



COMPANY CREDENTIALS

www.theseus.digital



Founded in 2011 as 4nought4, the company rebranded itself in 2017 as Theseus Digital. Over the last 7+ years, we have had the opportunity to work with some great brands that we have showcased in the following pages. Primarily a digital agency that has done extensive work for brands across all digital platforms and developed websites, microsites, mailers, ads and more, we have also dabbled into video content successfully and designed multiple outdoor campaigns and print ads too. Headed by an industry veteran with 15 years of experience, of which 11 have been in digital, the small team has shown time and again that it loves a new challenge.

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Social Campaigns



CHALLENGE

The challenge for HISTORY TV18 was that their growth rate and interactions were much lower than their competition. Pages were simply pushing out tune-in posts. It was purely one-way communication. Our one life brief was to engage the audience to create a thriving community that grows organically.

EXECUTION

- Started in June 2012.
- Organically increased Facebook numbers from **703,177** to over **5 million** (Global Page hence will show 43 million fans).
- Increased Twitter audience from **3,586** to over **972,000**.
- Multiple **awards won** every year from 2014-2017.
- Crossed **1.7 million** subscribers on YouTube.
- Instagram started in 2015 and has over **136k** followers now.

SOCIAL PLATFORMS





CHALLENGE

The brand had run campaigns and got 6L+ fans but once the campaigns stopped so did their growth and interactions. They need an agency to come on board and create new engaging content types and design better creatives for existing content buckets.

EXECUTION

- Started in June 2013.
- Organically increased Facebook numbers from **534,407** to over **1.5 million**.
- Increased Twitter audience from **2,700** to over **600,000**.

SOCIAL PLATFORMS





CHALLENGE

Zee TV was a different challenge altogether. They had multiple marketing managers and each wanted their shows to be promoted. The Brand needed an agency that could find a way to make the pages look not like just promotional pages.

EXECUTION

- Started in November 2013.
- Organically increased Facebook numbers from **638,836** to over **4,000,000**.
- Increased Twitter audience from **68,256** to over **180,000**.

SOCIAL PLATFORMS





CHALLENGE

FYI TV18 was a late entrant to the lifestyle entertainment genre and had to be launched in an impactful way to showcase that it was here to take on the industry heavyweights. The brief was to have an award-winning launch campaign that will be talked about for months.

EXECUTION

- Launched the Brand from scratch in June 2016.
- Organically increased Facebook numbers to over **700,000**.
- Increased Twitter audience to over **11,000**.
- Over **340,000** subscribers on YouTube.
- A highly active fan base of over **22,000** followers on Instagram.
- Already **won 2 awards** for the launch campaign.

SOCIAL PLATFORMS





CHALLENGE

The challenge faced by Tips Music was that most of their content was old and any images available were not of high quality. They needed an agency that could design templates that would make these images look good, come up with themes every month so that the content doesn't seem repetitive, and create memorable launch campaigns for all new releases.

EXECUTION

- Started in June 2015
- Created new content buckets to get maximum interactions for the limited content available
- Designed and redesigned templates every few months to keep the page looking fresh
- Worked with the marketing team to create buzz on digital to for every new music/movie launch.

SOCIAL PLATFORMS





CHALLENGE

Spykar wanted to break out of the rut and reposition itself as a brand for the aspirational youth. It wanted its content to be as good as major brands like Levis and Lee.

EXECUTION

- Did a product shoot at their showroom.
- Designed new templates make the brand appeal more aspirational.
- Conceptualised contest ideas to drive footfalls.

SOCIAL PLATFORMS





CHALLENGE

KXIP was languishing among the bottom 2 IPL teams in terms of social presence despite having an extremely passionate fan base. They need an agency to leverage their stars and rekindle the passion amongst their fans that lasted beyond IPL season.

EXECUTION

- Started in March 2012.
- Increased Facebook numbers organically from **18,953** to over **5,700,000**.
- Increased Twitter audience from **8,357** to over **300,000**.
- **Started season 5 with ~ 4600 daily views.**
- **Finished season 7 with over ~16,000 daily views.**

SOCIAL PLATFORMS





CHALLENGE

Enrich Salon needed to stand out in comparison to competition and wanted to market the USPs of their services with great clarity. They needed fresh ideas to drive walk-ins.

EXECUTION

- Started in 2012.
- Created fresh content buckets.
- Redefined brand positioning.
- Organized activities to drive footfalls.

SOCIAL PLATFORMS





CHALLENGE

NSE's problem was not establishing the brand but to be seen as more than just a share market. NSE has a lot of consumer awareness initiatives and many courses that people are unaware of. NSE wanted to be established as not a just securities exchange but a hub of trading and learning.

EXECUTION

- Started August 2011.
- Introduced the audience to more content apart from Sensex updates.
- Created a Facebook app where people to register for courses, find schedule etc.

SOCIAL PLATFORMS



Digital Campaigns



OBJECTIVE

DBS Bank had been India for a while but was struggling to establish a brand recall, especially in retail banking. Two previous campaign had got lost in the noise, and they needed a clutter breaking idea that would create long-lasting brand recall.

EXECUTION

Conceptualised a digital movie and worked with a production house to make it a reality.

CONTENT

- Microsite
- Google Ad Campaign
- Social Media Promotion





PRESENTS

#AamirAndYou

OBJECTIVE

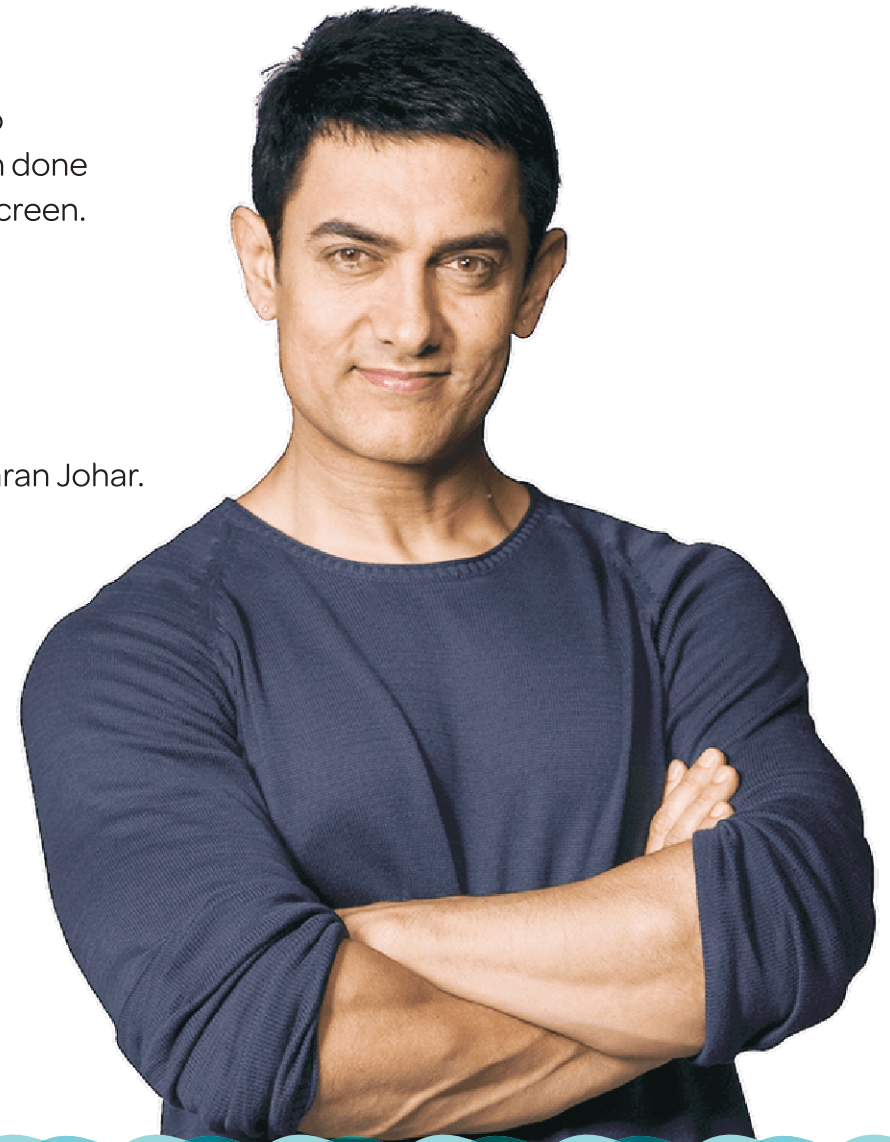
AND Pictures was going to premiere the Making Of Lagaan and has access to celebrities for the launch. They wanted to do something that has never been done before that would not just attract eyeballs but also keep them glued to the screen.

EXECUTION

- A first-of-its-kind interactive TV experience.
- A documentary launched with a LIVE on air session with Aamir Khan and Karan Johar.
- Interact LIVE using phone calls, SMSes, Facebook and Twitter.
- **#AamirAndYou: 3 days of trending.**
- **Over 17,000 tweets, 8+ million unique users, 24+ million impressions.**
- **FB engagement up by 75%** for campaign duration.

CONTENT

- Social Media Campaign



Digital Launch Campaign of Chennai Express

ON



OBJECTIVE

Zee TV was going to show the super-hit movie Chennai Express on TV for the first time and wanted to give the audience on the social platforms a reason to watch the movie on TV. They wanted a digital contest that would drive TV viewership.

EXECUTION

- A microsite was created where the audience could book their tickets on Chennai Express.
- The ticket booking experience was made as authentic as possible based on IRCTC.
- Everyone received a ticket with their details and unique PNR number.
- A fixed number of PNRs were selected for prizes.
- Winning PNRs were flashed at regular intervals during the airing of the movie so people had to watch it to know if they had won.

CONTENT

- Microsite
- Google Ad Campaign
- Social Media Promotion



#The1971Project

FOR







In Dec 2016, we did a series of 9 videos for History TV18 as a series called #The1971Project where we talked about one of the greatest military victories.

The 9 videos, made with copyright free images, videos and music, clocked up over **15.5 million views - all organic.**

9 videos  15.5mn views

#RealHeroes - The Indian Armed Forces ▶ Play All

10 videos · Updated about 2 months ago

 <p>THE YOUNGEST PARAM VIR CHAKRA AWARDEE.</p> <p>3:54</p> <p>#The1971Project: Battle of Basantar - Arun Khetarpal 7 December 2016 - 1.1M views</p>	 <p>THE 1971 WAR STARTED TODAY.</p> <p>2:31</p> <p>#The1971Project - Video 1 - Introduction 3 December 2016 - 777k views</p>	 <p>LONGEWALA</p> <p>THE BATTLE OF LONGEWALA STARTED TODAY.</p> <p>2:57</p> <p>Battle of Longewala - #The1971Project 5 December 2016 - 1.3M views</p>	 <p>THE FIERCEST BATTLE OF THE 1971 WAR</p> <p>Battle of Hilli - Video #The1971Project 11 December 2016</p>
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Punjab's Drug Problem

FOR



Around the time of Udt Punjab release and Punjab Elections, the drug menace was the talk of the town. CNBC-TV18 wanted to do a topical video on it. We made a short video, again using copyright free images, videos and music, and the video went on to get **2.9 million views –all organic.**



1 video

2.9mn views

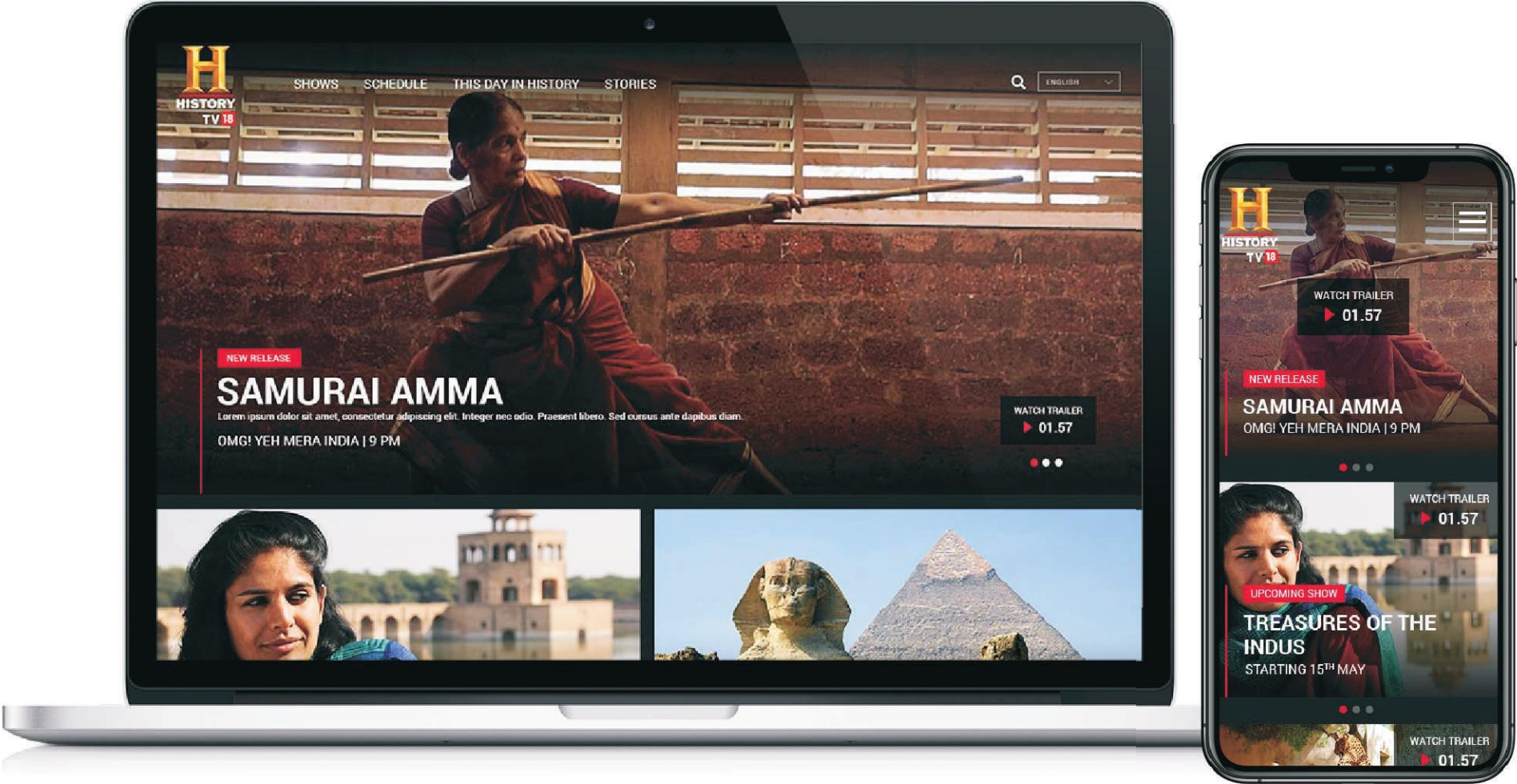


Websites & Apps



Website & App

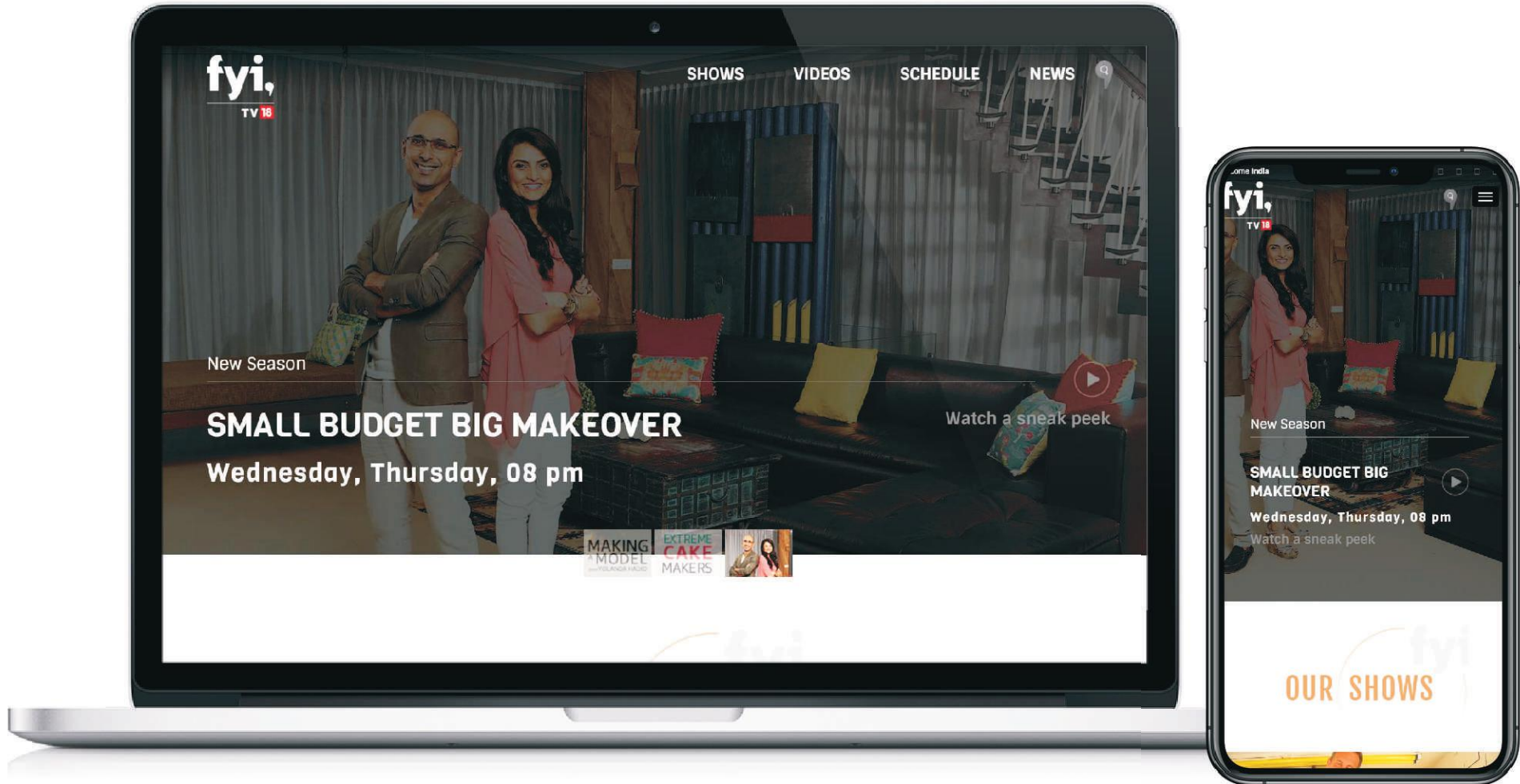
History TV18 had not redeveloped the website since their launch. It was out-dated and not user/device friendly. They wanted a new, slick modern looking website that would work smoothly across all devices and become the place where users can consume their huge library of content with ease.





Website & App

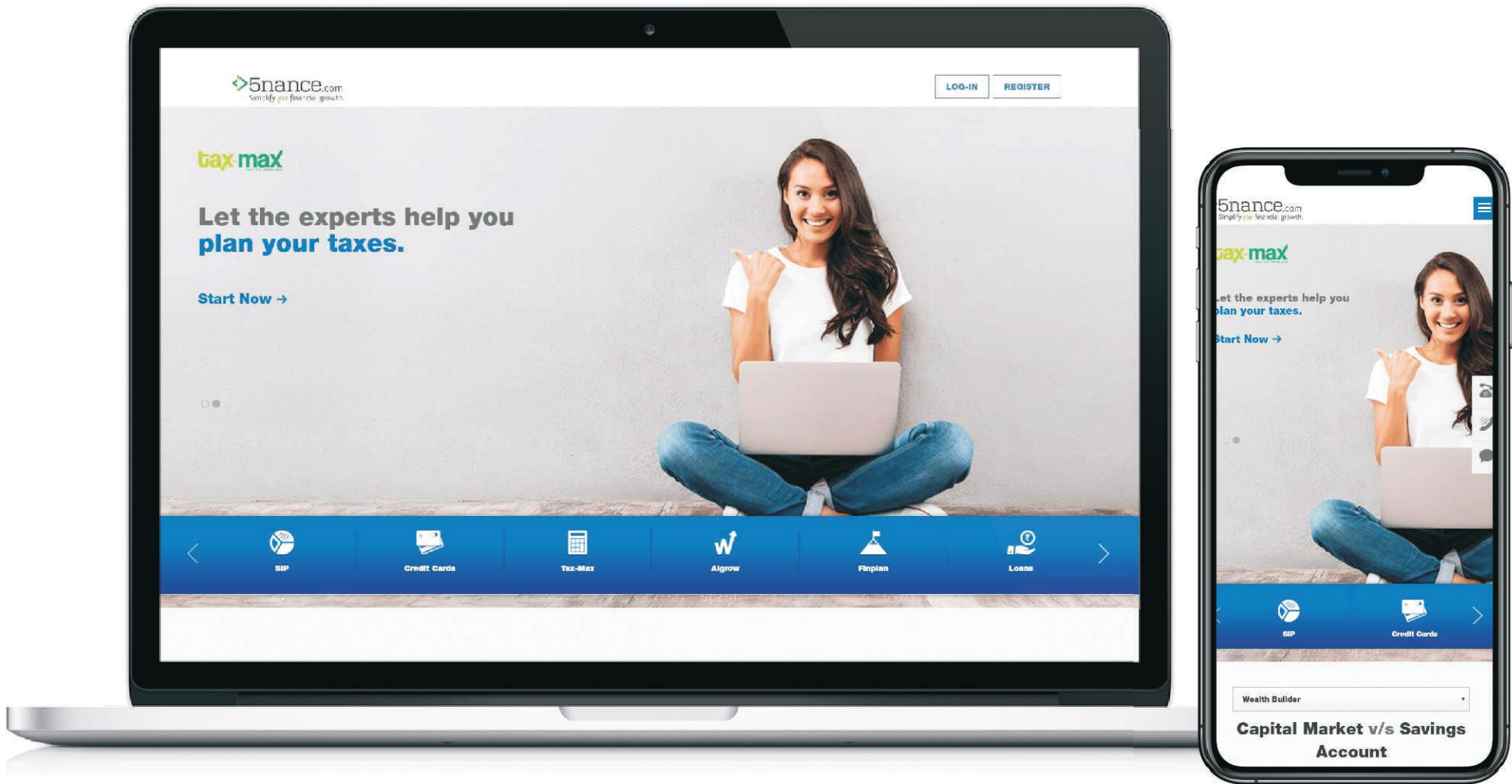
FYI TV18 needed a website and app that had the look and feel of an international lifestyle brand and would offer latest features like livestreaming to keep up with the trend of people consuming more content on mobile screens.





Website & App

5nance had developed a superb product in-house that made it very easy for people to make informed investment decisions. Now they needed a website and app with a great user experience that would work flawlessly with their investment engine.





Funancial Quest Microsite

National Stock Exchange wanted a website that explained basics of finance to children and encouraged them to test themselves to receive certificates. The website needed to have explainer videos, games, course material and test modules. **It was a Webbys Awards 2013 Honoree.**





Hum Bhi Chef Website

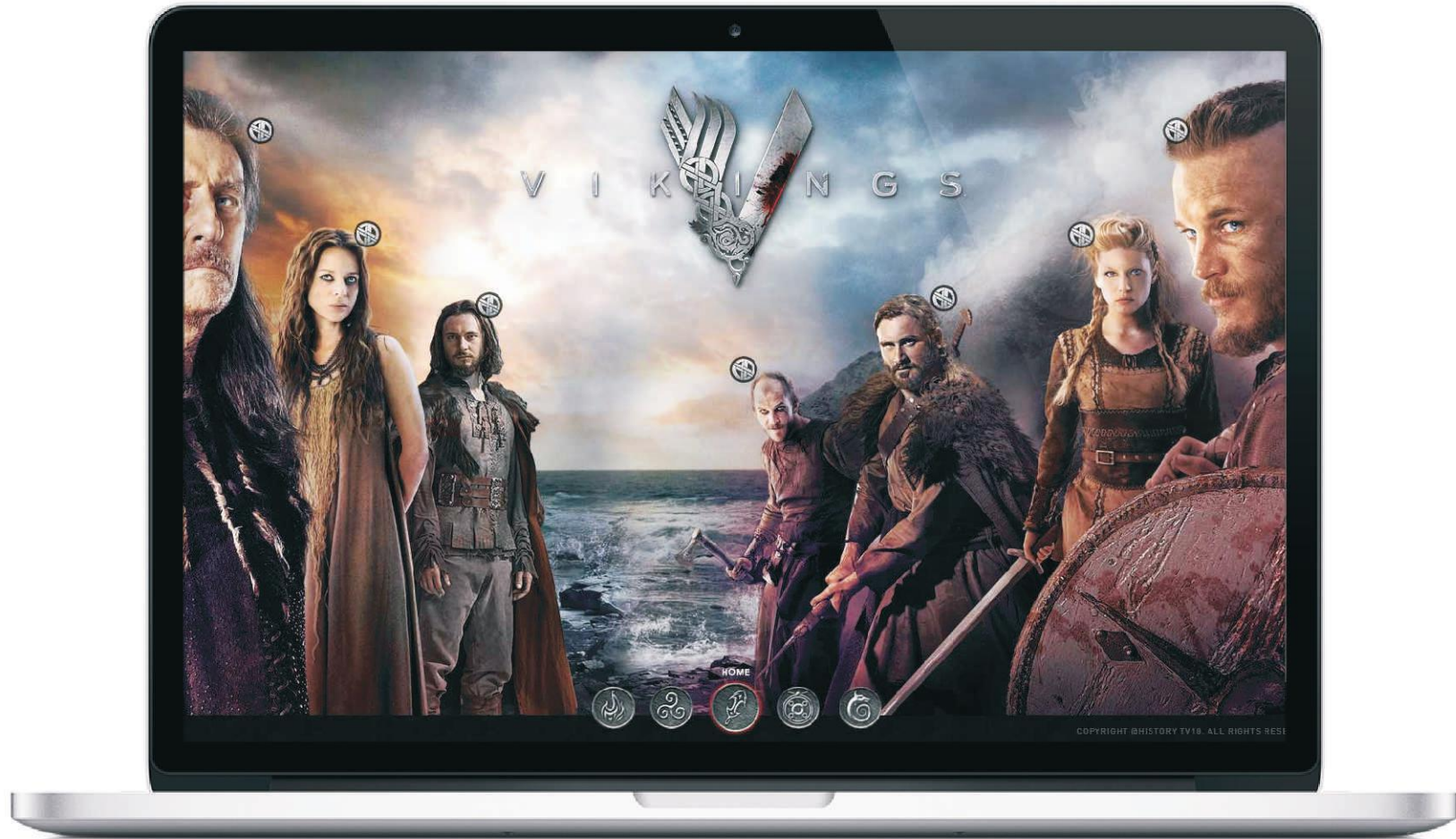
D'lecta was looking for a website that would target consumers and encourage them to cook more with D'lecta products. Website was to have recipes, sign-ups for cooking lessons, product information and a shop.





Vikings Microsite

When History TV18 brought the globally popular series Vikings to India they wanted the website to look truly international. The website, apart from high quality UI/UX experience, had Wikipedia - everything one would want to know about the Vikings.





House of Cards Microsite

When Zee Cafe grabbed the rights to the award-winning House of Cards series, they wanted a website that would do more than give information about the show. The website had show details, characters, wallpapers, quizzes, quotes and more.



Print



CAMPAIGN
OMG! Yeh Mera India
SEASON 1 TO 5

A promotional banner for the TV show 'OMG! Yeh Mera India'. In the center is a man in a dark blue blazer over a red shirt, smiling and gesturing. To his left is a collage of Indian cultural and modern elements: a man in a red martial arts gi with a yellow fan, a man in a yellow and red shirt, a soccer ball, and a man in a blue shirt. The background is a textured teal. On the right, the show's title 'OMG! YEH MERA INDIA' is written in large, bold, red and black letters. Above it is the Hyundai logo and the word 'PRESENTS'. Below the title are logos for 'CO-PRESENTED BY FOGG' and 'CO-POWERED BY WOODLAND'. At the bottom right, it says 'MONDAYS | 8PM'. The History TV 18 logo is in the top left corner of the banner.

OUTDOOR | PRINT ADS | SOCIAL MEDIA | EMAILERS



CAMPAIGN
Crazy Wheels

policy bazaar com
Compare. Buy. Save.

PRESENTS

CRAZY WHEELS

POWERED BY
NOKIA

PREMIERES 25TH OCT | 8PM

‘Tumse na ho payega!’

PRESENTED BY **policy bazaar** com
Compare. Buy. Save.

POWERED BY **NOKIA**

OUTDOOR | PRINT ADS | SOCIAL MEDIA | EMAILERS



CAMPAIGN
History of Football



OUTDOOR | PRINT ADS | SOCIAL MEDIA | EMAILERS



CAMPAIGN
Firepower

LLOYD
Air Conditioners
PRESENTS

FIREPOWER

DEFENDING INDIA

CO-PRESENTED BY
THE PULSH NEW
XLV 500

CO-POWERED BY
WOODLAND **NOKIA**

MONDAYS | 9PM

**THE MIGHTY INDIAN
ARMY IN ACTION**

H
HISTORY
TV 18

PRESENTED BY **LLOYD**
CO-PRESENTED BY **XLV 500**
CO-POWERED BY **WOODLAND** **NOKIA**
ASSOCIATE SPONSOR **Domino's Pizza**

OUTDOOR | PRINT ADS | SOCIAL MEDIA | EMAILERS



CAMPAIGN
Small Budget Big Makeover
SEASON 1 & 2



OUTDOOR | PRINT ADS | SOCIAL MEDIA | EMAILERS

INFINITE } **POSSIBILITIES.
OPPORTUNITIES.
POTENTIAL.**

**100
MILLION
UNIQUE VISITORS**

Source: Google Analytics May 2018

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THANK YOU

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