

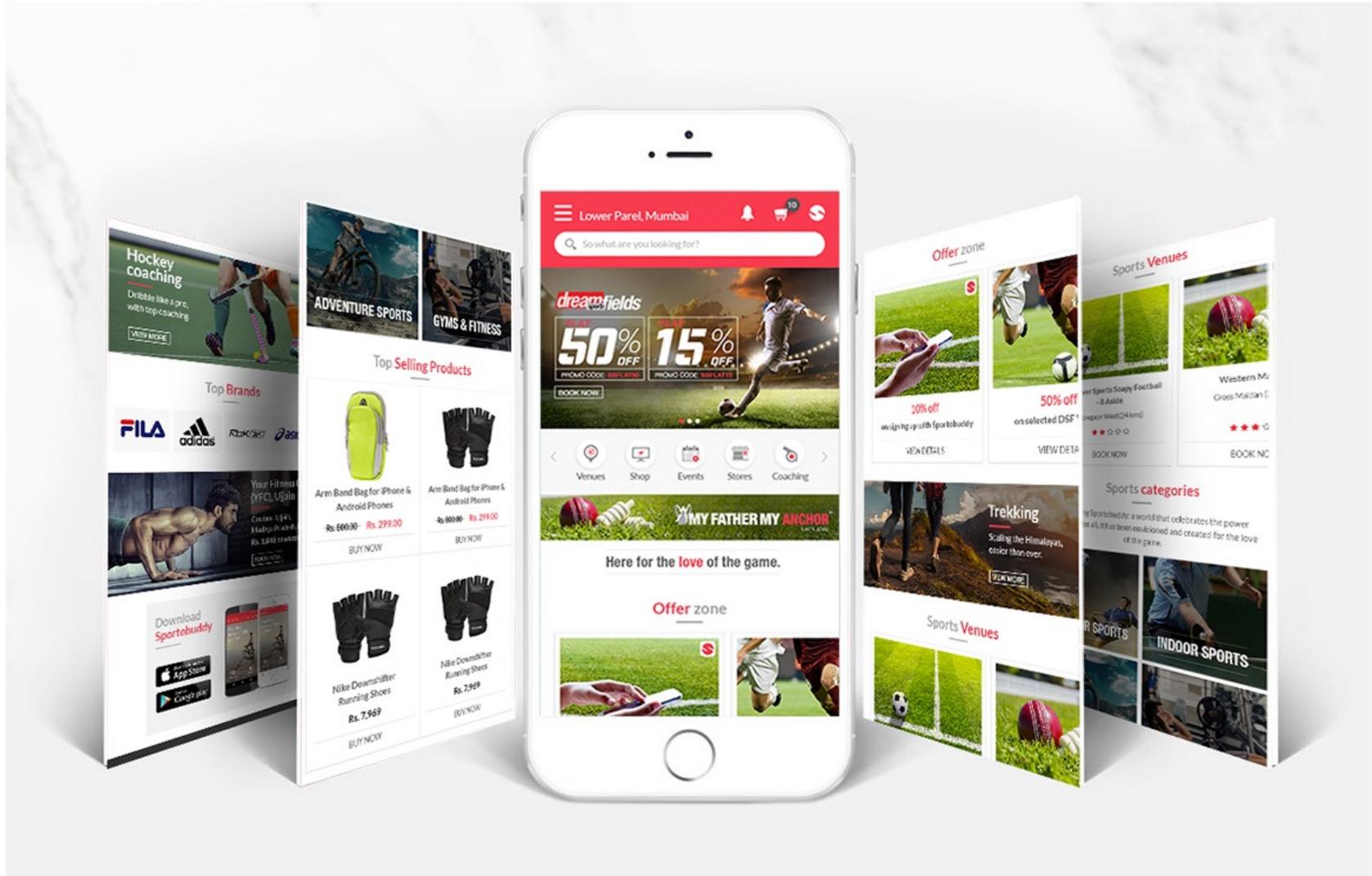


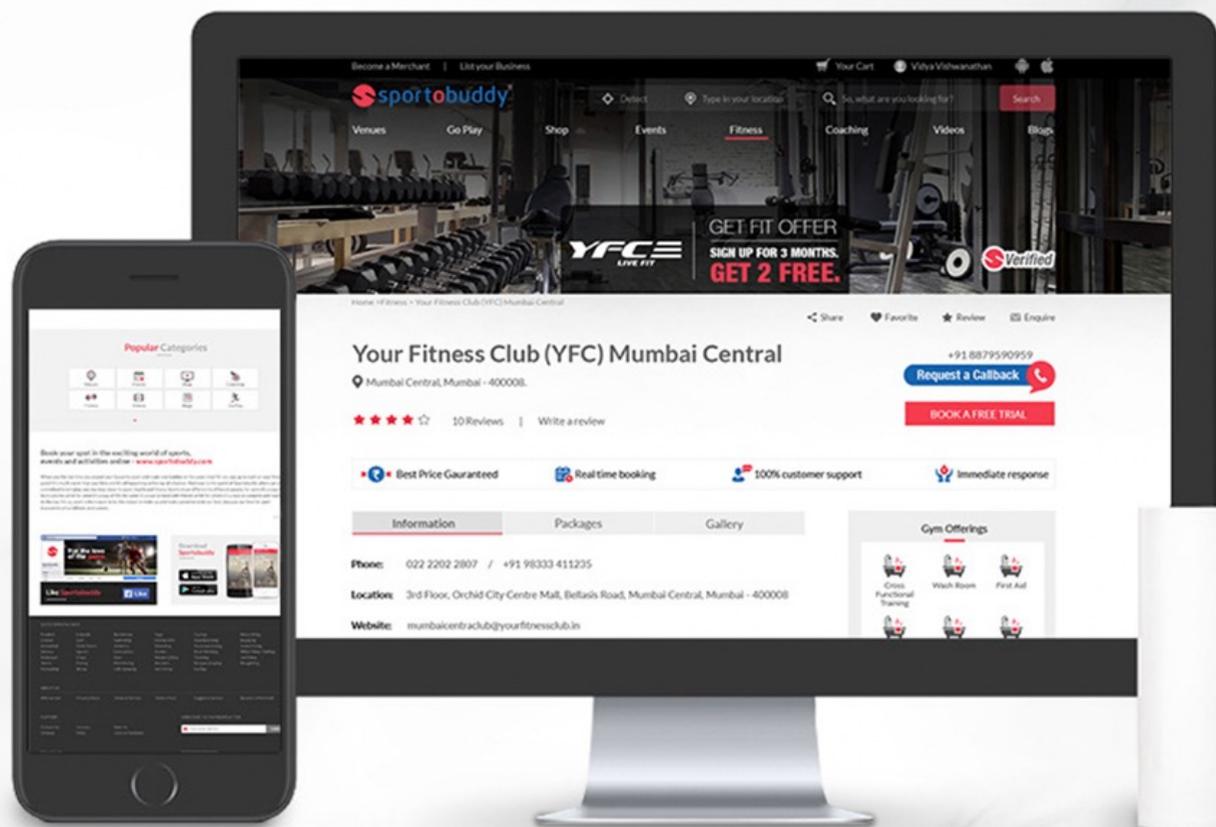
Building a digital brand.

Being an exponent of mainline advertising, moving into the role of a Brand and Creative head for a digital first brand was bound to aid a steep learning curve. Understanding UI/UX. The fine line between digital branding and digital marketing. How key words are marquee. Or even how material design cannot be considered immaterial. Sportobuddy intended to be a disruptive online portal and mobile app that integrated sports with technology to deliver a holistic sporting experience using location intelligence. Learnings from my able team equipped me with a fair insight in terms of how i wanted to build the brand ground up, with a unique passionate voice. Where everything was "For the love of the game."

Website/App:

The path taken was aimed at being less transactional, and more multi-faceted even though the brand was based on an aggregation model. A strategy that centred around a three pronged approach. To first educate, then engage and finally entrench. The website and app were designed keeping in mind core functionalities and interactivity with the user.





Educate:

Building a digital ecosystem, meant maintaining focussed, targeted communication that first broke down what we did and what we stood for, before we could expect it to be consumed. Content plugs such as app explainer videos or digital newsletters, shown in reference here, were just some of the tools used to accent this approach.

Engage:

When everyone has a social media presence, it's important for the brand to get some too. We worked to inspire and drive recognition for the brand with dynamic and youth centric content with a view that sport is for everybody. A couple of examples cited here include interactive content contextualised to key calendar moments such as Women's Day in this case. An initiative that tied up the thought of being #OneForTheGirls, with a specially organised event that mobilised opinion in an otherwise male centric userbase.

Other key content plugs included driving campaigns that projected sport as a way of life. Once again, without being transactional. One such example is of the #Champion campaign - which was about communicating the journey of champions. It depicted the cusp of a champion moment, and all the moments a champion lives while getting up to that defining moment. Made up of blood, sweat and childhood dreams. Not to mention, the kind of discipline we wanted to inculcate within our target audience - with the single minded focus that it would eventually habituate them with our integrated ecosystem of aggregated turfs, fitness, informative blogs etc.

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Entrench:

Of course, to be a truly integrated digital platform, it's important to complement online presence, offline. And create a sustainable, symbiotic relationship with the userbase. We complemented the value of engaging content, with the right brand collaborations and influencer interactions - that also furthered another dimension: unique event and key brand collaborations that delivered credibility and recognition and drove multi-fold engagement.



Sportobuddy Champion Athletic Video

Every champion knows how to make a difference. While building a campaign for Sportobuddy, it is these very tenets we used to tell the story. The practice. The hardwork. The blood, sweat and tears. Very often, that's the difference between winning and losing. Depicted here, are the stories of champion moments across sport - those that are meant to inspire and push everyone to carry a champion mentality. It's time to play, for the love of the game.

View it here:

<https://www.youtube.com/watch?v=PktvBQ5CWsc>



Sportobuddy Champion Boxing Video

Every champion knows how to make a difference. While building a campaign for Sportobuddy, it is these very tenets we used to tell the story. The practice. The hardwork. The blood, sweat and tears. Very often, that's the difference between winning and losing. Depicted here, are the stories of champion moments across sport - those that are meant to inspire and push everyone to carry a champion mentality. It's time to play, for the love of the game.

View it here:

https://www.youtube.com/watch?v=d_w5OqlykU0



Sportobuddy Champion Basketball Video

Every champion knows how to make a difference. While building a campaign for Sportobuddy, it is these very tenets we used to tell the story. The practice. The hardwork. The blood, sweat and tears. Very often, that's the difference between winning and losing. Depicted here, are the stories of champion moments across sport - those that are meant to inspire and push everyone to carry a champion mentality. It's time to play, for the love of the game.

View it here:

<https://www.youtube.com/watch?v=A0IjZvdvXmA>



Women's Day

Shooting and creating content to meet the moment. A women's day event's activation devised by the brand, and then created to celebrate inspirational women in sport and around the world.

View it here:

<https://www.youtube.com/shorts/8qPEXRh3pfg>