

brand[®]
geeks

Fairpick.com

Case Study

Objective

- To relaunch the brand and use digital channels to create meaningful engagement that drives sales outcomes.

Challenges

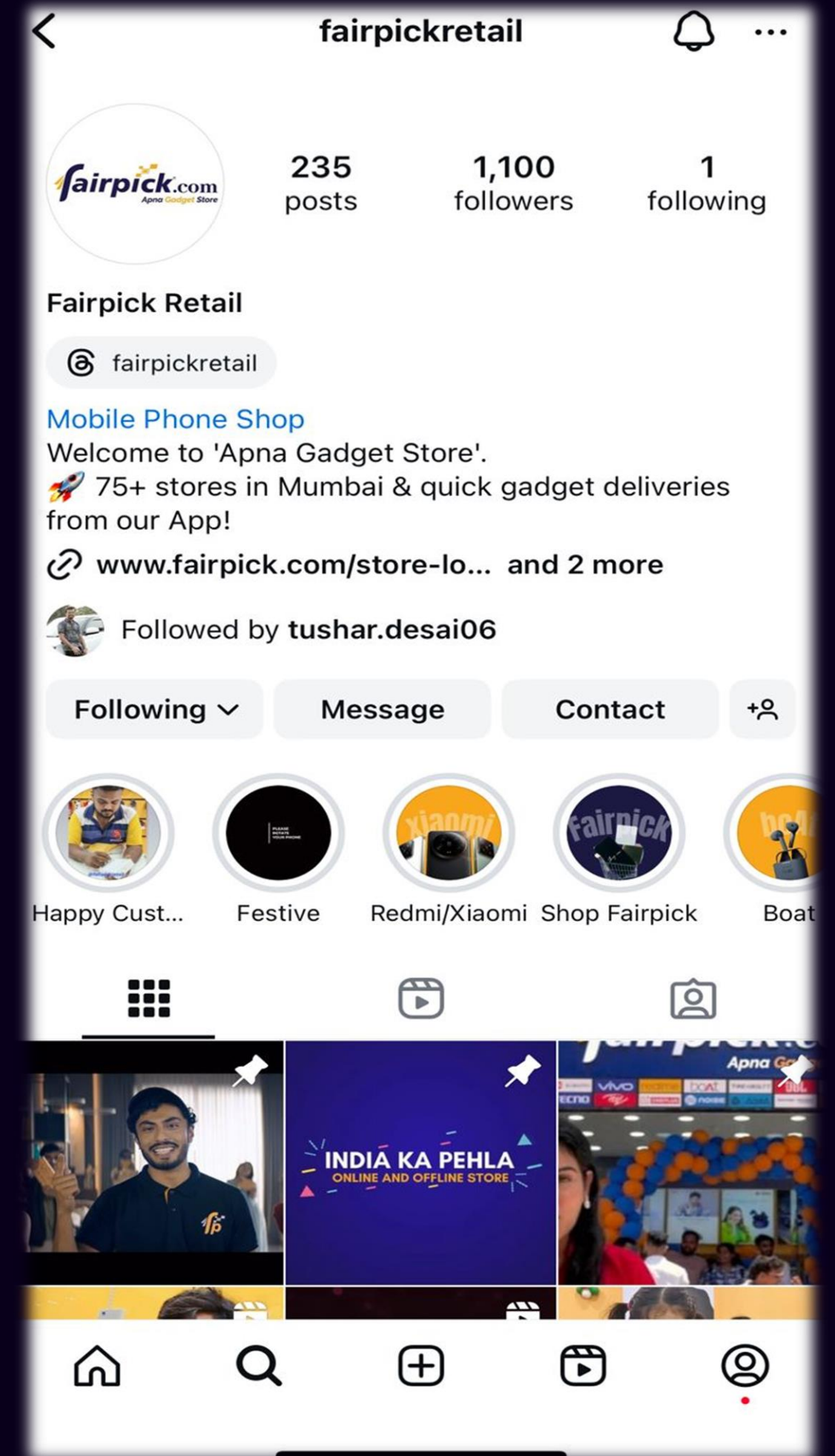
- Fairpick was **not successfully launched** as a brand by the previous agency, which resulted in almost **no social engagement** among the **target audience**.
- **Poor brand recognition** due to indistinguishable creatives from competing brands.

So what did
BrandGeeks do?

- We successfully introduced Fairpick to the global market through launching a captivating **Digital Video Commercial** (DVC) during Jio IPL, amplifying brand visibility.



- Crafted **targeted communication and creative assets** that resonated with the target audience.
- Transformed the website's **design and user experience**, ensuring seamless brand continuity.



Social Media

Campaign: Breaking News

BREAKING NEWS

Andekha Karoge
Toh **Pachtaoge**

Buy
Vivo V30
Series & Get
Swiss Military
Trolley Bag
Worth
₹8499

Absolutely Free*



*T&C Apply

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accessories ke liye apka
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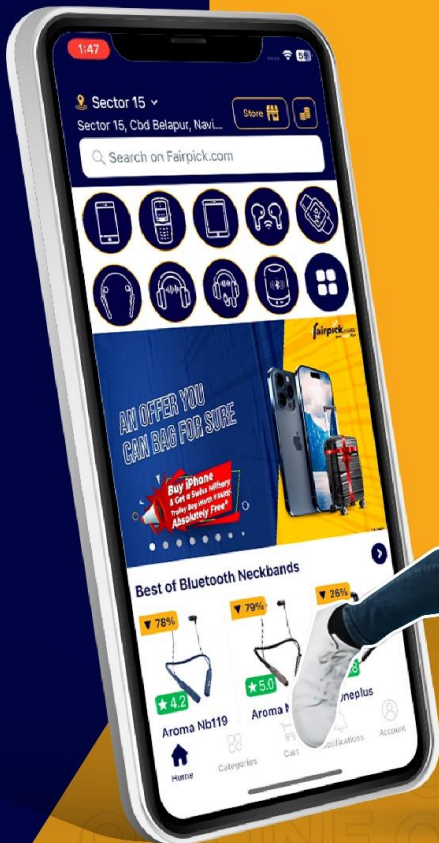
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Offer Creatives

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Mumbai

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of gadgets is
now just a
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at the lowest price
or
win double the
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*Price difference will be refunded if our price exceeds that of an online platform, provided all our offers are available online.

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Campaign: India Ka Pehla

30

MINUTES

DELIVERY

75+

Stores Across Mumbai

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30 Minutes

mein gadget

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Valid Till

30th June,

2024

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Accessories Aur

Paayein Assured Gifts*

Bluetooth Neckband

Smart Watch

True Wireless Buds

Cable

Power Bank

Charger

Bluetooth Speaker

Over Ear Headphones

Wired Earphone

Gift

*Gifts applicable for the price range above ₹200

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MINUTES

DELIVERY

75+

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Jo Deta Hai

Techno Camon 30 5G Pe

Aristo Trolley Bag

Bilkul Free*

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Campaign: Zyada Ka Vada



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and mobile accessories
sabse kum daam mein!

















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unbeatable prices ka vaada*





















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Lowest price guaranteed



Sell your phone
at best price

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GADGET
STORE**



75+ stores in
Mumbai



Service centre
comes home



30-minute
delivery

Memes/Festive Posts



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This Mother's Day, har baccha kahega,

“MUMMY SURPRISE”

Buy a gift for your mother from Fairpick.com this

Mother's Day and win an assured gift*





GET IT ON Google Play



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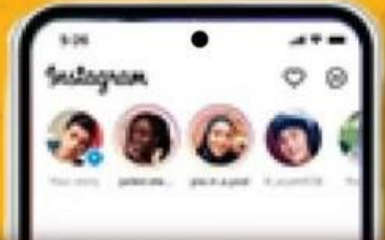
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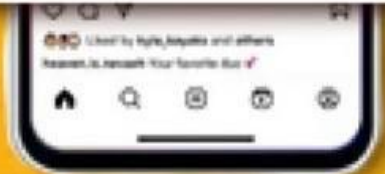
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SAMSUNG



SAMSUNG Samsung @samsungindia

“Bhagwan ka diya hua sab kuch hai”







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Fairest candidate pick karo

Vote Karo



Reels

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India VS Pakistan

Sunday 9th June, 2024

Wishing All The Best
To Team India For
T20 World Cup



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**India Ka
Pehla Online
And Offline
Gadget Store**

Field Force Activation



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KHUSHIYA
Unlimited

“

Kabhi Socha Hai,
Khushiya
Jitni Mile Utni Kum
Kyu Lagti Hai?

— Keep working harder and smarter —

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Unlimited

“

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KHUSHIYA**
— CHOTI BADI —
KAISE HOTI HAI?

Availability of wide range of products

”



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KHUSHIYA CHOTI BADI
KAISE HOTI HAI?**

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Website UI

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DISCOUNTS UP TO 91%

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OPPO Reno 11 Series Pe
Swiss Military Trolley Bag
Bilkul Free*

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Outcomes

- We **successfully transformed** Fairpick online presence into thriving business with a **short period** of time.
- We delivered **results** that matter i.e. more **sales**, more **engagement**.
- Substantial **growth** in the **demand** which at times couldn't be supplied.

THANK YOU!

