



SOCIAL MEDIA CASE STUDY

Brand: Divani India



ABOUT THE BRAND

Divani India is a premier destination for luxurious ethnic wear, merging traditional craftsmanship with contemporary design. Each garment is a testament to meticulous craftsmanship, where skilled artisans bring traditional techniques to life with intricate embroidery, delicate beadwork, and handwoven fabrics.

The brand redefines ethnic couture by seamlessly fusing traditional silhouettes with contemporary styles, incorporating innovative cuts and luxurious fabrics to cater to modern fashionistas. Deeply rooted in Indian heritage, Divani India's designs draw inspiration from diverse cultural motifs and regional aesthetics, celebrating the richness of Indian traditions.

OBJECTIVES/TASK/BRIEF AT HAND

Our objective is to elevate Divani India's digital footprint by crafting a cohesive and compelling brand narrative. We oversee the entire production process, ensuring content aligns with the brand identity, and handle all social media platforms with tailored strategies for a consistent and impactful presence.

By curating photoshoots that highlight Divani India's exquisite collections and conducting strategic planning based on market research, our aim is to create high-quality, engaging content that resonates with the brand's target audience.

STRATEGIES INVOLVED

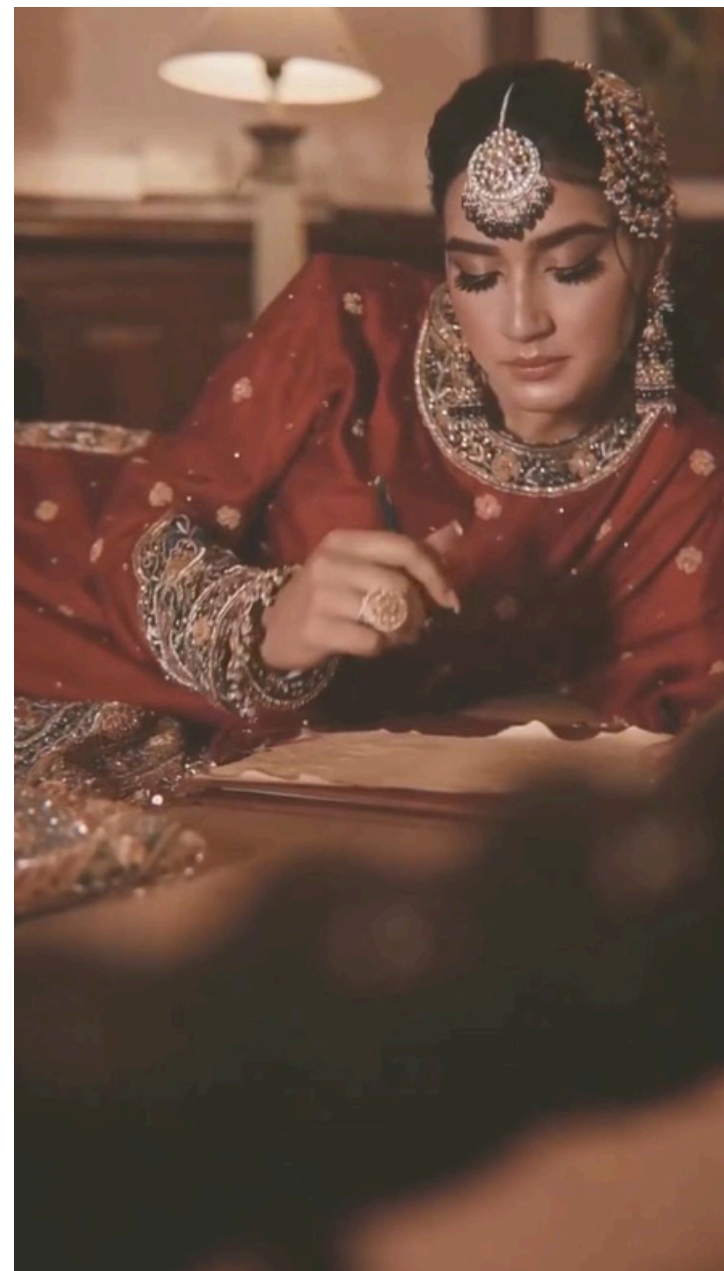
Our involvement with Divani India spans from brainstorming concepts and meticulous styling to managing production, refining designs, and orchestrating impactful launches and campaigns aimed at reaching a broad audience. By conceptualizing culturally resonant themes for photoshoots and ensuring each garment reflects the brand's craftsmanship and modern couture, we aim to captivate a diverse demographic.

We strategize product launches and campaigns meticulously, leveraging market insights and engagement tactics to maximize visibility and excitement among a wide audience, thereby solidifying Divani India's position as a leader in ethnic fashion.

CAMPAIGN ACTIVATIONS

1. **Pehli Rasoi** - The campaign invites families to experience this heartfelt culinary journey, symbolizing the connection between home-cooked meals and cherished traditions. Alongside this warm narrative, the campaign showcases Divani India's exquisite outfits, highlighting how these beautifully crafted garments complement the cultural richness and family values celebrated in "Pehli Rasoi," merging culinary and sartorial elegance.
2. **Sarhad** - This campaign an ode to love that is beyond borders , art that keeps us together and legacy that can't be contained within the walls of time. Standing tall as the custodians of the art of "Zardozi", Sarhad marks the 10th year anniversary of our brand Divani and features archival couture- designed, restored and revived, teamed with storytelling that feels like home that takes you back in time and tells you to pause, think and consider what have we become? What have we lost ? What belongs to us and what little we still got.

BRAND FILM OR ANY MAJOR PRODUCTION



BEST PERFORMING POSTS



Reach: 411,232
Impressions: 399,552

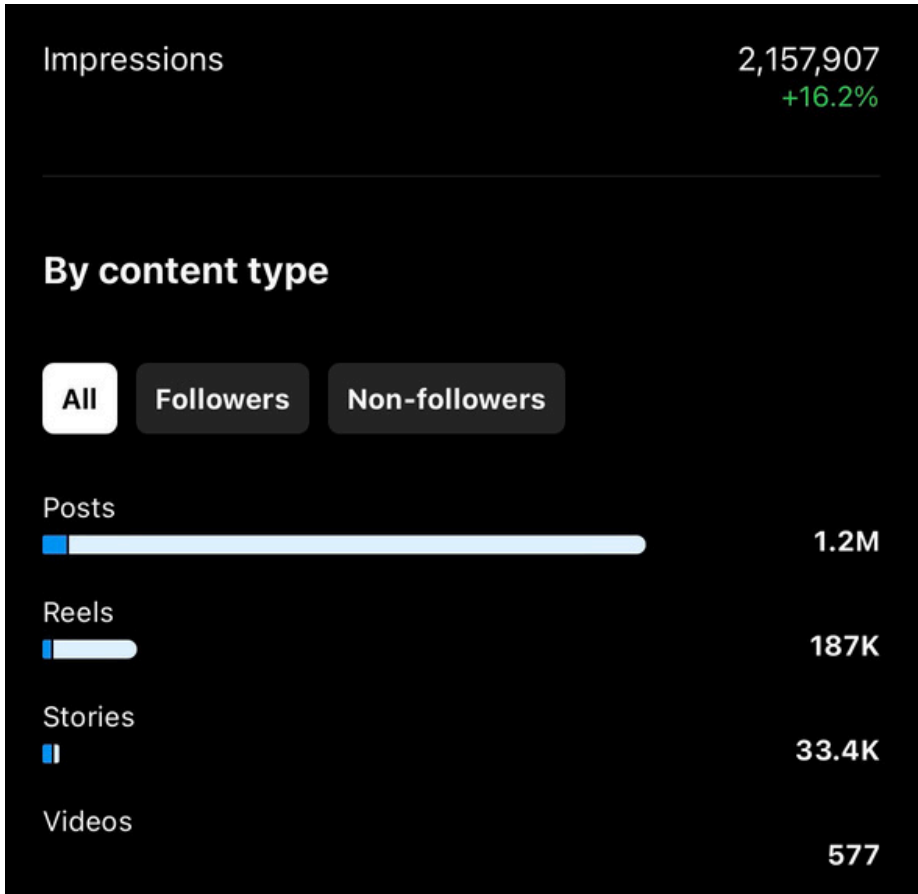


Reach: 1, 027,687
Impressions: 1,030,701



Reach: 246,465
Impressions: 195,299

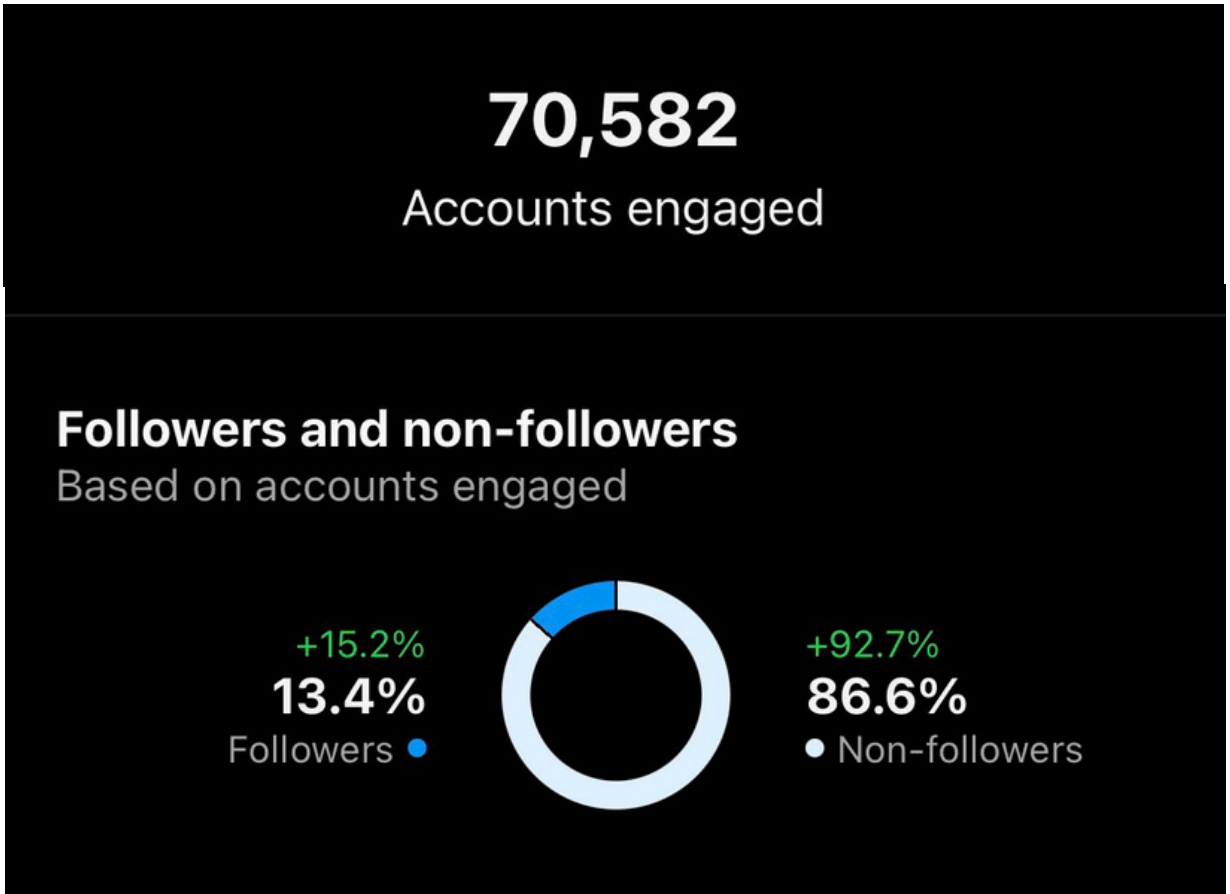
RESULTS/STATISTICS



Impressions

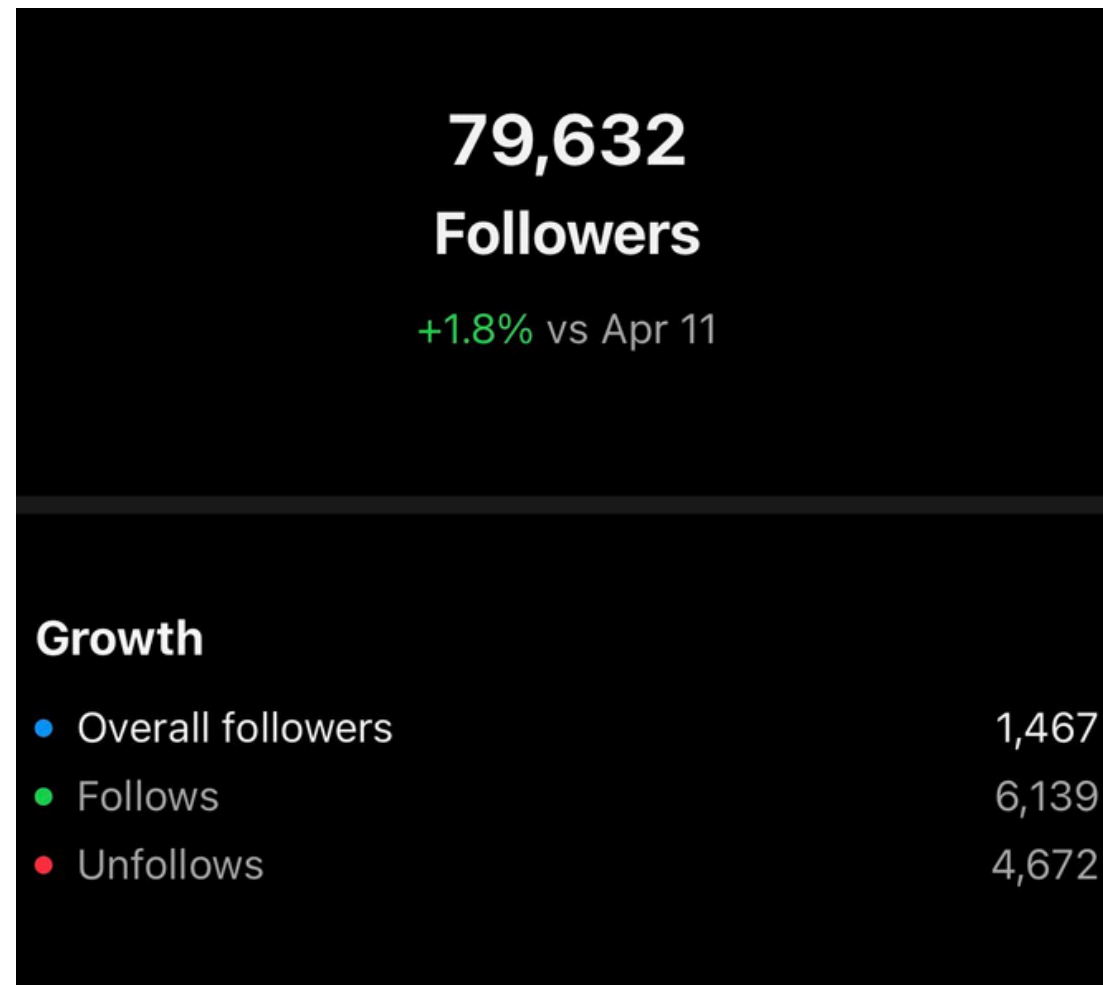


Reach



Engagement

RESULTS/STATISTICS



Follower Growth

Analysis: By developing culturally resonating content, curating visually compelling photoshoots, and leveraging targeted engagement tactics across social media platforms, we've expanded the brand's audience and increased interaction rates.

These strategies have resulted in heightened visibility, stronger community engagement, and sustained growth in Divani India's digital presence, demonstrating the effectiveness of our approach in reinforcing its position as a leader in the ethnic fashion industry.



CONTENT CREATION

SHOOTS + CREATIVES + VIDEOS

SHOOTS



SHOOTS



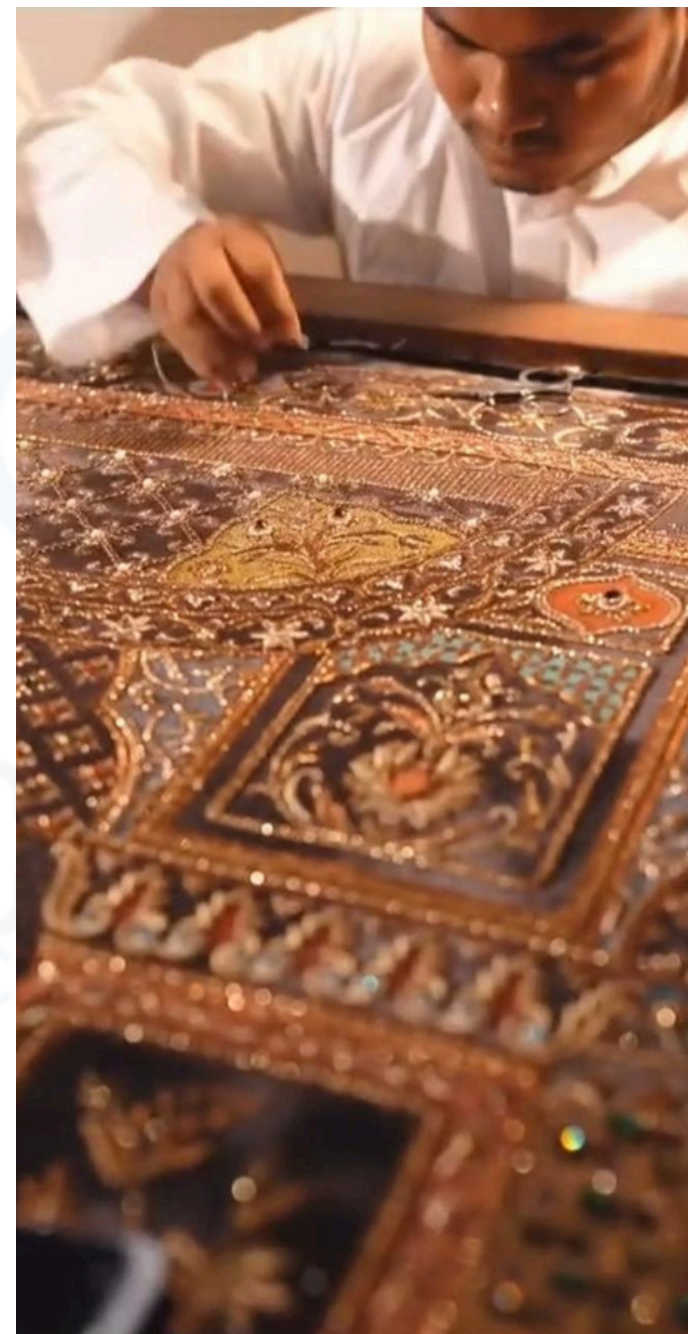
SHOOTS



SHOOTS



REELS



REELS





THANK YOU