

FRUITBOWL

 *Global*  IS A MULTIPLE
AWARD-WINNING 
BUSINESS SOLUTIONS AGENCY,
COMMITTED TO MEANINGFUL
BRAND *Growth* THROUGH
 *Creative* STRATEGY, ENRICHING
Content, TARGETED TECHNOLOGY &
AMPLIFICATION 



Regions

INDIA

GCC

NORTH AMERICA

Cities

MUMBAI

GOA

DUBAI

SAN FRANCISCO

TORONTO

Industries

FINTECH

E-COMMERCE

HEALTHCARE

FMCG

INFRASTRUCTURE

REAL ESTATE

RETAIL & CLOTHING

LIFESTYLE

AUTOMOTIVE

BLOCKCHAIN & WEB3

TRAVEL

ENERGY

MANUFACTURING

GOVERNMENT

PHARMACY

BEAUTY AND SKINCARE

EDUTECH

NUTRACEUTICALS

**ACEF
SOCIAL MEDIA AGENCY
OF THE YEAR**

**KYOORIUS
GOLDEN ELEPHANT
CREATIVITY FOR GOOD**

**DRIVERS OF DIGITAL
BEST PERFORMANCE
MARKETING CAMPAIGN**



OUR CLIENTS

A partnership is always a two-way street and one with us is like an express highway. Smooth, efficient and really long.



Kustomjee®

AXIS DIRECT

TATA STEEL

**MURUGAPPA
GROUP**

Vadilal

fabindia
CELEBRATE INDIA

Edelweiss
Ideas create, values protect

**TATA
NX**

SAINT-GOBAIN

**Paramount
Pictures**

**HDFC
RED**
BETA
Real Estate Destination

RELIANCE SECURITIES

RBL BANK

Hilton
HOTELS & RESORTS

**Mahindra
EPC**

FLYFIN

**ASIAN
HEART INSTITUTE**

**POLARIS
INDUSTRIES PFC**
EICHER

OUR CLIENTS

As a solutions agency,
we thrive on the
inspiring results we
deliver to our partners

BUSINESS SOLUTIONS VERTICALS



STRATEGY

BRAND PLANNING
WEBSITE STRATEGY
PLATFORM STRATEGY



CONTENT

CONTENT PLANNING
COMMUNITY MANAGEMENT
PHOTOGRAPHY & VIDEOGRAPHY



TECHNOLOGY

APP DEVELOPMENT
MULTI-PLATFORM DEVELOPMENT
COMMERCE SOLUTIONS
ENGAGEMENT STRATEGY
EXPERIENCE DESIGN



AMPLIFICATION

MEDIA PLANNING
SEARCH MARKETING
NATIVE MEDIA
PROGRAMMATIC BUYING
INFLUENCERS
PR

FRUITY ANECDOTES



Mumbai Metro One

*Agency on Record for Mumbai's
first Metro for 8 years*

Established an exclusive market position for

Virat Kohli's

perfume brand - **One8**



Shaped the brand identity for

MS Dhoni's

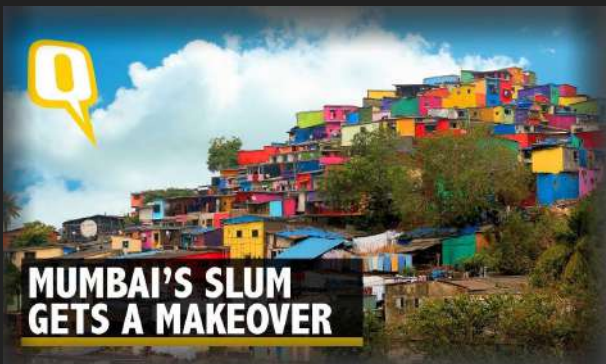
artisanal beer brand - **Copter7**

Strategized a digital activation and product
launch for

Salman Khan's

Perfume brand - **FRSH**





Chal Rang De

Experience (street art) Community + Design



Ellen

follows us on **Twitter**



FALCONX

**Building Unicorn
Journeys**

of two unicorn companies
(*FalconX & Licious*)

Licious™
BORN TO MEAT



Work from Roam

Grew and switched to a **remote** working model during the lockdown.

Expanded
footprint across
USA & Dubai



Think Tank

Serial Entrepreneurs,
PhDs, TEDx Speakers,
NFT Artists, Gamers,
Wildlife Enthusiasts,
Musicians, Digital
Nomads



PULPIT



Dr. Faisal Amin

Co-founder



Ph.D. Customer Journey, ISBW Washington, MBA in Advertising, Studied in Harvard University

Startup enthusiast, he one who sees, solves & conquers success at Fruitbowl, he is the mind behind most techno amplification experience and customer journey maps. Current obsessions beaches and Web3



Dedeepya Reddy

Co-founder



MBA in E-commerce, Creative thinking - Harvard University, Founder at Chal Rang De, Featured in India Today, Tedx speaker,

The powerhouse behind branding miracles that happen at Fruitbowl. Be it overseeing the visual execution or being the gamechanger for any brand's ORM, this is where it all starts.



Tanya Thomas

Business Head



PgD in Creative Technologies, BA Hons in Anthropology & Sociology, Certified Keyboardist, Trinity College London.

Tanya mixes her passion for design, consumer analytics with a big serving of strategic thinking. From identifying gaps to taking calculated risks, she loves a good story and knows how to build one for your brand.



Siddarth Sudhakar

Head of Growth



M.Sc. in Wildlife Conservation & Research, B.Sc. in Zoology. 6 years+ in Marketing & Branding

His passion for storytelling came from his wildlife photography and translated into a career of exponential growth from a copywriting intern to strategist to leader.

WHO ARE WE

*Juiciest &
nothing less!*



1 Failed Entrepreneur
2 Successful Entrepreneurs &
3 On The Way to Success



Passion Project turned
into a business vertical.



2 Official Bug Reporters
for Instagram.



1 Wildlife Photographer
3 Street Artists
1 Glover & 1 Music Manager

A NETWORK THAT **EMPOWERS**

and cuts across industry verticals and offerings from large *corporates*, *unicorns* and *startups*, **offline** to **web3** space. Serving **brand growth**, incubation and enabling growth through our **partner ecosystem**.



FruitBowl Inc, North
American Market



FruitBowl Public
Relations



ChalRangDe, Global
Art Movement (IP)



INDIAN
INFLUENCER
NETWORK

Content Creator
Network



Acutas, Managed
Ecommerce



Google Partners



Facebook Partners



FRUITBOWL DIGITAL

DELIGHTFUL HUMAN EXPERIENCES FOR A DIGITAL WORLD

COMMUNITY





CHANGING THE DEFINITION OF SLUMBAI

*Problem: Negativity towards
the development of
infrastructure*



An aerial photograph of a densely packed informal settlement, likely in a developing country. The houses are tightly packed together, and their roofs are painted in a variety of bright colors, including blue, yellow, green, red, and orange. A narrow, winding road or path runs through the middle of the settlement, and a small stream or canal is visible on the right side. The overall scene depicts a vibrant but crowded living environment.

SOLUTION

We gave the community a reason to be proud of their neighbourhood, while substantially improving their living conditions.

5 YEARS

Sustainable roofing

300

Tarpaulin-free roofs

1000

Waterproof houses

2°C

Temperature reduction





ADITYA BIRLA GROUP

SILENCE NOT OK PLEASE

*Problem: Mental Health is an issue
that society keeps hidden*





SOLUTION:

We didn't just talk about it, we yelled.

On an 1800 sq.ft canvas, that could not be ignored.

350

Volunteers

5000

Stories

52

HOUrs

2.4L

Earned impressions





TRYING TO SAVE 9 LIVES A DAY

*Problem: Ignored illegal speed
breakers cause fatal road accidents*





SOLUTION:

We took over the streets of Mumbai and painted them Black and White on Holi to give motorists a better chance at safety





SPREAD THE WORD

A CAPSULE COLLECTION
DESIGNED FOR OUR CHANGING TIMES.



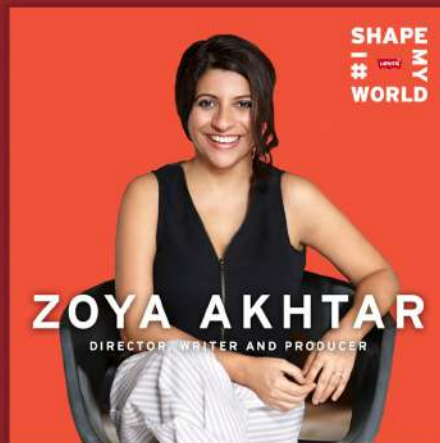
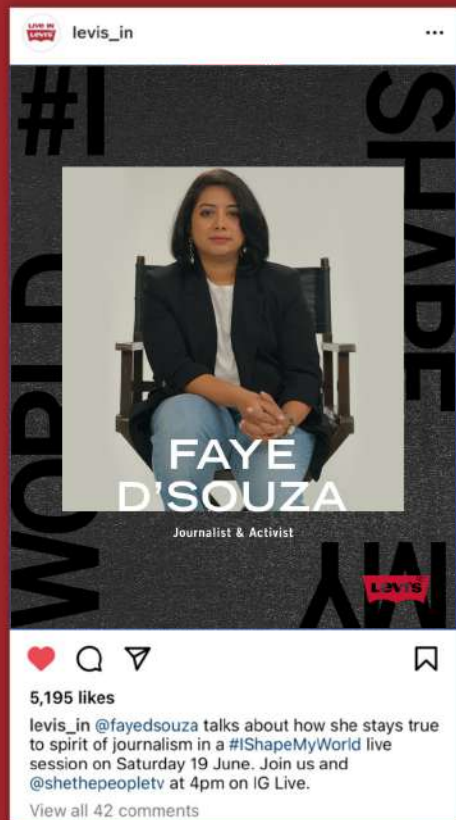
FROM YOUNG INDIAN ARTISTS TO THE GLOBE

*'Positivity that you can wear'
in the new normal*



Levi's®

WHEN 7 FEARLESS WOMEN MET



AN UNFORGETTABLE BRAND VOICE

GOOD

Joint venture of Warner Brothers,
Sony and Singtel

NOT SO GOOD

*n*th OTT platform to enter the
Indian market

The background of the slide is a photograph of the Hollywood sign at night. The sign, which reads "HOLLYWOOD", is illuminated and stands on a dark, silhouetted hill. Several bright searchlights from the Hollywood Bowl are visible in the dark sky, creating a dramatic, high-contrast scene. The overall color palette is dark with highlights from the sign and the searchlights.

HOLLYWOOD

HCOQ

MY FINALE IS BIGGER THAN YOURS

*Getting people to watch the series
finale of The Big Bang Theory during
the GOT craze*





What we didn't do

Twitter Contest

Influencer Plans

Paid Media Ads

What we did instead

Collaboration

'Money Can't Buy' experience

Created life long memories

Collaborated with Zomato to host India's first 'Big Bang Theory' themed pub quiz

Screened the series finale simulcast with the U.S

PARTNERS



PROMOTING A MOVIE IS BHAKING HARD

But so is promoting a show that nobody wants to watch



Bhak is a *HOOG Original* about the struggles of making it big in Bollywood. To launch it, we:

Tied up with struggling actors on Twitter who talked about moments that make them go
#WhatTheBhak

Organically created a replacement for the popular cuss and got the hashtag
trending

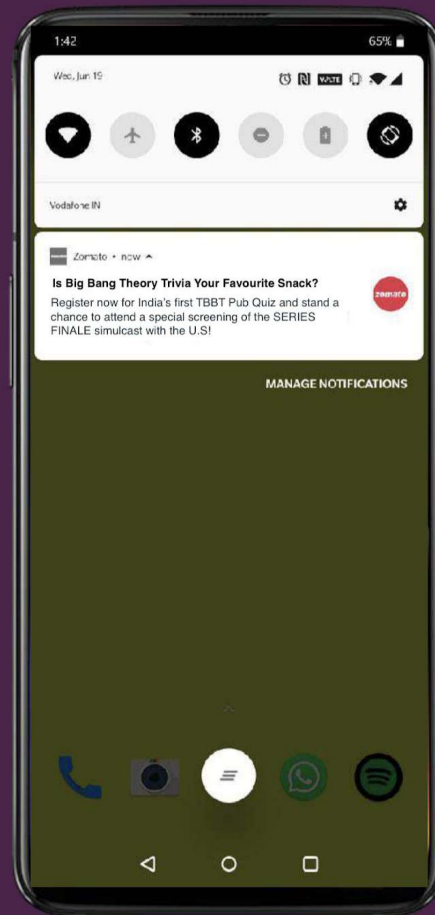
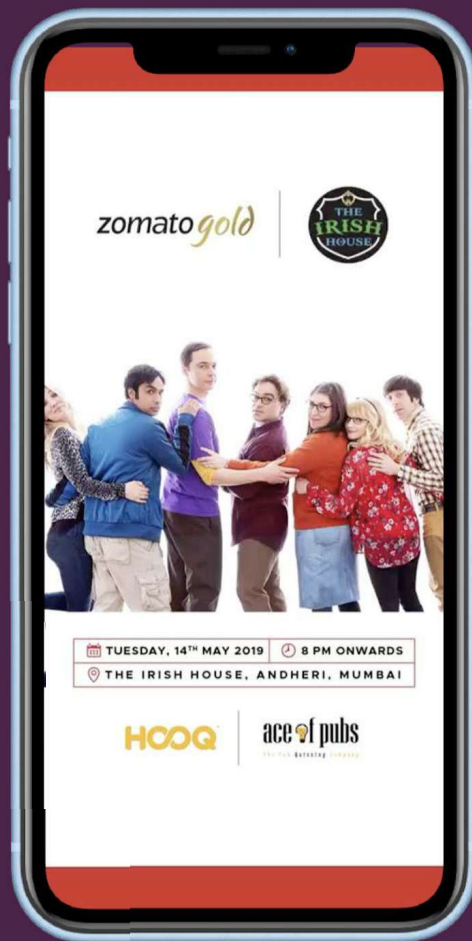
HOOQ™

RESULTS

2 MN
FANS REACHED

100
NERDS ACED IT

150
FANATICS SELECTED





Mumbai Metro One

RELIANCE

THE 9:30AM COMMUTER BECOMES OUR SOCIAL MEDIA MANAGER

Creating a tribe of commuters who belong to the metro as much as it belongs to them.

A FESTIVAL

Majhi Metro, 21 days of photographers turning the Metro into their subject

A MEET

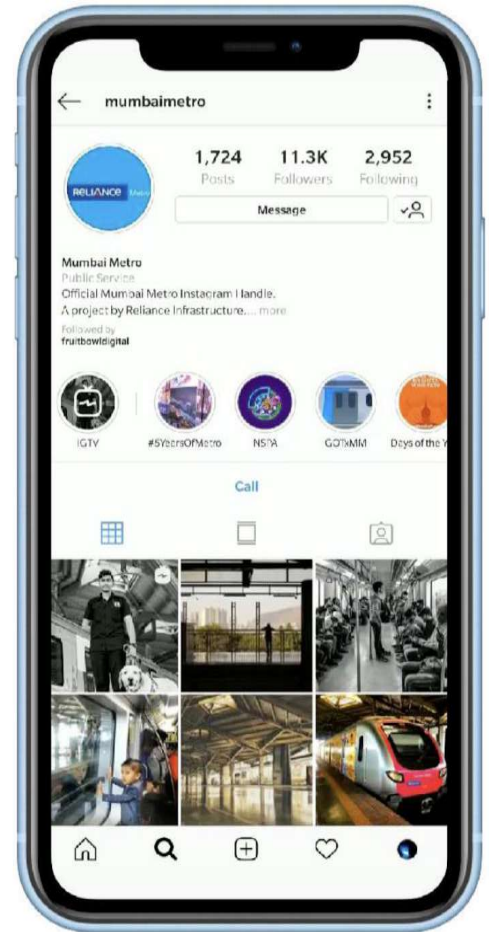
Instagrammers waiting to be shortlisted for a creative opportunity

A COLLABORATION

Street performers, poets, artists, and film-makers join the family

A COMMUNITY

280,000 people who have been the curators of our content for 3 years





MOTHER'S DAY

THE SHAADI THAT MADE HER A MOTHER OF TWO

*How does a brand that focuses on marriage
become a part of Mother's Day conversations*

No set, no actors, no script.

Just the story of a family of 4 that wasn't related by blood, told as it is.

PARTNERS



20 MN

Organic Reach

22%

Fan Growth

60%

Fanbase reached



CHAI PE SAHI MAIN CHARCHA

Creating a digital chai tapri where communication turns into actual conversation.

Conversations that were freshly brewed, opinions that were shared one by two, and a much needed break that became a part of their #BrandNewDay



Society Tea
@SocietyTea

#Saturday evening looks a little dull this weekend. What are your plans, chai lovers?

9:25 PM - 10 Nov 2018 from Mumbai, India

4 Retweets 12 Likes



2 4 12



cajetan vaz @cajetanvaz · Nov 10

Replying to @SocietyTea

Am all set to undergo open heart surgery on Monday. My Saturday was spent in pre surgery preparations. Full excitement. - at Goa Medical College & Hospital



1 1



Society Tea @SocietyTea · Nov 10

Dear Cajetan,
Our prayers and teacups are with you. From our hearts to yours,
All of us at Society Tea
#BrandNewDay

1 1



Society Tea @SocietyTea · Nov 11

@cajetanvaz Hey man, best of luck for tomorrow. Hope you have a #BrandNewDay after this treatment! Our wishes are with you :)

- Team Society

1 1



cajetan vaz
@cajetanvaz

Follow

Replying to @SocietyTea

Thank you. I'm all set with your good wishes. Unfortunately missing my favourite cup of society tea since I'm not allowed any oral intake till the procedure, but the memory of the taste lingers on.



5:16 AM - 12 Nov 2018

1 Like

1



cajetan vaz
@cajetanvaz

Follow

@SocietyTea this touching gesture from team Society, makes for the best cup of good cheer. Thank you for your welcome back from hospital hamper. I've had a successful quadruple bypass heart surgery, and I'm already walking in 3 days.





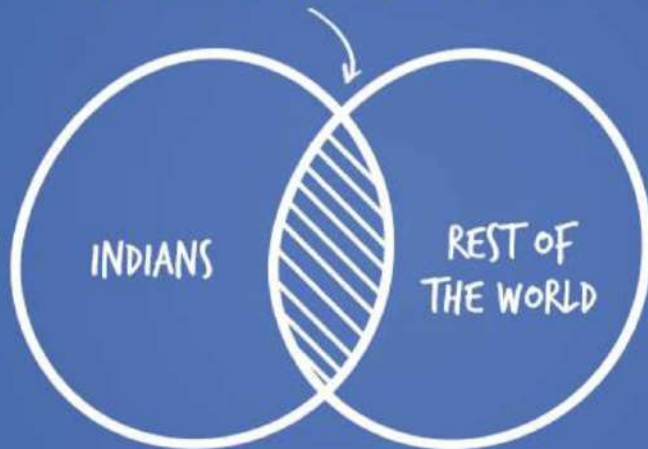
This, you can drink and drive.
HAPPY BIRTHDAY BHAI.

SOCIETY.



FOR THE FREE SOCIETY CALLED INDIA

PEOPLE WHO LOVE TEA



KARAN JOHAR 

#InternationalTeaDay

SOCIETY.



Society Tea

@SocietyTea

Follow



Since #FacebookIsDown, let's do some
#ChaiPeCharcha here.
Ask us anything!



8:32 PM - 23 Jan 2018

EVEN BROKEN CUPS CAN HOLD
THE STRONGEST TEAS

#InternationalDisabilityDay



SOCIETY

DEAR CUP OF CHAI
THANK YOU.*

SINCERELY,
AN EXHAUSTED WRITER

*for giving me the strength to kill off my readers'
favourite characters.
#WorldSuicideDay

SOCIETY

STUDIO





hopscotch

CLOTHES FOR YOUR CHILD. MODELLED BY THEM.

Move UGC from the comments section to an actual database that can be used by the brand

Created a microsite where parents could upload pictures of their children modelling our outfits

Shortlisted children to create brand content through photoshoots

Gave followers a reason and platform to submit UGC



What we didn't do

Facebook Contest

Mommy Bloggers

Copy + Paste

What we did instead

Give parents and their
children the opportunity
to become brand
ambassadors







awww-some kids wanted
will your kid be the one?



reach for the stars
enter her in our contest now



FOODGASM FOR INSTAGASM

For the generation that eats with their eyes, a beautifully shot image of food always influences tastes











A R I A S
LARA DUTTA

SPF - SKINCARE PHOTOGRAPHY FAVOURITES

In a market that is cluttered with similar products and false promises, we launched the assurance of healthy skin that is side-effect free and worth every penny.











IN FOR THE LONG RUN

*The shelf life of celebrity-led brands depends a lot on the celebrity's **success** - we created a content strategy that finds a way around this constraint*









Mumbai Metro One |

RELIANCE

METRO HEROS

How do you highlight the unsung heroes of the Mumbai Metro

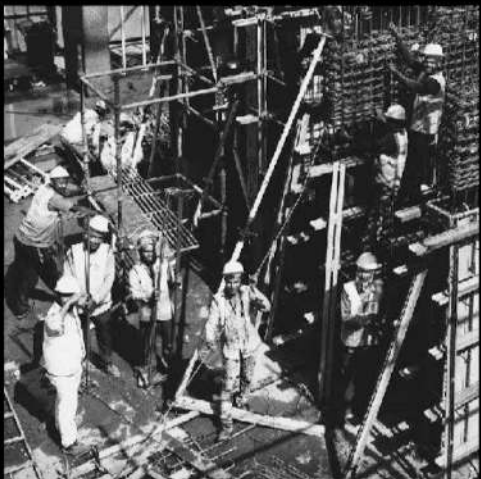






CONSTRUCTING A NARRATIVE

In the time of great buildings, and great infrastructure,
how do you make labour great again?

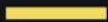


INDOFARM TRACTORS

For a brand that has been vocal in its support towards Indian Farmers, the Dabbawalas of Mumbai play an equal part in getting healthy and tasty food to the people. We made sure the city knew that.



CONTENT



COPTER 7

AT THE BEAT OF THE
DRUM, THE COPTER
TAKES OFF

ASK :

*Launch Brand With The Message Of
'GREAT IS BORN RAW'*

#BeyondLegacy



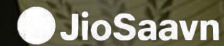
APPROACH :

Collaborated with Indie Rock artists to land the brand ethos. Along with music distribution, playlist spread, Instagram filter, influencer cover reels, we successfully launched the brand online.

Creating an integrated experience backed by the right targeting for search and display ads, gave us a much needed share of voice in the upcoming indie rock genre of music too thought most famous music platforms.



gaana.com



THE ECONOMIC TIMES

Dhoni becomes stakeholder in F&B startup that launches helicopter shot-inspired chocolates.

ET BRANDEQUITY.com

7Ink Brews ropes in M.S. Dhoni as brand ambassador.

LAUNCHING
COPTER 7

BW BUSINESSWORLD

7Ink Brews launches beer and artisanal chocolate brand 'Copter 7'

ARCHITECTURAL DIGEST

Nine homegrown alcohol labels to add to your home bar.





RAISED THE BAR IN THE ENTERTAINMENT SPACE

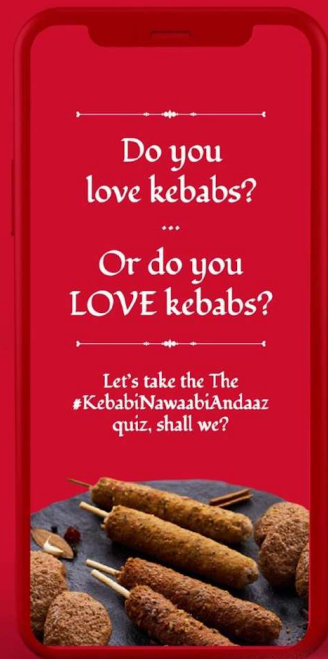
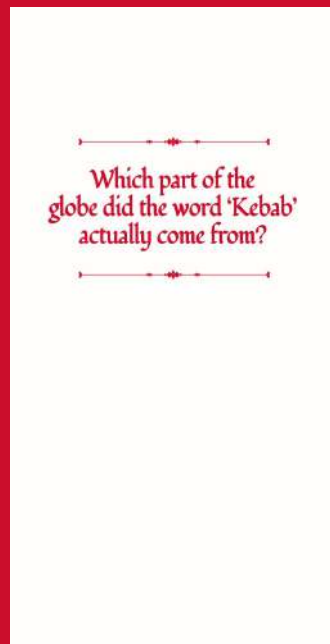
*Collaborating Innovation &
world-class original show*



MEAT PURCHASING EXPERIENCE WORTH \$2BN+ MADE POSSIBLE DIGITALLY

Built India's most loved meat brand through the indigenous content community brand metrics. From Kebabs for IPL to mouth watering creatives.







STRENGTH - FACE OF THE BRAND WEAKNESS - HIS AVAILABILITY

To sustain a celebrity-led brand where facetime with the celebrity was limited, we created content that reflected his personality as well as the brand's promise.



Gift comfort, this MOTHER'S DAY



sevens



sevens



THE LEGEND
SACHIN TENDULKAR



THE RIGHT

MIND



sevens



sevens



OUR
NEW
WEBSITE
IS
HERE

7.life



sevens

THEY SELL FAST

Life was meant for great times with your
Best Friends...



#ChangeMaker

J mp



#changemaker



30% OFF

on all products from
1pm to 6 pm

Available on
Flipkart



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reliancesmartmoney.com

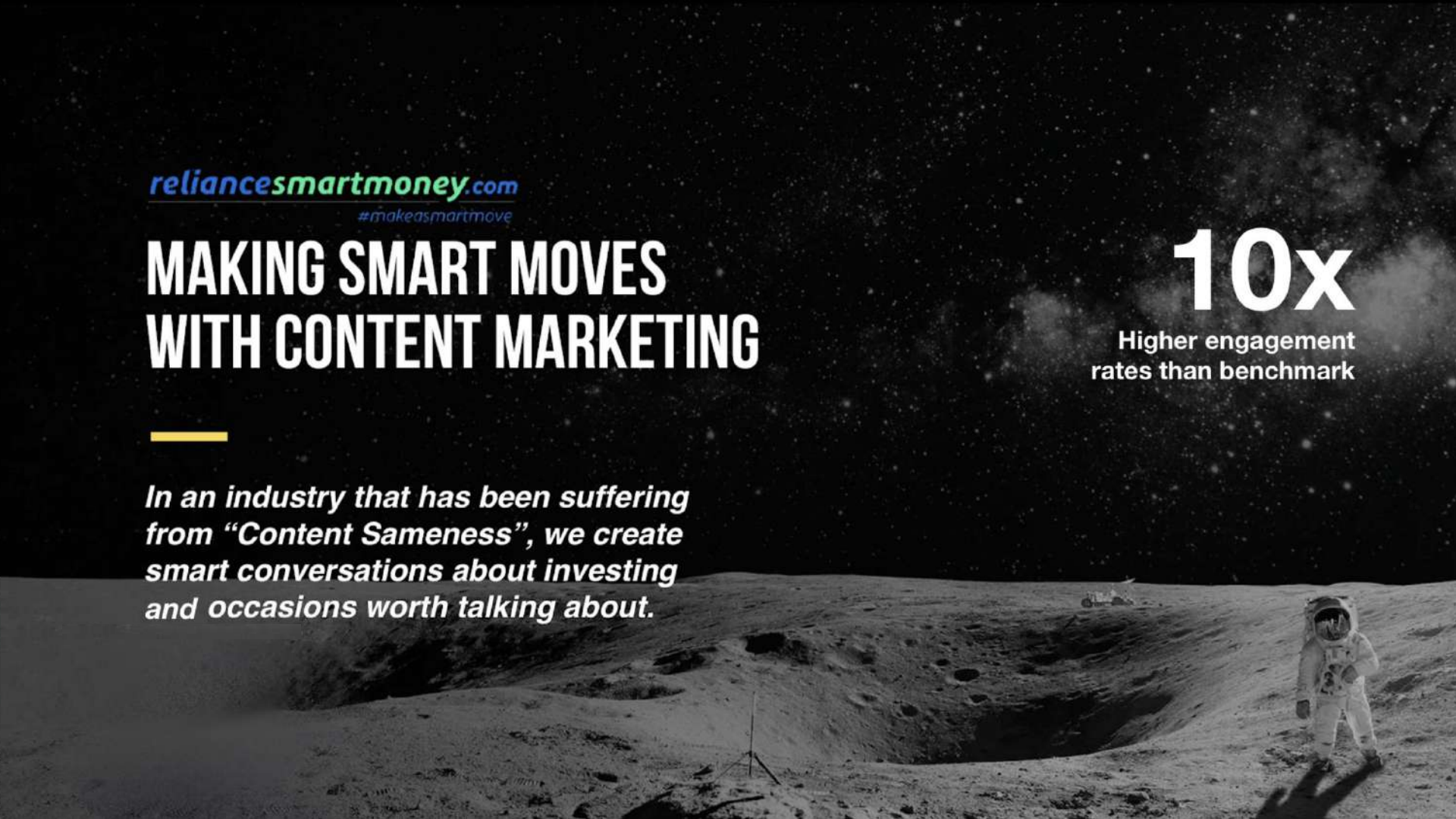
#makeasmartmove

MAKING SMART MOVES WITH CONTENT MARKETING

In an industry that has been suffering from “Content Sameness”, we create smart conversations about investing and occasions worth talking about.

10x

Higher engagement
rates than benchmark





#SaveGirlsChild

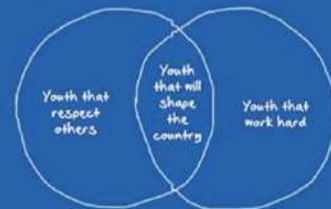
Some
investments
happen
with
Love,
the rest, with us.

#HappyWomensDay

15081947
The best return we ever got.

Happy Independence Day

PUBG
Players



#YouthDay

We asked a generation of smart users “**what if**” to create awareness for Alzheimer’s Week.

What if all your memories just disappeared one day?

#AlzheimersAwarenessMonth
#WhatIf



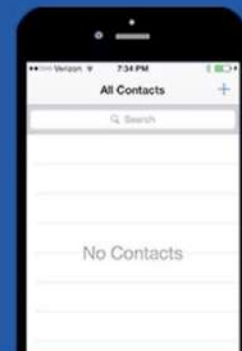
What if you didn't know what to do with your day?

#AlzheimersAwarenessMonth
#WhatIf



What if you didn't know whom to get in touch with?

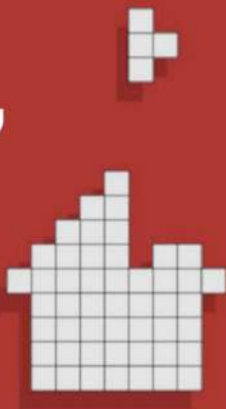
#AlzheimersAwarenessMonth
#WhatIf





BUILDING A BETTER BRAND, BRICK BY BRICK

For a brand that was up for acquisition, we were tasked with creating positive public sentiment while creating an affinity for online realty purchase among our younger audience.



EMI



“ Football being his first love, he wants to be a professional trainer and increase the popularity of the sport in our country. ”

BILAL



“ Wanting to be a F1 racer, he enjoys the thrill in the speed along with the fame that follows. He strongly believes that men like speed more than anything in this world. ”

MOIZ



“ Dancing on the beats is not only a guilty pleasure but also makes her feel alive. Along with the rhythm giving her a peace of mind, she feels free when her feet tap to the beat. ”

SUPRIYA



“ Scuba Diving started with his love for swimming in deep waters, but now it brings him great happiness to be around fishes and gives him satisfaction inside the calm waters. ”

BILAL





#ChristmasIsRED
An opportunity to gift joy.



#ChristmasIsRED
Get in the spirit of the season.



#ChristmasIsRED
Unlock the feeling of satisfaction.



#ChristmasIsRED
Open the door of merriment.



HOME HOME HOME

Celebrations Abode. Merry Christmas

#ChristmasIsRED

POSITIONING





FALCONX

*A Silicon Valley unicorn worth \$8Bn,
assisted with ground-up branding and
communications.*





FALCONX



DESIGNED A SPACE WHERE KIDS FIND FINANCE FUN.



Challenge:

To redefine what makes GravyStack different. Visually strategize a fun-school connect for children as users.

Solution:

We crafted a brand identity that stood out in this crowded industry; designed to share freshness, creativity, growth & energy.

Flexible but unified, functional but friendly.

Usage of logo shape



TECHNOLOGY

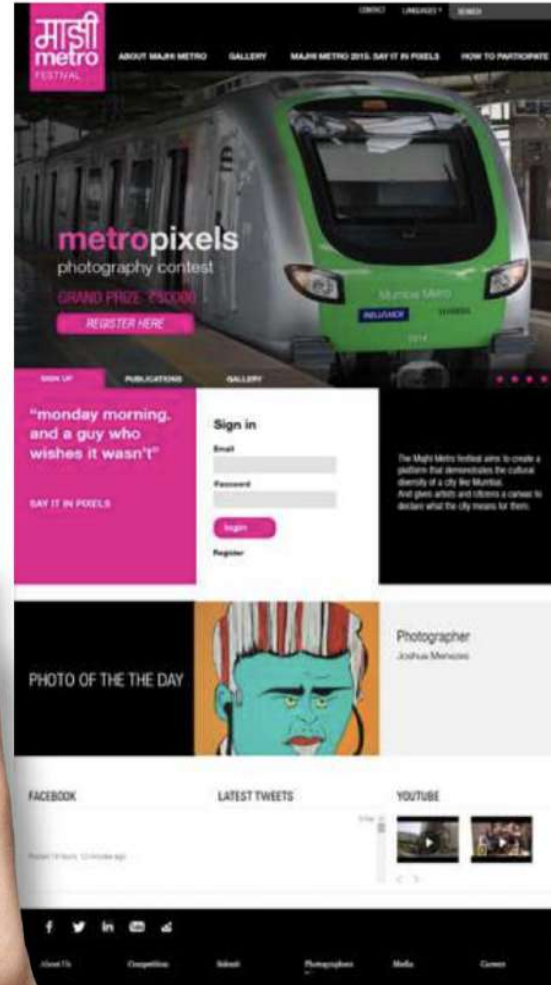
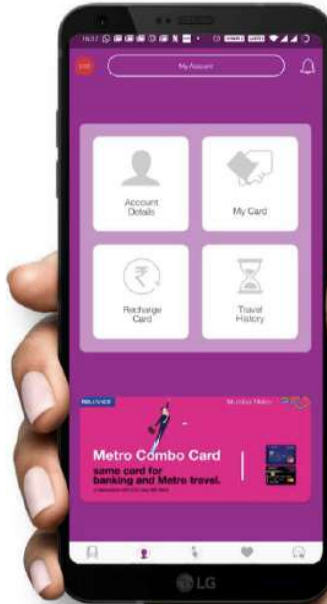


MUMBAI METRO

Mumbai metro has been our client for last 5 years, and we are glad to be helping to be a part of your journey as well.

Mobile app (Android and iOS) for QR code based ticketing system, saving time for customers and opex at metro end

Majhi Metro UGC website which handles a traffic of over 5million people in 8 days!





Blockchain



Android



Evernote



Digital Ocean



NSDL



KIRA

Our work in the FMCG industry revealed that nearly 94% of the \$600 bn Indian Retail Industry comprises of unorganised shops and *kiranas*

We built Kira from the ground up to provide a link between the retail value chain through a data-driven local network

An easy-to-adapt inventory management, CRM and POS platform that allows retailers to manage and optimise their business through process automation and real-time tracking.

Link: www.kiratech.co

MAKING INSURANCE USER-FRIENDLY

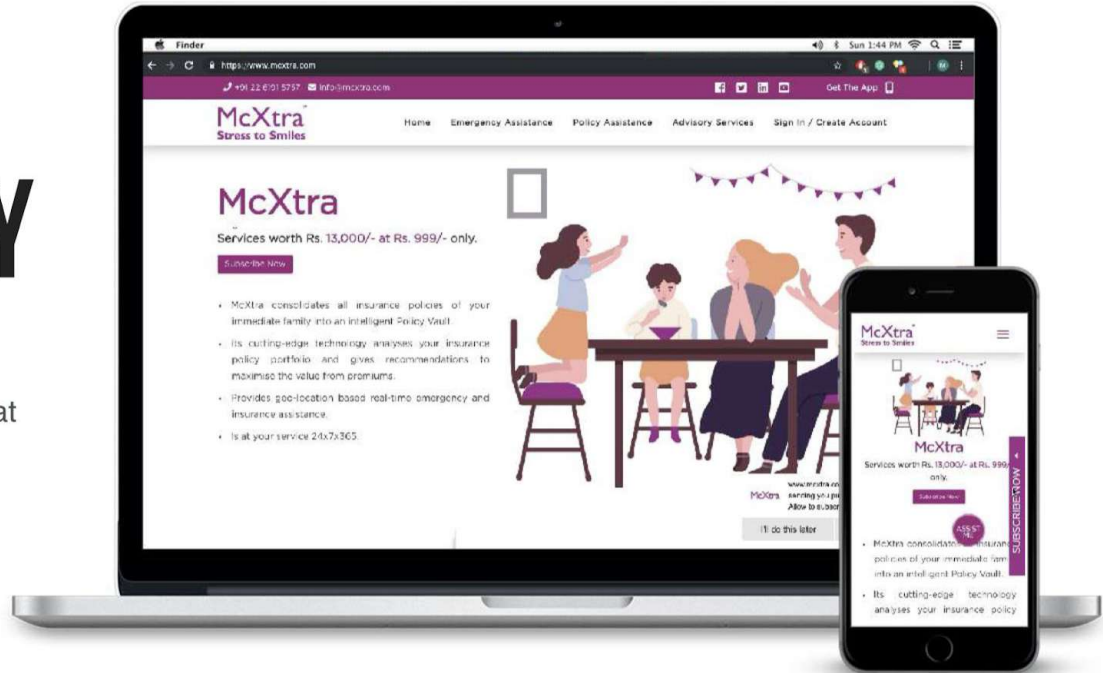
The McXtra app needed to be an interactive database of a user's insurance information that

Converted uploaded images of their policies to documented text

Provided expert customer support to assist in policy payments, renewal & claims

Seamlessly consolidated all SOS services into the 'Red Button' for 24x7 assistance

Link: www.mcextra.com



ADAMANTINO

A beautiful balance of design and technology that enables a user to experience the brand and product on a single scroll website.

Link: <http://adamantino.com>

CSS HTML AngularJS





JAIN FARM FRESH

With Aamrus, they introduced 100% Frozen Pulp as a healthy ingredient option, to a market that was unaware of the product. We created a dynamic website that introduced the product and all of its yummy details to visitors.

Link: www.aamrus.in

CSS HTML AngularJS



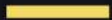
SMART GORKHA

To fulfill their promise of crime-free homes, we created an interactive website that highlighted that problems for which the brand had solutions, and also designed the app that would help customers manage their security solutions.

Link: <https://smartgorkha.com/>



AMPLIFICATION



#PHIRSEZIDDKAR

One Message. 62 Splash Pages.

16 Million+
People Ignited

A ZIDDI CHALLENGE THAT EVERYBODY FOLLOWED

A campaign backed by **Vidyut Jammwal** as brand custodian with 50+ ziddi fitness influencers, resulting into **50,000+ user generated content**. Towards extending the brand message “Zidd”, we launched the **#PhirSeZiddKar** campaign garnering over **10 Million+** views. Co-creating content with **Brut** attracted 9x audience participation. Where we also developed an AR filter to help identify MuscleBlaze products.





CREATING A DIGITAL ARMY OF PRODUCT TESTERS

*We turned every 'yummy'
comment into actual market
intelligence that shaped future
product innovations*



WHAT WE WERE WORKING WITH

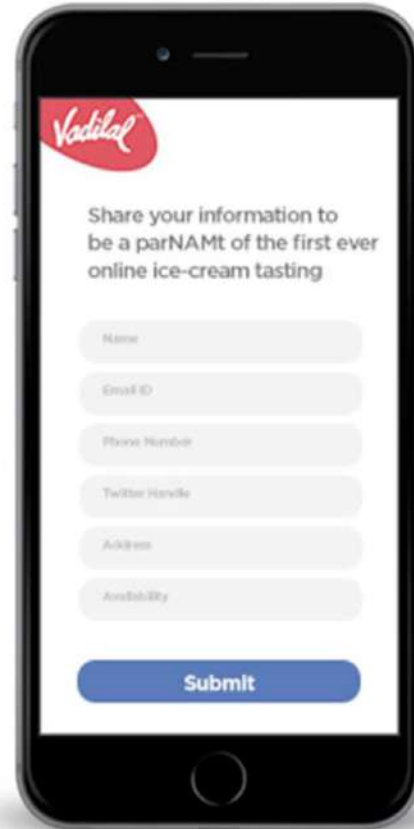
Comment sections lined with “food reviewers”

WHAT WE DID WITH THAT

Created a Facebook App where volunteers could sign up to be Official Vadilal Tasters

Partnered with Google to conduct individual interviews with participants

Redesigned product launch strategy based on results





SOLD 110 HOMES AT THE COST OF 6

Through digital and OOH advertising, we created conversation beyond elevation and cost per square foot that brought more people to their doorstep in one month than their competition.

110

Flats Sold

2.3%

Acquisition Rate

92 CRS.

Revenue in 3 months



This may be big.
But do you know what's bigger?



Images are for representational purpose

MahaRERA Registration No. P51800005475
maharera.mahaonline.gov.in



Your family
won't miss you
while you travel.
But that's a good
thing.

MahaRERA Registration No. P51800005475
maharera.mahaonline.gov.in



Dear Bosses,

**We apologize for the sudden increase
in 'Work From Home' requests.**

Sincerely,

f. Residences Malad

2&3 Bed Luxury Residences starting from **1.68Cr.**

Pay 7% Now to book & 0% EMI until Possession.

022 3964 7515

MahaRERA No.P51800007547 | maharera.mahaonline.gov.in

TH S
HO RD NG IS
IN OMPL TE,
NOT OUR PROJECT.

2BHK OC READY HOMES AT JOGESHWARI(E)
FOR A DOWN PAYMENT OF 9 LAKHS

022 3357 4621 **Palazzio**
MaharERA Registration No. P51800002732 maharera.mahareraonline.gov.in MAKE THE MOVE

Project Completion

TOMORROW
COULD BE YOUR LAST CHANCE BEFORE
THIS OFFER
TO BUY AN AMAZING HOME
WILL EXPIRE

OC READY 2BHK HOMES AT JOGESHWARI (E)
AT DISCOUNTED PRICES UNTIL 10TH OCTOBER 2018

aorealty.com

A&O
Palazzio  022 3029 3164 

MaharERA Registration No. P51800000473 maharera.mahareraonline.gov.in

Limited Opportunity

going
going
gone

2BHK OC READY HOMES AT JOGESHWARI(E)
FOR A DOWN PAYMENT OF 9 LAKHS

022 3357 4621 **Palazzio**
MaharERA Registration No. P51800002732 maharera.mahareraonline.gov.in MAKE THE MOVE

Final Call



DRIVING 50X RETURNS ON INVESTMENT

How do you make sure that a brand with high aspiration value actually sells its product? With targeted ads that also speak directly to the desired audience of course!

12%

LEAD TO WALKIN RATIO

1.3CR

WORTH VEHICLES SOLD

CATCH THEM WHERE YOU CAN

*Men willing to purchase high-end
Italian suits are hard to track on
social media*

And we still got:

700+
ENQUIRES

22%
CONVERSION RATIO





HOW WE DID IT:

Device targeting

Occupation targeting

Location targeting

Travel behaviour targeting

Customers with purchasing power
walking into stores near them

A THANK YOU CARD SIGNED BY MILLIONS

A tribute to Indian farmers' and their role in bringing food to our tables

The Ask - Whenever someone is thankful for their food, they should think of #ThankYouKisaan

15 MN **1:15**

Total Views

Avg. Watch Time

What we didn't do

Push the video by pumping as much money into a promotion campaign as possible

What we did instead

Created a digital connection between consumers and the emotion behind the campaign

FRESHLY SQUEEZED, RARELY BOXED.

Bright colors, bold flavours and unique
Tastes that have believed in the
Survival Of The Freshest
since 2010.

