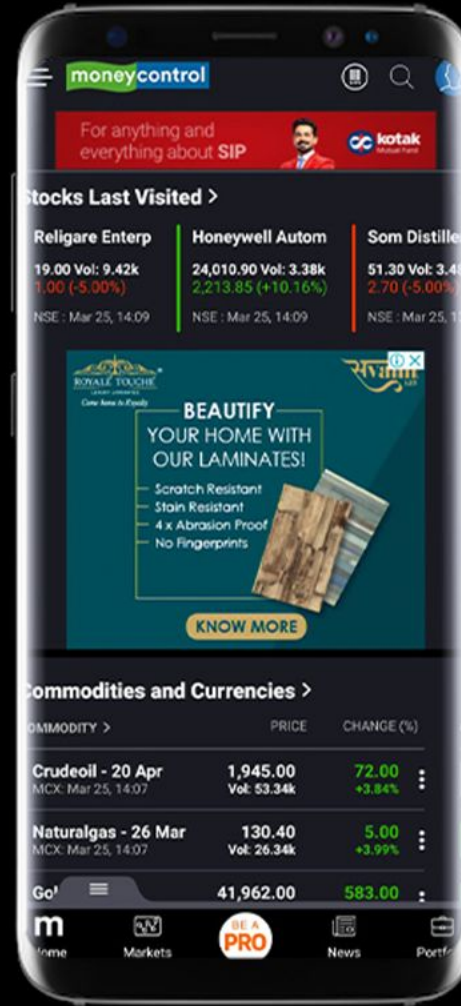
Generating 2,000+ leads every day



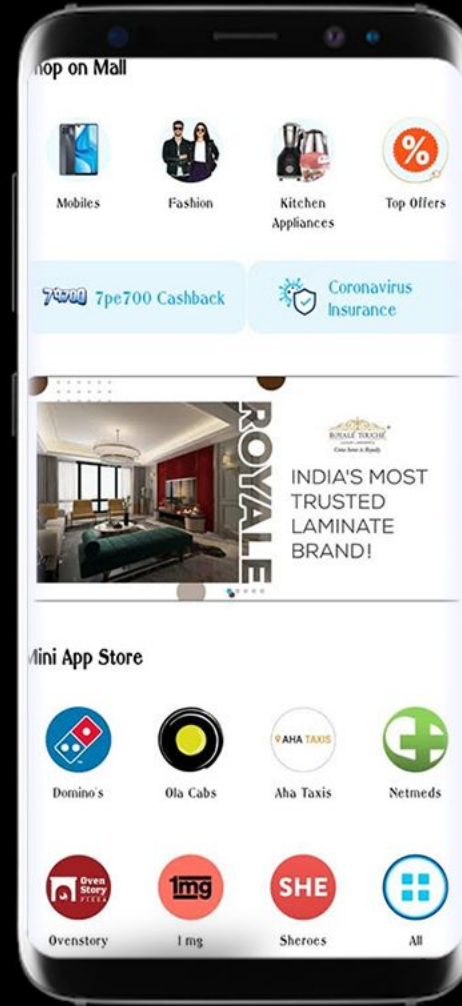
# RICH MEDIA ADS



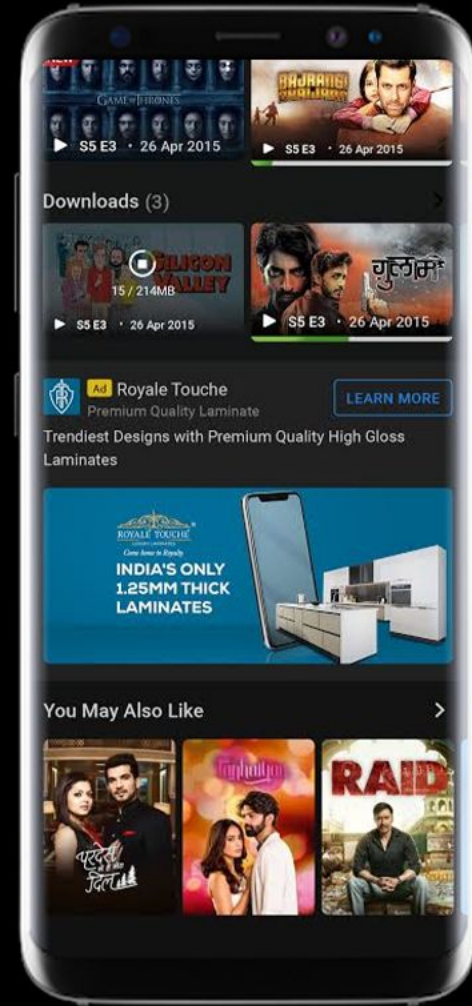
Amazon



Money Control



Paytm



Disney+ Hotstar

# SOCIAL MEDIA ADS

## Objective

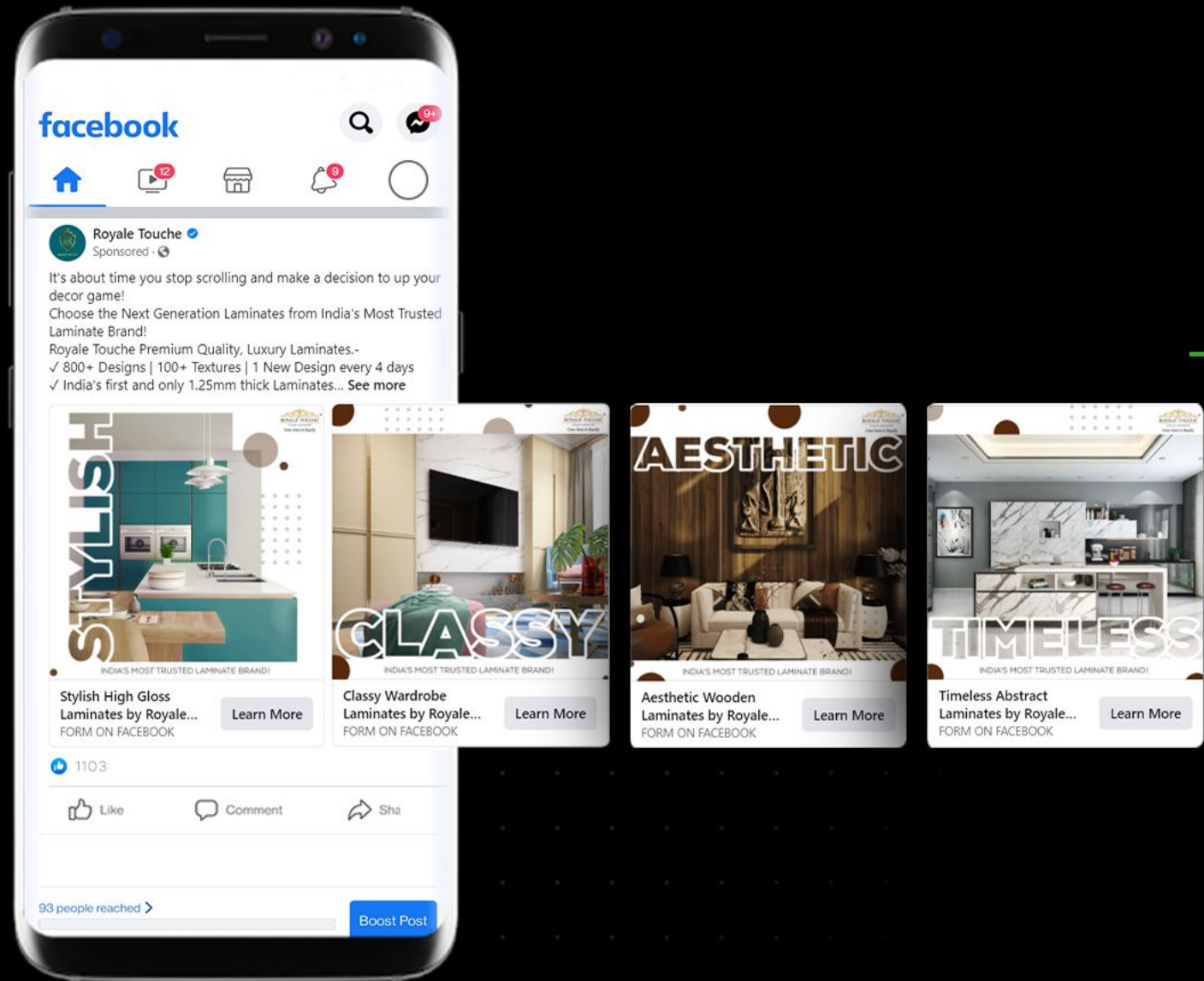
To generate leads in a cost-effective manner.

## Solution

Showcase Royale Touché laminates as a lifestyle brand.

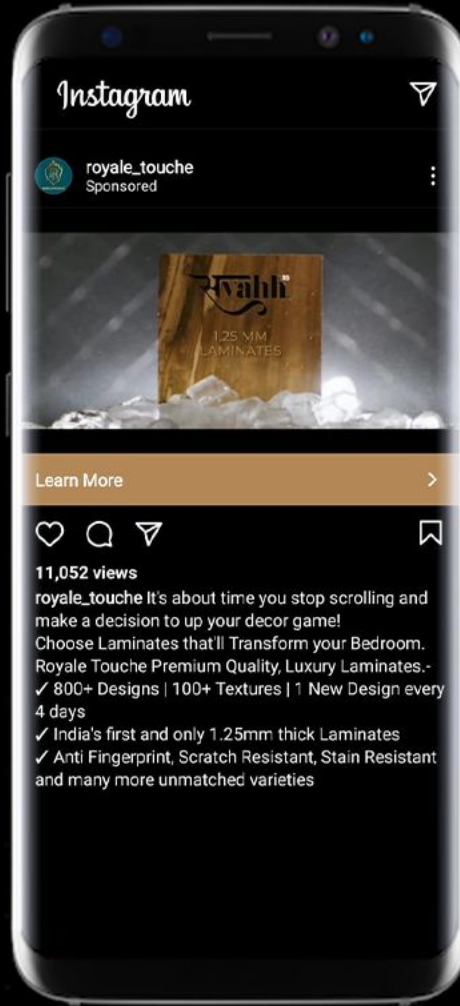
## Outcome

Generated leads at 40% lesser cost because of better creativity and targeting.

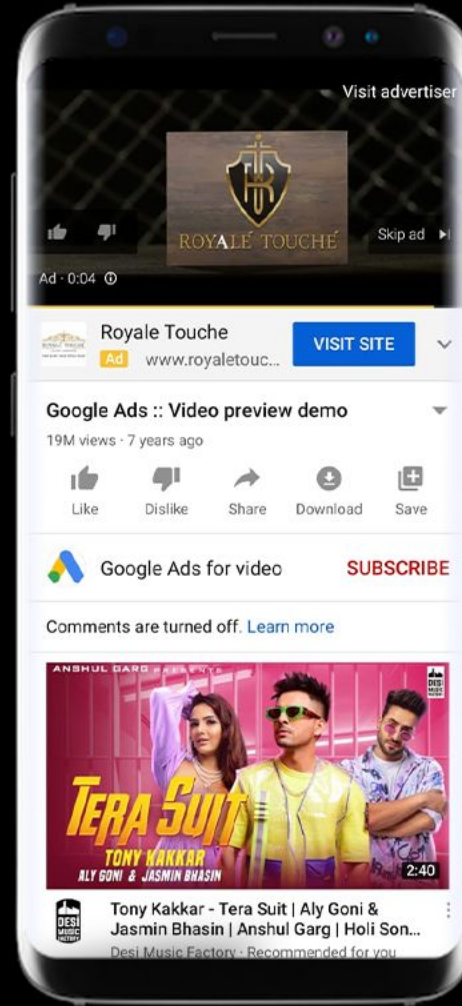




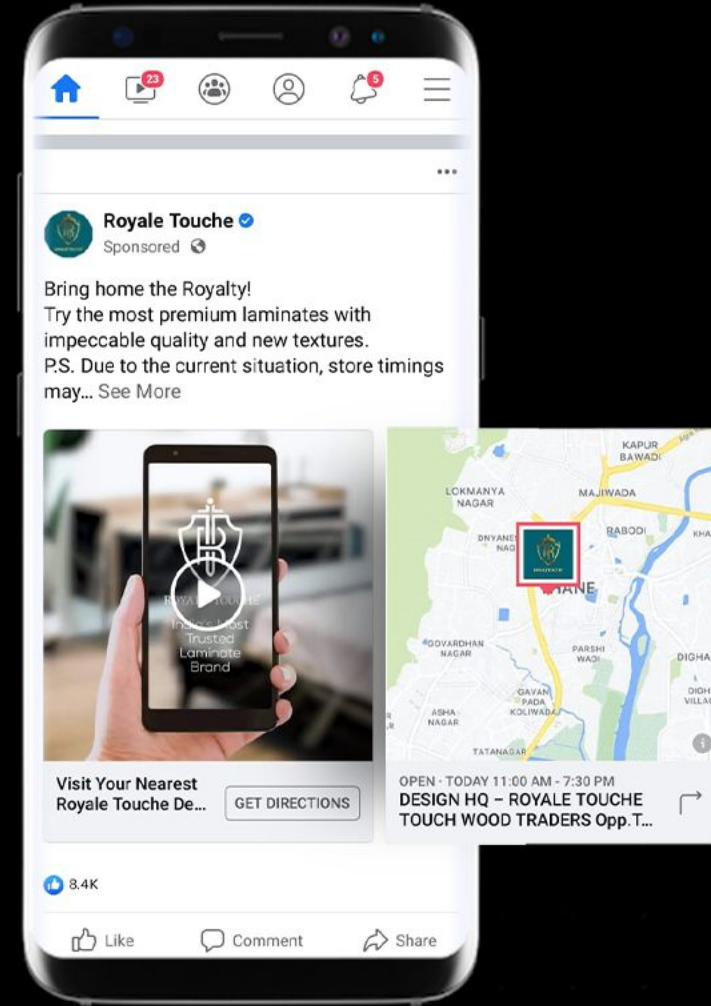
# SOCIAL MEDIA ADS



Instagram



YouTube



Facebook Store Visit

# SEO

## Objective

Royalé Touché was new to SEO, they needed new site visits and wanted to see an increase in traffic.

## Idea

High competition on core Laminates keywords. Competitors like Greenlam and Merino Laminates.

New UX/UI that pushed back the site back to zero.

Challenges with technical implementation on the website.

## Strategy and Tactics

Aggressively targeted product & Category pages.

More call-to-actions were added on homepage considering the user intent and search intent.

We also created high quality content for their blog and obtained links and exposure from relevant websites and partners.

Resolved webmaster errors & redirection issues.

## Results at a glance

**37% Increase in Organic Traffic.**

**172% goal conversion as compared with initial phase.**

**Royalé Touché for keywords like laminates, color laminates etc. ranks on Google's 1st Page.**



# DIGITAL PR



Telangana Today



Outlook

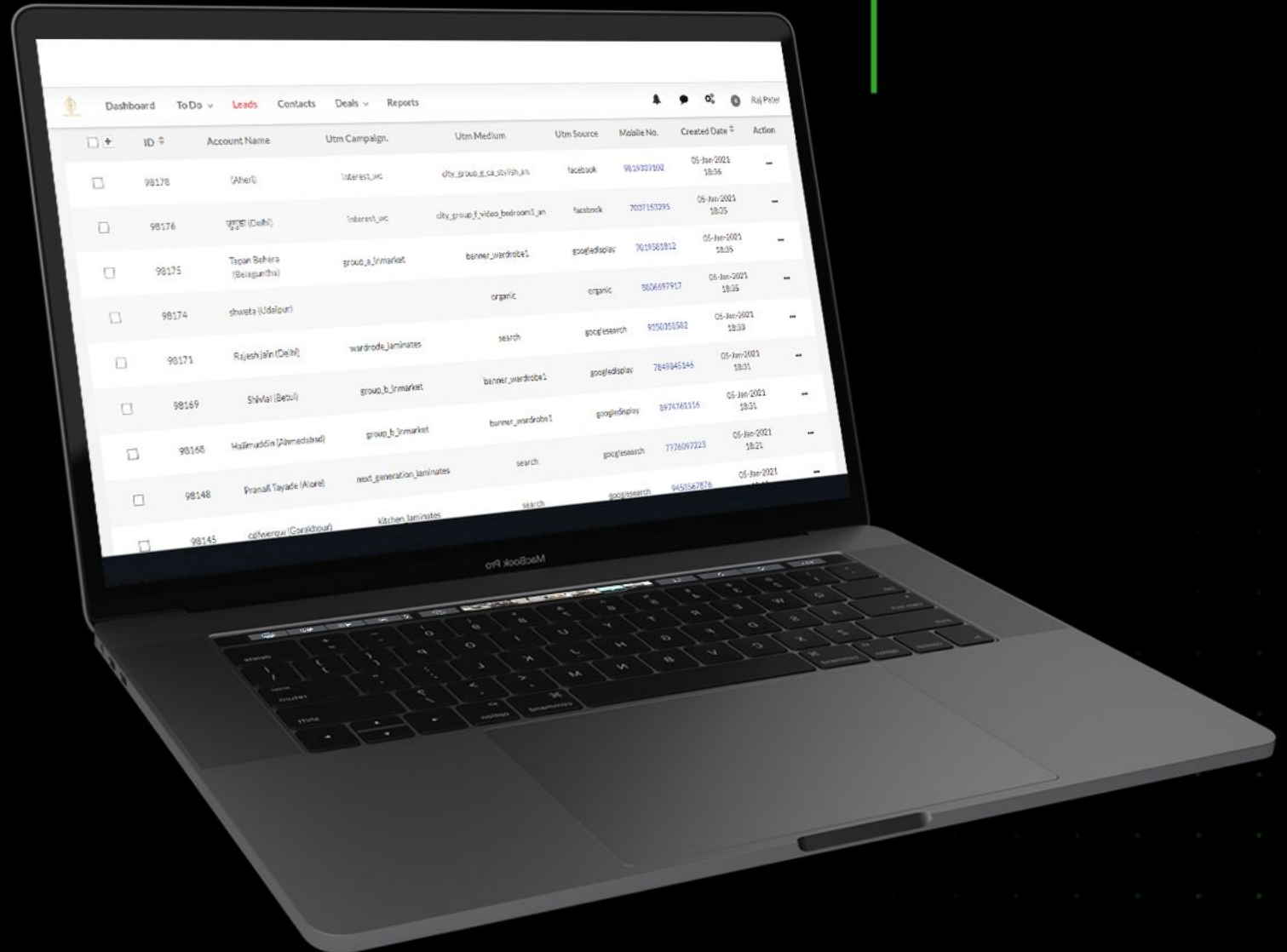


YourStory

# CUSTOM-BUILT CRM

## Salient Features

- Call Recordings
- Follow Up Notifications
- Separation for B2B and B2C Leads
- Save Contact –  
Move to Opportunity/Rejected – Move to  
Converted
- Masked Contact Numbers for Pre-Sales  
Team
- Email, WhatsApp, SMS with  
Predefined Templates
- Reward Points for Sales Executives
- Document Upload for B2B Leads





# ► Distributor Acquisition Campaign



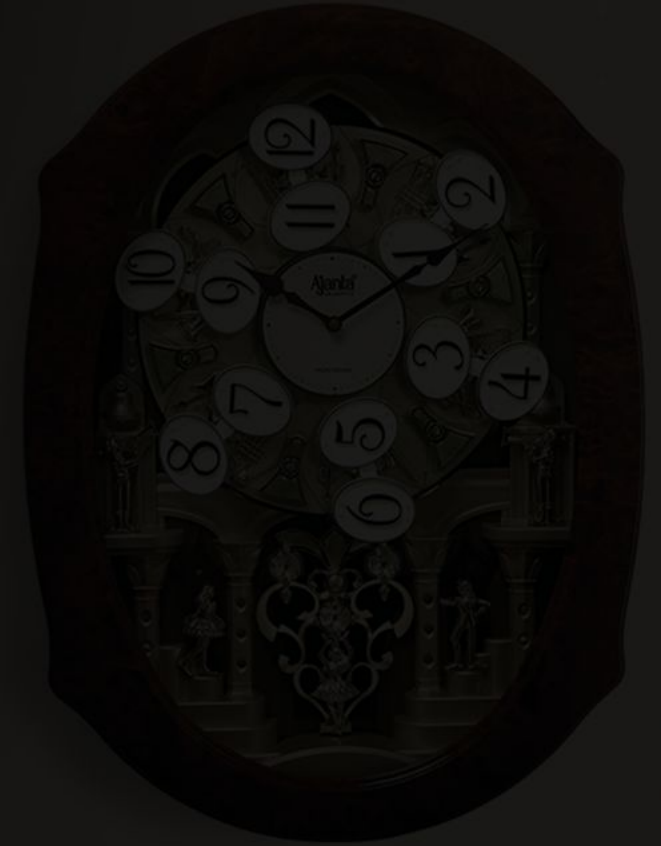
# ORPAT

50 years legacy

World's Largest wall clock manufacturer

India's Largest calculator manufacturer

Manufacturer of 800+ other products in home and kitchen appliances



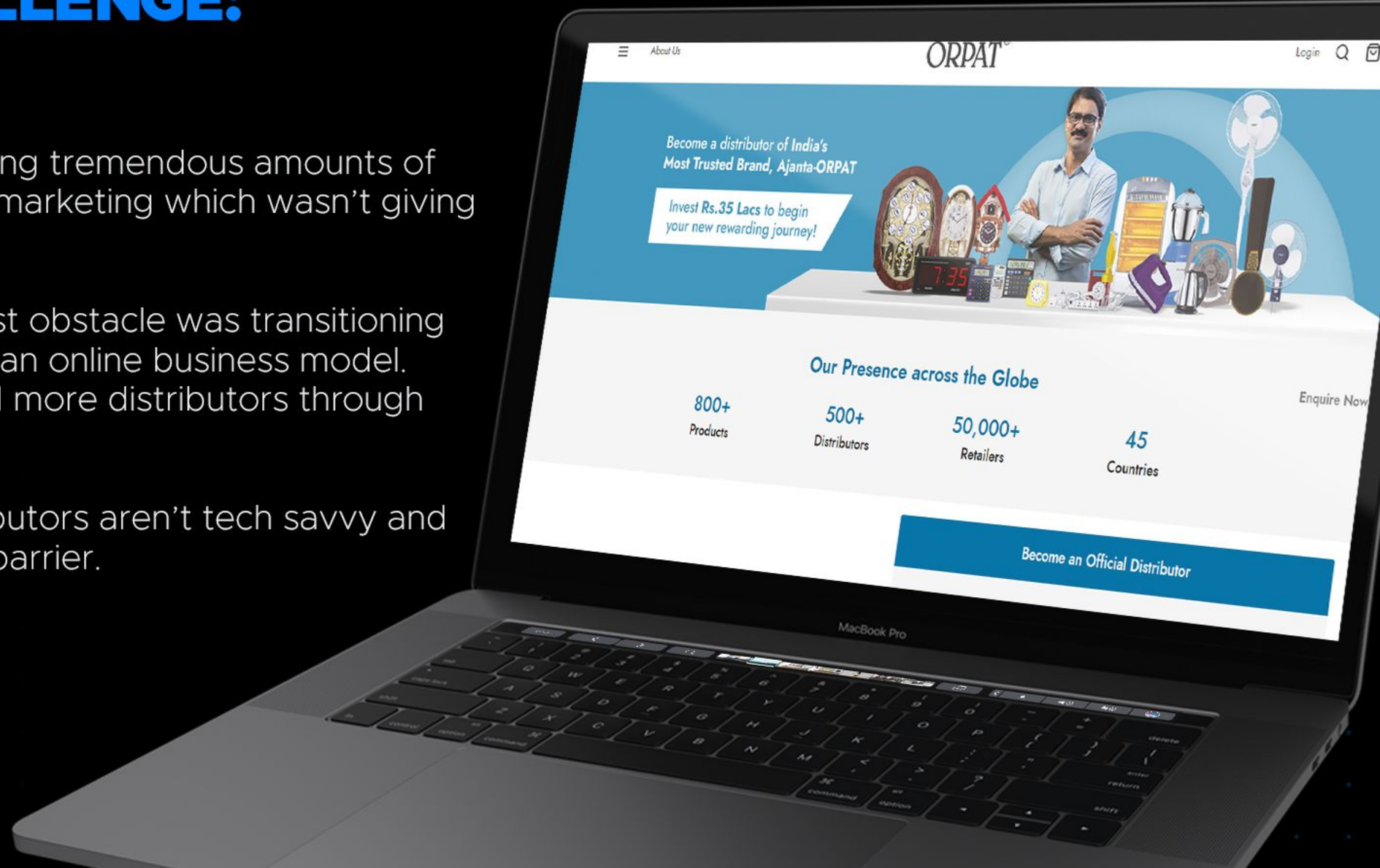
**Orpat approached First Economy in 2018 with  
the objective of on-boarding distributors**

# THE CHALLENGE:

Orpat was spending tremendous amounts of money on offline marketing which wasn't giving desired results.

Hence, the biggest obstacle was transitioning from an offline to an online business model. Acquire more and more distributors through online sources.

Most of the distributors aren't tech savvy and have a language barrier.



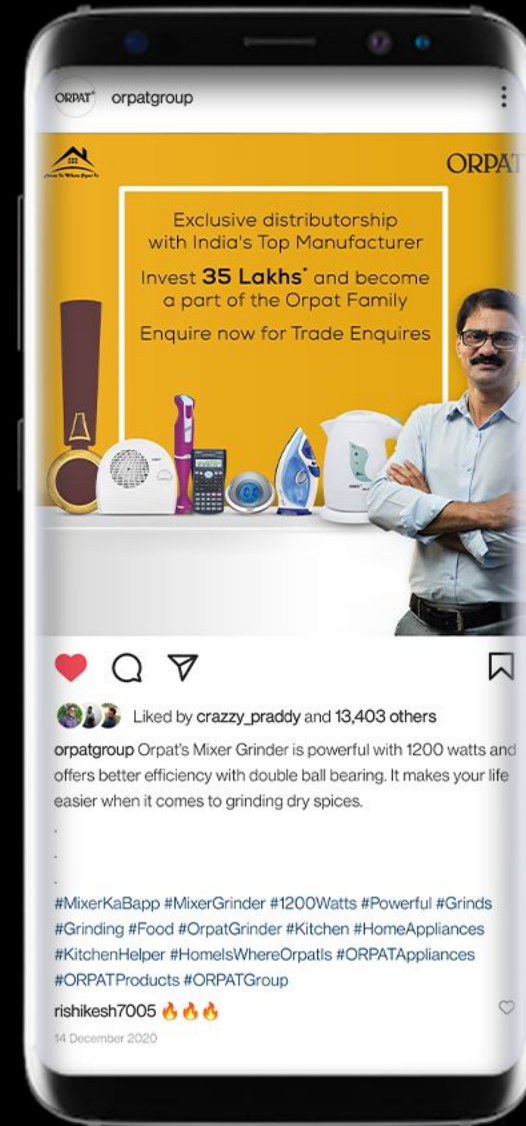
# THE GAME PLAN:

The plan was to start with ads on Facebook and Instagram to test the waters.

Capture intent based audience through Google search.

Introduce multilingual ads to penetrate tier 2 and 3 cities, and bring down the language barrier.

Creating user-friendly landing pages for distributors to register.



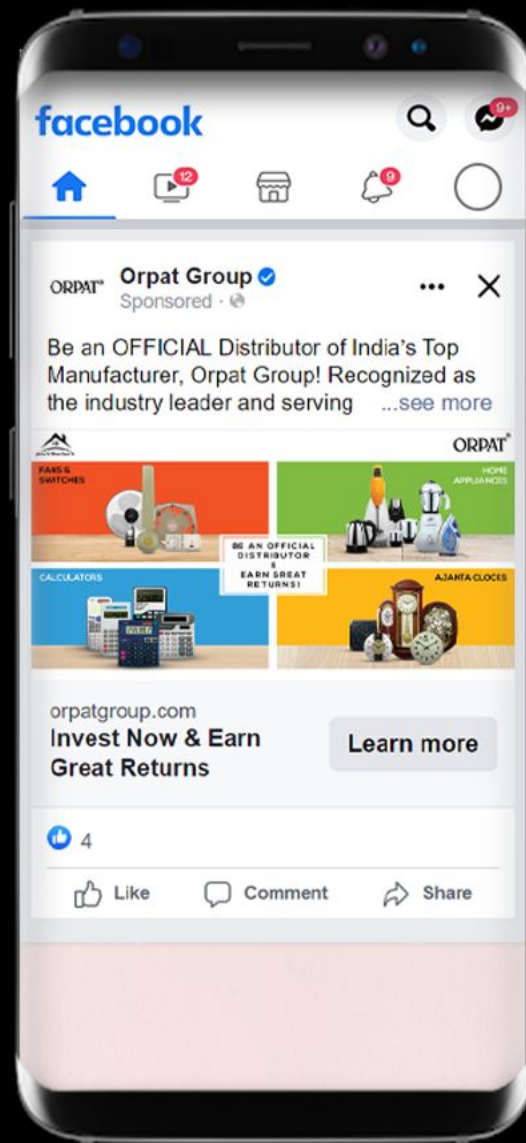


# HOW DID WE EXECUTE IT?

We ran ads in various regional languages for locals to understand the brand better.

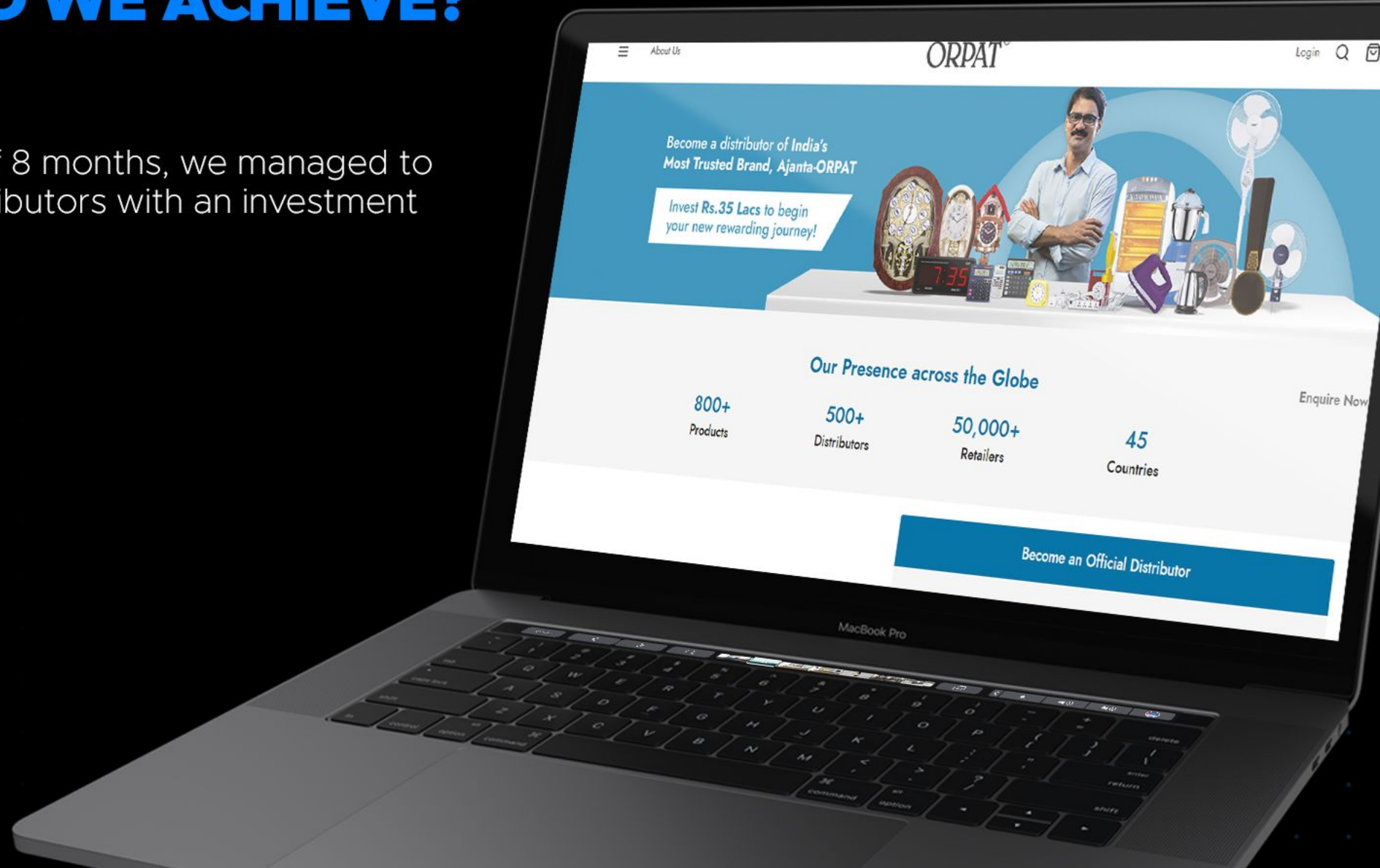
We created multiple landing pages for audiences in India and rest of the world.

Distributor ads were parallelly run on social media platforms as well.



# WHAT DID WE ACHIEVE?

Within a period of 8 months, we managed to onboard 140 distributors with an investment of 7.5 crores.





# ► E-Comm Sales



New & limited edition: [Aparna Chandra for Nicobar](#)

# NICOBAR CASE STUDY

A brand that has built a distinct identity for itself among home-grown fashion and lifestyle labels through a blend of Indian sensibilities with functional aesthetics.

All Home

SORT BY: FEATURED

Collections

- ☐ Bedding
- ☐ Bathing
- ☐ Decor
- ☐ Dining
- ☐ Fragrances (26)
- ☐ Table Linen (97)

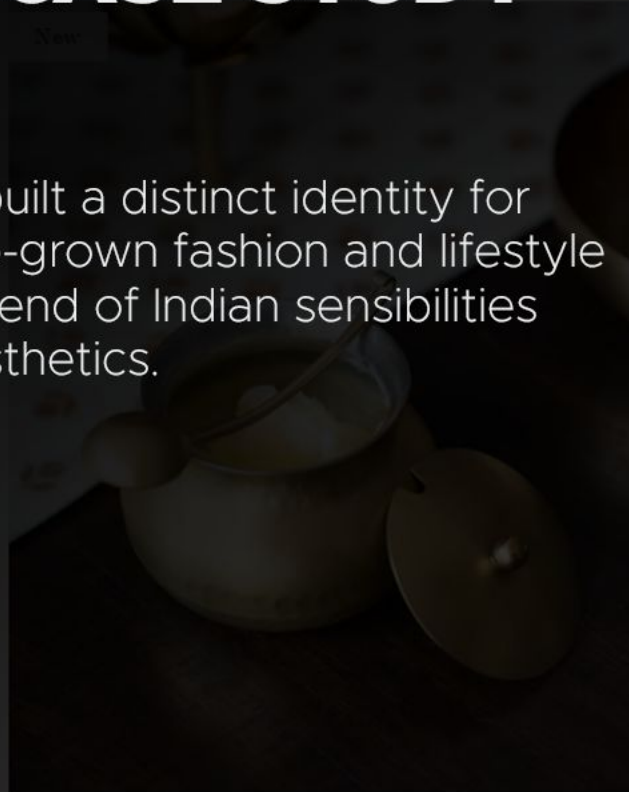
+ Price

+ Color

+ Size

+ Material

330

TOTAL  
ITEMS

Madhu Ghee Pot With Ladle

₹ 3,450



Temple Garden Toran (Set of 2)

₹ 1,650



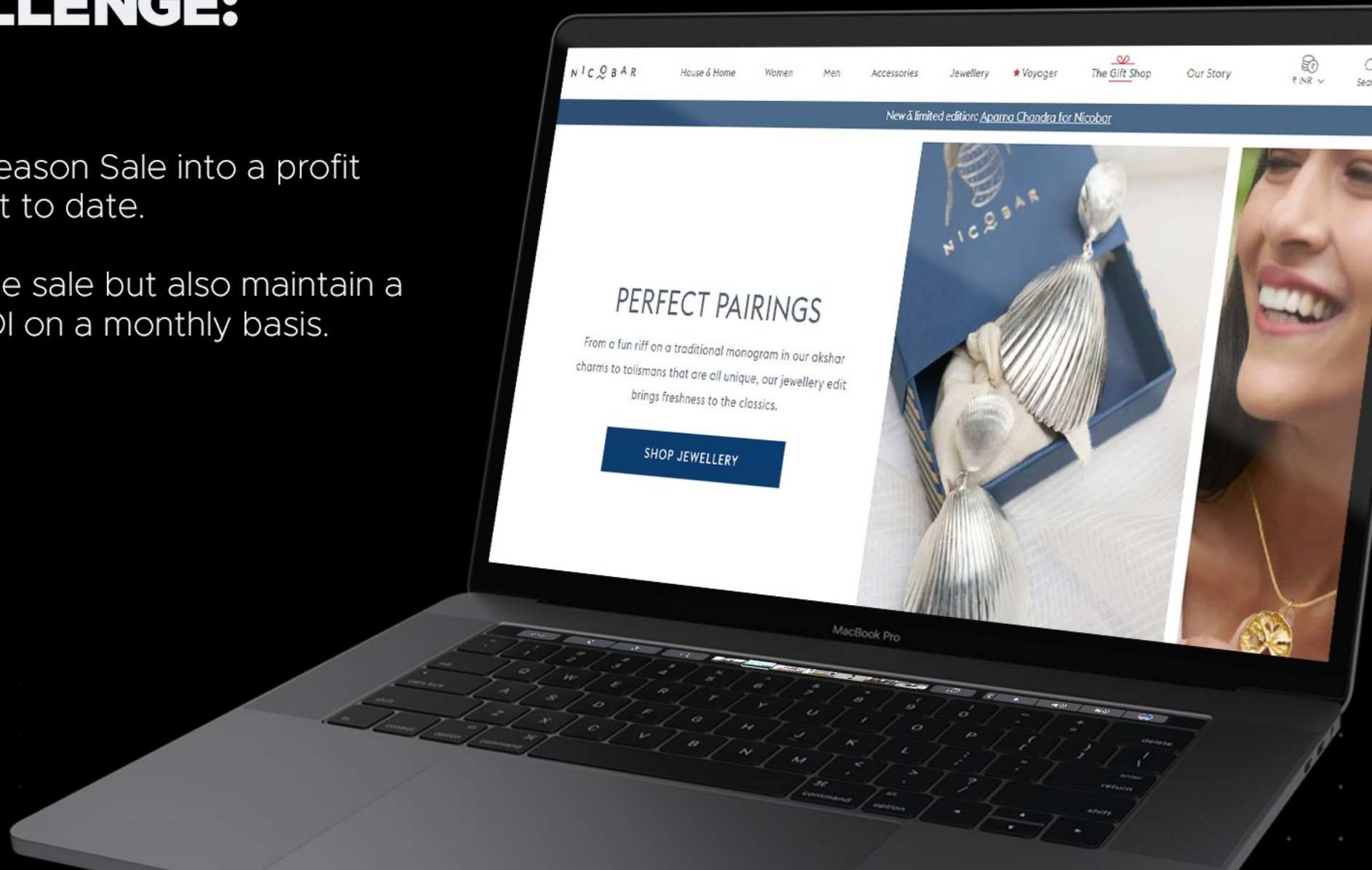
Anar Twinkle Bell (Set of 2)

₹ 2,250

# THE CHALLENGE:

Turn the End of Season Sale into a profit frenzy, the biggest to date.

Not just stop at the sale but also maintain a minimum of 2x ROI on a monthly basis.

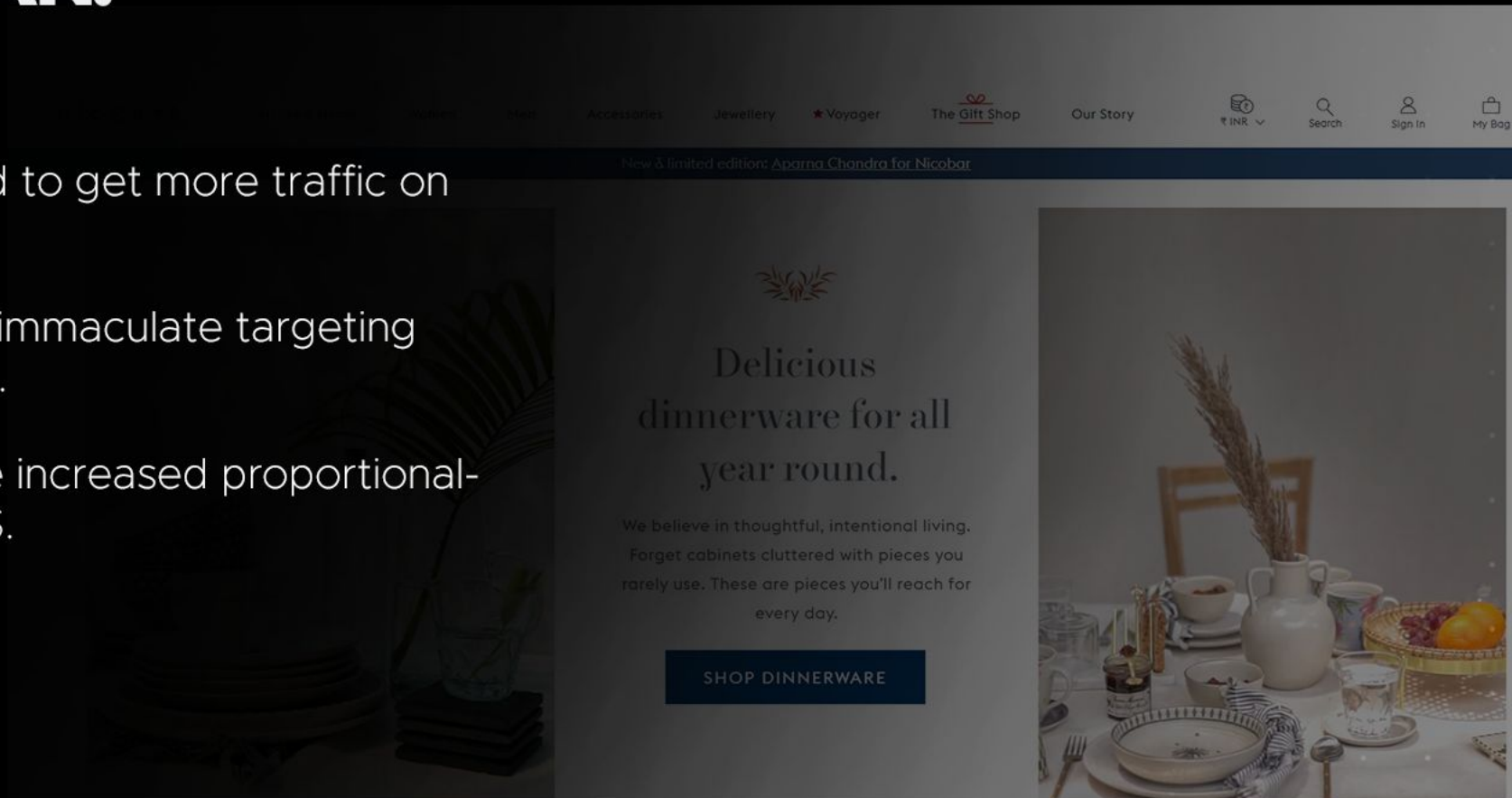


# THE GAME PLAN:

To increase profits, we had to get more traffic on the website.

This was possible through immaculate targeting and finding new audiences.

The budget was also to be increased proportionally to maintain the 2x ROAS.



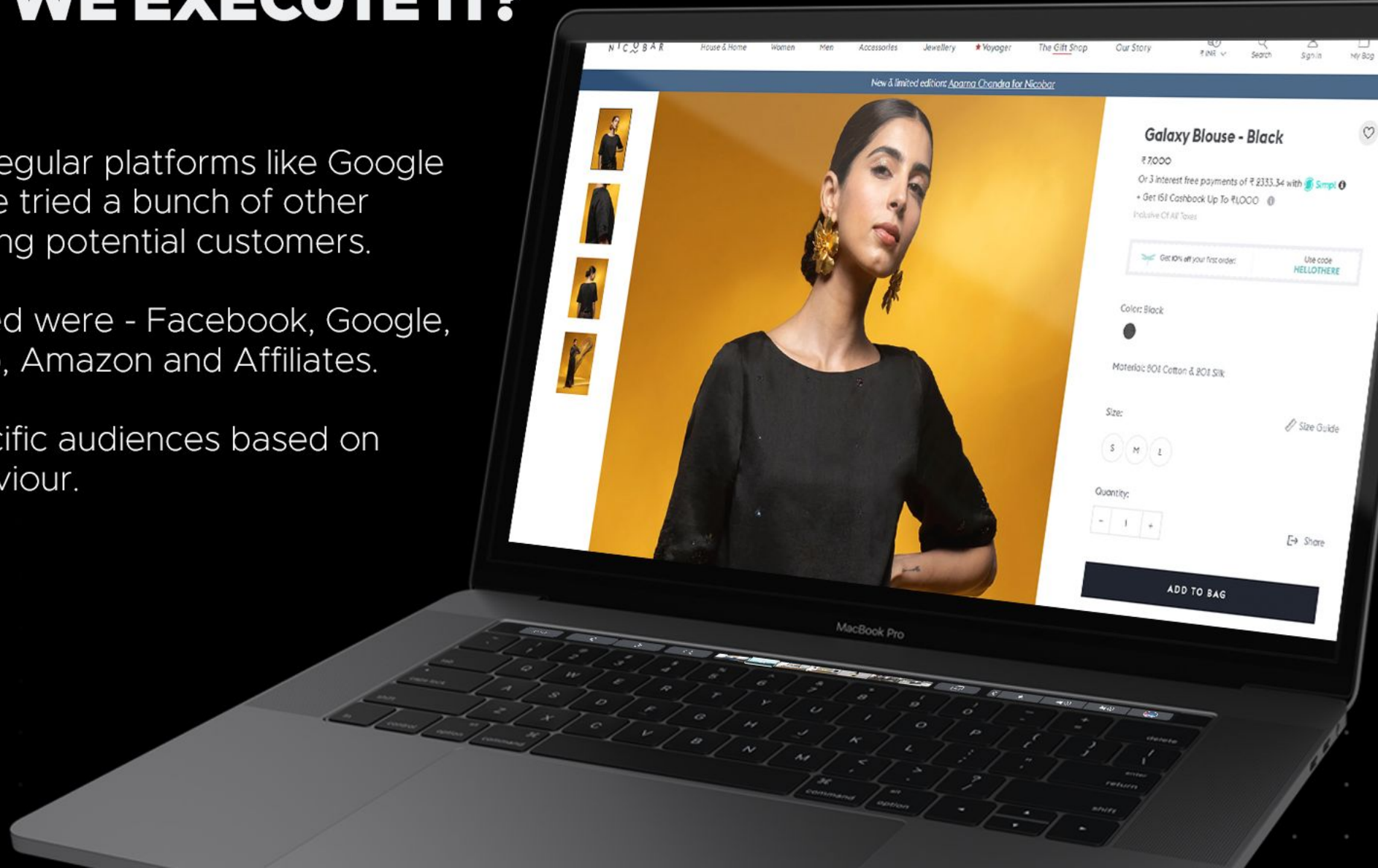


# HOW DID WE EXECUTE IT?

Apart from your regular platforms like Google and Facebook, we tried a bunch of other portals for targeting potential customers.

The platforms used were - Facebook, Google, SMS, Email, Criteo, Amazon and Affiliates.

We targeted specific audiences based on their buying behaviour.

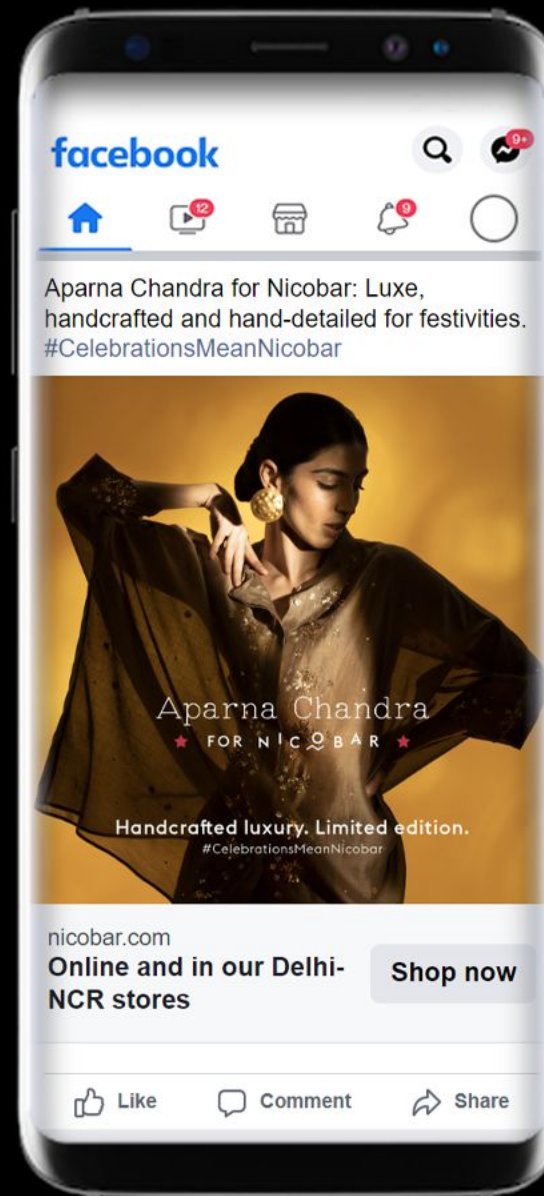


# WHAT DID WE ACHIEVE?

This year's End of Season Sale became the largest yet in terms of revenue.

Our extensive strategy for Nicobar generated 2.5x revenue.

We also successfully increased the audience base by 3x.





# ► Influencer Campaign



**cello<sup>®</sup>**



MEDIA STRATEGY AWARDS 2021

Influencer Media Plan  
Your All Day Dost  
First Economy Pvt. Ltd. & CELLO

# CELLO

India's most preferred household brand

A legacy of 50 years and running

More than 1000 products spread across 14 categories



# THE CHALLENGE:

Create a campaign for launching Cello's Vacusteel Bottles to influence and engage with the audience.

The product's USP is that it keeps liquid hot or cold for 24 hours. The communication needed to cut through the clutter of competitors talking about similar USPs.





## THE GAME PLAN:

We wanted to position the flask as a friend that can be with you 24 x 7 and comfort you with hot or cold beverages.

An influencer activity would help amplify the message.

We created a relatable character called “Your All Day Dost” who personified the flask as a friend, always to comfort you the entire day. This gave us an opportunity to create unique content with influencers.





## HOW DID WE EXECUTE IT?

The life-sized character we created was sent to each influencer for them to create quirky content.

The influencers were given complete creative freedom for creating their unique videos.

The content creators were strategically chosen from various industries (travel, fitness, entertainment).



**Sonal Devraj**

# HOW DID WE EXECUTE IT?



Aakash Malhotra



Jake Sitlani



Graphical Execution

## WHAT DID WE ACHIEVE?

This activity received 7M+ views, garnered 5.4M+ impressions and reached out to 4.5M+ netizens.







## ► PR BOX

A San Francisco-Based Apparel Brand with Myntra owning the distribution rights.

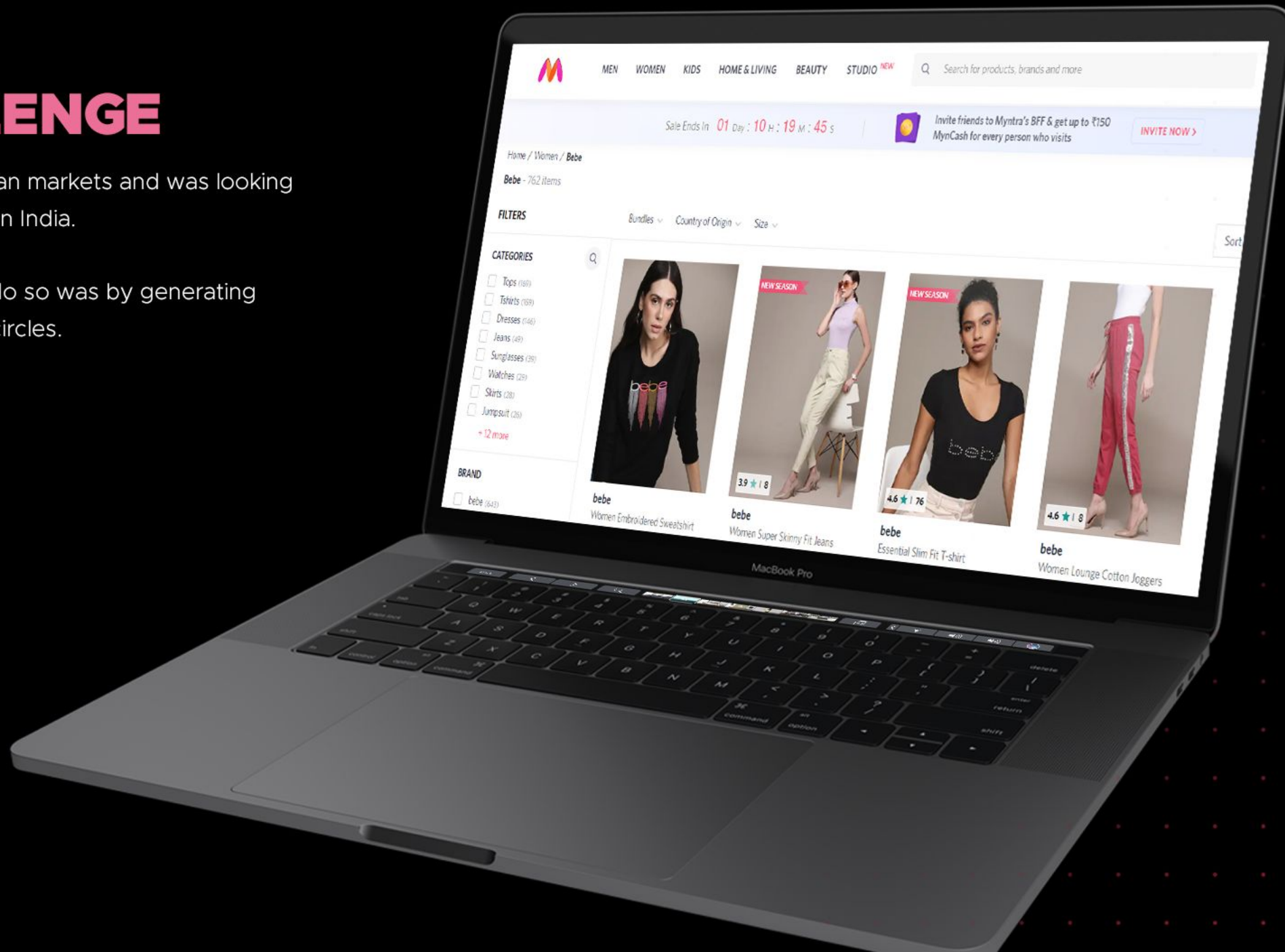
# bebe



# THE CHALLENGE

Bebe had just entered the Indian markets and was looking to establish a digital presence in India.

The only constructive way to do so was by generating online chatter within the right circles.



# THE GAME PLAN

Our influencer team began identifying the right celebrities and influencers that resonate with the brand's philosophy.

We designed and created the #beYOU boxes that were to be sent to the said influencers. The team also shortlisted the contents of the box.



# HOW WE EXECUTED IT?

The design of the box embodied the brand's positioning, #beYOU.

Apart from an outfit from bebe, it included an LED light that said #beYOU, personality-based stickers, badges and pop sockets.

About 52 such boxes were sent to celebs and influencers all over the country. The recipients uploaded stories of their boxes on social media, tagging bebe and generating chatter amongst their fans.





► Demand More From Your  
**Spends**







**1:2.8x ROI**

Pre First Economy

**1:6.8x ROI**

First Economy (Pre COVID)

**1:12.4x ROI**

First Economy (COVID Lockdown)

# AD INNOVATION - WINTERWEAR COLLECTION

## Objective

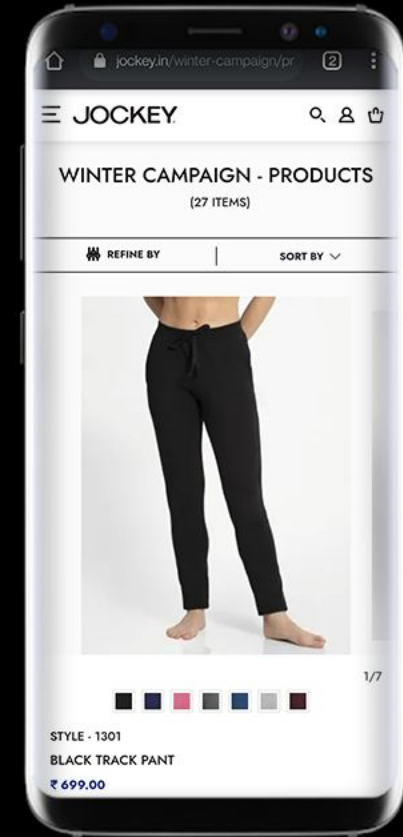
To create an interactive ad relevant to winters for their winter collection wearables.

## Solution

This ad appeared only to people living in locations below 20 degree Celsius.

## Outcome

Resulted in a higher engagement rate of 17%.



# PENETRATION IN TIER 2, TIER 3 MARKETS

2018-19

Penetration across 1,680 cities










2019-20

Penetration across 2,522 cities

Increased penetration by 50.12% using targeted vernacular ads.



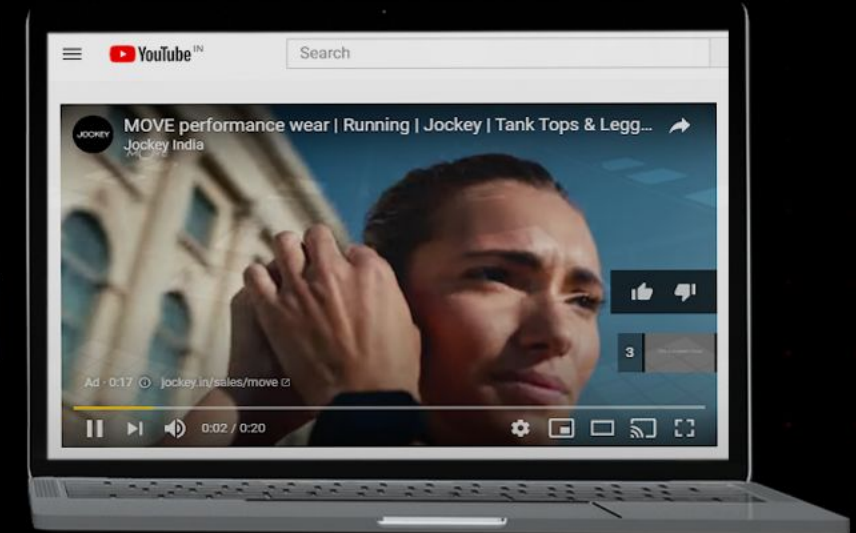
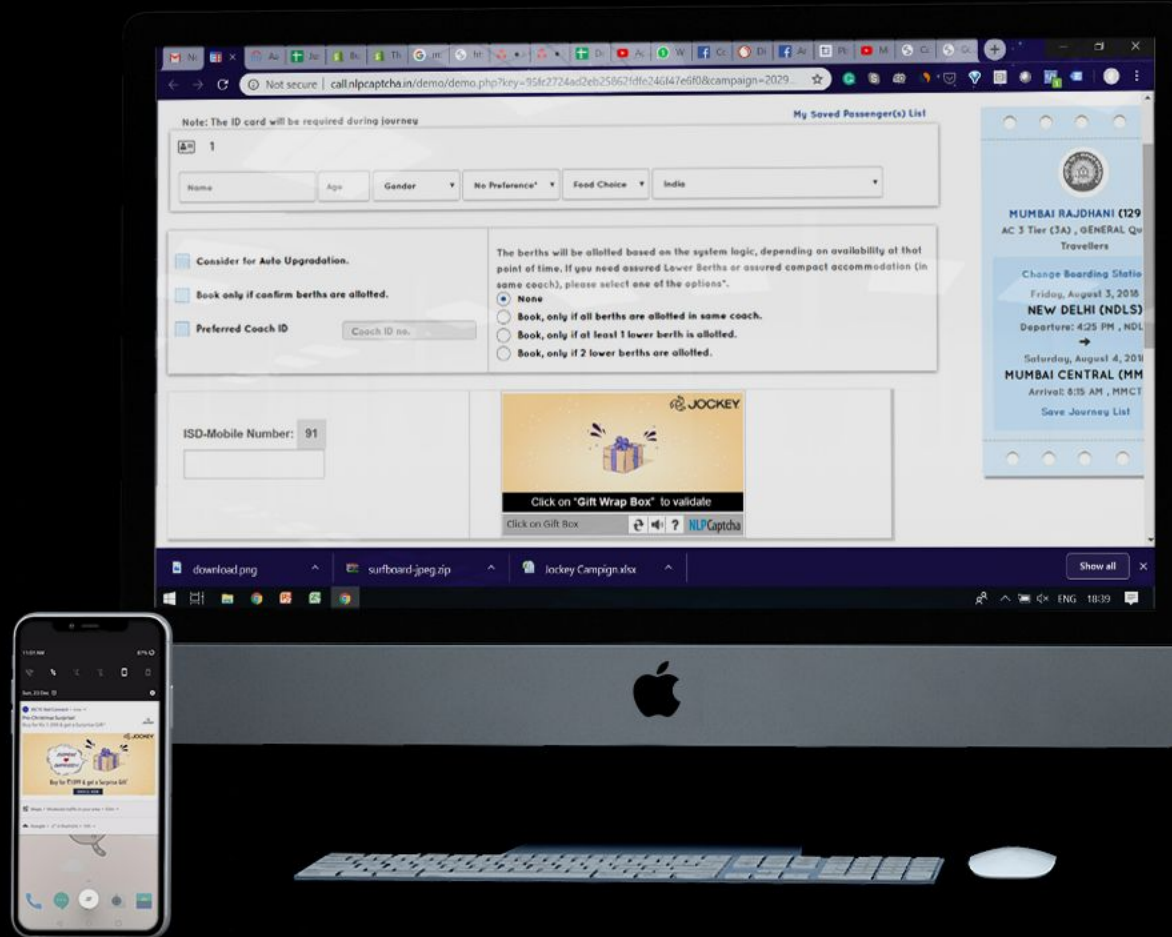
# STRATEGIC ALLIANCES

	 CRED	 mastercard
	 Jio DIGITAL LIFE	
		 GIFTCARDS AND BEYOND





# MASS BRANDING WITH ENGAGEMENT



# STANDARDS & ACCREDITATIONS

Dedicated Support and Preferred Partnerships with:



# STARTUP INVESTMENTS



SARVA®

GetVantage<sup>+</sup>

 **SNOBBBOX**  
YOUR PERSONAL STYLE PARTNER



# Thank You

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