

TO BE DECIDED MEDIA

EARTHFUL

DECK



# OBJECTIVES

Our goal was to promote the brand on social media by showcasing how its products contribute to good health organically. Additionally, we aimed to enhance the founders' visibility on social media by highlighting their impressive pitch on ***Shark Tank India***.

An illustration of a delivery person wearing a yellow helmet and a red shirt, riding a yellow scooter. The scooter has a large yellow delivery box on the back with the text 'MOCKUP BRAND HERE' and 'DELIVERY' on it. The person is riding on a green lawn with trees and a tree stump in the background. The sky is blue with a single green leaf floating in the air.

# METHODOLOGY

Our methodology focused on creating engaging and relatable content around the founders' ***Shark Tank episode***. We developed content pieces that highlighted their strong bond and the appreciation they received from the renowned Sharks on the show.

Our strategy was highly effective, generating significant buzz around both the brand and its founders. This campaign exceeded our expectations, achieving an engagement of over **449K+** and a reach of over **5.5M+**.



# CAMPAIGN OUTCOMES

**VIEW'S**

**ENGAGEMENT**

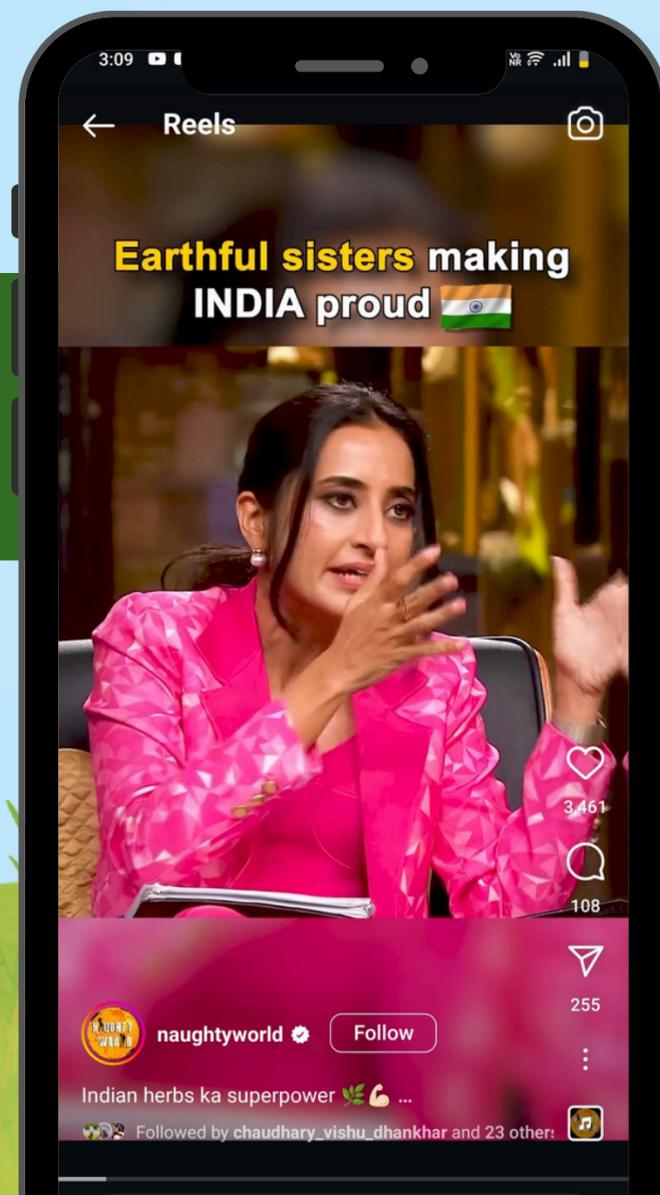
**5.5M+**

**449K+**

# BEST POST (INSTAGRAM)



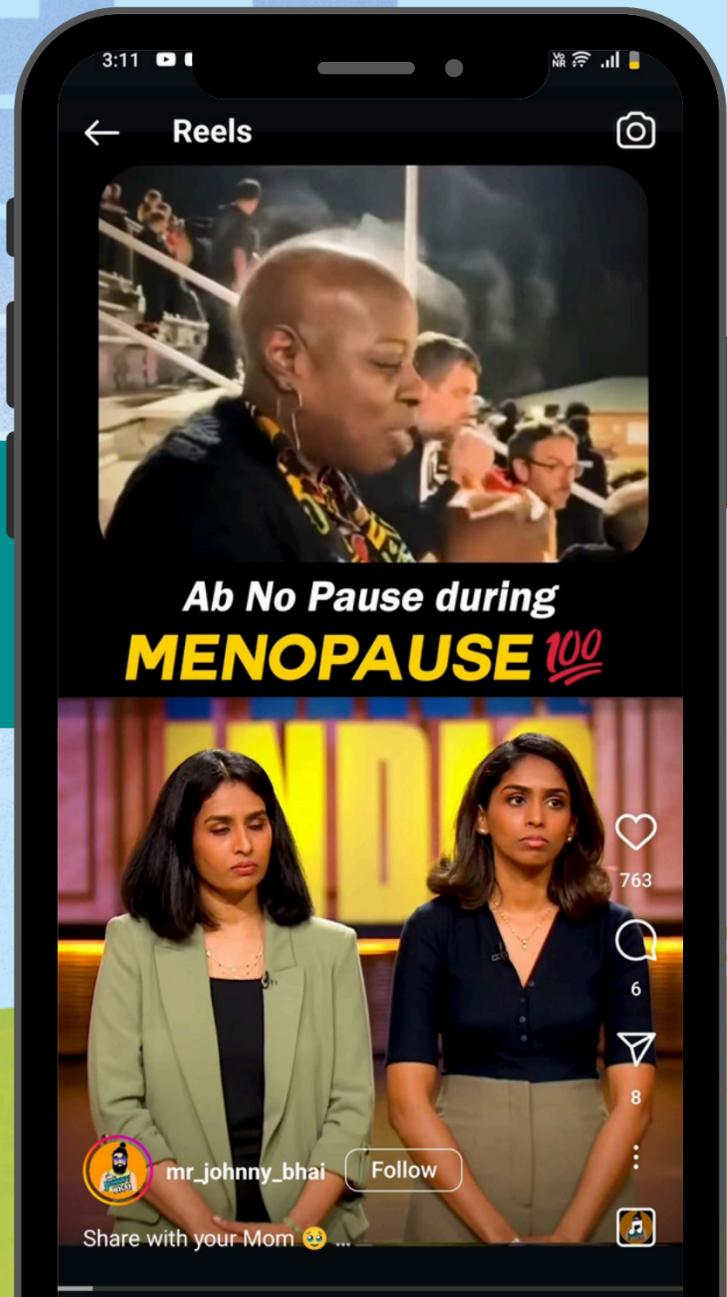
Likes: 153K  
Views: 4.1M



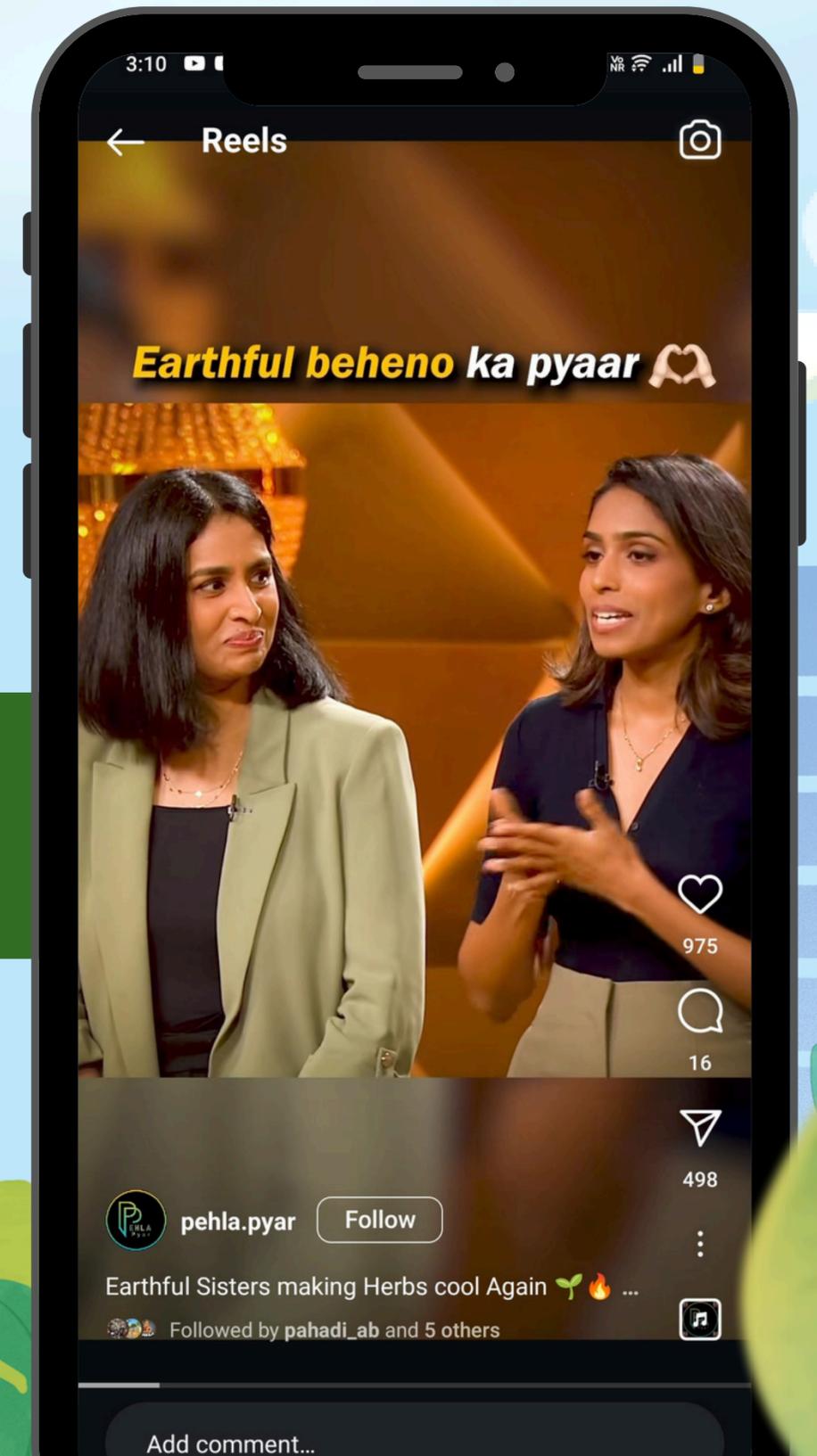
Likes: 3,461  
Views: 136K

# BEST POST (INSTAGRAM)

Likes: 763  
Views: 328K



Likes: 975  
Views: 321K



# MEME PAGES WE HAVE USED

[2.1M FOLLOWERS]

**SCHOOL.DAYS**



[7.3M FOLLOWERS]

**ADULTSOCIETY**



[940K FOLLOWERS]

**PAPILOGG**



[1.4M FOLLOWERS]

**STUDENTZ\_GYAAN**



# VIEWER'S SENTIMENTS



heyaa.arru 1s

Hahahaha they areee funny and cuteee together 😂



Reply Share on Threads



malik\_ayaan0163 1s

Hahaha epiccc 😂😂



Reply



\_i\_prettyy\_ 2w

Earthfull 🔥🔥🔥🔥



Reply



crazy\_sweet\_girl\_45 2w

Bhaiya kha se ese bhai bhn milty hamara to bhagwan hi janta hai



59

Reply See translation



anshikasaxenna 2w

😂😂sis goal>



Reply

1

A vibrant, stylized illustration of a landscape. The foreground is a rolling green hill with tufts of grass. On either side, there are several green trees with brown trunks. The sky is a bright blue with soft, white clouds. A few green leaves are shown floating in the air, suggesting a gentle breeze. The overall style is clean and modern, with a focus on natural elements.

**THANKYOU**