



*Cards for*  
**SHARING**



# Black & White : Inclusivity & Diversity



# OBJECTIVE:

To help the brand to build strong relationships with diverse communities and demonstrate its commitment by making a positive impact



# AUDIENCE

Based on the research conducted on GWI, Black & White wanted to create a brand image that aligns with the values and preferences of the young affluents.

By offering personalized experiences, emphasizing social responsibility, and creating a sense of exclusivity, Black & White can entice the target audience and build a loyal customer base.



# INNOVATIVE SOLUTION:

Launching a unique experience where people belonging to different walks of life play a fun card game to create a comfortable environment without being judgmental is a great way to connect with millennials who value an open culture and diversity



# EXECUTION:

We roped in multiple people from different walks of life and created a powerful & meaningful experience that brings diverse individuals together in a fun & non-judgemental environment through “Cards for Sharing”



Featuring individuals like Sandeep a Drag Artist, Aakarshak a Voice-Over artist, Virali – a physically disabled model and motivational speaker, Debi – a performer and Rosh – a food nerd in the card game experience is a great way to showcase the diversity and uniqueness of individuals who are often not represented in mainstream media.

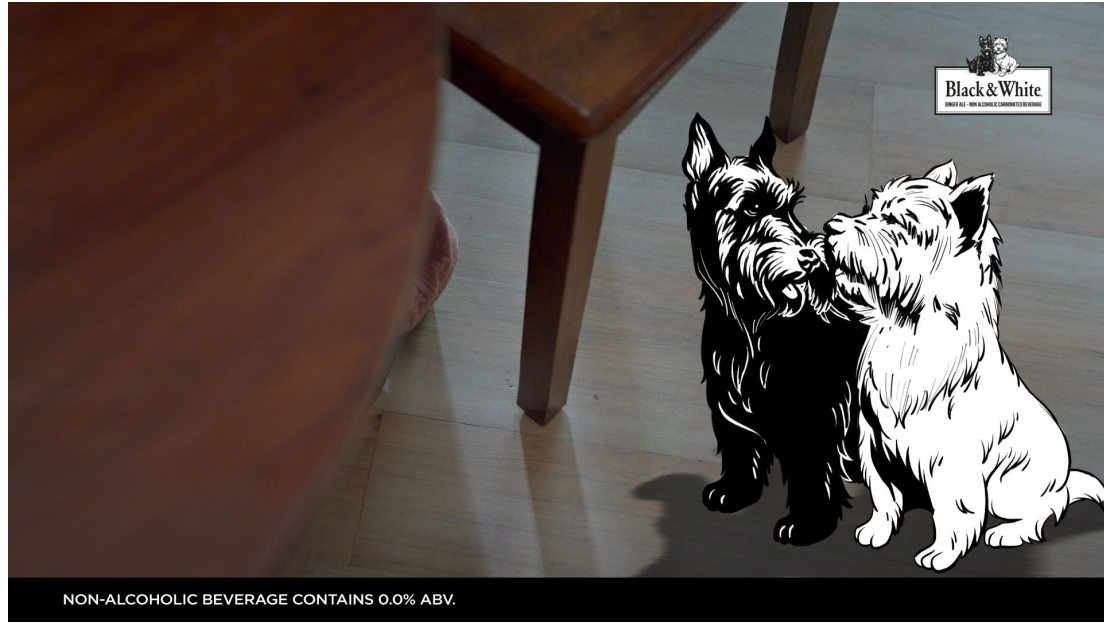
Using YouTube, Meta, and Hotstar as platforms to amplify the card game experience is a great strategy to reach the target audience of millennials who are seeking diverse connections and experiences.

Additionally, we leveraged impact properties like the YouTube Masthead for quick reach and targeted relevant keywords for intent-based searches through Search to further enhance the effectiveness of the campaign.



# Proof Of Work

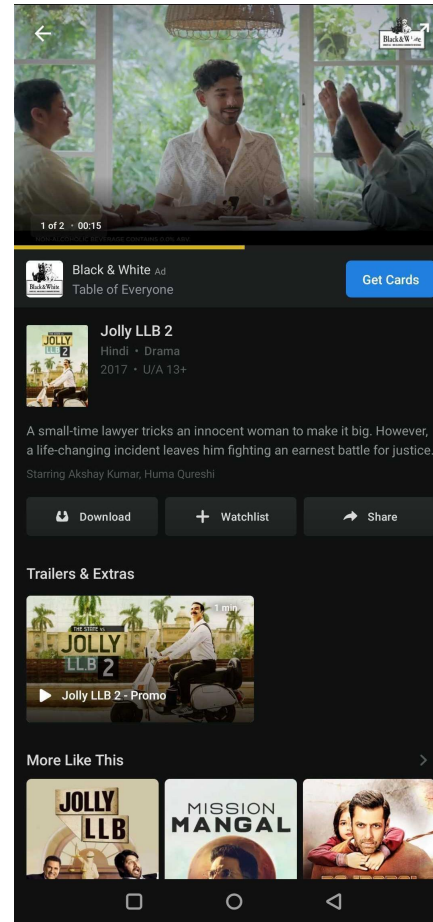
## Video – 30 secs



Youtube link : <https://www.youtube.com/watch?v=cYs5VB9oHJs>



## Hotstar



## Meta



# CAMPAIGN RESULTS

Lift in **Ad Recall** by **5.3%**

YouTube garnered **+28 Mn Views**

Hotstar garnered **+4 Mn Views**

Meta garnered **+12 Mn Views**

**Total Awareness** increased from **37% to 42%** in the same period over last year



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**Thank You**