

# VAVO

## DIGITAL

Where technology meets  
storytelling driving product love  
through creators



## Trusted by leading Tech brands

**SAMSUNG**

**CASIO**

**vivo**

**alt**

**SanDisk**

**VOLTAS**

**Symphony**  
Thinking of Tomorrow

# Who are we?



**NEHA K. PURI**  
Founder & CEO



**Vavo Digital** is a full-service influencer and content marketing agency that helps brands craft powerful narratives, build authentic connections, and drive measurable impact. With a data-driven approach and a strong creator network across categories, we bring together strategy, creativity, and technology to deliver campaigns that don't just create buzz but also move the needle for brands.

From influencer collaborations and social media activations to large-scale digital campaigns, we design ideas that are relatable, scalable, and ROI-focused. Our team thrives on blending culture with content, ensuring every campaign resonates with the right audience at the right time.

# Awards & News Coverage



Forbes

THE TIMES OF INDIA

ar Agency Reporter

Entrepreneur  
35 UNDER 35  
SPECIAL ISSUE  
2019

[MAG] DIGITAL  
INFLUENCER  
AWARDS

FINANCIAL EXPRESS  
Read to Lead



# Clients We've Worked with



# Govt & CSR Initiatives we have worked in



Maharashtra DGIPR



Govt of Haryana



Govt of Chhattisgarh

WORLD  
ECONOMIC  
FORUM

WEF



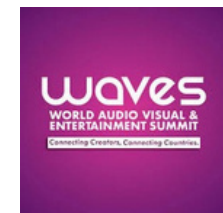
IndianOil  
Indian Oil



Bharat  
Petroleum  
energising lives  
BPCL



UNFPA



WAVES Summit



Govt of J&K



Vantara India



बिहार सरकार  
Govt of Bihar



unicef  
UNICEF



Goa Tourism Development  
Corporation  
Goa Tourism



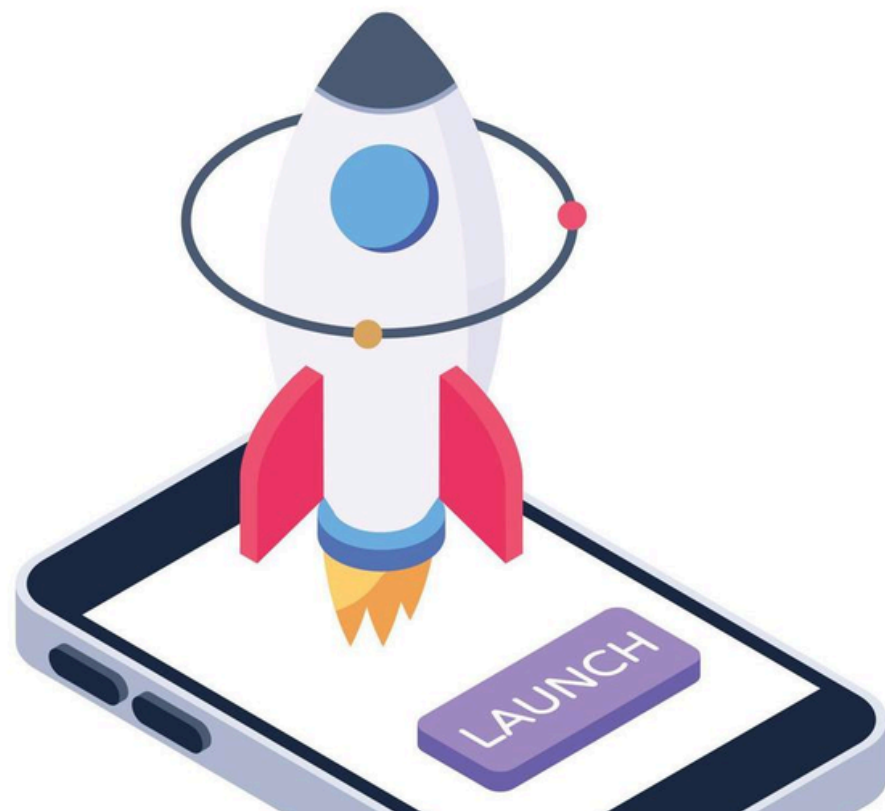
my  
GOV  
मेरी सरकार  
My Gov



CIDCO  
WE MAKE CITIES  
CIDCO



# Our Services for Consumer Tech & Electronic Brands



## **PLATFORM UNDERSTANDING**

We recognize that every platform plays a distinct role in the consumer tech journey: YouTube drives in-depth reviews to showcase innovation, Instagram delivers trend-led content for visibility and engagement, and LinkedIn builds thought-leadership and credibility among professionals. By aligning these strengths with campaign goals, we craft platform-specific content that maximizes impact.

## **PRODUCT LAUNCH CAMPAIGNS**

High-impact awareness drives leveraging macro, mega & celebrity influencers across platforms. Positioning electronic devices as lifestyle essentials with Gen Z & millennial resonance.

## **EXPERIENTIAL MARKETING & WORKSHOPS**

Curated hands-on experiences led by influencers to drive footfalls at flagship stores. Interactive workshops featuring product showcases, demos, and live Q&As.

## **DVC PRODUCTION**

Craft compelling narratives through DVCs tailored for brand launch, product/service launches, and awareness campaigns.

## **SOCIAL MEDIA AMPLIFICATION**

Drive impactful communication through multi-platform strategies on Instagram, YouTube, LinkedIn, and WhatsApp for stronger brand visibility.



# Why Us Tech & Electronics Influencer Campaigns?

## Proven Category Expertise

With successful campaigns across smartphones, wearables, and consumer durables, we understand the nuances of consumer tech communication—balancing innovation, lifestyle relevance, and trust to make every campaign impactful.

## Multi Platform Proficiency

Whether it's YouTube for deep-dive product reviews, Instagram for trend-driven storytelling, or experiential activations amplified across platforms, we know how to reach tech-savvy Gen Z and millennial audiences.

## Data-Driven Creator Selection

From celebrity and macro influencers to relatable micro-creators, we strategically map talent to campaign objectives, ensuring a mix of aspiration, engagement, and authenticity for maximum impact and reach.

## Storytelling That Inspires

We build narratives that go beyond features, showcasing how technology integrates into everyday life—whether through lifestyle, comedy, or experiential formats—making products both aspirational and relatable.

The Samsung logo in blue, uppercase letters, centered within a white rounded square.The Symphony logo, featuring the word "Symphony" in blue with a white bird icon above the 'y', and the tagline "Thinking of Tomorrow" in smaller black text below, all within a white rounded square.The Casio logo in blue, uppercase letters, centered within a white rounded square.The alt logo, with "alt" in lowercase letters, "a" in blue, "l" in orange, and "t" in red, centered within a white rounded square.The vivo logo in blue, lowercase letters, centered within a white rounded square.The Voltas logo in blue, uppercase letters, centered within a white rounded square.The SanDisk logo in red, mixed case letters, centered within a white rounded square.The Polycab logo, with "POLYCAB" in blue, uppercase letters and the tagline "IDEAS. CONNECTED." in smaller black text below, all within a white rounded square.

# SAMSUNG



## Requirement

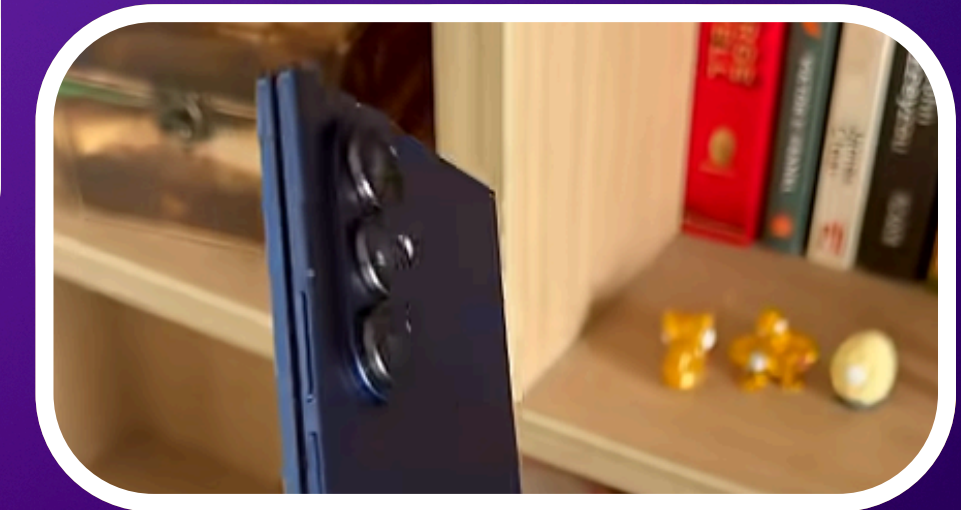
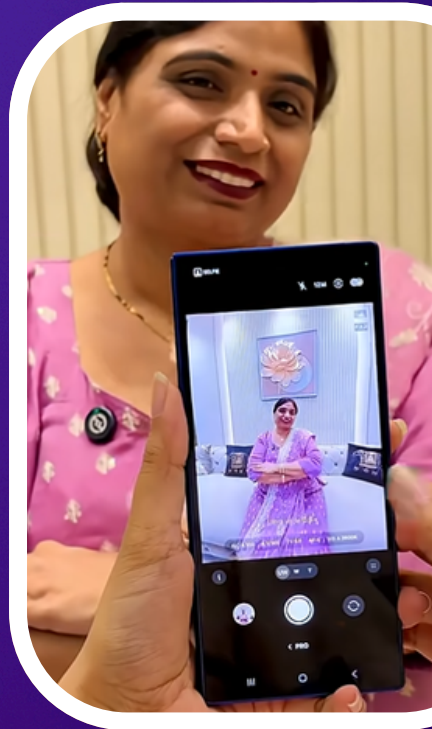
Samsung aimed to generate **high-impact visibility** for the newly launched **Galaxy Flip7 and Fold7 on YouTube**. The focus was to showcase the innovation, design, and multifunctional features of both devices while positioning them as Gen Z lifestyle choices.

## Strategy

- Partnered with **16 YouTube creators** across lifestyle, comedy, and entertainment genres to tap into Gen Z communities.
- Assigned devices strategically as some creators showcased the Galaxy Flip7 while others highlighted the Fold7, ensuring distinct positioning for each model.
- Integrated unique storytelling: Creators wove the devices into their natural content styles.
- Highlighted **Gen Z relevance**: Content emphasized trend-forward design, portability, and high-tech AI features, appealing directly to Gen Z's digital-first lifestyle.

## Creator Mix

The campaign brought together a diverse mix of creators to **balance aspiration with relatability**. Lifestyle voices showcased their utility on the go, and entertainment creators added an entertaining, shareable layer to the campaign, broadening its reach and impact



# 16 CREATORS



# SAMSUNG



Top Performing  
Creators

**116.5M+ VIEWS**    **0.04 CPV**

**3.1M+ LIKES AND COMMENTS**

Sejal Gaba



Raj Grover



Bihari Ladka



Priyal Kukreja



Shorts Break



# SAMSUNG



## Requirement

Samsung wanted to build direct consumer engagement by creating hands-on experiences for potential customers at its BKC flagship store. The goal was to highlight new product features, drive footfalls, and turn workshops into interactive touchpoints for awareness + conversions.

## Strategy

- Designed a creator-led workshop series where influencers not only promoted registrations but also attended and hosted interactive sessions.
- Each influencer amplified the campaign through:
  - Registration Stories to build hype and drive sign-ups.
  - Workshop Creatives & Reels showcasing live experiences.
  - Product Showcases & Demos during workshops to highlight Samsung devices.
  - Workshop Videos to extend post-event reach.
- Ensured continuity with weekly workshops featuring a diverse influencer pool across niches (tech, lifestyle, photography, content creation).

## Creator Mix

- 6 Influencers with follower bases ranging from 36K – 1M+.
- Mix of macro + micro creators to ensure credibility, relatability, and reach.
- Notable creators: Kamya Sidana, Shreya Jaiswal, Isa Khan, Meenakshi Kapoor, Nikhil Pawar, Shubh Mukherjee



# 6 MACRO & MICRO CREATORS



# SAMSUNG



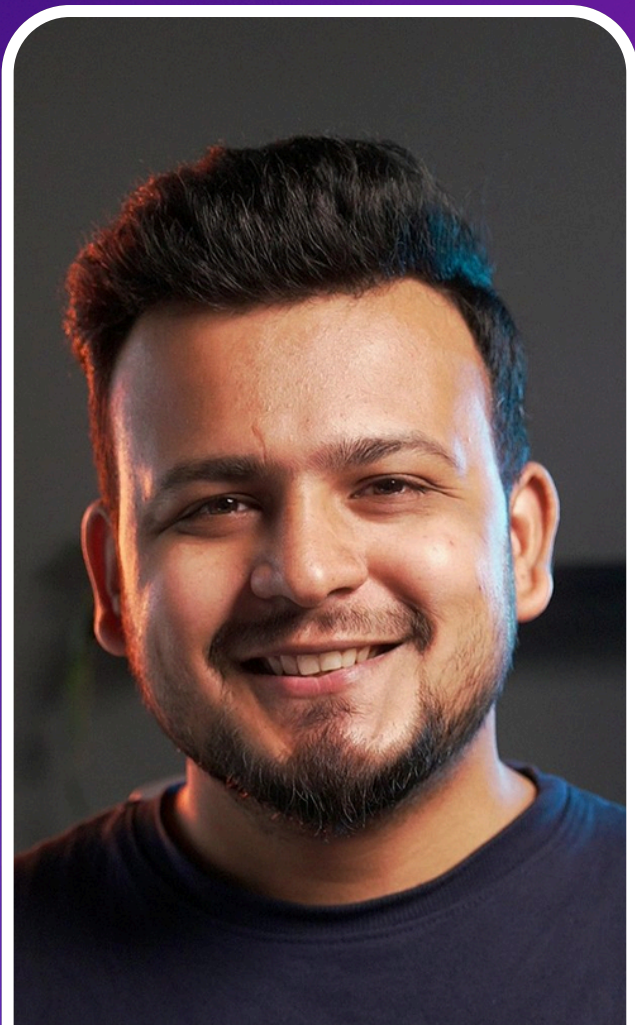
Top Performing  
Creators

**1.71M+ REACH**    **2.41M+ VIEWS**  
**108.4K+ ENGAGEMENT**    **0.61 CPV**

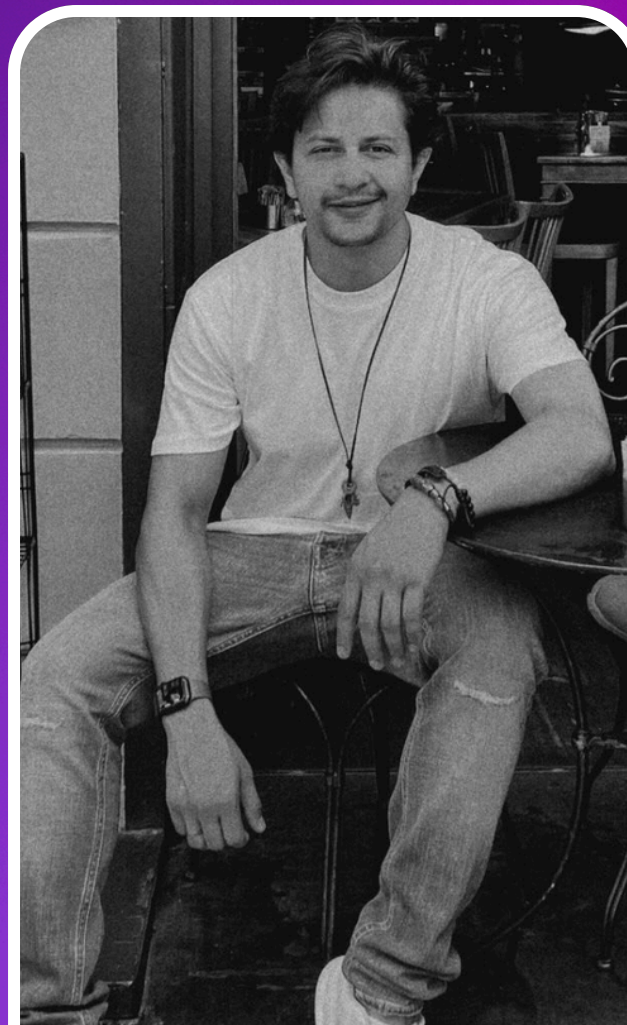
Kamya Sidana



Nikhil Pawar



Shubh Mukherjee



Meenakshi Kapoor



Isa Khan



# SAMSUNG

Samsung Tab S10 FE went beyond a product launch — it became a lifestyle statement, merging productivity and creativity

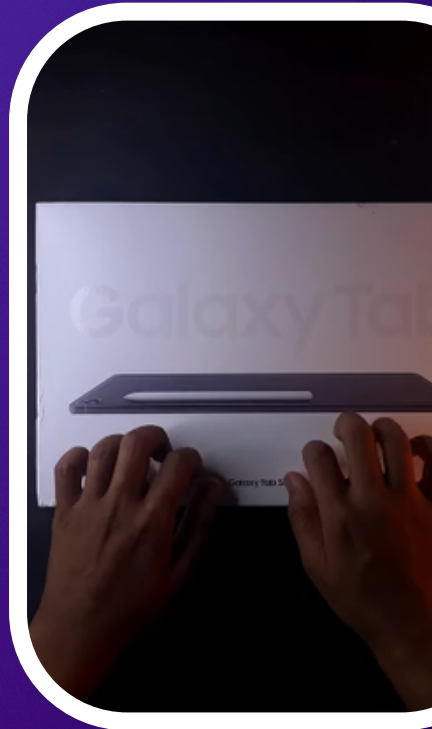
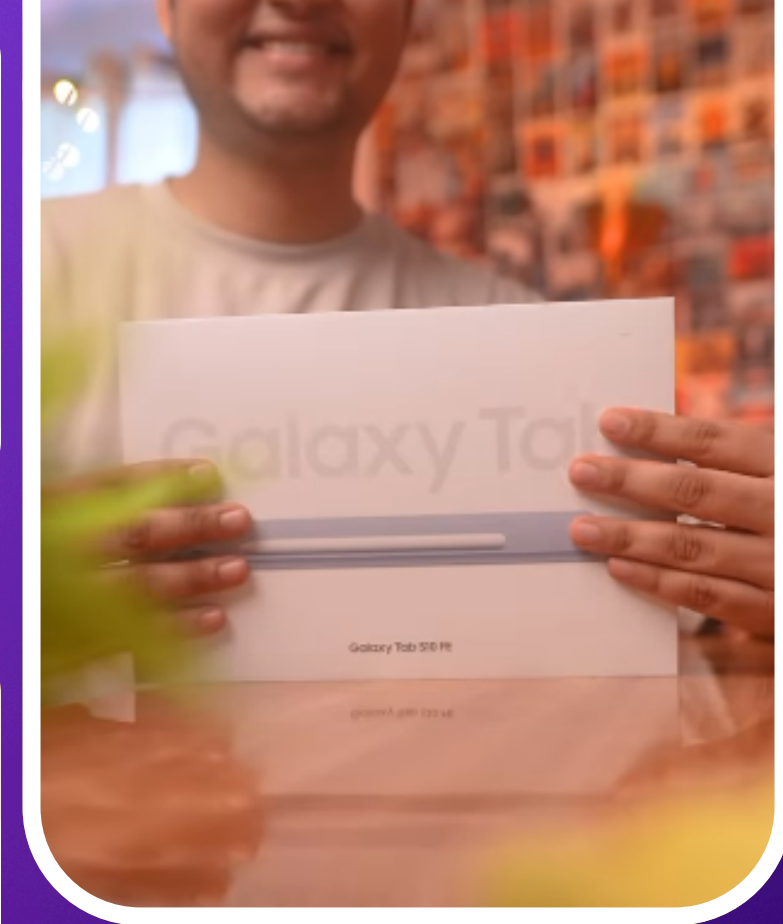


## Requirement

Samsung wanted to **drive awareness and aspiration** for the newly launched **Galaxy Tab S10 FE & FE+**, positioning it as the go-to device for a multi-tasking, creative-first lifestyle. The aim was to showcase how the Tab seamlessly blends productivity, creativity, and entertainment, making it relevant for both professionals and young creators.

## Strategy

- Executed a multi-platform creator-first campaign to demonstrate real-world use cases.
- Partnered with a curated pool of doodlers, tech reviewers, lifestyle influencers, and digital artists, each chosen to spotlight a distinct feature of the Tab.
- Content Narrative:
  - **Tech creators** → Deep dives on performance, specs, and S-Pen utility.
  - **Lifestyle influencers** → Showcased portability, binge-watching, and everyday use.
  - **Artists & doodlers** → Demonstrated creativity, design, and digital art capabilities.
- Focused on positioning the Tab as a versatile device – powerful enough for work, yet creative enough for play.



# 10

## ***MACRO & MEGA CREATORS***



# SAMSUNG



Top Performing  
Creators

**7.83M+ REACH**    **11.1M+ VIEWS**

**384.2K+ ENGAGEMENT**    **0.6 CPV**

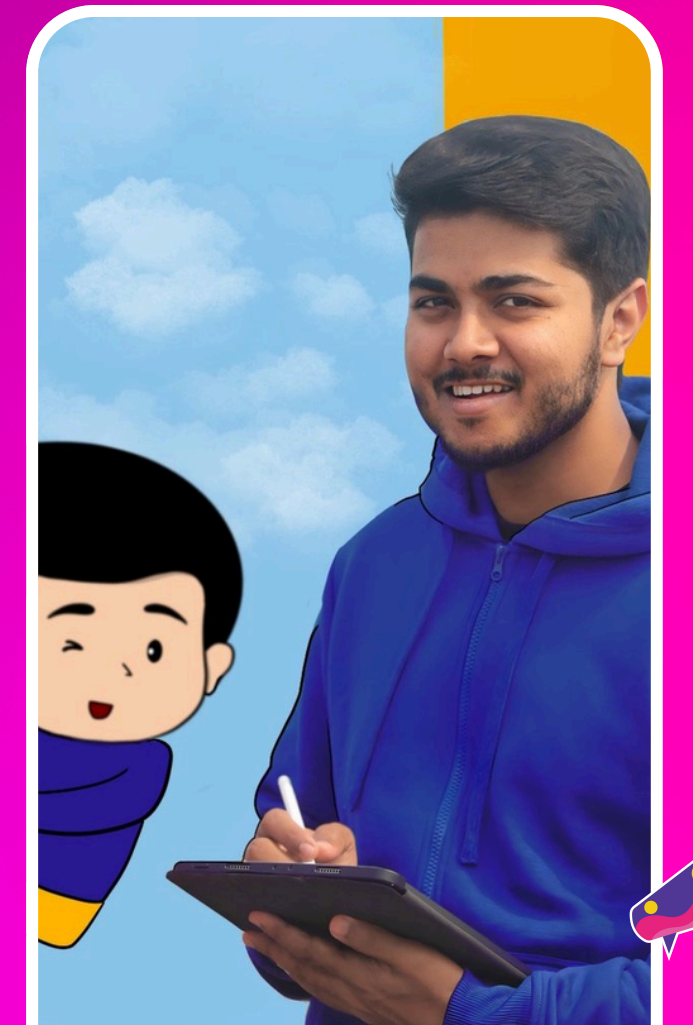
**Camera Wala Bhaiya**  
[Unboxing Video](#)  
[Experience Video](#)

**Aparna Thomas**  
[Unboxing Video](#)  
[Experience Video](#)

**Neha Doodles**  
[Unboxing Video](#)  
[Experience Video](#)

**Ankur | Doodle Artist**  
[Unboxing Video](#)  
[Experience Video](#)

**Satya Swagat**  
[Unboxing Video](#)  
[Experience Video](#)



The logo for Symphony, featuring the brand name in a blue, stylized font with a white bird-like graphic above the 'y'.

Thinking of Tomorrow



## Requirement

Symphony wanted to launch and create buzz around its Surround Bladeless Tower Fan, emphasizing its safety, energy efficiency, and modern design. The objective was to position the product as more than a utility — as a lifestyle essential for families.

## Strategy

- Selected a strategic mix of influencers across lifestyle, parenting, and home categories to demonstrate Symphony's relevance in everyday life.
- Handpicked Gaurav Kapoor, one of India's most loved comedians, to headline the campaign.
- His wit and relatability allowed product features like child safety and energy savings to be explained in a light-hearted yet impactful way.
- Comedy as a narrative made the campaign stand out from generic product promotions, ensuring high recall.
- Creators integrated Symphony seamlessly into daily moments (family time, leisure, home set-ups), making the bladeless fan feel like a natural lifestyle upgrade.
- Built storytelling around safety for kids and pets, energy efficiency, and stylish design, tying product benefits with modern family needs.

## Creator Mix

- Lead Influencer: Gaurav Kapoor (comedian, 1M+ reach) → Chosen for mass relatability, humor-driven recall, and cross-demographic connect.
- Supporting Creators: Mix of home, parenting, and lifestyle influencers to add authenticity and ground the product in real-life use cases.



# 6 MACRO & MEGA CREATORS



**Symphony**<sup>®</sup>

Thinking of Tomorrow



Top Performing  
Creators

**4.76M+ REACH**

**5.84M+ VIEWS**

**6.1K+ COMMENTS**

**289.4K+ LIKES**

**Gaurav Kapoor**



**Harjinder Singh  
Kukreja**



**Navneet Sandhu  
Singh**



**Hiral Mehta**



**Archana Shivaji**



# CASIO

By merging influencer storytelling with World Music Day, Casio turned Casiotone into a symbol of youth passion – making music more accessible, aspirational, and cool.



## Requirement

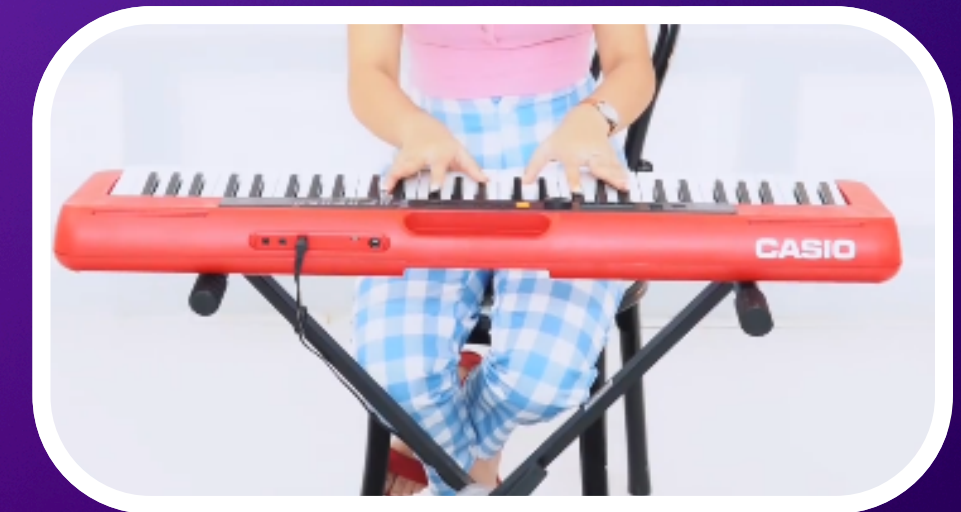
Casio wanted to inspire young music lovers (16–30 yrs) to take up learning an instrument by promoting the Casiotone keyboard as a trendy, beginner-friendly choice. The goal was to link music with social appeal and self-expression, making learning feel accessible and aspirational.

## Strategy

- Timed the campaign with World Music Day for cultural relevance.
- Partnered with 3 influencers to create professionally shot Instagram Reels, each under 1 minute.
- Storytelling approach:
- Influencers shared how following their passion (music) led to relatable fame moments (college fests, office parties).
- Showcased how learning music is now easier with Casiotone + Casio Music Space app.
- Ended with a motivational call-to-action: “Live Your Dream”.
- Hashtags like #Music #WorldMusicDay #Casio amplified campaign discoverability.

## Creator Mix

- Selected influencers who resonated with college youth and young professionals.
- Balanced gender and metro reach (Delhi, Mumbai, Bangalore, Chennai, Pune, Kolkata, etc.).
- Ensured authenticity by choosing creators with music-leaning personas or aspirational lifestyle appeal



# 3

## CELEBRITY & MICRO CREATORS



# CASIO



Top Performing  
Creators

**3.84M+ REACH**

**4.24M+ VIEWS**

**2.2K+ COMMENTS**

**141K+ LIKES**

Swasti Mehul



Anshuman Singh



Priyanshi Srivastava



# alt

By merging influencer storytelling with World Music Day, Casio turned Casiotone into a symbol of youth passion – making music more accessible, aspirational, and cool.



## Requirement

To create awareness about Alt's new smartwatch by leveraging influencer marketing across Instagram and LinkedIn, highlighting the product's versatility across lifestyle and professional use cases.

## Strategy

- Dual-Platform Approach:
  - Instagram → Focused on lifestyle, fashion, and daily wearability. Partnered with 1 Macro and 15 Micro influencers to integrate the watch into relatable, everyday moments.
  - LinkedIn → Targeted professionals, with 10 corporate/mom influencers showcasing how the smartwatch elevated productivity, balance, and style at work.
  - Mixed Model Campaign: Blend of paid + barter collaborations to maximize influencer diversity and cost efficiency.
- Content Formats:
  - Instagram → Reels + static showcasing casual use cases.
  - LinkedIn → Long-form storytelling posts around productivity, corporate lifestyle, and smart features.



**16** **MACRO & MICRO**  
**INSTAGRAM CREATORS**

**10** **LINKEDIN**  
**CREATORS**



**ait**



Top Performing  
Creators

**13.1M+ REACH**

**16.4M+ VIEWS**

**0.33 CPV**

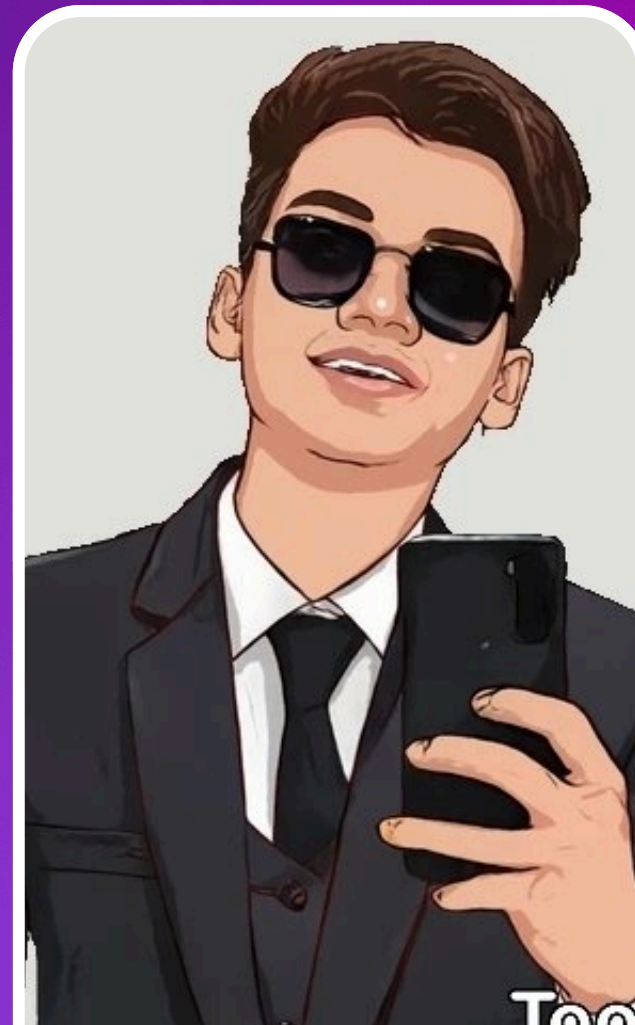
**11.4K+ COMMENTS**

**892K+ LIKES**

**Dharna Durga**



**Kundan KD**



**Tejaswee Tripathy**





Our campaign positioned Brik Oven as more than a pizzeria – a cultural landmark for food lovers in Bangalore



## Requirement

Vivo wanted to amplify the launch of their V27 Series smartphone through influencer-led storytelling that blended the scale of a TVC with the relatability of digital content.

## Strategy

- Partnered with Maniesh Paul, a celebrity influencer whose energetic persona aligned with the brand’s “Spotlight Phone” positioning.
- Designed a single-influencer production-led campaign that focused on high-quality, cinematic content.
- Executed a 2-day shoot across multiple locations, delivering:
  - 1 high-impact TVC
  - 3 engaging Instagram Reels showcasing features like design, performance, and camera.
- Tight production timeline – campaign completed in just 1 week, ensuring speed-to-market during the launch phase.

## Creator Mix

A high-glam, single-influencer production-led campaign with Maniesh Paul that brought the Vivo V27 Series launch into the spotlight.



**3 REELS**

**3.9K+ LIKES**   **7.99M+ VIEWS**   **0.38 CPV**

**3.49% ENGAGEMENT**   **6.67M+ REACH**



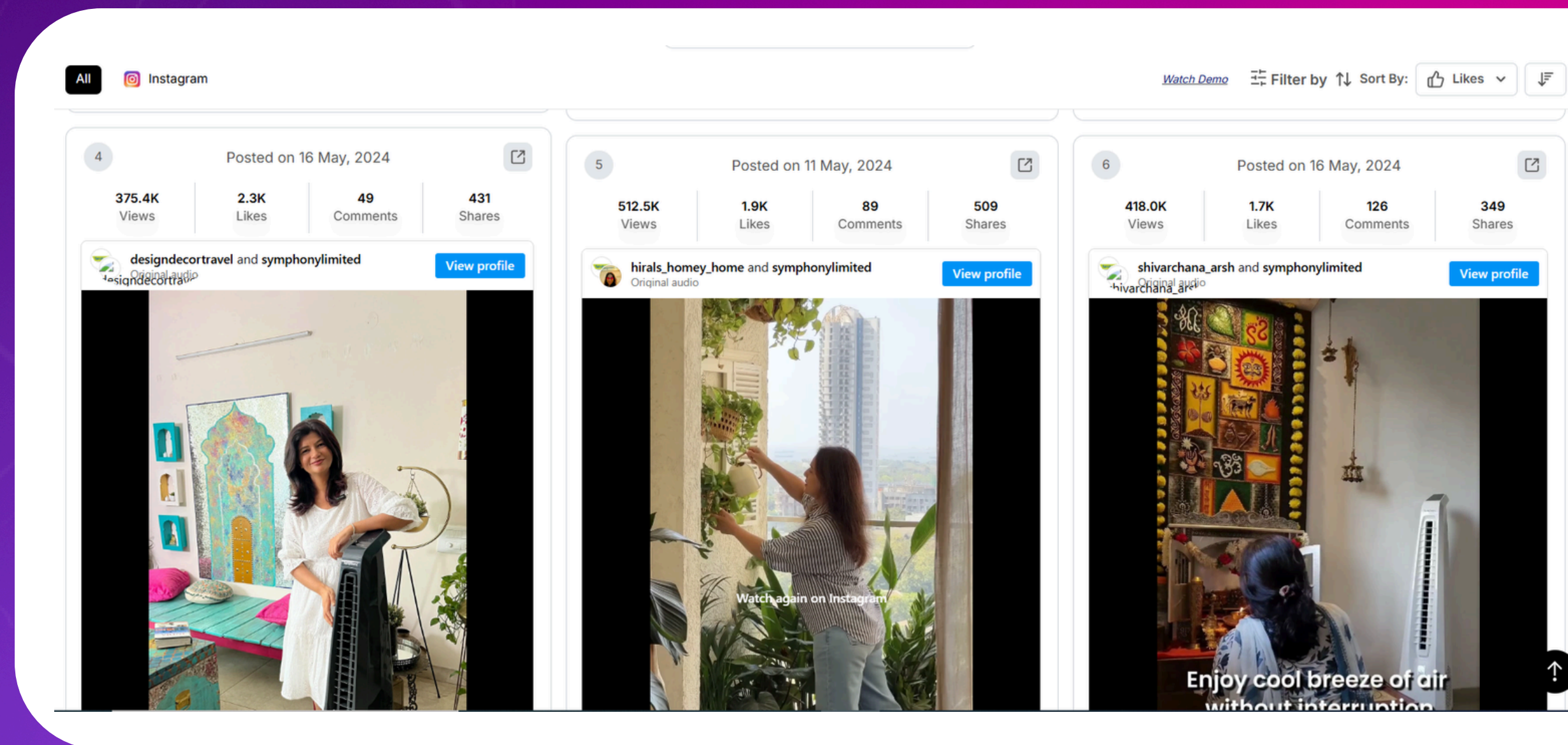
# Live Campaign Tracker

**FOR YOU TO HAVE A BIRD'S EYE VIEW OF THE INFLUENCER CAMPAIGNS**

We will share our online live tracking tool that lets us as well as you keep an eye on the campaign every 24 hours.

Having this tracker gives us the opportunity to tweak the content and reel info based on how the campaign is doing.

The tool will help you monitor the total views, reach, engagement, reach, and how each influencer's content is performing in real-time.



Click on image to view report



VAVO  
DIGITAL

 [hello@vavodigital.com](mailto:hello@vavodigital.com)