



Portfolio

November 2023

www.kwink.in

Who are we?

We at Kwink are a group of inspired individuals from varying backgrounds of experience in digital and offline media.

Our expertise lies in strong ideation, Innovative designs and creating marketing campaigns that align with your brand values while staying relevant to the ongoing buzz and capturing the attention of your target audience.

We love crafting online and offline experiences, which create engaging conversations that result in real time conversions. We view the world from our own angle, which allows us to identify how best a brand should be perceived and marketed.

Moves So Far



Tablets (India) Limited



Tamil Nadu Tourism
தமிழ்நாடு சுற்றுலாத்துறை



Nicholson Eye Clinic and Hospital
With Laser Eye Services



Sports Portfolio



Mega Cricket World is an online sports betting forum that has many offerings such as Live Casino, Table Games, and daily odds on many different major sporting events to name a few.

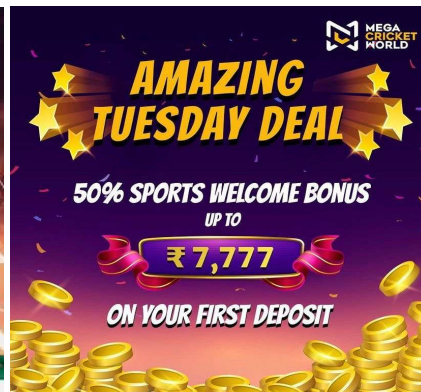
<https://instagram.com/mcworldsocial?igshid=NzZlODBKYWE4Ng==>

Strategic Points

For Mega Cricket World we have created content calendar with content buckets for the purpose of

- Showcased and promoted their offerings.
- Increased their following organically through online contests with amazing giveaways that were tied into major ongoing sporting events. The social media accounts have seen a lot of growth as a result of this.

Contest Posts



Brand Posts

Contest Performances

X

Instagram

Facebook

Contest Name	Sporting Event	Prize	Duration	Impressions	Followers	Accounts Engaged	Followers	Engagement	Followers
IPL ka Don	Indian Premier League	Samsung Galaxy Z Fold 4 and Samsung Tablet	May 1 to May 31	23.6k	15	15.9K	500	64	15
Test Trivia Contest	World Test Championship	Amazon Echo Dot	June 1 to June 11	13k	69	33.7K	667	237	66
Le Matchpoint Contest	French Open	Amazon Echo Dot	July 11 to July 14	15k	219	779	850	327	158
Mega Cricket Mela	2023 ICC Cricket World Cup	iPhone 15 pro, noise canceling headphones , Amazon Vouchers	October 5 to November 19	239k	1173	3,145	2503	28900	1127



Mememes to generate engagements

Mememes were posted on Instagram and Telegram, capturing the various cricketing and other sporting events. Like when in a TNPL match they scored 19 runs of one ball or when CSK won the IPL 2023. Both of these mememes went viral and garnered a lot of views on Instagram.



<https://www.instagram.com/reel/Cs3nht-hGKL/?igshid=MzRIODBiNWFIZA==>

<https://www.instagram.com/reel/CterGZQoUNa/?igshid=MzRIODBiNWFIZA==>



Managed the Social Media accounts for SKNP -

Winners of 2021 CPL Trophy

<https://www.instagram.com/sknpatriots/>

<https://sknpatriots.com>

Strategic Points

- Built and managed the website for past 2 seasons.
- Created content buckets and managed social media for the team for the past 2 seasons.
- Handled behind the scenes candid shoots.
- Scripted and Managed sponsorship videos.
- Created sponsorship decks.
- Live coverage of matches with regular updates were shared on social media.
- 24X7 assistance during matches (re - sharing relevant CPL posts, sponsorship posts, player posts, etc.
- Designed the 2020 team jersey.

Match Day Posts and Live Updates



Player Announcements and
promoting Merchandise



BRAVO | THE CHAMPION 



DWAYNE

90	1245	78	44	2
MATCHES	RUNS	WICKETS	CATCHES	WC TITLES

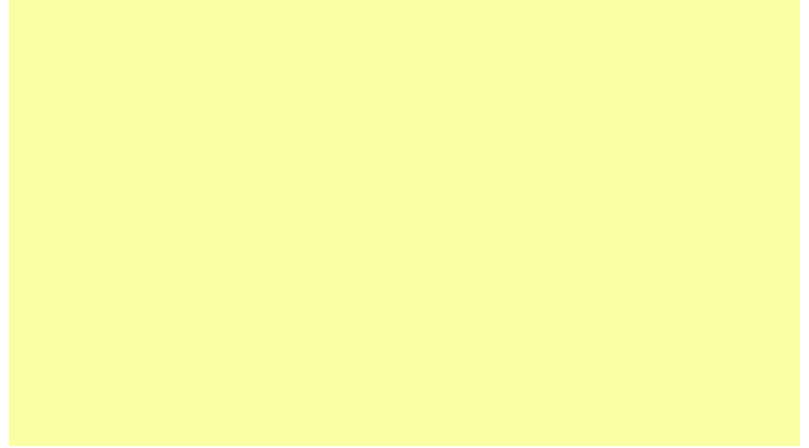
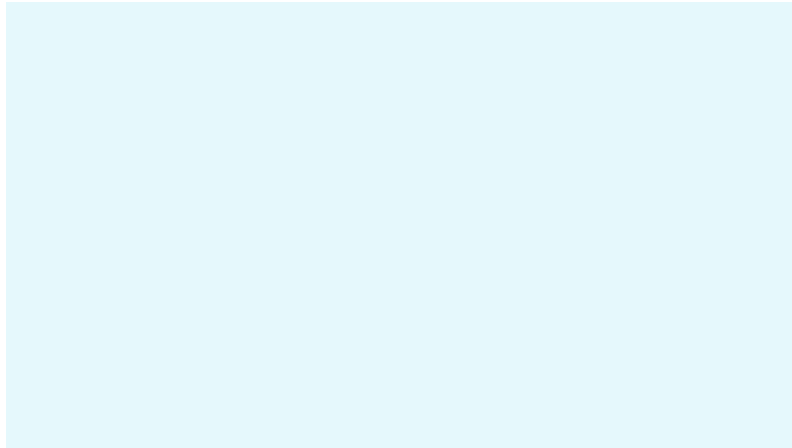
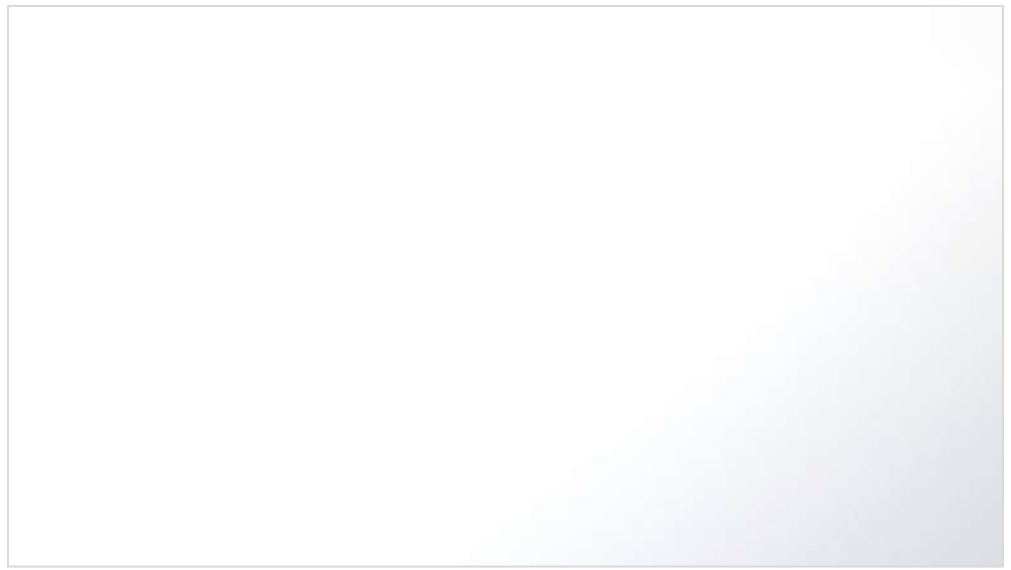


VISIT SHOP.CPLT20.COM AND AVAIL YOUR
FAVOURITE PATRIOTS MERCHANDISE

Posts to showcase SKNP's
partnerships



Managed sponsor video
shoots



Behind the Scenes Footage

<https://www.instagram.com/p/CTCqM52JHrm/>

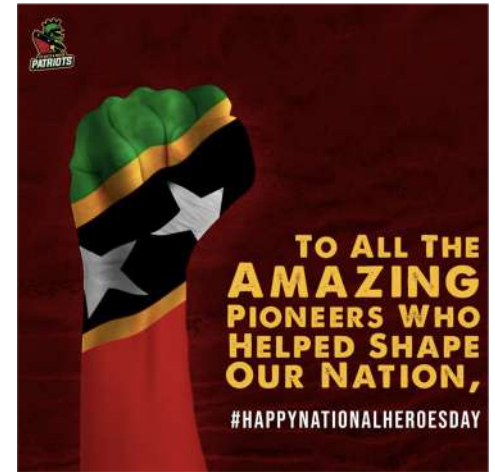
<https://www.instagram.com/p/CTnp7bzgnE6/>

<https://www.instagram.com/p/CTymWxTJeuG/>



Engagement posts,
and special day posts

<https://www.instagram.com/p/CX5a4LIBFWe/>



Designed the team
apparel for the first
season





Managed the Social Media accounts for Jamaica Tallawahs -

Winners of 2022 CPL Trophy

<https://www.instagram.com/jamaicatallawahs/>

<https://www.tallawahs.com/>

Strategic Points

- Managed the website for the last season.
- Created content buckets and managed social media for the team for the last season.



Match Day Posts and
Special Days
Greetings



PURE WIN

Managed the Social Media accounts for Purewin -
Online betting site with Live Casino, as well as their news portal.

<https://www.instagram.com/purewinindia/>

Strategic Points

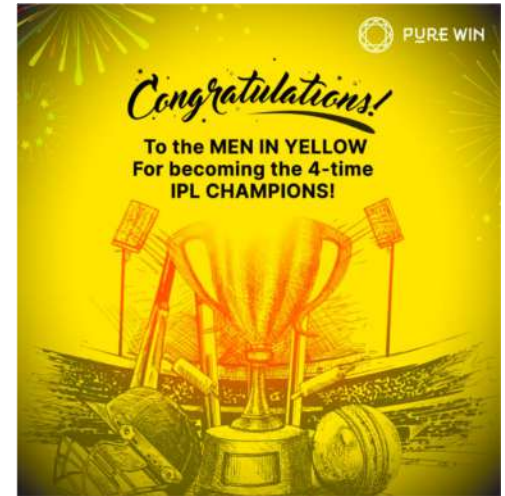
Created content calendar with content buckets for the purpose of :

- Building a strong association of Purewin with cricket
- Highlighting their partnership with the SKNP cricket team
- Promoting brand awareness
- Highlighting any contests and offers
- Generating engagement on posts
- Wishing people on special days

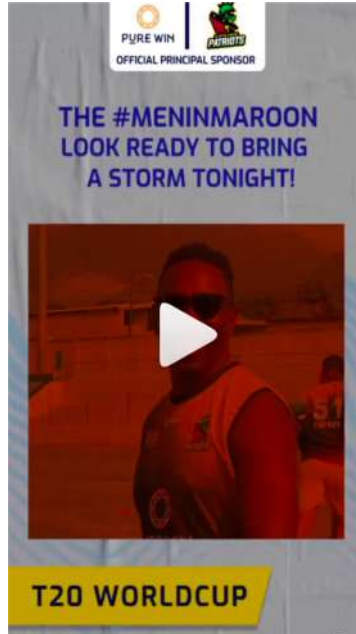
Created a Mascot for Purewin and built a campaign around him for IPL 2022 season.



Match Day Posts -
To build on the
cricket association



Posts to showcase the partnership with SKNP



Brand Posts and Offer Promotions

PURE WIN

अपने जीवन को भव्य बनाने के लिये तैयार हैं?

iPhone और ₹20,000 जीतने का मौका पाए।

17 अक्टूबर से 14 नवंबर के बीच,
#PureWinFunContest में भाग लें...

www.purewinfun.com



PURE WIN

We can make your day.

**20 times
BIGGER & BETTER!**

Participate & win an iPhone & INR 20K.

Participate in the
**#PureWinFun
Competition**

www.purewinfun.com

17th October '21 - 14th November '21



PURE WIN

PLAY IN LIFE



NOT WITH IT

PURE WIN

A PURE WINNER IS ALWAYS UP FOR
A CHALLENGE!



#PUREWINNING

Engagement posts,
trending posts and
special day posts



Created a Mascot for the 2022 IPL season promotions

We created 'Shubh' a future predicting, sports loving animated parrot whose name means auspicious in Hindi.

To make Shubh synonymous with Purewin and to associate sports betting with a friendly, relatable character, we built a story around him.



Shubh Merchandise

- A whole range of merchandise was designed utilizing him, which were given out as rewards for winning contests held on social media accounts



Shubh Utilized during matches

- He was used to announce matches, encourage people to predict and earn money using their sports knowledge by sharing the betting odds, congratulate the teams, etc.



Shubh was used to generate engagement

- Regular polls and trivia questions featured Shubh. The audience was encouraged to participate in these to win the merchandise featuring Shubh.
- This helped us increase our Reach by almost 300% on Insta, 90% on FB with 105% increase in engagements on Instagram and FB in this period.
- Twitter had most traction with 316K - impressions, 5343 - Mentions and an increase of 425 followers during this period.





An online sports platform with their own DFS platform | In Game currency called Rage Tokens | AR based game Scramble and sports related NFTs.
We worked with them to build their social media presence to highlight their partnership with SKNP cricket team during the CPL tournament.

Strategic Points

- Created the main website and promoted a microsite dedicated to the Rage Fan - SKNP Partnership.
- Created hype around SKNP Partnership among Rage's audience
- Educated SKNP Audience about Rage.Fan and their space
- Highlighted the possible features and built hype around the future launch of SKNP Fan Tokens

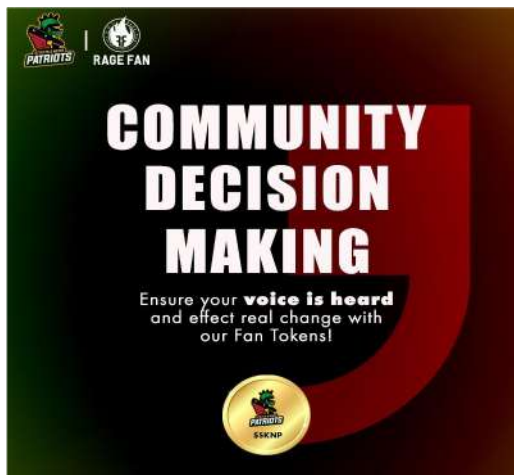


Promoting the Microsite

Posts promoting SKNP players

Educating SKNP audience about Rage/SKNP fan tokens

- Separate posts were created to be posted on the SKNP accounts which were cross shared by Rage accounts.



Generate Engagement

- To generate engagement among the audience across Rage and SKNP accounts, Online Contests with merchandise giveaways were executed to engage the audience.



Generate Engagement

- Two sessions of online meet and greet with top SKNP players like Bravo, Gayle, Cottrell, etc. were conducted on Insta live.





Managed the Social Media accounts for Karaikudi Kaalai's first season in TNPL

Strategic Points

- Covered Karaikudi team's behind the scene photos and uploaded them on Instagram & FB.
- Live tweeted during every Karaikudi Kaalai match.
- Created & updated their website with the latest information & event details.
- Created posts to promote the team's videos/ match dates.
- Engaged the fans by replying to their comments on all social media platforms.





Cashier Card's association with IPL team Kings XI Punjab for its launch

Strategic Points

- Managed their social media account during the event.
- Covered the event & uploaded photos on Instagram & FB.
- Reshared/Retweeted posts shared online by the designers, celebrities and bloggers involved in the event.
- Wrote the script for Ashwin's and Suresh Raina's videos promoting the brand.
- Created animated brand video on how to use the card.



How To Register for Cashier

F & B Portfolio

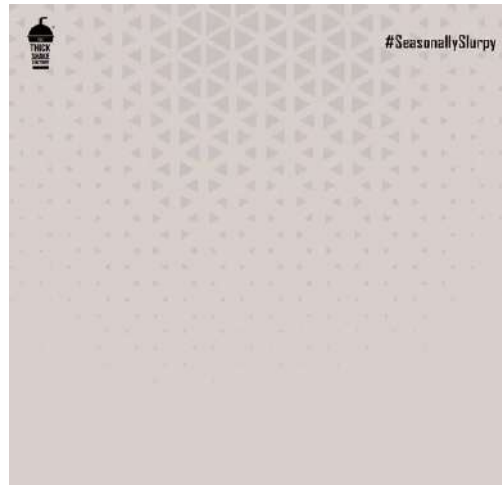


The Thickshake Factory based out of Hyderabad, specialising in Thick Milk shakes, came to us with around 30 outlets across Hyderabad, Chennai and Bengaluru and went on to expand their outlets pan India from 30 stores to close to 300 stores, making inroads into Delhi, Kochi, Pune, Lucknow, Visakhapatnam and smaller towns like Belgaum, Guntur, Kakinada etc. To achieve this we ran ads on LinkedIn to attract more franchise owners, created posters and hoardings with local flavour to be displayed across the launch city and promoted their launch events targeted to the specific city audience, across social media.

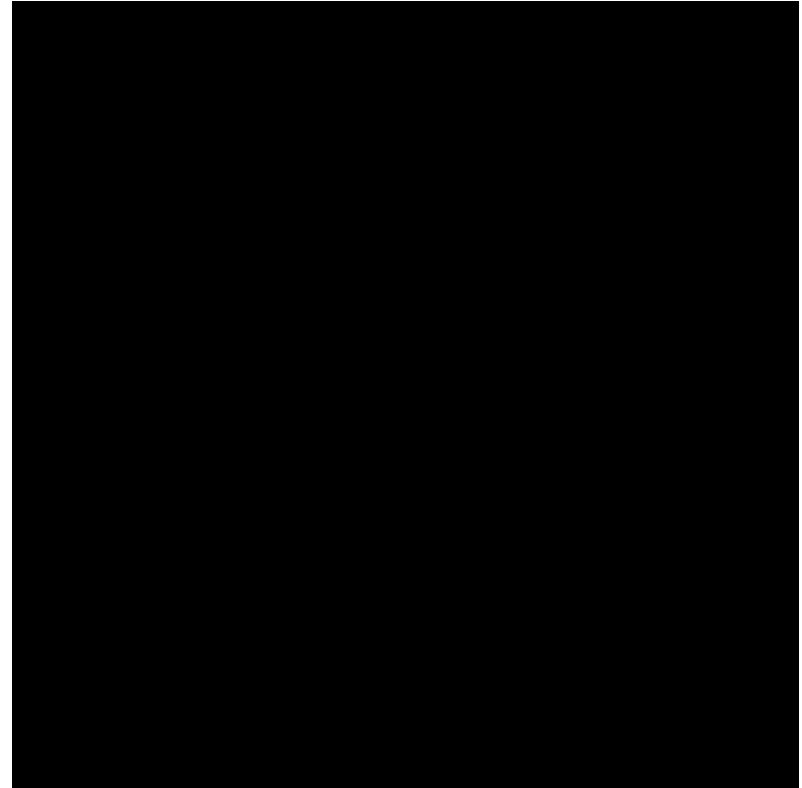
Apart from this we also helped them with their in store branding, uniforms, visiting cards, exhibition stalls and other brand collaterals.

We also did product shoots which were used across all the creatives.

Animated Social Media Posts



Videos Shot for Social Media



Brand Deck

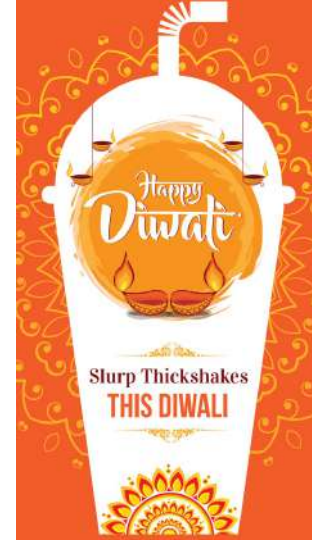




Newspaper Ad



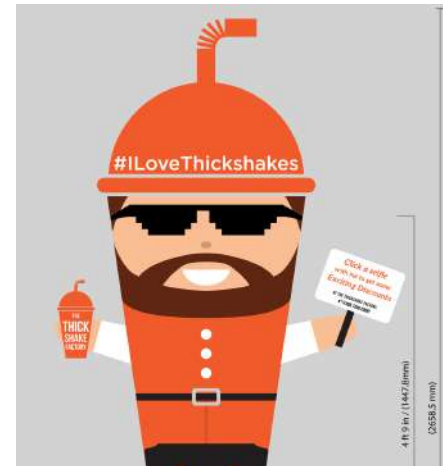
Dangler



S
t
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Hoarding



In Mall Inflatable

Cup Design



Apron Design



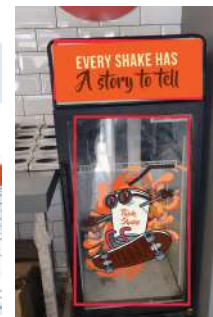
Dart Board



Stall Design



Instore Branding



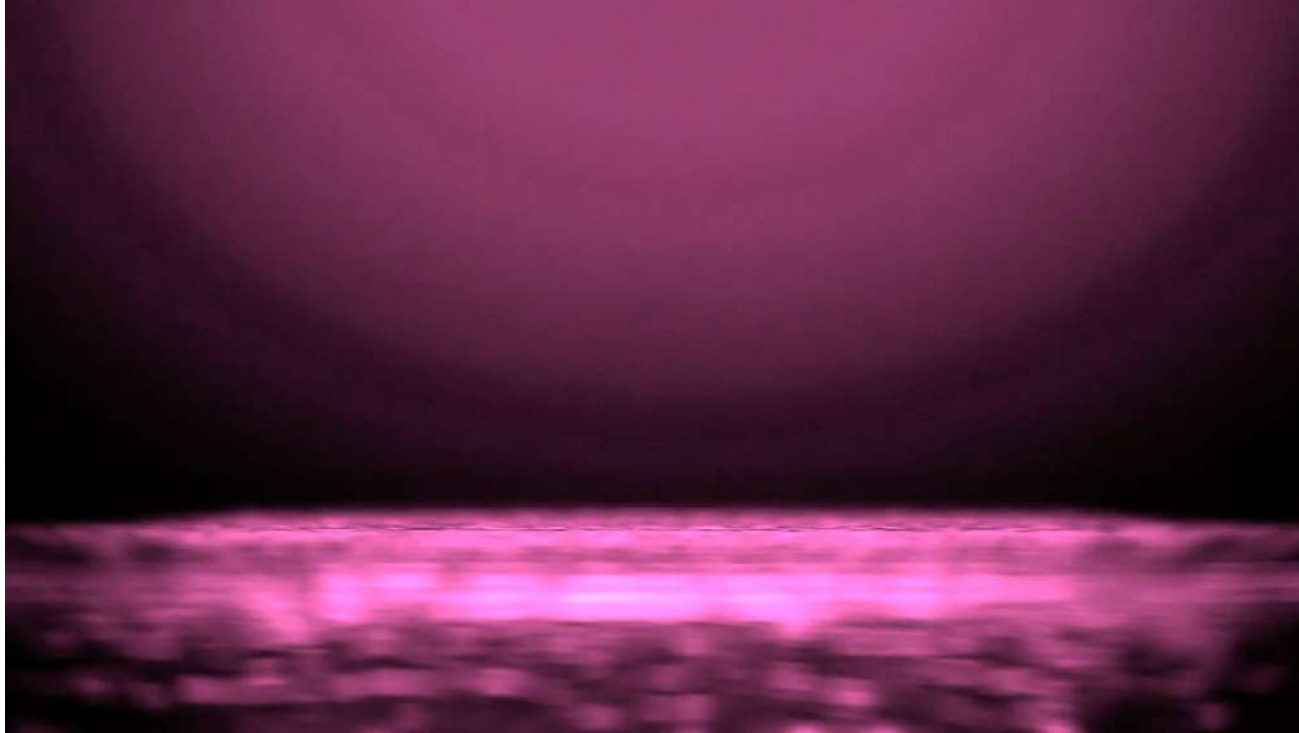


Sipping Spirits an alcohol brand based out of Chennai with factories in Goa, and multiple brands under its umbrella, panning across various types of alcohol from Vodka (Resolute and Freeman), Tequila (Hoist), Rum (South Bay and Paradisio), mini pocket drinks (Wee).

We have managed their social media, which included one themed photoshoot a month, rebranding and bottle packaging for their brands.

We also helped them launch their Pink Vodka in Delhi with a Think Pink campaign across social media

Think Pink Launch Videos



Social Media Posts

#HAPPILYSINGLE

I AM SO GOOD AT ALGEBRA.
I COULD REPLACE YOUR X
AND YOU WOULDN'T EVEN
KNOW Y.



RESOLUTE

HOW HIGH DO YOU WANT TO GO?

#DrinkResponsibly



RESOLUTE
sipping spirits

FIND OUT WHAT HAPPENS WHEN YOU DRINK AND DRIVE
BY SOLVING THE MAZE



RESOLUTE

Wherever You Are
wee Make
Christmas Special



wee

WHICH ONE
WOULD YOU CHOOSE ?



BAJJI

BUCKET OF
CHICKEN WINGS

I'M IN A GOOD PLACE RIGHT NOW. NOT EMOTIONALLY.
I'M JUST AT THE BAR!



RESOLUTE



ET TU, BRUTUS?
TOOK SHOTS BEHIND MY BACK?

RESOLUTE

"TAKE IT TO A NEW
HIGH."

FANTASTIC
DRINKS

AND WHERE
SO FIND THEM



wee

Photoshoot



Photoshoot



Photoshoot



Transworld Beverages – Bottle Cover Designs





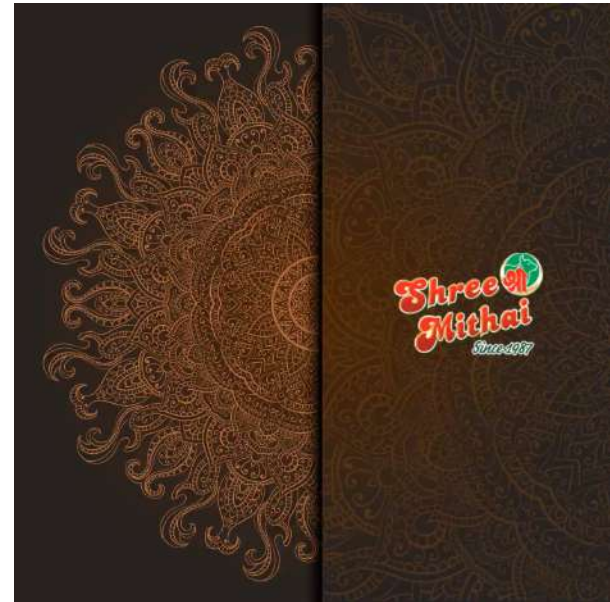
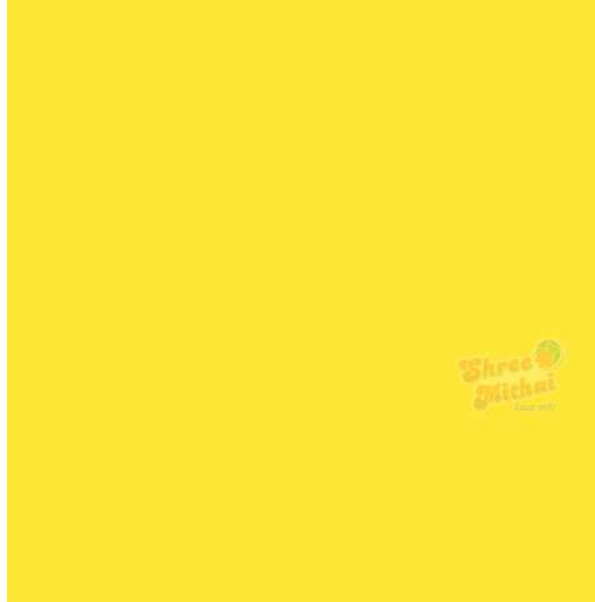
We handled the Social media for Chennai based popular sweet and savoury brand Shree Mithai with a themed photoshoot shot at one of their stores.

We also ran a few ads on Facebook to attract sales on their website during festive periods like Diwali, Christmas, etc.

Photoshoot



Animated Social Media Posts





We helped develop two logos for the Singapore based Mondelez International for their tech and innovations department.

We also created fun caricatures of their employees for internal use.

Logo Designs

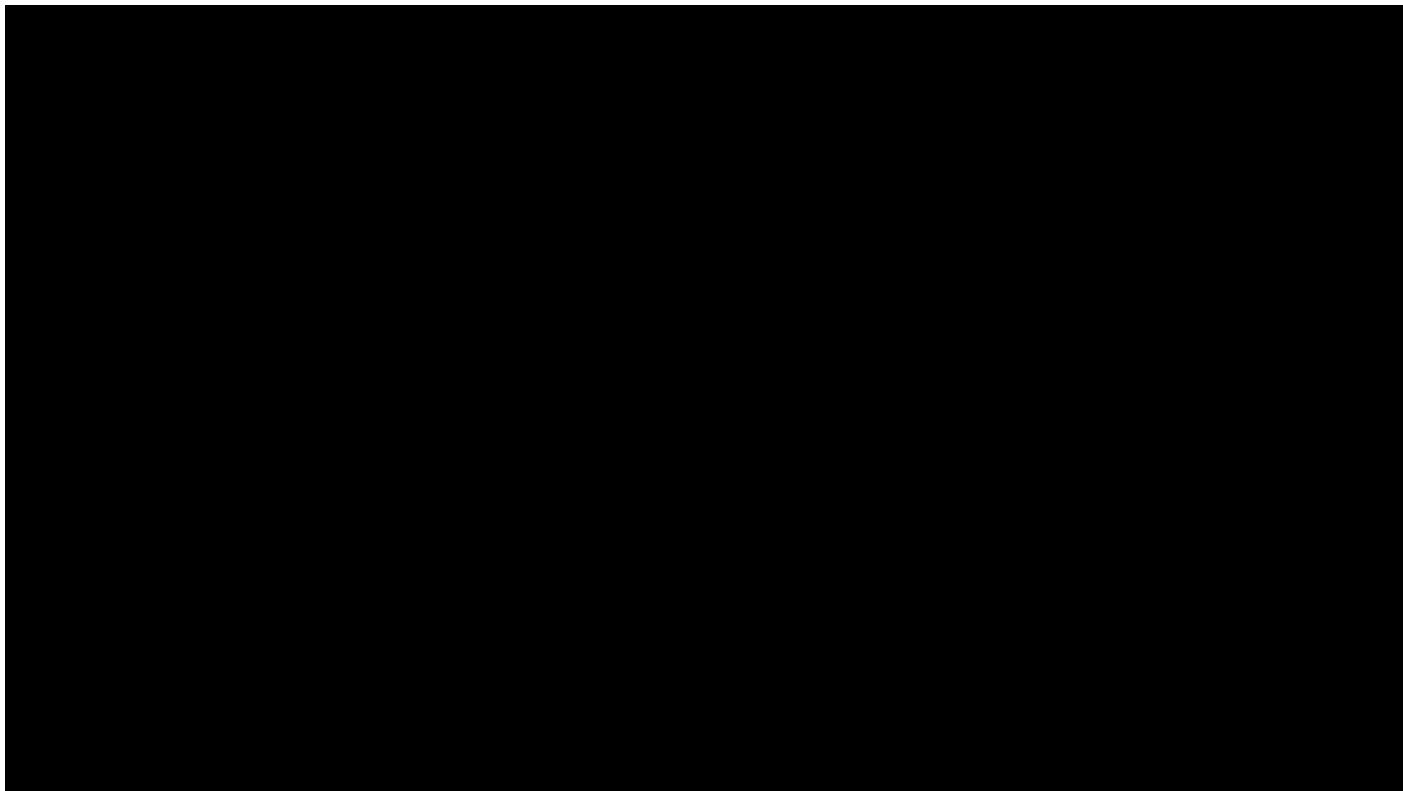


Medical Portfolio



A hand held remote health monitoring tool used to diagnose in primary health centres across rural India as part of the Ayushman Bharath Govt. of India initiative.

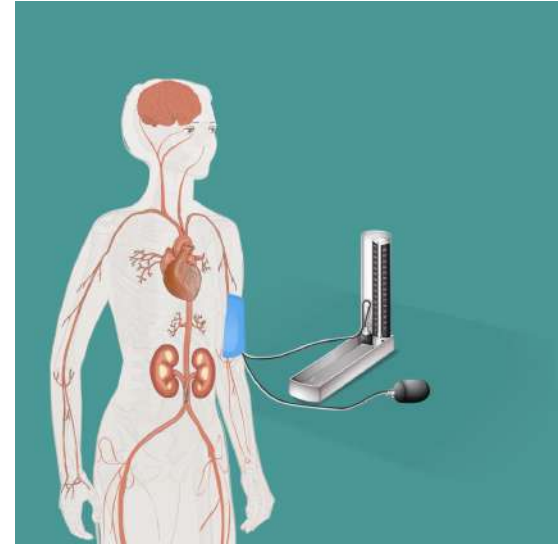
We worked with them to create a presentation deck for them to submit and apply for Make In India Start up of the year.



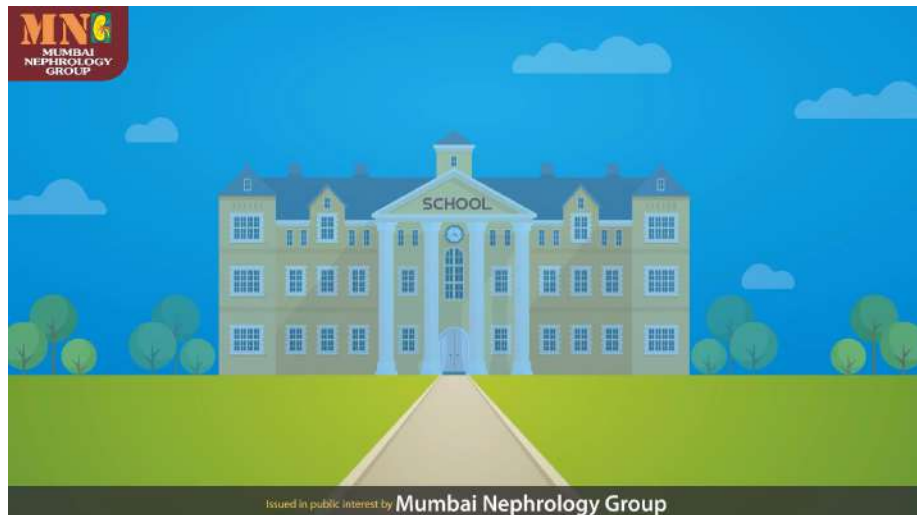


Mumbai Nephrology Group based out of Mumbai with the primary intention of promoting Kidney care and health.

We created a series of animated videos with voice over to highlight various kidney and heart related ailments during World Hypertension Day for 2 consecutive years. These videos were promoted online and people's queries and comments were handed over to reputed doctors in Mumbai.









We have managed social media marketing for Tablets India Limited Group of Companies' sub brand, Allianz Biosciences – specialising in Probiotic Research and Manufacturing formulations out of Pondicherry for some of the top pharmaceutical companies. Apart from managing their social media, we wrote Blog Articles, Managed InMail and E-Mail marketing Campaigns to relevant heads working at top pharmaceutical companies in India.

We also created and managed their main Tablets India website as well as the Allianz Biosciences website.

We created the logo and an animated video for their new sub brand Probiology – A place for all things related to probiotics and created their website.

Social Media Posts







You can effectively combat bacterial gut infections with Bifilac HP capsules





Our **Probiotic formulation** is one among the **top 3 in many countries**.
A **formula for success** indeed!





Studies show that patients with Celiac's disease metabolize gluten better when supplementing with **Bifidobacterium**.



DID YOU KNOW



Allianz Biosciences Wishes you a
Happy Republic Day



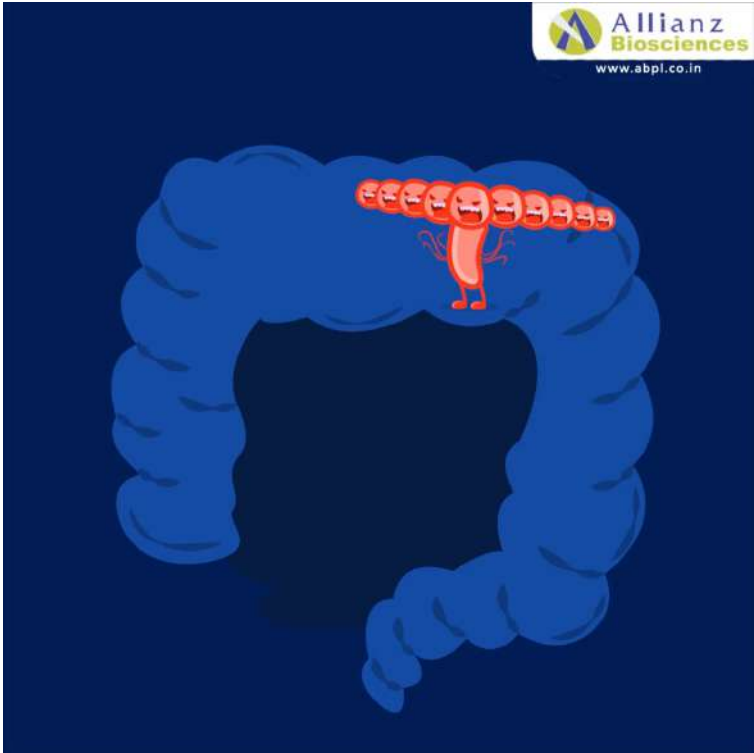
Social Media Posts



Social Media Posts



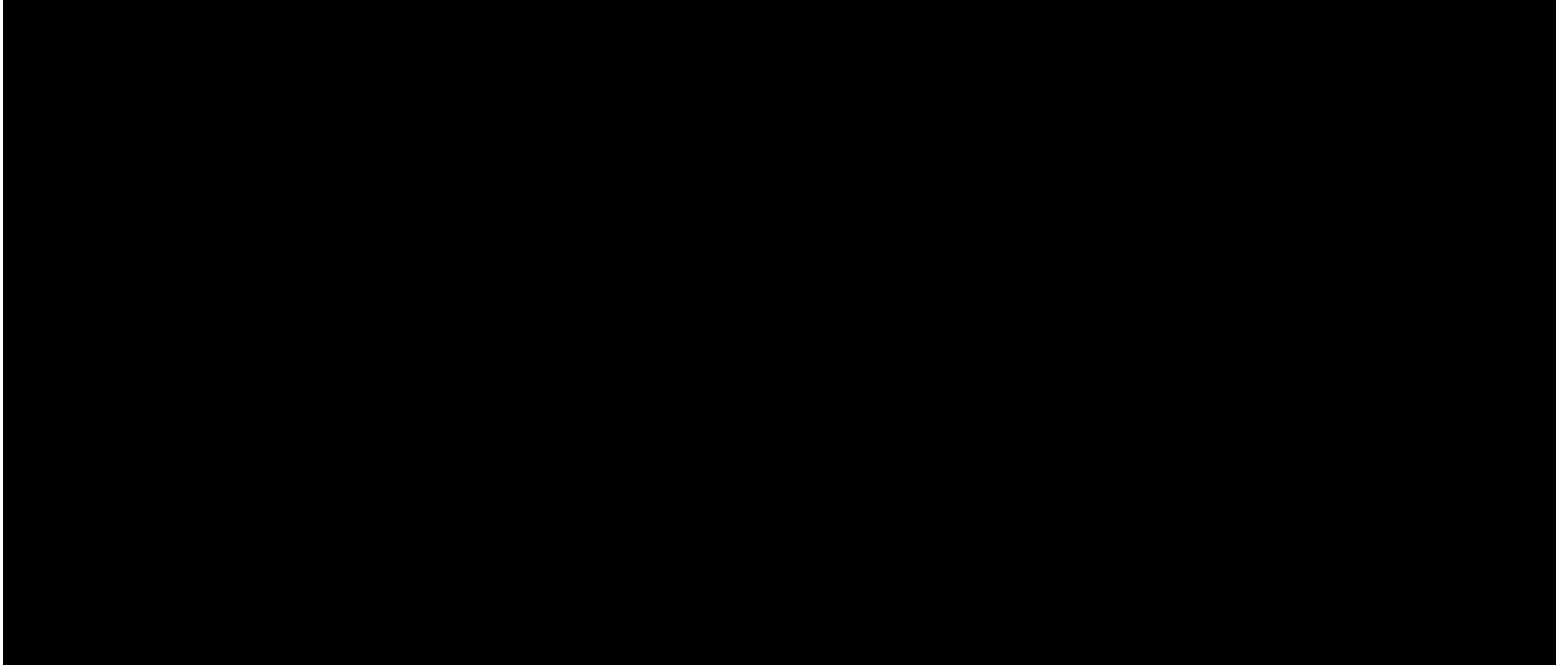
Social Media Posts



Logo Branding



Animated Video



Website



[Home](#) [About Us](#) [Our Plant](#) [Our Products](#) [Our Research areas](#) [Our Services](#) [International Presence](#) [CSR](#) [Q](#)

Allianz Biosciences

Exclusive probiotic research and manufacturing facility dedicated to manufacturing high quality probiotic formulations complying with Global Standards.

[Click here to visit website](#)

Website

+91 (44) 42 05 00 00 info@tabletsindia.com



Tablets (India) Limited

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Lifestyle Portfolio

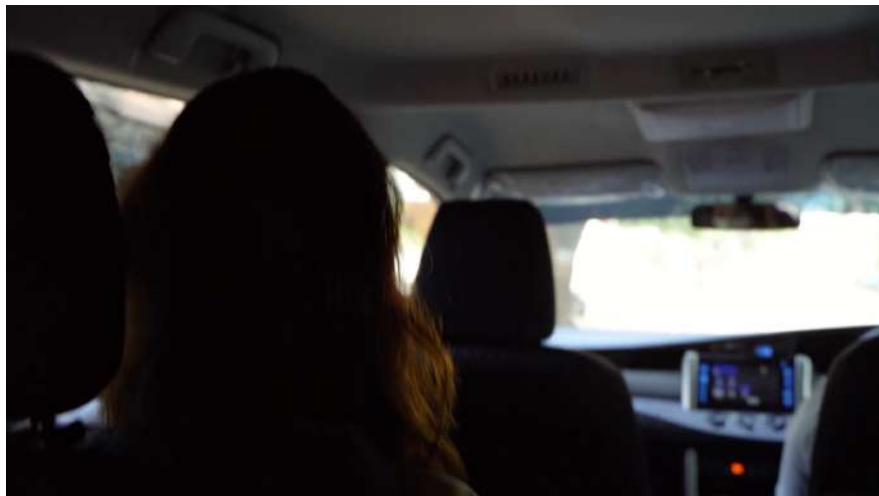


We helped develop the logo and tagline for the
Tamil Nadu Governments Sustainable Development Coordination Team



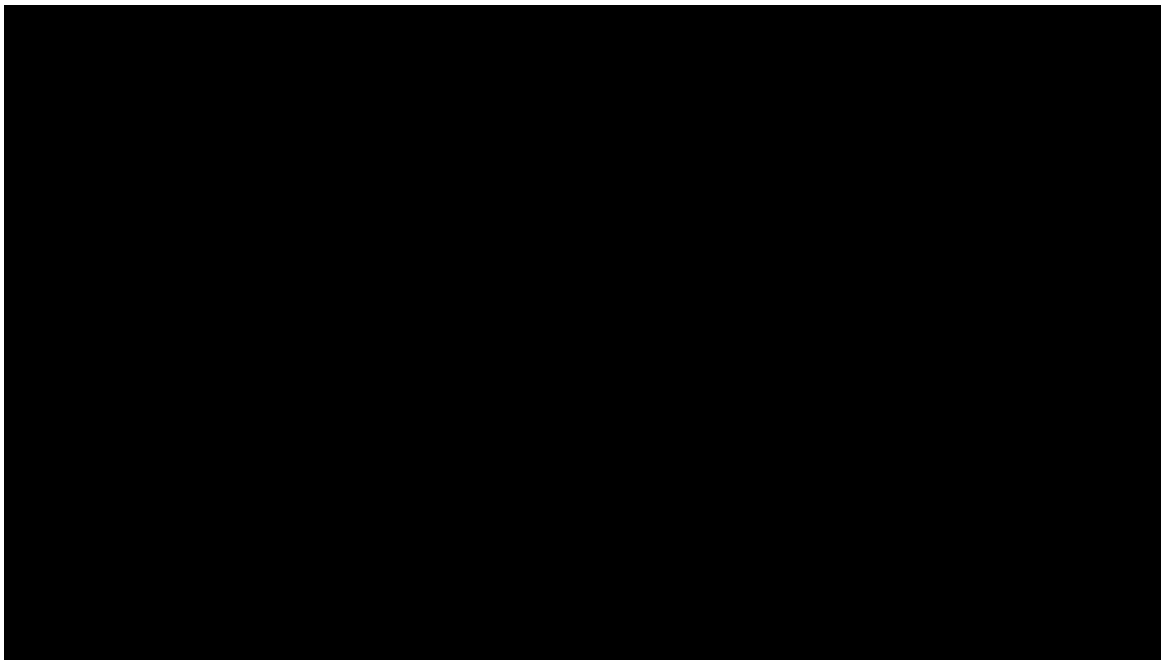
Schwarzkopf Professional, an international brand specialising in hair products, providing global education for stylists and salon support programs was looking at creating a social media campaign to increase salon walk ins after the pandemic had created doubts in the minds of people to visit salons.

In association with Naturals salon, we created the #FeelLikeYou campaign - after the lockdown, with things opening up, with a bit of caution and safety precautions it was time to feel like yourself again. Whether it's by getting a haircut or to continue following your dream.



#FeelLikeYou videos

(scripting, producing and managing the shoot, animation, editing, voice over, background score)



What Schwarzkopf India achieved in 2021 –

Internal video

(scripting, design, animation, editing, voice over, background score)

Fueling Growth in your business

CONTACT US



Nayara Energy Limited
5th Floor, Jet Airways Godrej BKC, Plot No. C-68,
G Block, Bandra Kurla Complex,
Bandra East, Mumbai - 400 051,
Maharashtra, India



www.nayaraenergy.com



+91 2266 121 800



ibenquiry@nayaraenergy.com




NAYARA
ENERGY




NAYARA
ENERGY

We Created the brochure for
Nayara Energy Limited a
company that owns the second
largest refinery in India.

James Douglas 



James Douglas 



**Professional
Search &
Consultancy**

Give your
business
the talent
it deserves

James Douglas 

We Created the brochure
for James Douglas an
International Consultancy
firm.



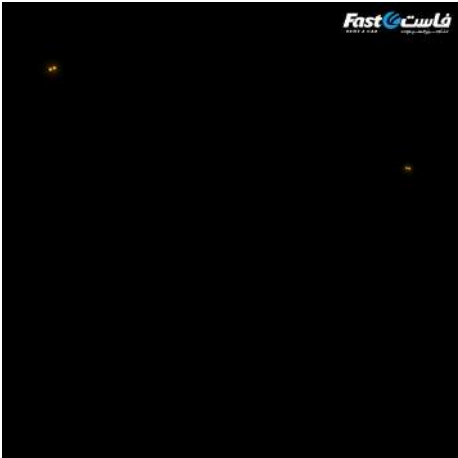
Fast Rent a Car – 30 year old car rental company based out of UAE

Planned and managed their monthly campaigns, social media, online reputation, digital marketing (Facebook ads, Google ads, Google locations management, LinkedIn ads, Email marketing, SEO) as well as offline creatives and brand collaterals.

Last year they went through a rebranding exercise and changed their brand name to Autostrad Rent A Car, for which we developed the new logo, brand guidelines, brand collaterals and helped launch the brand.

We are currently in the process of developing their online booking website and app.

Social Media Posts



Rebranding to Autostrad Rent A Car



Social Media Posts for Autostrad Rent A Car



Launch of Autostrad Rent A Car - Standees and Posters



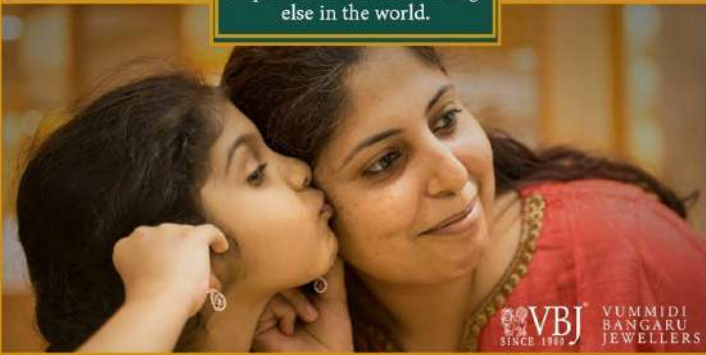


Managed social media for Vummidi Bangaru Jewellers, Chennai with monthly photo/video shoots shot at their store.

We also wrote the content, edited and designed their newsletter.



A precious love like nothing
else in the world.



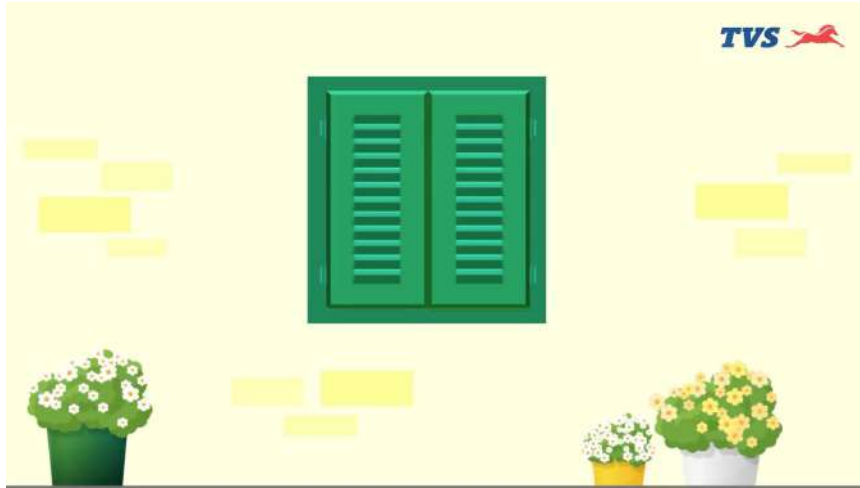
VBJ
SINCE 1960
VUMMIDI
BANGARU
JEWELLERS



VBJ
SINCE 1960

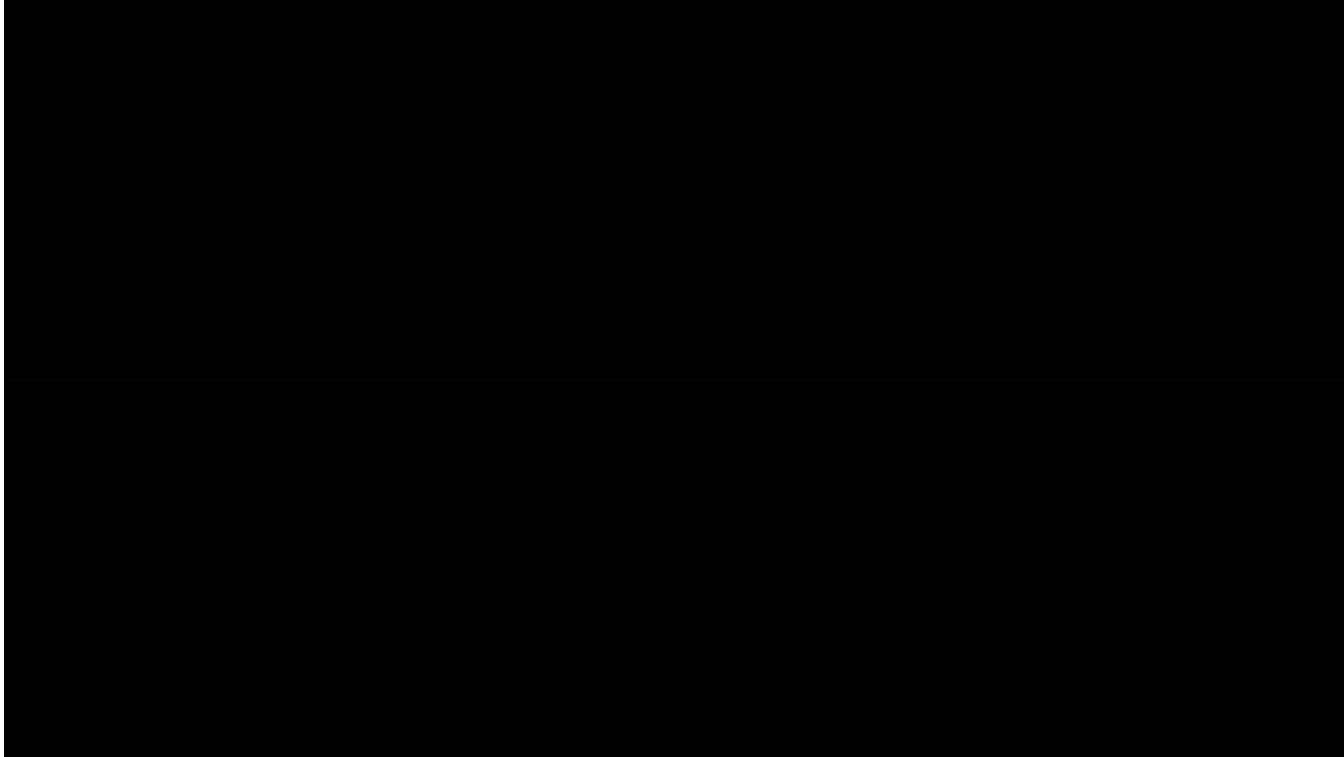


Ad Videos and Brand Decks



Videos to wish people in Nigeria

(scripting, design, animation, shoot coordination, editing, background score)



Launch video

(scripting, design, animation, voiceover, background score)



Launch video

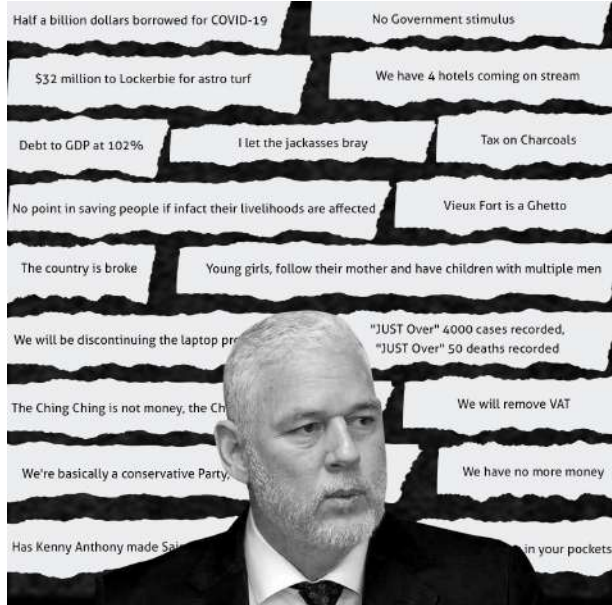
(scripting, design, animation, voiceover, background score)



Launch videos

(scripting, design, animation, voiceover, background score)

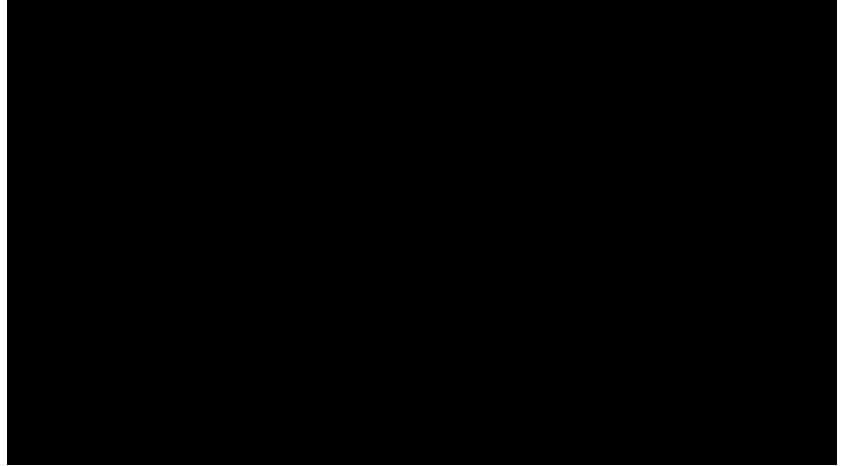
Social Media



Political campaign for SLP (Saint Lucia Labour Party)
on social media
(Won the elections and formed the current government in 2021)



Tamil Nadu Tourism
தமிழ்நாடு சுற்றுலாத்துறை



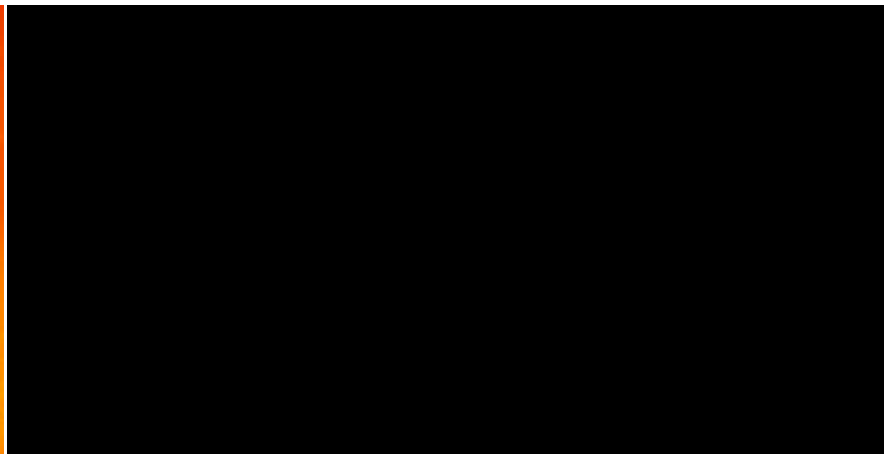
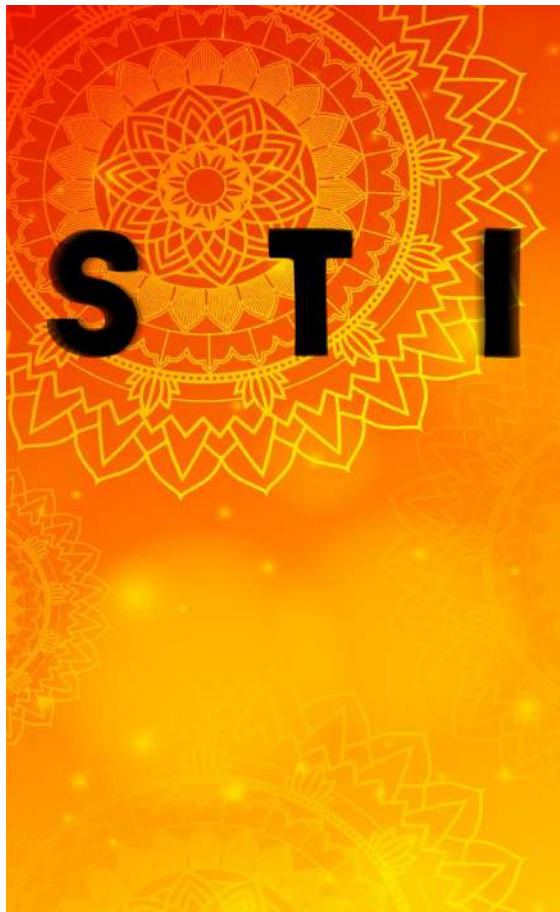
Promoted Tamil Nadu tourism during Pongal

(visited and shot photos/ videos across various towns to cover the festival, coordinated with influencers who visited specially organized Pongal events across Tamil Nadu)



Tamil Nadu Tourism
தமிழ்நாடு சுற்றுலாத்துறை





Event Coverage for Social Media



Fevicol Caring With Style

An **annual Cancer Awareness** event where famous fashion designers Abu Jani, Sandeep Khosla and Shaina NC, showcased their fashion pieces in support of raising money for Cancer treatment. Over the years it has seen celebrities such as Amitabh Bachchan, Alia Bhat, Varun Dhawan, Diana Edulji, Karan Johar, Sonam Kapoor, Zaheer Khan and other achievers from various fields walking the ramp in support of this cause.

- Shot behind the scene photos, videos and interviews with celebrities.
- Organised and managed bloggers during the course of the event.
- Covered and promoted the event online.
- Retweeted posts and images shared by the designers, celebrities and bloggers.

- [Video 1](#)
- [Video 2](#)



SABB Beer Launch

Launch of Australian beer SABB in India, hosted at the Australian High Commission, New Delhi.

- Organised photo shoot and shot videos for social media.
- Covered and promoted the event online.



Moroccan Oil Launch at Bounce Salon

Launch of Moroccan Oil hair care products at Bounce Salon in Chennai where bloggers were given free products as takeaways as well as personalised hair treatments using the Moroccan Oil range of products.

- Shot behind the scene photos and videos for social media.
- Organized and managed bloggers during the event.
- Promoted the event online.



Iraa Launch at H&G Bengaluru

Launch of Iraa's full range of beauty products at Health & Glow in Koramangala, Bengaluru.



- Shot behind the scenes photos and videos for social media.
- Organised and managed bloggers during the event.
- Promoted the event online.

Websites



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Removalists Melbourne



Moving can be stressful, so leave it
to our professional, highly skilled
team!

Your Name

Contact Number

[REQUEST CALL BACK](#)

[Click here to visit website](#)

Our Team

We are a team of self-driven and passionate individuals who are relentless in staying on top of what is new in the digital space. We are extremely committed and take predictability to the client very seriously. We are also sticklers for attention to detail and deliver quality work done efficiently.

Karishma Kirpalani

Founder, Managing Director



Earning A Masters Degree in Marketing From the University of Southern California, an MBA from Symbiosis Institute of Management and working as the Strategic Marketing Manager of the Corporate Brand Team, Godrej Hair Colour and Appliances (2008-2012). Karishma is adept at Account Management, Business Development and Digital Marketing.

Urmi Santra

Partner, Head of Marketing



Upon completing her B.E from Manipal University, Urmi Pursued and secured an MBA from the Asian Institute of Management, specialising in Marketing. Having worked as a Strategic Brand Manager at Naturals, Her strengths are in the fields of Managing PR, Business Development and Content Creation.

Pradnya Aroor

Partner, Head of Operations



Having worked in different firms, spanning various fields such as Takewing Communication, firebrand labs, Alacrity Foundations and Atandra Foundations, her expertise lie in the fields of Brand Building, Content Coordination, Web Development and Customer Service.

We would love to work with you

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