



MBA (FULL TIME) 2019-21

FINAL REPORT

Summer Internship 2020

Individual Assignment on

"Jio Creative Labs"

Submitted to: Prof. P.K Yadav

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Roll number: 191321

Batch: MBA FT (2019-2021)

Acknowledgement

Jio Creative Labs presented the perfect internship opportunity for any Marketing student. It opened doors to a new world for me, a world full of brainstorming, brand research, and social media. I consider myself lucky to have been given this opportunity. This internship has prepared me for a job in a marketing agency and has truly taught me a lot. Thus I would first and foremost like to thank Mr. Aditya Bhat, head Jio Creative labs, for providing me with this opportunity, the experience gained there will prove to be truly useful in guiding me in any future roles.

I would like to thank Ms. Zenil Dumasya, Lead, Digital outreach and my mentor at Jio Creative Labs, for taking me under his wing despite his busy schedule and for guiding me. Without him I wouldn't have learned as much as I have, and wouldn't have gained as much exposure.

I would like to extend the most profound feeling of appreciation to each worker of Jio Creative Labs for their leadership and valuable directions which were remarkably important for my project both practically and theoretically. I see as this open door as a major achievement in my vocation advancement. I will endeavor to utilize picked up aptitudes and information in the most ideal manner, and I will keep on working in their improvement, to accomplish wanted profession targets.

DECLARATION

I, Devyani, hereby declare that this project titled “Digital Marketing and Celebrity Management” submitted at Institute of Management, Nirma University is an original work done by me under the guidance of Ms. Zenil Dumasya, Jio Creative Labs, Mumbai and Prof. P.K. Yadav my faculty coordinator.

This project work is submitted in the partial fulfilment of the requirements for the award of the degree of Masters of Business Administration. I also declare that this project has neither been submitted to any other universities nor done by any other student earlier for the award of degree, diploma, associate ship or any other similar title.

**SUMMER PROJECT REPORT 2020: Digital Marketing and
Celebrity Management**

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| PROJECT DURATION: | April 20 th - June 30 th 2020 |
| CORPORATE MENTOR: | Zenil Dumasya |

EXECUTIVE SUMMARY

This report is a summation of my internship at Jio Creative Labs, previously known as Jio Creative Labs, which is a strategic business unit of Reliance Foundation. I interned at JCL from 20th april 2020 to 30th june 2020. As a management trainee, I was part of the Digital Media Strategy team. Since, the turnaround time for the projects is short I had the opportunity to work on multiple projects which can broadly be divided into three buckets namely, Business Development, Content and Strategy.

My primary objective was to develop social media strategies for various clients of JCL. The clients ranged from brandsto individual influencers. My approach involved the following task:

- Identifying what the client aims to achieve through its social media communication,
- Identifying the client's current social media positioning in terms of content, reach, post frequency, engagement, and personality,
- Ideating Campaigns, Intellectual Properties, Engagement plans, aligning with the client's objective
- Ensuring proper execution of throughout platforms,
- Analysing progress using a wide range of metrics and adapting as per the response of the target audience.

I worked for 17 clients during my internship and executed campaigns and developed digital intellectual properties for them. Additionally, I pitched to potential clients of which 2 have already signed a retainer with JCL.

Secondly, I also got the opportunity to work on a Legacy Project, i.e., a project in which the company makes considerable investments in terms of time, money, and reputation. My team was responsible for devising the Go to Market Strategy for an industry first service, which included:

- Developing our business case
- Defining market strategy
- Deciding a pricing strategy
- Create an external marketing plan
- Specifying our sales and supporting materials
- Identifying partners
- Deciding success metrics
- Clarifying the ongoing budge and resource needs.

The legacy project is still underway, and the initiative will be launched in the month of January '21.

PART-A

About the company

Jio Creative Labs (formerly Jio Creative Labs) a sister company of Reliance Foundation started as Business of Ideas some years ago and since then it has worked with some of the biggest brands in the country, equipped itself to be the new-age content solutions boutique with the most dynamic and creative team and best-in-class infrastructure. With a expertise in conceptualizing campaigns across mediums, JCL takes pride in pushing the envelope to make every brand story stand out of the clutter. In the ever-evolving dynamic landscape of marketing and communication, JCL wants to build The Promise of creating the most sophisticated, agile, and creative ecosystem in the country.

Objective

My **primary objective** is to developing social media strategies for various clients of JCL. The clients are individuals as well as brands. To **develop a social media strategy**:

- One must identify what the client aims to achieve through its social media communication,
- Identify the client's current social media positioning in terms of content, reach, post frequency, engagement, and personality,
- Ideate Campaigns, Intellectual Properties, Engagement plans, aligning with the client's objective
- Ensure proper execution of throughout platforms,
- Analysing progress using a wide range of metrics and adapting as per the response of the target audience.

Secondly, I also got the opportunity to work on a Legacy Project, i.e., a project in which the company makes considerable investments in terms of time, money, and reputation. The scope of this project is larger than the regular projects. My team is responsible for **devising the Go to Market Strategy** for an industry first service, which includes:

1. Developing our business case
2. Defining Market Strategy
3. Lock in a Pricing Strategy
4. Create an External Marketing plan
5. Specifying our sales and supporting materials
6. Identifying partners
7. Deciding success metrics
8. Clarifying the ongoing budge and resource needs.

PART-B

Introduction

Jio Creative Labs (formerly Jio Creative Labs) a SBU of Reliance Foundation started as Business of Ideas some years ago and since then it has worked with some of the biggest brands in the country, equipped itself to be the new-age content solutions boutique with the most dynamic and creative team and best-in-class infrastructure. With an expertise in conceptualizing campaigns across mediums, JCL takes pride in pushing the envelope to make every brand story stand out of the clutter. In the ever- evolving dynamic landscape of marketing and communication, JCL wants to build The Promise of creating the most sophisticated, agile, and creative ecosystem in the country ^[1].

As a part of the digital media strategy team, I was responsible for ideating and executing digital media communication strategy for individual clients and brands. Not only I serviced the existing client but also, I helped bring new clients on board. I was responsible for researching, analyzing, and making the pitches for the new clients, get them approved before the meeting and execute those pitches. Regarding existing clients, I ideated campaigns and digital intellectual property for existing clients according to their new objectives. Lastly, I also had to keep updates regarding the upcoming client pitches that the outreach team has fixed, to prepare the pitch for them in a timely manner. Identifying what the client aims to achieve through its social media communication, Identifying the client's current social media positioning in terms of content, reach, post frequency, engagement, and personality, Ideating Campaigns, Intellectual Properties, Engagement plans, aligning with the client's objective, Ensuring proper execution of throughout platforms, Analysing progress using a wide range of metrics and adapting as per the response of the target audience.

The turnaround time for digital media projects is quick and short, hence I had the opportunity to work on multiple projects ranging from business development to strategizing communication approaches.

The legacy at Jio Creative Labs

'Jio Creative Labs' is the changed symbol of Aditya Bhat's 'Business of Ideas'. Bhat has been in the media and media outlet throughout the previous 15 years; he began 'Business of Ideas' in 2009, which converged with Reliance Jio in 2015 to move toward becoming 'Jio Creative Labs'. Bhat's advertising and innovative counseling firm 'Business of Ideas' had practical experience in showcasing films, making scholarly properties for TV slots and print productions and counseling brands and CSR correspondences.

Reliance was previously Bhat's customer and that is the point at which the relationship brought

forth between the two substances. Today, Jio Creative Labs is in charge of Reliance Jio's inventive correspondences. "The vision is to be what Mudra was to Reliance," says Bhat. Atchyutani Gopala Krishnamurthy (A G Krishnamurthy) began 'Mudra' as a branch of Reliance Industries' publicizing wing in 1980. Not long after in the wake of propelling, Krishnamurthy understood that to draw in top imaginative ability Mudra expected to capacity like some other standard promoting office and consequently, he began pitching for records outside of the Reliance gathering. 'Vimal' was Mudra's first customer and 'Just Vimal' was the organization's first battle. From that point on the office won numerous commands and rose as an impressive power in the publicizing biological system. In 1990, DDB Worldwide teamed up with Mudra and in 2011 Anil Dhirubhai Ambani gathering sold the dominant part stake to 'Omnicom' (DDB's parent association).

Bhat's aspirations with Jio Creative Labs does not finish there, he likewise has his eyes set on long-structure content. "As a group, we have the workforce that can make long-shape content, so when Jio in the end dispatches its firsts, we might likewise want to contribute with a rundown of web-arrangement thoughts," says Bhat.

Prior to converging with Reliance, Bhat's 'Business of Ideas' had 22 workers working from an office in Sion (an area in Mumbai). Presently, the workforce has grown 'multiple times' and the arrangement has moved to a Reliance foundation in Bandra Kurla Complex. "We have an autonomous studio, we are outfitted with the best hardware, we have gifted ourselves in the most ideal way to make Augmented and Virtual Reality content and that is the thing that the merger empowered us with. Despite everything we have our imaginative opportunity, we can even now proceed to make advertisements for different brands and in the meantime, we chip away at Jio crusades," says Bhat.

Jio Creative Labs during IPL released a more friskier, and jazzier form of Jio Dhan Dhana Dhan crusade including none other than Bollywood star entertainer Deepika Padukone and cricketers from all the eight IPL groups was propelled for the momentum period of Indian Premier League (IPL) 2018. What's more, it has just started making a serious buzz, getting eyeballs and everyone's consideration.

While the whole crusade has been assembled by the essayists at Jio Creative Labs, the battle's primary campaign is coordinated by Bollywood's expert choreographer Bosco Martis who has taken a shot at multitudinous well known numbers in numerous Bollywood motion pictures. The campaign starts with Deepika Padukone reporting festivity for India turning into world's main web information expending nation. She gives information utilization a one of a kind Indian turn by calling it 'datagiri', making it relatable in an energetic 'consistent with the dirt' kind of way. She sets up open a gathering for the cricketers from all the IPL groups and moves alongside them to the tune of Jio Dhan Dhana Dhan.

The campaign keeps running over a monstrously appealing tune that commends two of India's pride – Jio and Ipl wherein different IPL groups participate in a cheerful duel flaunting their move moves to each other. It winds up in a simple to-do snare venture to the tune of Jio Dhan Dhana Dhan

portraying the pair of cricket and Jio organize. The 'Sunn raha hai' author artist Ankit Tiwari has sung and made the track for this young battle.

The snappy tune of Jio Dhan Dhana, which was a significant huge hit with the watchers when the crusade initially turned out during the IPL 2017, keeps on staying new in the brains of most Indians even following a year. The battle drew much consideration from all quarters because of its monstrous scale and aspiration that blended India's fluctuated societies crosswise over areas with its most adored game. Expectedly, it proceeded to wind up one of the greatest and best crusades of the year. It had the most elevated top-of-the-mind concurred, to 'IPL Watch,' an examination by mConsult, the vital advertising and media counseling arm of GroupM.

In spite of the fact that the present battle use the value worked from the most murmured tune, the similitudes end there. The present crusade is about the new developing India, a festival of India's accomplishments in the field of computerized and versatile innovation and the advanced opportunity that can be experienced by each Indian today. That the broadcast communications goliath Reliance Jio Infocomm has driven India picking up this new qualification and opportunity described by prevalent web velocities and information use is an undisputed actuality.

Far beyond this, Jio has additionally made a Play Along game application for the cricket darlings. This game, which requests that the watchers foresee the result in the following over and answer cricket incidental data can be played in the middle of the overs during the broadcast of IPL coordinates on TV and other media. Jio has guaranteed to pass out numerous huge prizes for the champs of the game.

A couple of secrets for the Jio Play Along including three cricketers from every one of the IPL groups were likewise discharged with the crusade. Another arrangement of fascinating move outs were the hilarious jokes with these cricketers and on-screen character entertainer Sunil Grover for the mystery of the Jio Dhan Dhana Dhan Live Show. Jio Dhan Dhana Dhan Live is a unique program broadcasted on Jio TV just because. The majority of this is to be broadcast during the whole period of IPL 2018. Jio Studio's IPL 2018 battle goes ahead the impact points of an extremely effective Jio Football crusade that was publicized during the as of late closed India Super League football matches.

The current IPL is another enormous scale TV ad pulled off by Jio Creative Labs. "The whole battle was conceptualized and executed in a limited ability to focus 9 days, with 8 urban areas to be gone for the primary promotion shoot and 56 distinctive alters to be done, it has been a serious ride for the whole group and it keeps on being." Said the head of Jio Creative Labs, Aditya Bhat. Aside from the new form of Jio Dhan Dhana Dhan business, the play-along and the dhan dhana dhan live show, the battle likewise incorporates four separate Jio promotions again featuring Deepika Padukone that are being executed by Bollywood's prestigious chief Karan Johar. These are relied upon to take off soon. Before IPL and ISL, the office was known for breaking the web with its viral computerized substance pieces like #11minutes, #dontlethergo, #khoonmein hai which are largely social reason recordings with a

peculiar bend.

Discussing Jio Campaigns, Bhat's Jio Creative Labs has quite recently propelled Jio Football, which highlights seven component film entertainers and 29 Footballers. Jio Football is a follow up of a year ago's 'Jio DhanDhanaDhan' battle, which was the Studios' first real crusade for the teleco.

Bhat began arranging Jio Football in mid-December 2017 and after that shot all through the remainder of the month into parts of January 2018. Cameras pursued the geniuses from Mumbai to Madurai and Kolkata to Kerala, "Getting their accessibility was a major test, so we chose to shoot any place they were. Virat was getting hitched and we really shot him the evening of his gathering, since he was headed toward South Africa the following day. We needed to fill in numerous holes with enhanced visualizations; in general, it was a major test to put all the substance into 60 seconds," Bhat declares.

In any case, as indicated by Bhat 'Jio DhanDhanaDhan' was definitely more testing than Jio Football, "In those days, from intending to execution and after creation was altogether done in six days. Numerous organizations discharged various reports after IPL 2017 and every one of them slated Jio as the most reviewed brand. GroupM positioned us number one over the title supports as well, so the crusade worked great. Jio Football resembles a re-dispatch of Jio DhanDhanaDhan, we have around one and a half long periods of ISL left, so we will perceive what occurs, yet it will be unreasonable to analyze the two."

From ideating to generation and after creation, Jio Creative Labs executes the whole innovative procedures in-house. Aside from the two elegant battles, the publicizing arm has likewise made the 'iPhone 8 on Jio' film. Despite the fact that Jio Creative Labs is the inventive correspondence arm of Reliance, it needs to pitch to win crusades. "At whatever point a battle is reported we plan and pitch close by other standard inventive offices; nothing comes to us on a platter," illuminates Bhat.

Aside from Jio battles, Bhat's group made a few advanced media recordings which rounded up an extraordinary number of perspectives: #MaukeKePankh including Sonakshi Sinha for Star Plus, 'No Smoking' #11minutes highlighting Sunny Leone and #Don'tLetHerGo including Kangana Ranaut and Amitabh Bachchan are a couple of them. "We did these activities after the merger and this is the thing that we need to keep doing. We need to make content for different brands/purposes. Truly, we are upheld by one the most distinguished foundations, yet regardless we accept our mindset is particularly a startup attitude. We have the startup hunger, we are energetic like some other startup," says Bhat including "I am the most established colleague, normal time of which is 23 years."

PROGRESS REPORT

During the course of my internship, my objective has been to develop social media strategies for various clients of JCL. I have learnt and applied marketing concepts in the **projects undertaken**:

- **Campaign Ideation for Sonu Nigam**: This project mainly involved **content strategy** and ideating new campaign themes in order to increase the visibility of Sonu Nigam across various social media platforms, keeping in mind **his brand persona**. After analyzing his social media accounts and what has worked for him in the past, we came up with new themes that he can build and work on. After doing a thorough stakeholder mapping, we also prepared a **content calendar** for him which can be used by him for a period of 3 months
- **Campaign Ideation for Boman Irani**: This project mainly involved ideation of **campaign themes** and content strategy for Boman Irani which could help improve his social media presence. We analyzed his brand persona, what is his brand personality, what are the traits which can be identified with him and accordingly thought about ideas **which will resonate with his mood board**. We researched about his audience's preferences, the posts that gained major **traction** for him and came up with new content ideas for his social media
- **Digital Strategies for Mouni Roy**: This project involved the creation of a **pitch deck** for Mouni Roy. After undertaking and doing a stakeholder mapping, a thorough analysis of her social media profiles, getting research and insights regarding the same and **benchmarking** her with her competitors, we suggested a new route of digital campaign themes and ideas in order to increase her following across digital platforms
- **Ideation for Brand Shivoham**: This project involved coming up with a digital marketing strategy for celebrity trainer and fitness enthusiast Shivoham, the owner of 'Shivfit'. We applied social media marketing models like the model of '**Attract, engage and delight**'. It involved analyzing and coming up with ideas that could help gain traction, increase engagements and bring about lead generation for him. Using the concept of a **sales funnel**, we looked at undertaking steps which could increase customers for Shivoham, and help increase his reach especially through digital means in the lockdown period
- **Global Prospecting for Jacqueline Fernandez**: This was a **research** based project which involved **prospecting** and preparing an extensive list of global personalities with whom Jacqueline can collaborate with. These personalities included people working across various industries like musicians, comedians, fitness enthusiasts, designers, etc.

Extensive research was done about their follower base, their contact details and **ideas of collaboration** between Jacqueline and the personalities were suggested.

- **Digital Strategy for Tanuj Virwani:** This project involved the creation of a pitch deck for Tanuj Virwani. After undertaking and doing a **stakeholder mapping**, a thorough analysis of his profiles on social media, benchmarking him with his competitors and researching about their digital strategy, we finally suggested marketing campaign themes and **intellectual properties** and received a positive response from him
- **Digital Strategy for Saumya Tandon:** This project involved the creation of a pitch deck for Saumya Tandon. After analyzing her past work, her **mood board**, her **engagements rates** specific to different social media handles and after studying what has worked for her in the past, we came up with a digital strategy for her along with specific ideas and how they can be executed on various social media platforms
- **Digital Strategy for Shreyas Talpade:** This project involved the creation of a pitch deck for Shreyas Talpade. After analyzing his digital presence and visibility, we came up with a content and digital strategy for him. We analysed his profiles, studied his **brand persona**, and thought of suitable campaign ideas for him which **would resonate with his work and his brand image**. We suggested themes which can help in increasing engagements and his overall reach on social media.

These projects involved research before ideation and research was done mainly through using a wide range of techniques and seeing how the target audience had been adapting and responding earlier. It involved the interpretation of brand briefs given to us, identification of the client's social media positioning and strategizing in accordance to that.

Business Development

Objective –To pitch the services of JCL to potential clients and bring them on board on a 3-6-month retainer.

Methodology – For each potential client I had to prepare a pitch deck, which would include

- Analysis of the client's social media handles (like Facebook, Instagram, Twitter, and YouTube)
- Benchmarking the client's social media communication against the industry leaders
- Identifying opportunity areas and efforts that have worked for the client in the past
- Making a mood board / brand personality of the client that is communicated through their current media and advertising efforts
- Suggesting campaigns and digital intellectual properties based on their communication objective
- Developing a strategy to increase both the follower base and engagement rate organically
- Suggesting digital collaboration with relevant influencers and organizations

Analysis – The analysis of clients existing communication efforts helped in identifying gaps which further helped in forming strategies for future communications. The analysis of the following parameters helped in deriving insights-

- Analyzing the follower count and interests of the followers
- Engagement rate
- Cumulative reach throughout digital media
- Identifying past successful campaigns by reach
- Most engaging post types
- Most frequent post types
- Reach of most popular hashtags
- Time of maximum engagement
- Reach of competitors
- Engagement rate of competitors

Results- I prepared the pitch decks for the following clients:

- Mouni Roy
- Saumya Tandon
- Shreyas Talpade
- Tanuj Virwani
- Kajal Aggarwal
- Nikita Dutta
- Shivin Narang
- Aly Goni

#BetweenTheLines



How does this work?

- A One-perspective shift Campaign
- Post a 1-min video after reading a book, talking about how it changed your perspective at a worldview



mouni Roy campaign

#TalkWithTandon -

How about a talk show where you interact with various other celebrities!

Interaction with experts from different fields but with a twist- we talk about diverse subjects but not the talent they are known for!

- Sports
- Acting
- Dancer
- Singers
- Photography
- Comedians



PLATFORMS:  

Soumya Tandon Campaign

#RiseOfRegional

Lets talk about collaborations!

- A 20 mins episodic series of interactions with popular actors majorly known for their iconic roles in regional cinema
- Topics of discussion:- uplifting of regional cinema, connecting to regional audience
- Celebrities like Jimmy Shergil, Riteish Deshmukh, Ravi Kishan, Riddhi Sen etc.

PLATFORMS:   



Riteish Deshmukh

 8.2 M

 8.8 M



Jimmy Shergill

 441 K

 1.5 M



Ravi Kishan

 180 K

 39.9 k

Shreyas Talpade Campaign



Comic for a cause!

A comic strip with weekly posts, delivering social messages in a light way!

Weekly posts inspired by the happenings around the world.



Tanuj Virwani Campaign

#confectioncupid

- We love how you fancy cooking. Let's make make a masterclass with our master chef, YOU!
- Cooking video series where you learn & teach your favourite desserts
- Image posts with steps, tips & hacks for your fans.
- Bi- monthly posts to satisfy your sweet tooth!

PLATFORMS:   



Kajal Aggarwal Campaign



Nikita Dutta Campaign

#DoYouDare?

A virtual faceoff!

- An online reality game show!
- Starring you & your favourite co-stars on an amazing battle!
- Play games like Ping Pong Bounce, Face the Cookie & so much more.
- Collaborations with the most energetic celebrities & friends
- 6 episodic video series with funny bloopers & re-plays!
- Shoutout to fans following your trend !

PLATFORMS:  



Shivin Narang Campaign

#Fitspiration



Let your audience tap into your workout routine and see what goes on BTS to get that chiseled look.

Share your favourite exercise for each muscle group, you can also share the diet you follow to keep fit, and even your cheat meals.

How do we do this?

An 8 episode series with 1-2 minute videos on Instagram.



Aly Goni Campaign

#Virtualhai

ALL TIME FAVOURITE LIVES

Fans will love to see you more on live, connecting with your family, friends and co stars.

QUICK VIRTUAL PEEP

Fans connect when they relate with your life, quick lives of fun moments with Vivek, as simple as him cooking will go hit among your fans.

YOUR LUCKY FAN

Have a series of interactive questions on your stories and a lucky fan will get a chance to go live with you.

Divyanka Tripathi Campaign

Launch Strategy

Objective – To make a launch plan for the movie ‘Spotless’

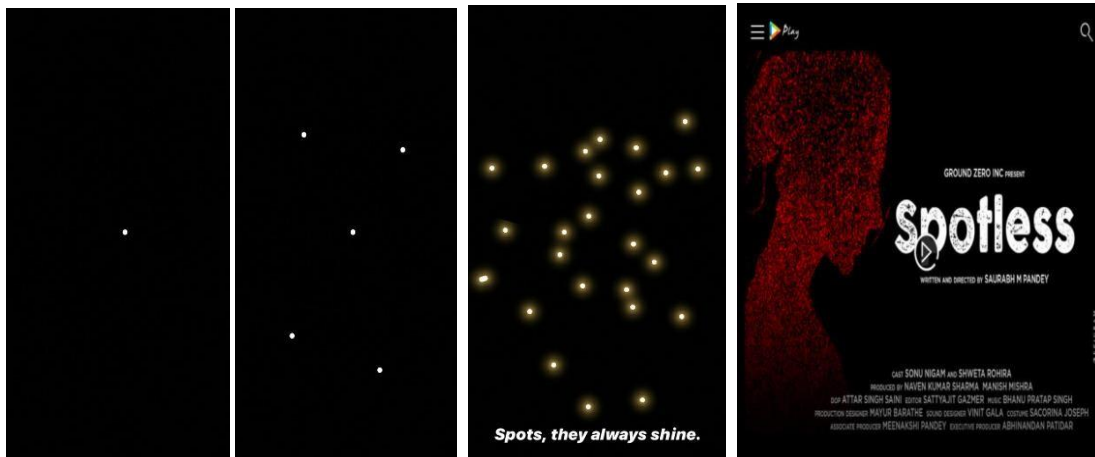
Analysis – Since, this was the first of its kind project we were handling we had to develop an approach, for which we analyzed how movies have been launched in the past. We also had to analyze our potential reach through the available mediums:

- Analyze cumulative reach of Mr. Sonu Nigam
- Analyze cumulative reach of Ms. Shweta Rohira
- Identify which handles garnered maximum engagement
- Analyze the launch strategy of ‘Chapaak’

Post the analysis we developed the following plan of action.

Methodology – To have a successful launch we had to spread the word about the movie and ensure maximum reach for the promotions regarding the same. My team planned the digital promotion activities for the 7 days prior to the launch of the movie.

- We followed the AIDA approach to ensure that we effectively reach our potential audiences and divided the launch plan in 4 phases
- **Phase 1** – Building the curiosity and get the attention of our potential audience we suggested the star cast of the movie to post a series of stories throughout the day (Illustration below) and announce the name of the movie at the end of the day

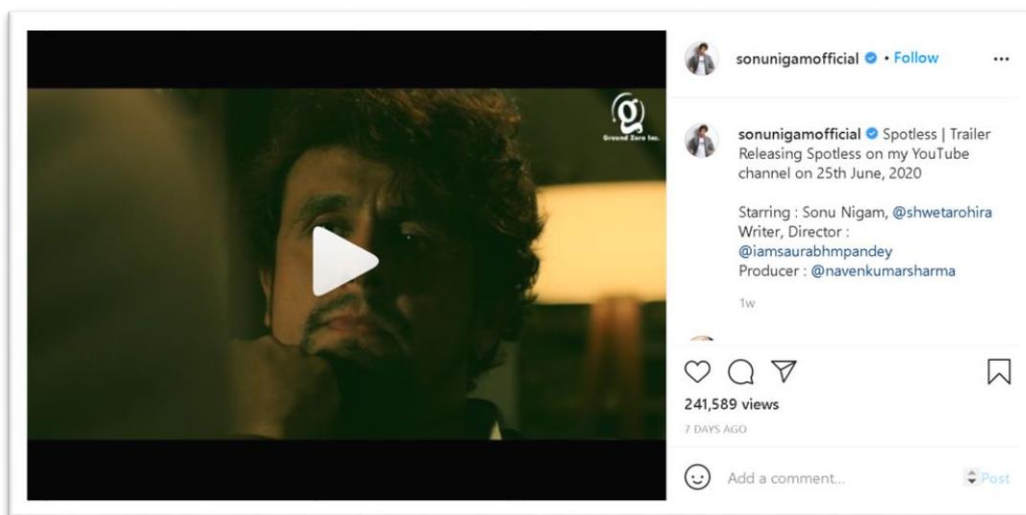


- **Phase 2** – To generate interest among viewers we suggested to launch the campaign #StoriesOfStrength, it included Mr. Sonu Nigam and Ms. Shweta Rohira, both shared how they are connected to the real incidents by which the movie inspired.
- **Phase 3** – In this phase to instill desire among the audience we launched the trailer for the movie across digital platforms.
- **Phase 4** – Finally, on 25th June the movie was launched on YouTube. As the last part of the model we suggested Mr. Nigam and Ms. Rohira to urge their fans to watch the movie through their social media handles, additionally we asked the members of their community to share feedback as a story post which the two stars will repost, thereby, driving engagement.

Result – The plan was well appreciated by the client, Mr. Nigam. He decided to execute the plan we proposed (illustrations below) the pre-launch posts and the campaign we launched also garnered huge engagement on Instagram. The movie garnered 3 lakh views within the first 3 hour of its launch.



Poster Launch



Trailer Launch

REPOSITONING OF BRANDS

Objective – To Reposition the Brand to the wider audience

Analysis – Since, this was the first of its kind project we were handling we had to develop an approach, for which we analyzed how can we target large audience .We also had to analyze our potential reach through the available mediums:

- Analyze cumulative reach of Mr. Boman Irani
- Analyze the platform in which he is already available and how to grow.
- Identify which handles garnered maximum engagement
- Analyze the launch strategy on Instagram, twitter, facebook and

LinkedIn. Post the analysis we developed the following plan of action.

Methodology – To ensure that his presence is being noticed on the entire platform, we needed to come up with ideas to draw attention of the audience and we needed to ensure that ideas are new and interesting so the fans will watch him and it should create the buzz.

Boman Irani is a senior artist and talks about political issues. We thought on combining the two and came up with ideas that will be interesting for the audience. He is already on board with Jio Creative Labs. The new pitch is yet to be made.

Boman Irani IPs:

1. Breaking Barriers with Boman

Have Boman talking about the following topics by linking them to his past experiences thereby establishing a better connect with the audience.

Topics -

- Work Life Balance
- Importance of hobbies and passion

2. Piece By Piece Scene Kya hai

A video essay which breaks down movie scenes through screenwriter's perspective. It can be from his iconic movies

3. Can Boman Do That

To create a series of videos which are casual and fun with Boman - eg- living a millennial lifestyle for a day.

4. Note worthy

Conducting online educational/informational workshops with professionals on topics like acting, direction, photography.

5. Bo-Man and Friends



A comic strip featuring BoMan in his daily seemingly mundane but entertaining life episodes.

6. Eye Boman

He likes photography.

We watermark his images with an @eyeboman tag and also mention the photography tools used in the copy. He can photograph brands/products subtly.

7. Slice of script



As he have been involved in screenwriting he can talk about his experience with his fans.

PART-C

Key Learning from Summer Internship

This summer internship especially augmented my **presentation making skills**, since we had to make presentations day in and day out. It also helped improve my **time management skills**, since we would be working on multiple projects at the same time, and would have to prioritize and allocate time accordingly. We also had to ensure that every project has been reviewed by our mentor and changes were made before the project deadline.

Besides this, from a theoretical perspective, I realized how important research is to work on any kind of assignment. I also realized the increasing importance of digital marketing and the importance of combining technology with marketing to lead to innovative campaigns. Digital marketing has now ascended to end up to be the most significant methods for advertising as an ever increasing number of individuals are currently utilizing the web. There is likewise a move among the millenials from 'Television to Netflix' which additionally adds to the development of digital marketing. Online platforms like YouTube Instagram, Facebook, Twitter and LinkedIn are extensively exploited by the advertisers.

Presently, we should see a few numbers on digital marketing:

- In 2017, advanced media became 29.4% (source-Forbes).
- Digital media spend to increment by 30 percent in 2018 and will command an offer of 24% of general ad spends by 2020 (Source - ET)

These numbers straightforwardly convert into harder challenge between brands on the digital forefront and the requirement for inventive solution increases. A decent marketing pitch needs to have plans to seek the consideration of a saturated crowd who is now vary of marketers and looks for ways to avoid ads. Along these lines, the inquiry that lies ahead is 'What worth I'm making for the TG?'

Despite the fact that we are gradually moving to digital marketing, an enormous piece of our nation still depends on TV and other customary sources. Subsequently, it is significant that the communication is made remembering the intended interest group, brief, and the stage of communication. Emotional connect is something each brand puts money on set up with its customers for top of the mind review and brand unwaveringness. Despite the fact that inventive ideas are valued, once in a while the brand needs the correspondence to be straightforward and straightforward. It is significant that the customer's point of view is considered and not simply the makers. At Jio Creative Labs we have learnt to be very of such current trends, aware of the client and customers needs, and have learnt to work accordingly.

Recommendations:

- Jio Creative Labs doesn't have much of an employee structure or even work structure, which projects would be overseen by which employee was decided as and when the projects arrived, these were then delegated to the content, strategy, or social media team based on their nature.
- Sometimes projects aren't allotted enough time due to the number of them, and the fact that interns have to keep waiting for feedback or guidance from mentors. Sometimes this would also hamper the quality of work.
- The office had too many interns and lesser employees, this lead to a mess of ideas sometimes, and due to lesser employees who were swamped with work as well it was difficult to get guidance.
- The office is often ridden with confusions and misunderstandings, this arises due to the lack of structure in the organisation.

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