

THE HUB

CASE STUDIES

A One-Stop Shop for your Creative Requirements



<https://www.thehubco.live>

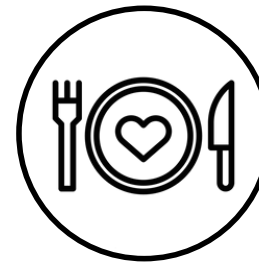
Community building is a concept that guides everything that we do. For every member we've hosted, for every collaborator we've created with, and for every story we have told, we have come one step closer to answering the question - How do we add value to your brand?

Through our Creative Agency, we drive more engagement through content, while conceptualising, creating & producing new ideas. Every brand we work with has a unique story-

WE TELL THAT STORY.



THE BLEND COMMUNITY



GOAL

To be India's first People Powered Community on Instagram for Food, Fashion & Fiction, providing a niche forum to adopt trends, create, co-create and share stories, exchange insights, support and motivate each other in the COMMUNITY.

PROBLEM STATEMENT

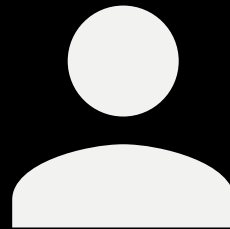
To build a thriving community on Social Media with a motive to achieve strong social currency.

SOLUTION

Helped the brand expand its online presence over the last 6+ months by curating an ideal mix of original & repurposed content and also curated its first ever offline event called 'Blend Bazaar', that helped achieve:



Reach (monthly)
**OVER 1.3 MILLION
ACCOUNTS**



Accounts Engaged
(monthly)
30,000+



Followers
22,000+

**CLICK TO VIEW THE
AFTER MOVIE**



BLEND FOR FOOD



GOAL

A food discovery platform curated by a community of Foodies, Home Chefs, Restaurants & D2C Brands.

PROBLEM STATEMENT

To build a super app for all things food and create lasting experiences through storytelling, gamification & building a community of creators who have access to their own exclusive channel.

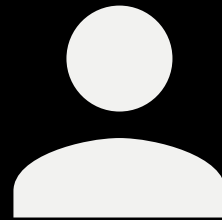
SOLUTION

Provided UI/UX consulting & design for efficient app rollout. Created a separate social media channel to get the community excited about the upcoming app via Campaign Teasers, Reels, Giveaways and a whole lot more.



Reach (monthly)

200,000+



Engagement
(monthly)

5000+



Followers

1000+

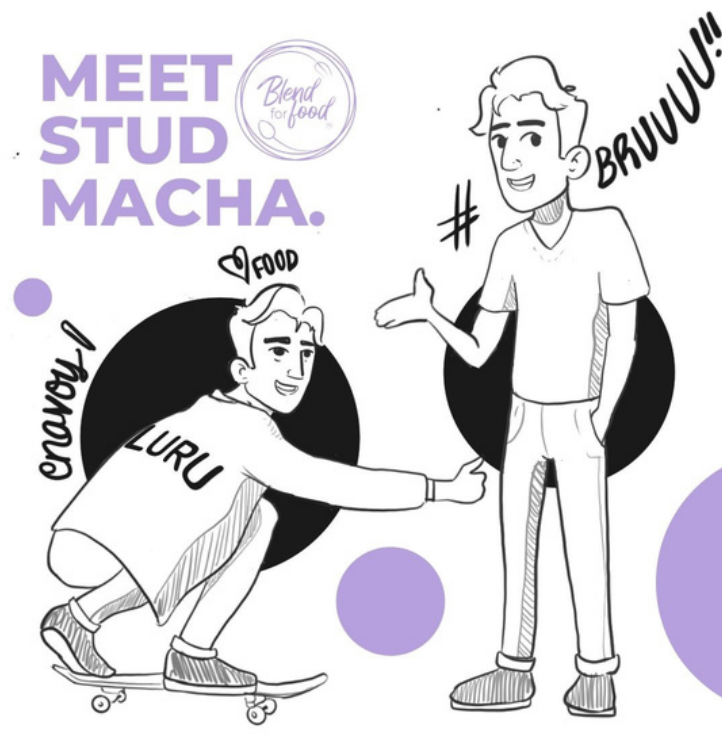




HEY BLENDERS!

Want to eat good food while earning for your next one?

MEET STUD MACHA.



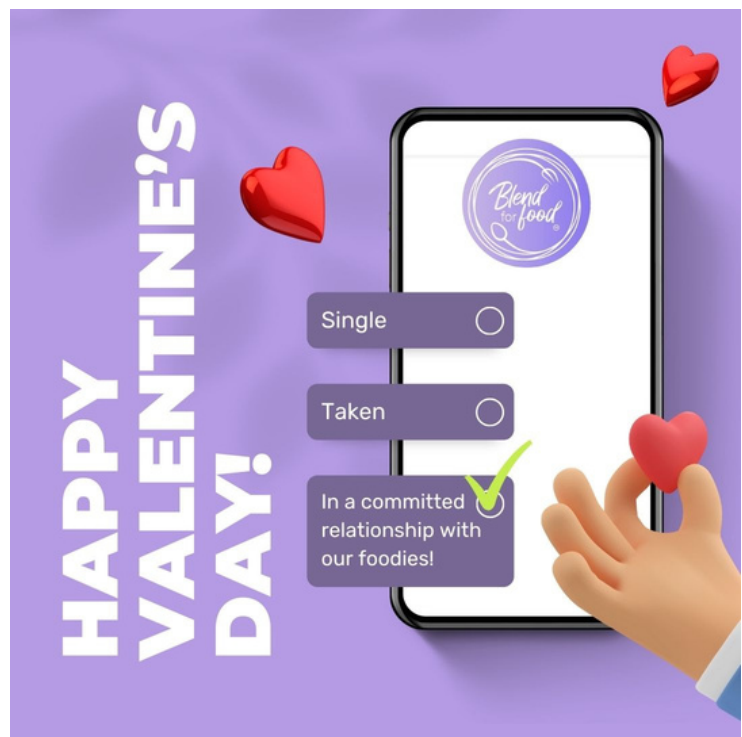
enough!

LURU

#FOOD

BRUUUU!!!

HAPPY VALENTINE'S DAY!



- Single
- Taken
- In a committed relationship with our foodies!



GO BETA

A Social Experiment

Community Involvement

Participate Now!!

COMING SOON!



HOME CHEFS

RESTAURANTS

D2C FOOD BRANDS

COMING SOON!



OUR HOME CHEFS

and their Best!

USPL



WROGN
BREAKAWAY YOUTH FASHION



SINGLE
FASHION FOR THE FREE



IMARA

GOAL

Shake up the Indian fashion industry with on-trend products, smart celebrity tie-ups, and an unerring finger on the pulse of India's youth with leading brands like Wrogn, Imara & Single.

PROBLEM STATEMENT

To showcase youth fashion wear in a peppy and trendy way using latest social media trends to drive Diwali & Dusherra sales. Especially leverage reels and short form video content.

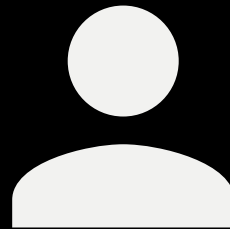
SOLUTION

Strengthen brand affinity by building a strong surround sound while leveraging USPL's sporty, trendy & quirky personality through visual storytelling.



Reach (monthly)

1 MILLION+



Accounts Engaged
(monthly)

50,000+



Followers

20,000+





CARE ON CALL



GOAL

To provide Affordable, Accessible & Quality healthcare services at your home or workplace.

PROBLEM STATEMENT

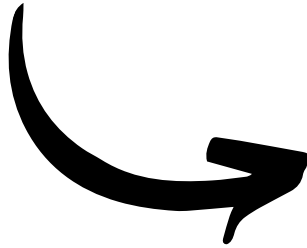
Increase brand awareness and visibility especially during critical times like the pandemic when healthcare was not easily accessible to all.

SOLUTION

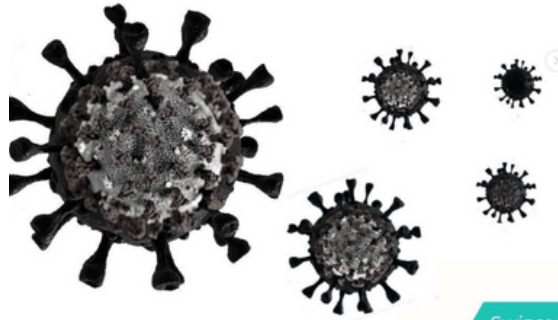
- Created a completely fresh brand identity and reimagined the brand narrative.
- Crafting an awareness and educational movement by providing useful, shareable & saveable healthcare info through authentic and powerful storytelling.
- These efforts led to people availing the brand's doorstep services by nearly 40% month on month.



CLICK TO VIEW



8 PRECAUTIONARY MEASURES THAT YOU CAN TAKE TO TACKLE THE POTENTIAL 3RD WAVE



Swipe >>

- NOW HIRING A SUPERHERO!** - Recruitment card for various medical roles.
- CLIENT TESTIMONIAL** - Video testimonial from a client.
- "THIS IS WHAT CARE ON CALL MEANS TO ME!"** - Client testimonial with a quote from the Admin & Co-ordination team.
- NOW AVAIL DOCTOR SERVICES AT HOME WITH CARE ON CALL** - Card listing services like Orthopedics, Cardiac, etc.
- HEALTHCARE AT YOUR DOORSTEP JUST A CALL AWAY** - Card showing a doctor attending to a patient.
- FIRST AID KIT ESSENTIALS** - Card featuring a first aid kit and a nurse.
- DID YOU KNOW THAT YOU COULD BE ALLERGIC OR INTOLERANT TO CERTAIN FOODS RIGHT NOW?** - Educational card about allergies.
- CLIENT TESTIMONIAL** - Video testimonial from a male client.
- WORLD PHYSICAL THERAPY DAY** - Card for a giveaway alert.
- NOW AVAIL NURSING SERVICES AT HOME WITH CARE ON CALL** - Card listing services like dressing, sutures, etc.
- CLIENT TESTIMONIAL** - Video testimonial from a female client.
- X-RAY AT HOME?** - Card showing an X-ray machine and a doctor.

- NOW AVAIL CARDIOLOGY SERVICES AT HOME WITH CARE ON CALL** - Card listing services like Cardiology consultation, ECG, etc.
- CLIENT TESTIMONIAL** - Video testimonial from a male client.
- MASTER HEALTH PACKAGE AT HOME** - Card listing a comprehensive health checkup package for Rs. 2,999.
- DO THESE 5 THINGS AND GIVE YOUR MIND A SPA** - Card with tips: Reduce Stress, Listen to music, Love yourself, Positive Affirmations, Yoga.

- THIS SEASON, MAKE SURE YOU GET YOUR FLU SHOT, BEFORE THE FLU GETS YOU!** - Card with an illustration of a woman sneezing.
- INDEPENDENCE DAY GIVEAWAY ALERT!** - Card for an Amazon giveaway.
- QnA ON DIABETES 101** - Card featuring Dr. Shivaprakash, Consultant Physician & Geriatrician.

- HERE ARE 6 REASONS WHY EVERYONE SHOULD ENGAGE IN THERAPY** - Card with an illustration of a person on a seesaw.
- CLIENT TESTIMONIAL** - Video testimonial from a male client.
- A DAY IN THE LIFE OF DR. KARTHIK PHYSICIAN, CARE ON CALL** - Card featuring Dr. Karthik.

FOLLOW THESE 8 STEPS TO MAINTAIN A GOOD ORAL HYGIENE

HERE ARE 3 BETTER ALTERNATIVES TO CARE ON CALL!

A DAY IN THE LIFE OF DR. KARTHIK PHYSICIAN, CARE ON CALL

HERE ARE 9 REASONS WHY YOU MIGHT BE SUFFERING FROM HAIRFALL

CLIENT TESTIMONIAL

5 VEGAN ALTERNATIVES TO YOUR FAVOURITE FOOD

HOOVU FRESH



GOAL

Hoovu Fresh wanted to do for puja flowers what they saw happen to cut flowers - a supply chain that works, adds value to the farmer and to the end customer.

PROBLEM STATEMENT

40% of flowers are merely wasted. Flowers are the essence of puja and yet everyday flowers in temples all over India are just thrown away.

To help showcase how these flowers can be upcycled into puja items.

SOLUTION

Scripted, produced and executed an end-to-end storytelling video shoot that conveys the journey of puja flowers from farmer to the end customer that yielded in over:

1.2 MILLION VIEWS ON YOUTUBE



CLICK TO VIEW



DKMS - BMST

GOAL

DKMS is a non-profit Organization dedicated to the fight against blood cancer and other blood disorders.

PROBLEM STATEMENT

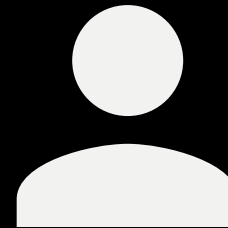
September of every year is dedicated to Blood Cancer Awareness Month and the aim was to educate people about understanding blood cancer and how to go about assisting someone who has been diagnosed with the same.

SOLUTION

Created awareness and engagement through content curation via a gamified VR Filter that led to people playing and potentially signing up as a blood donor. This week long campaign resulted in:



Reach
30,000+



Participants
50+



**CLICK TO
VIEW**



Thank you for the support!
[@thehubbengaluru](#) [@azaan_sait](#)



[@THINK.TREE.MEDIA](#) [@DKMS.BMST_IN](#)

USE THE AR FILTER TO SUPPORT!!!



[@thehubbengaluru](#)

COCO CART

COCOCART

GOAL

To sell an assortment of various imported chocolate brands online and have them delivered to your doorstep.

PROBLEM STATEMENT

As part of their expansion process across Metros and Tier-1 cities in India, they wanted to create brand awareness by doing a massive chocolate goodie bag giveaway to 50 influencers from each city.

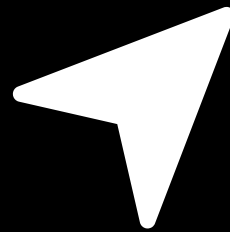
SOLUTION

We focussed on driving continuous conversations to build credibility by leveraging our own creator community. This resulted in:



Engagement

300+ PARTICIPANTS



Shares

400+



Digital Footprint

80,000+



CLICK TO VIEW



COCOCART



FORTIS MENTAL HEALTH

GOAL

Raise awareness about the importance of Mental Health and how to make it a priority.

PROBLEM STATEMENT

As part of its expansion process across Metros and Tier-1 cities in India, Fortis wanted support to destigmatize mental health by leveraging social platforms & diverse communities

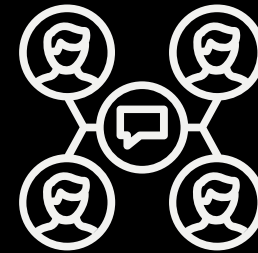
SOLUTION

A weekly Instagram LIVE series spread over two months with 6 experts from Fortis Mental Health who specialise in a specific area and 6 changemakers from across diverse backgrounds.



Organic viewership

40,000+



300+

interactions across
6 LIVE sessions.



CLICK TO VIEW



THE MENTAL HEALTH PROJECT

THE MENTAL HEALTH PROJECT

THE MENTAL HEALTH PROJECT

ANAND SWEETS

GOAL

A #VocalForLocal campaign specially curated for a Bengaluru brand that's known for the taste of royal India, perfected over generations & sweetening celebrations since 1988.

PROBLEM STATEMENT

Since a string of Covid lockdowns had kept people at home, Anand Sweets came up with an interesting DIY project for mithai lovers by introducing Ready To Prepare kits in 5 delicious flavours that can be made in just under 15 minutes. Being a traditional brand, the aim was to attract millennials & Gen-Z to try their hand with these kits.

SOLUTION

A macro campaign that consisted of 5 giveaways via a feed contest on Instagram, followed by a LIVE with the founder of Anand Sweets, a REEL made by one of our in-house food lovers and Mithai surprises that were sent to food bloggers and micro influencers in Bengaluru.



Reach

140,000+



Video Views

10,000+

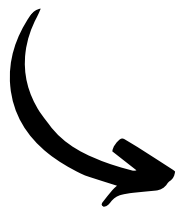


Engagement

250+



**CLICK TO
VIEW**



THE HUB

**TAG A FRIEND
YOU'D SHARE
MITHAI
WITH**

ANAND®
SWEETS & SAVOURIES

THE HUB

TOMORROW
6:00 PM

HUB TALKS X

**ARVIND
DADU**

CEO OF



ANAND®
SWEETS & SAVOURIES

SMOOR

GOAL

To swoon anyone with their unique products along with exquisite packaging that complements and reflects the true nature of their ingredients and portrays their exclusive and fine experience in all grandeur.

PROBLEM STATEMENT

To help distribute customised chocolate boxes to 50 influencers along with a curated community focussed Spotify playlist on the occasion of Friendship Day.

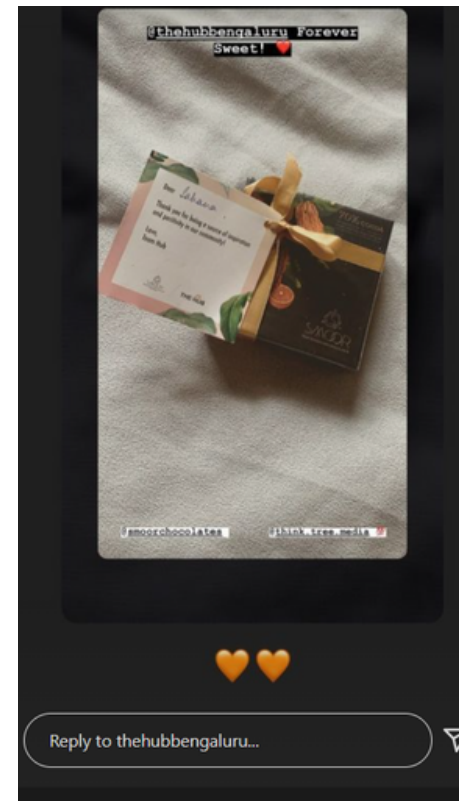
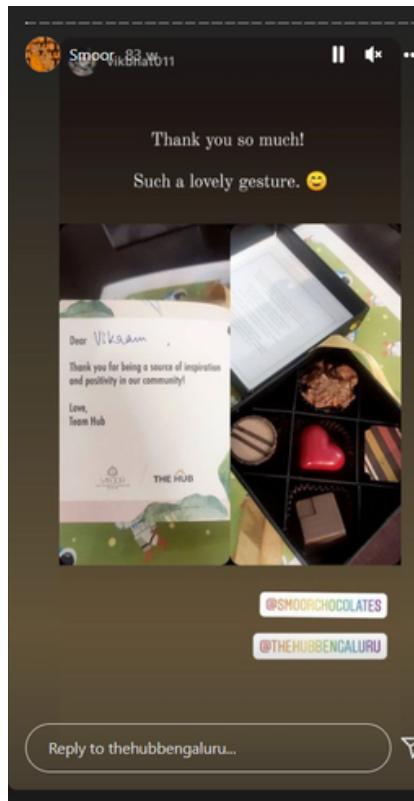
SOLUTION

Each influencer was given customised message tags with their chocolate boxes from Team Hub along with a Spotify playlist called 'Hip Hub Club' that could be accessed via a QR code embedded on the message tag along with a custom hashtag - #SmoorSoundBites

**CLICK TO
VIEW**



**THIS HELPED ACHIEVE
A COMBINED ORGANIC
REACH OF OVER 1
MILLION ON
INSTAGRAM.**





Community of India's fastest growing *Communities!*