

UPPRCASE<sup>3</sup>

ELEMENTS PVT LTD

# INDUSTRY EXPERIENCE OF 8+ YEARS

Trusted by clients like

plóm

T.A.C.<sup>®</sup>  
the ayurveda co.

Minimalist

NYKAA

WOW  
SKIN SCIENCE

USTRA  
GROOMING FOR MEN

streak<sup>®</sup>  
PROFESSIONAL

earth  
rhythm

INSIGHT<sup>®</sup>  
Make - up Essentials



Vanēsa  
VALUES BEYOND GROWTH



BM  
BIGMUSCLES  
NUTRITION

SWISS BEAUTY<sup>®</sup>  
Let's create new look

clensta  
the better way

AMINU

perfora



Araví Organic

MARS

WHAT'S UP  
XWELLNESS

DO

eze  
PERFUME

ISAK

EMBARK  
FINE FRAGRANCES FOR HIM & HER



EG  
ÉUROPE GIRL



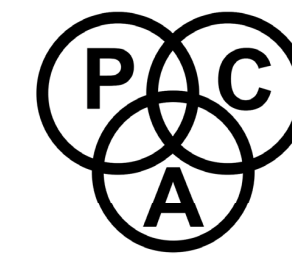
MIRABELLE  
COSMETICS KOREA

RiIFFS<sup>®</sup>  
PARFUMS

SKINVEST

ENVY

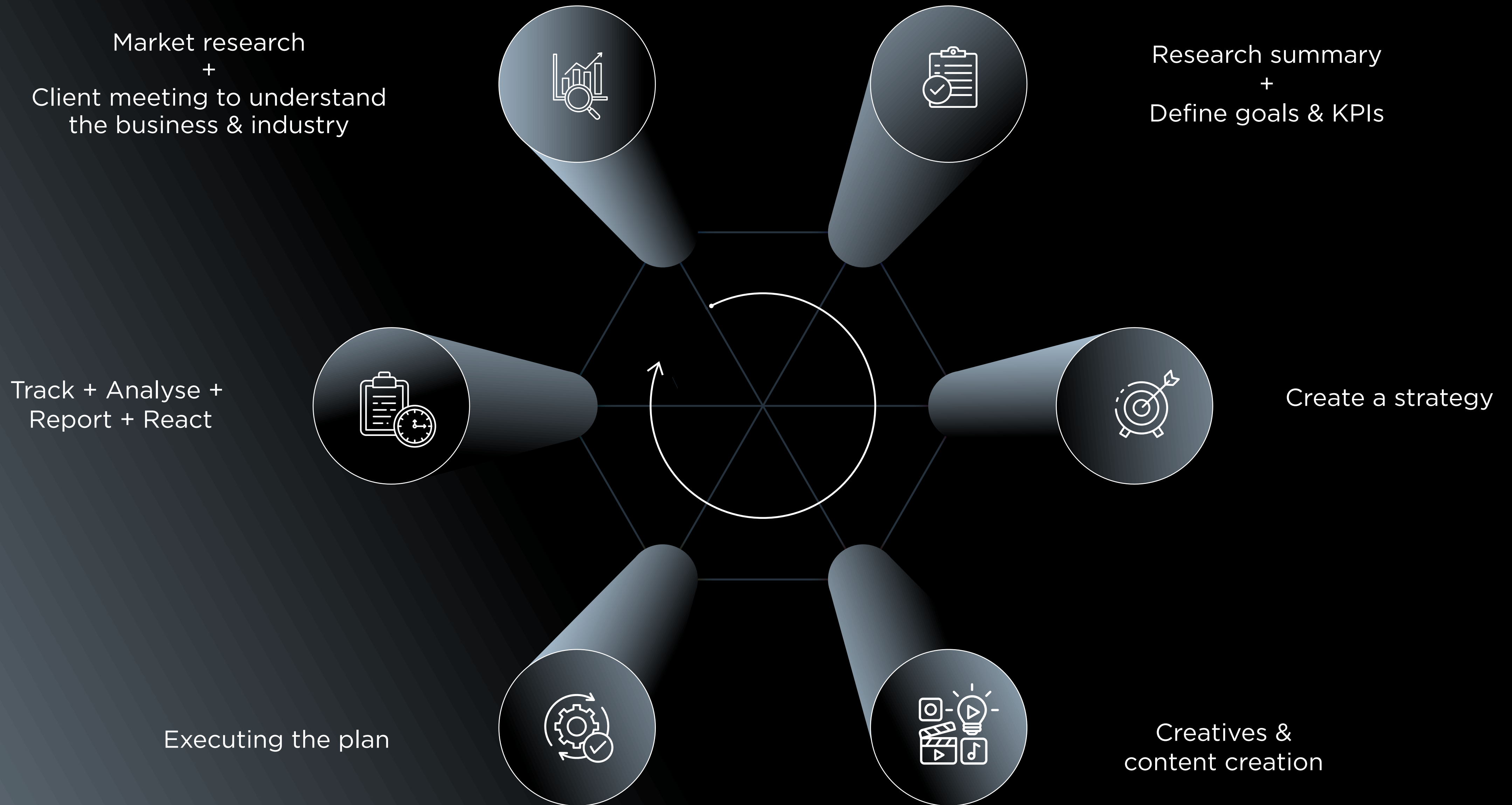
Ramsons<sup>®</sup>  
PERFUMES



SWISS BEAUTY<sup>®</sup>  
Let's create new look



# OUR PROCESS



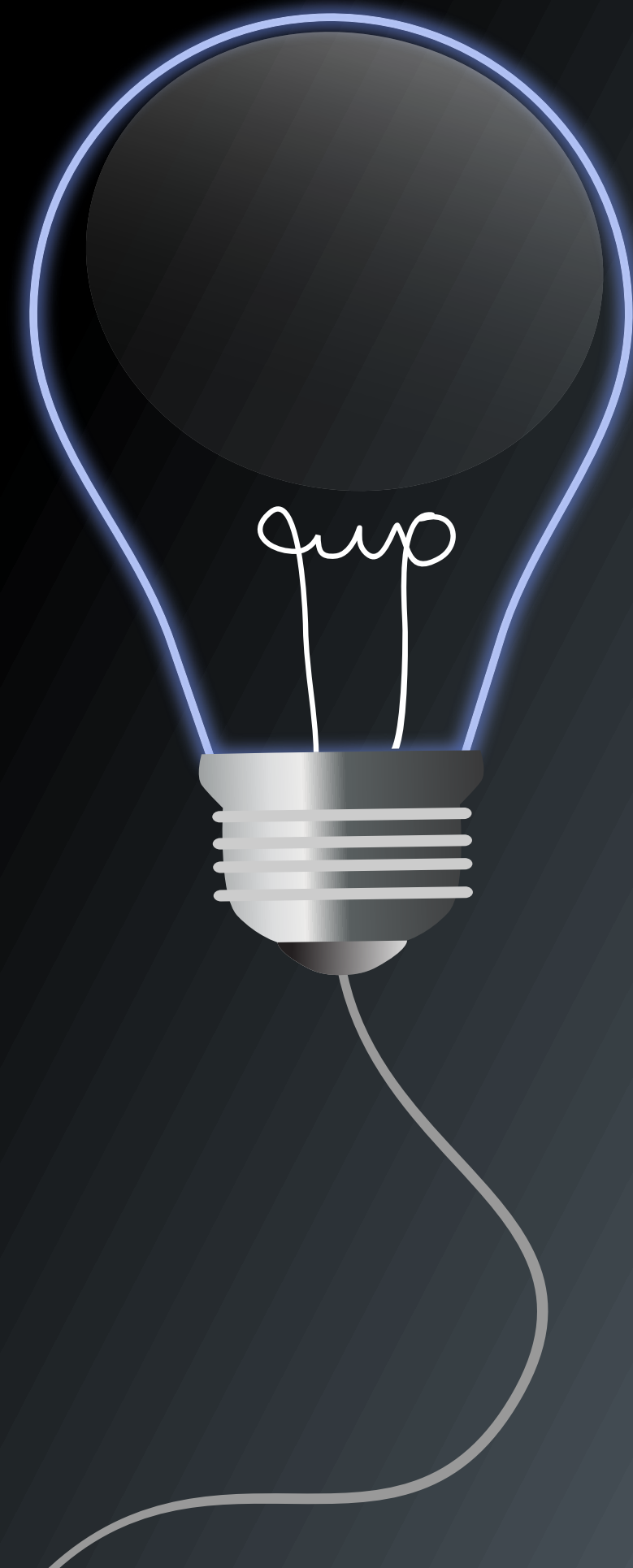
ACCOR<sup>®</sup>

P E R F U M E S

# CHALLENGE

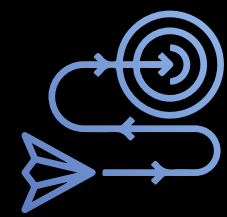
Brand faced a stagnant traction on their Instagram page.

- › Unclear brand positioning
- › Slow rise in follower count
- › Lack of visual attractiveness
- › Lack of understanding of the target audience
- › Inadequate reasons for audience-brand interaction



# SOLUTION

From concept to execution, every aspect was managed by our internal team.



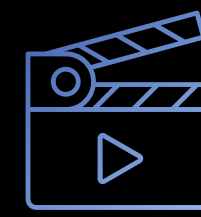
Strategy &  
Conceptualisation

- › Defined a relevant positioning that effectively resonates with the target audience
- › Developed a comprehensive social media strategy incorporating both paid and organic methods to maximize reach and engagement



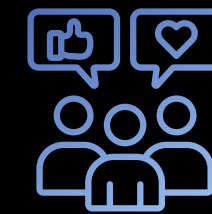
Influencer  
Marketing

- › Influencer marketing that captured product features and essence



Shoots, Designing &  
Editing

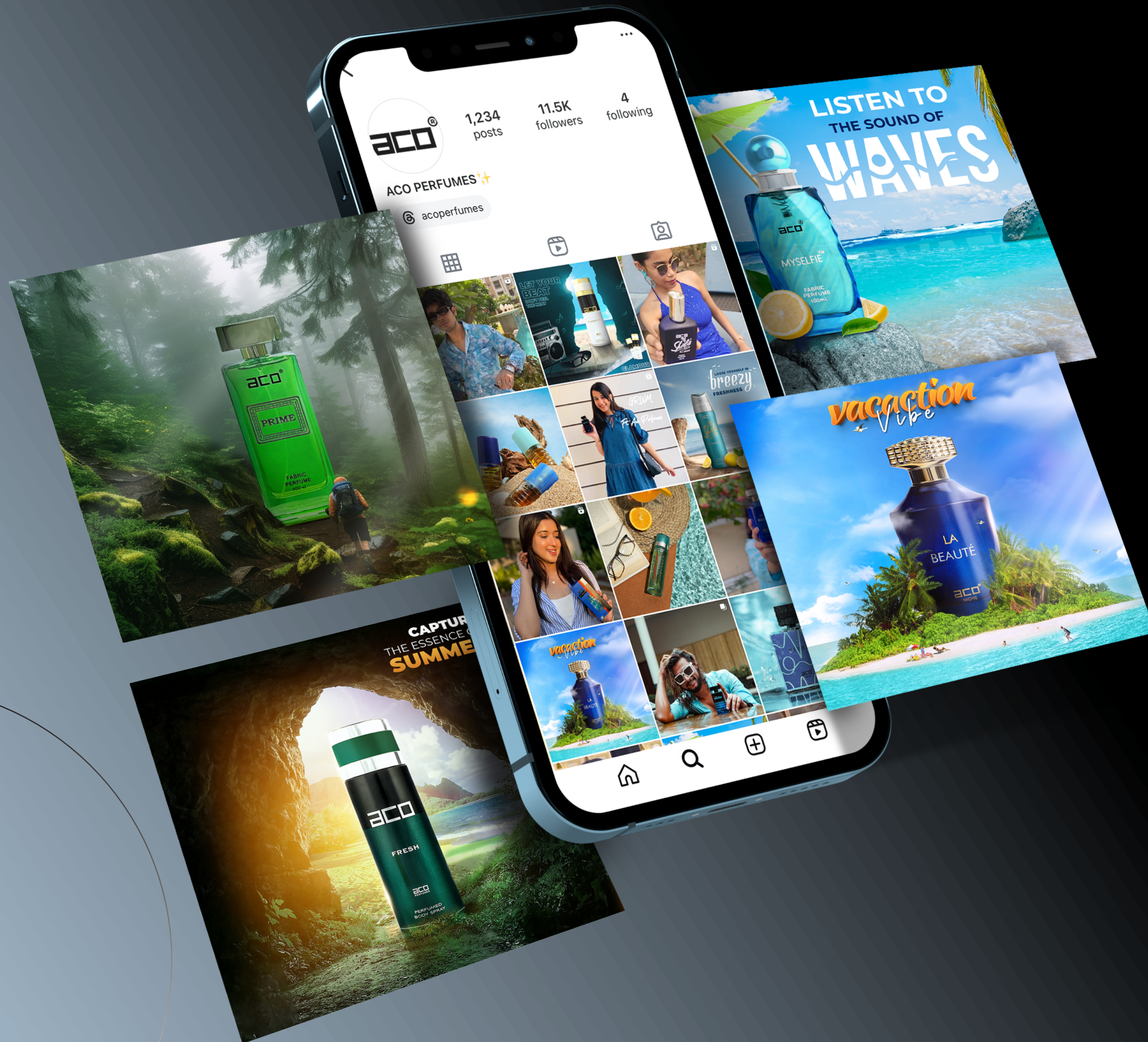
- › Visually appealing posts, videos and grids that resonated with the ongoing season or festivities



Audience  
Engagement

- › Posts on latest trend and moment marketing
- › Giveaways, informative and engaging posts and stories
- › Response on DM and comments





## KEY METRICS



**10x**  
Increase in Engagement



**2k to 11k** (450%↑)  
Follower Growth

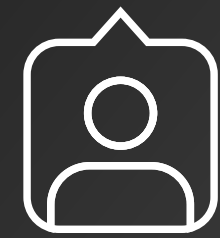
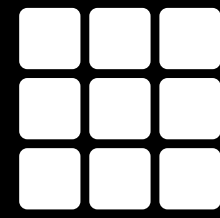


**2M+**  
Reach Per Month

## IMPACT

- Increased Brand Visibility
- Stronger Audience Connection
- Improved Content Performance





**aco**<sup>®</sup>

ACO IS YOUR MISSING PIECE TO  
**FRESHNESS THIS WINTER.**

LA BEAUTÉ  
aco  
NICHE

BEAUTÉ

#NEVERGOUNNOTICED

**PREDICT THE WINNER**

**GIVEAWAY ALERT!**

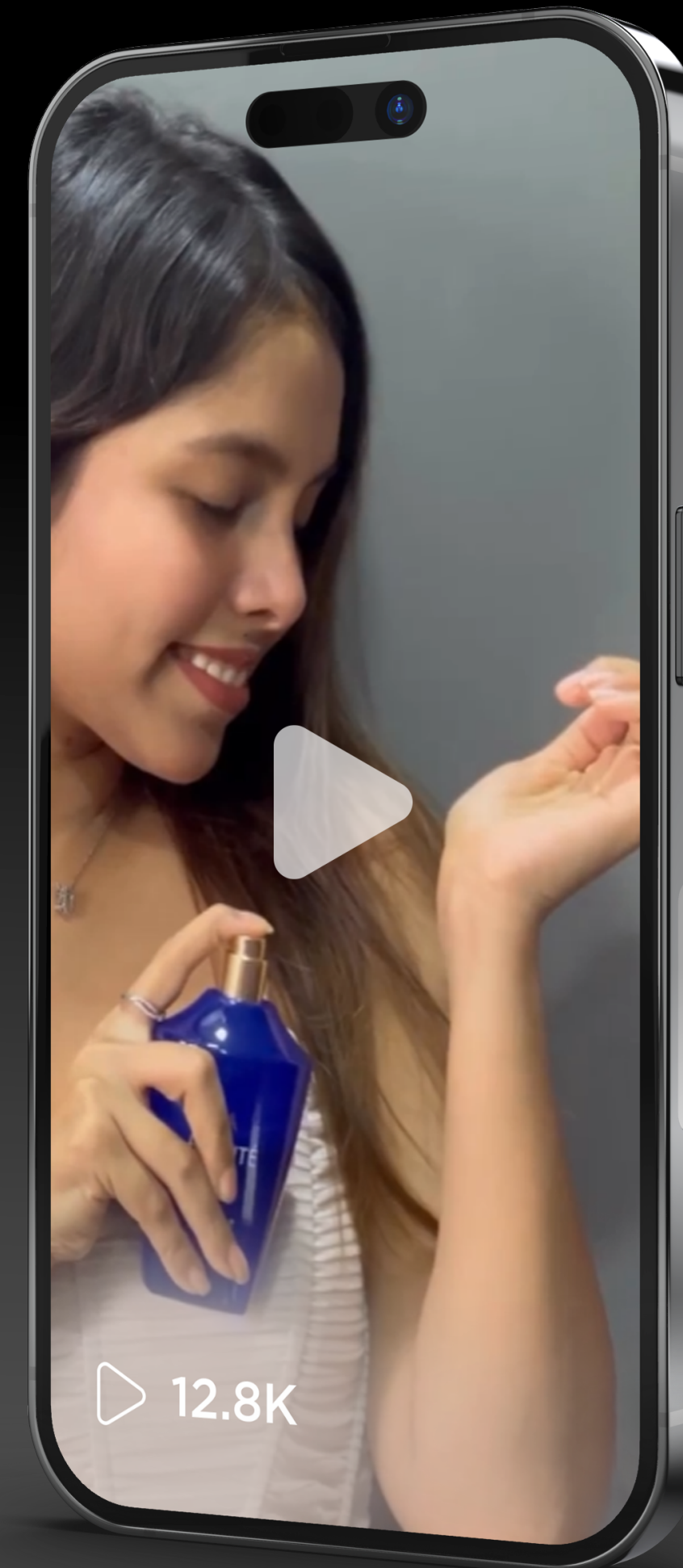
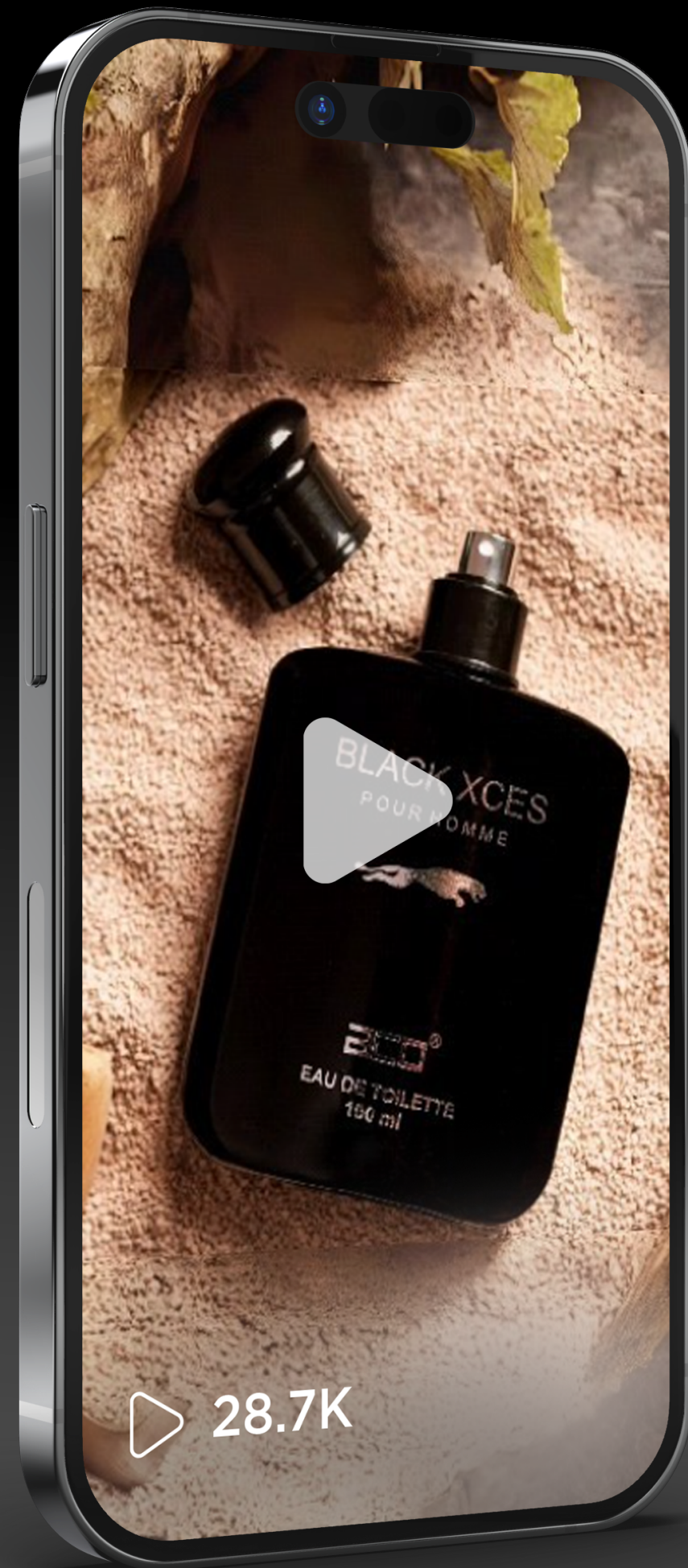
ACO VICTOR Pour Homme EAU DE PARFUM 100 ml





# INFLUENCER MARKETING

# VIDEO





**THANK YOU**

