
CULTURE
MACHINE
™

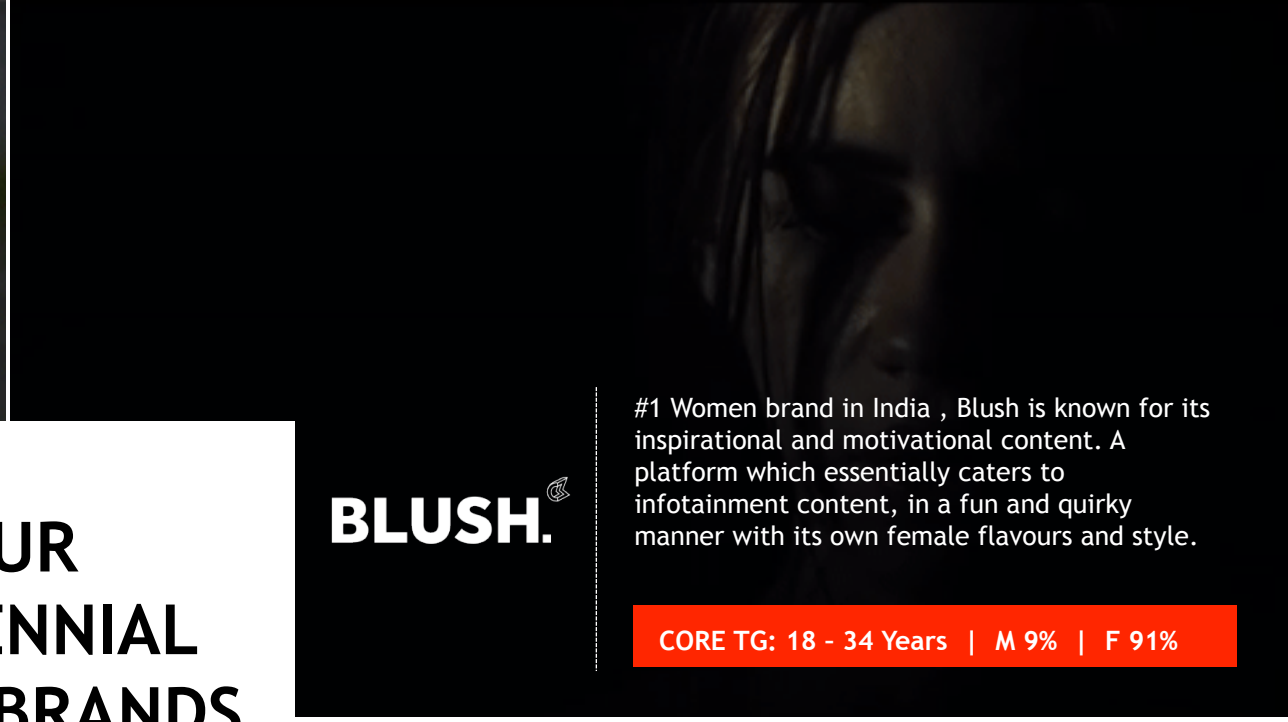
OUR MILLENNIAL MEDIA BRANDS



Being Indian

Most Viewed North Indian Youth Entertainment brand. We are a brand that resonates with the youth of the nation. We represent the young Indians who believe in exploring the various parts of their country and its Culture!

CORE TG: 18 - 34 Years | M 70% | F 30%



BLUSH.

#1 Women brand in India , Blush is known for its inspirational and motivational content. A platform which essentially caters to infotainment content, in a fun and quirky manner with its own female flavours and style.

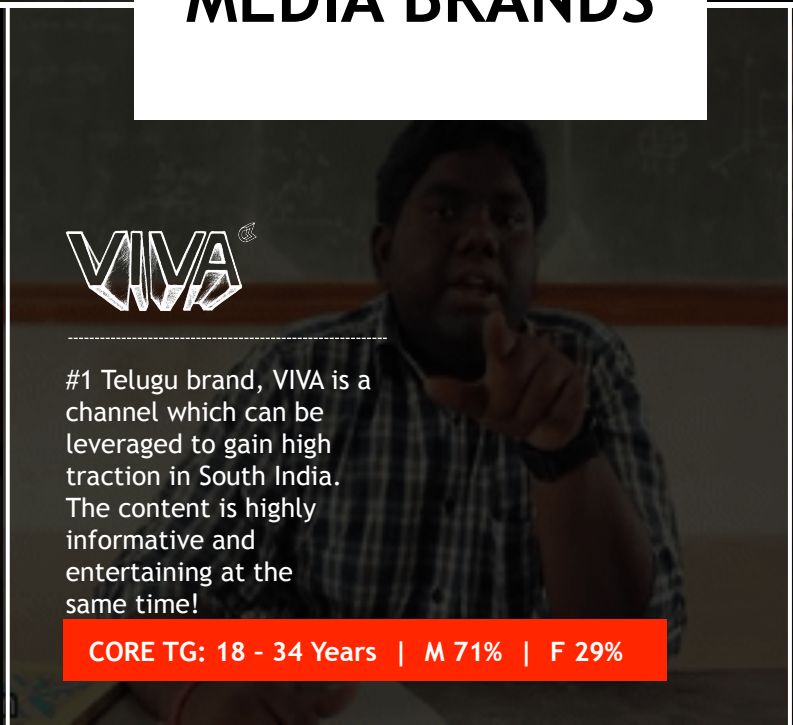
CORE TG: 18 - 34 Years | M 9% | F 91%



PutChutney

#1Tamil Media Brand- PC is a channel which can be leveraged to gain high traction in South India. The content is highly informative and entertaining at the same time!

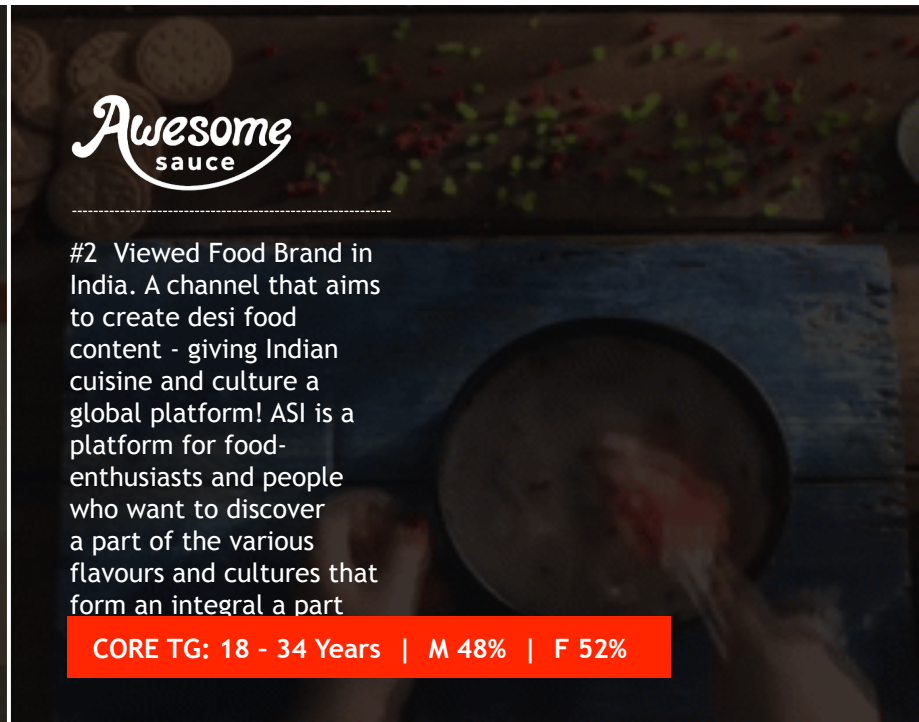
CORE TG: 18 - 34 Years | M 76% | F 24%



VIVA

#1 Telugu brand, VIVA is a channel which can be leveraged to gain high traction in South India. The content is highly informative and entertaining at the same time!

CORE TG: 18 - 34 Years | M 71% | F 29%



Awesome sauce

#2 Viewed Food Brand in India. A channel that aims to create desi food content - giving Indian cuisine and culture a global platform! ASI is a platform for food-enthusiasts and people who want to discover a part of the various flavours and cultures that form an integral a part

CORE TG: 18 - 34 Years | M 48% | F 52%

CULTURE MACHINE™

NETWORK STRENGTH

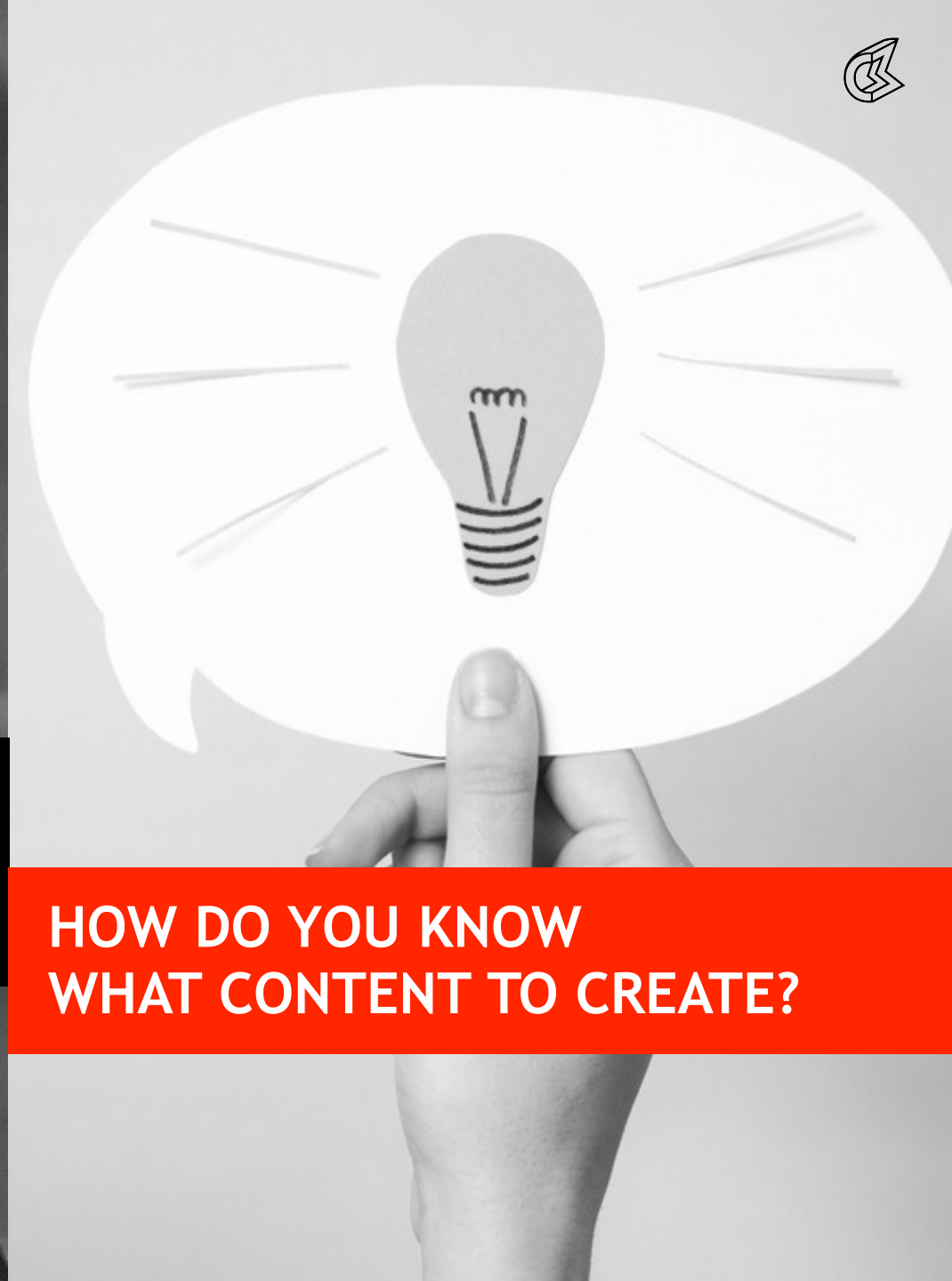
Being Indian | BLUSH. | Put Chutney | Awesome sauce | VIVA

MONTHLY: 1 BILLION VIEWS ACROSS 5 BRANDS
BUILT ON THE BACK OF DATA + AUTOMATED CONTENT

MOST WATCHED DIGITAL NETWORK IN INDIA



WITH THOUSANDS OF VIDEOS BEING UPLOADED EVERY SECOND



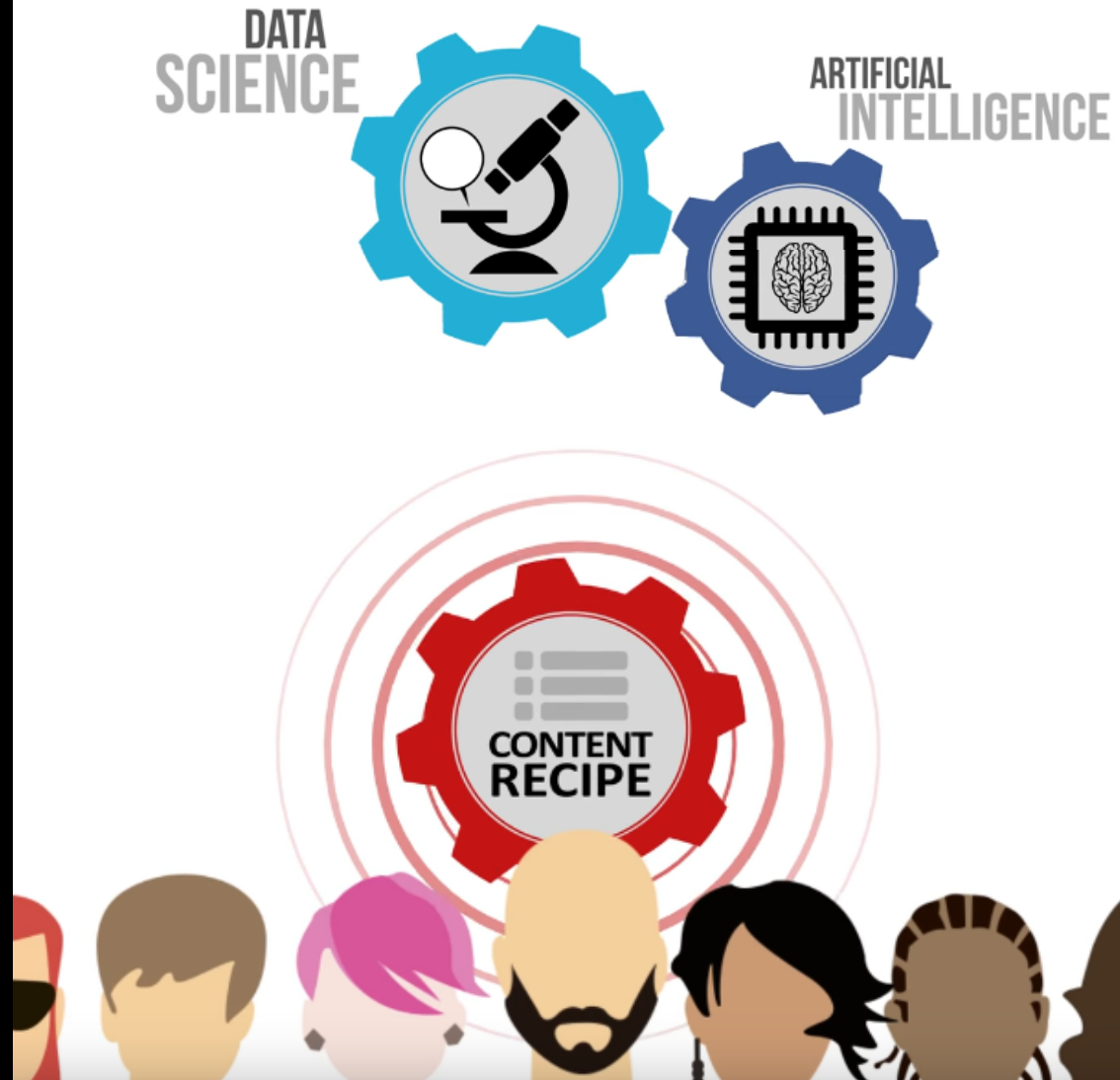
HOW DO YOU KNOW WHAT CONTENT TO CREATE?

INTELLIGENCE MACHINE

AUTO-DETECT & DEDUCE

Providing Video Marketing Intelligence & Creative Solutions for Brands

Awarded as the top marketing technologies globally by:



INTELLIGENCE REPORTING

BRAND ANALYSIS

- Reach, Engagement & Advocacy
- Content Format: Detailed Videos & Engagement Report - Slice & Dice by Platform, Topic, Timeline, Geography etc.
- Incremental Share of Voice
- Top Content Topics
- Audience Demographics & Information

CONTENT RECIPE

- Top Videos per Format – Auto-tagged across thousands of formats
- Top Creators per Format
- Recommended Average Duration of Content Video
- Sentiment analysis
- Popular Topics

COMPETITOR BRAND SPACE

- Earned vs. Owned Media
- Top Content Formats (Brands vs. UGC)

CREATOR SPACE

- Top Channels
- Top Content Formats across platforms
- Top Watched Brands & Engagement Topics
- Google Trends

CONTENT FORMATS - COMPETITORS

VIEWS		LIKES		COMMENTS		SHARES	
Commer...	109.3M	Review	252.8K	Review	45.7K	Featuring	270.8K
Review	104.3M	V/s	143.8K	V/s	22.3K	Commer...	110.1K
V/s	78M	Compar...	66.8K	Compar...	14.4K	Car	45.4K
Televi...	39M	Test d...	46.5K	Test d...	7K	Your life	44.9K
Compar...	34M	Commer...	38.6K	Car	4.5K	Review	39.3K
Official	18.9M	Official	35.3K	First ...	3.6K	V/s	15.9K
Test d...	18.8M	Music	32.1K	Commer...	3.6K	Televi...	11.2K
Music	14M	Car	28.7K	Top speed	3.3K	Episode	9K
First ...	13.4M	First ...	26.2K	Music	2.6K	Music	8.5K
Live	12.7M	Televi...	17.8K	Exclusive	2.2K	Official	5.8K
Featuring	12.4M	Top speed	12.3K	Televi...	2.1K	Live	5.7K
Car	12.2M	Exclusive	12.2K	Official	1.7K	First ...	5.3K
Top speed	7.5M	Live	12.1K	Contest	975	Safety	4.5K
Episode	6.3M	Episode	7.4K	Engine	920	Behind...	4.3K
Adventure	6.1M	Film	7.3K	Perfor...	590	Test d...	4.2K

CONTENT THEMES

VIEWS	
India	97.8M
Drive	77.9M
Suzuki	67.1M
First	50.6M
Test	47.1M
Volksw...	34.1M
Car	28.6M
Elite	24.6M
Auto	21.7M
Test d...	18.8M
Road	16.9M
Featuring	12.7M
Grand	12.2M
Expo	12.2M
Speed	11.7M

TOP VIDEOS

Top Videos



Sub Formats

- size comparison
- sound comparison
- vs
- review and comparison
- comparison

Popular Topics

- Premium Hatchback
- Figo vs Swift
- Micra
- Show
- Figo
- Ford

TOP CREATORS

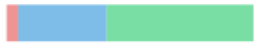
Top Creators

CarDekho, Autoc..., CarTo..., Motor..., Auto ..., ZigWh...

BRAND SENTIMENT

Sentiments

-ve Neutral +ve

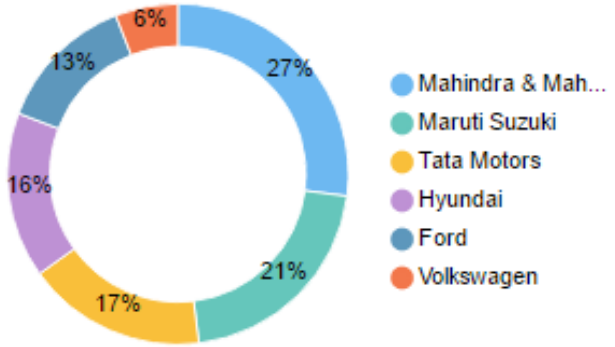


Average Video Duration

00 06 04

Hours Minutes Seconds

SHARE OF VOICE



CM CONTENT CREATION BASED ON IM INSIGHTS



INTELLIGENCE

MACHINE

CASE STUDY

TOP TOPICS

Topics	Views
Sun tanning	10174279
Hair straightening	2798630
skin colour	1725452
Greasy hair	1515379
Scar	728939
Body shape	1151419
Long hair	11796052
Hair coloring	1268223

TOP CATEGORIES

	Views	Engagement
Motivation for women	1,184,927	49,355
Be yourself	1,054,911	35,071
Beauty within	5,996,984	180,884
Self Confidence	129,731,928	3,398,421
Social Experiment on body image	9,267,490	231,073
Ted talk women	43,947	1,050
Self Love	14,665,402	346,744
Women Empowerment	11,350,710	220,381

TRENDS

Topic	Frequency
#Rio2016	2,952
Pokémon Go	1,977
No Man's Sky	1,598
杰森·包恩	1,030
Olympic Opening Cere..	1,025

YouTube 6 Million Views

2017 KYOORIUS CREATIVE AWARDS

Tactical film advertising, Tactical branded content and entertainment, Use of music for film advertising, Non- fiction up to 5 mins at the recent Kyoorious Awards 2017

ABBY Award

Gold for Best use of Branded Content

Silver for Best Social Media Strategy

FESTIVAL OF MEDIA APAC AWARDS

Silver for Branded Content

talentrack awards2017

Two Golds for Best Digital Branded Content & Best Digital Short Format



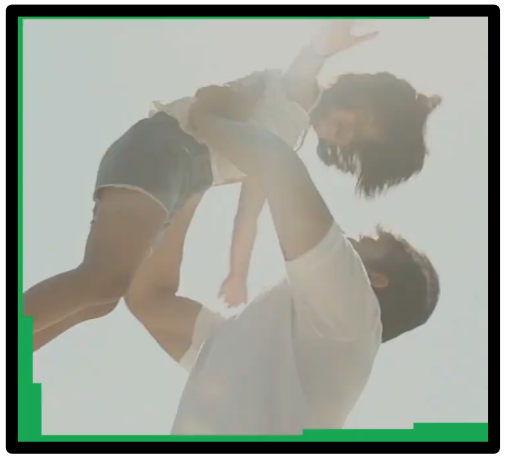


VIDEO MACHINE



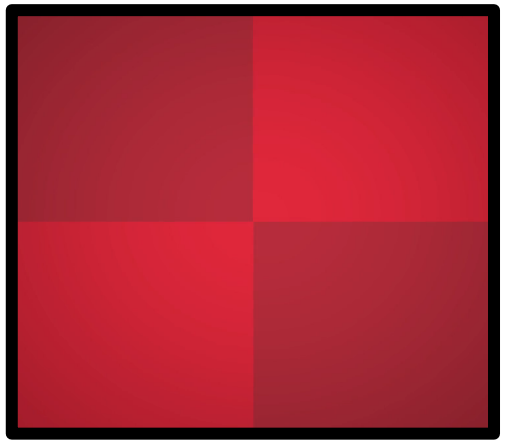
VM CAN CREATE VIDEOS ACROSS BRANDS & CATEGORIES

- TRAVEL
- RETAIL
- AUTO
- JEWELLERY
- LIFESTYLE
- CONSUMER DURABLES
- FOOD AND BEVERAGE



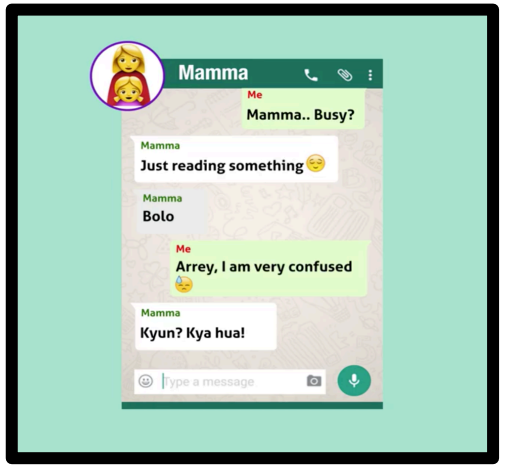
















CM CONTENT CREATION BASED ON

IM INSIGHT + VM CASE STUDY

RESPECT YOUR PARENTS



27 MILLION FB VIEWS

805 THOUSAND SHARES

136 THOUSAND FB LIKES

KARGIL VIJAY DIWAS



19 MILLION FB VIEWS

440 THOUSAND SHARES

248 THOUSAND FB LIKES

NEVER GIVE UP



26 MILLION FB VIEWS

458 THOUSAND SHARES

112 THOUSAND FB LIKES

CONTENT + CULTURE MACHINE™

ASTRO GO SHOP SUCCESS STORY

Primada®

PERKAKAS DAPUR
TERKENAL
HONG KONG



Primada®

2 Liter

1.25 Liter

PERCUMA RM199

SMART PROCESSOR

Primada

1 800-82-0088

Penghantaran percuma untuk Semenanjung Malaysia sahaja.

THE CHALLENGE

Effectively transition brand positioning from a TV shopping brand to an online shopping destination in cluttered e-commerce space.

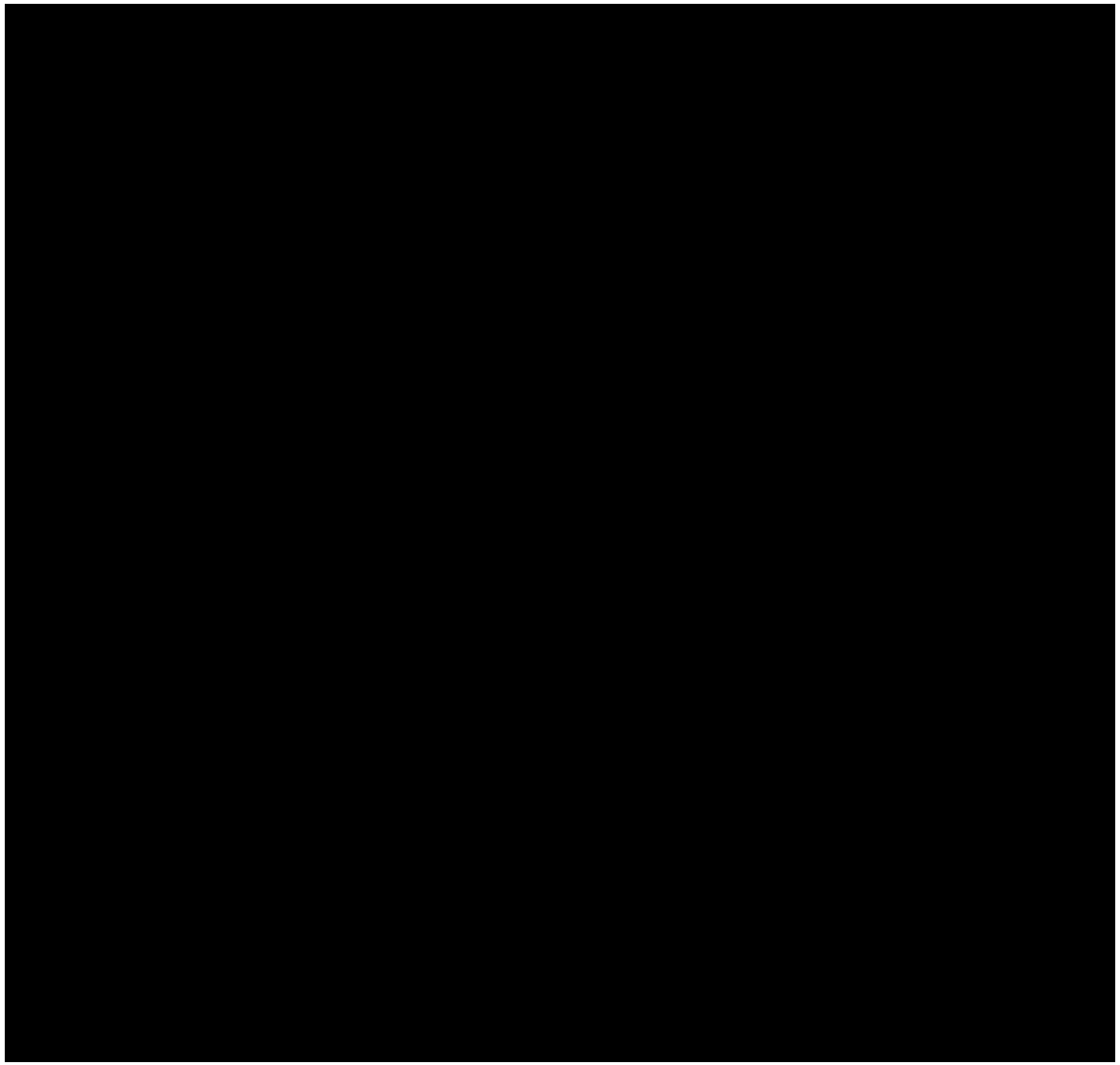
Keeping pace with the changing consumer behaviour.

STRATEGY

Create an alternate property on the social media platforms featuring life hack videos.

Differentiate by using the power of adaptive life hack video demos & churn out high volume of videos as per the daily trends with relevant product placements.







RESULT

KPI	TARGET	DELIVERY
Lower eCPOs (compared to Incumbent Videos)	**50% lower CPO/higher order** (compared to Incumbent Videos)	**130% lower CPO/higher order** (compared to Incumbent Videos)
Engagement rate (compared to Incumbent Videos)	**Min 2X ER over OAP**	**ER (3X delivery)**
ROI: Online Sales value/ digital spends (compared to Incumbent Videos)	**Min 33X ROI**	**52X ROI**

Incumbent Videos: On Air promotion (TVC)

Recommended

TREND	CONTENT TITLE	CONTENT TAGS	VIDEO
#HillaryMemoirTitles	Get on board the trend train #HillaryMemoirTitles	indian hindu bollywood delhi entertainment familyfriendly healthier_lifestyle hollywood american_idol mtv hbo american english	GENERATE
#MyChildhoodIn5Words	Why are people excited about #MyChildhoodIn5Words	indian hindu bollywood delhi entertainment familyfriendly healthier_lifestyle hollywood american_idol mtv hbo american english	GENERATE
#StripThatDownvideo	Get on board the trend train #StripThatDownvideo	indian hindu bollywood delhi entertainment familyfriendly healthier_lifestyle hollywood american_idol mtv hbo american english	GENERATE
Djokovic	Get on board the trend train Djokovic	indian hindu bollywood delhi entertainment familyfriendly healthier_lifestyle hollywood american_idol mtv hbo american english	GENERATE
We Don't Talk Anymore	Cut It Short We Don't Talk Anymore	indian hindu bollywood delhi entertainment familyfriendly healthier_lifestyle hollywood american_idol mtv hbo american english	GENERATE

CULTURE MACHINE™

THANK YOU!

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