



M U M B A I | U D A I P U R | B E N G A L U R U | A U R A N G A B A D



Proud to be part of a network of the largest, fastest growing  
and most celebrated independent agencies in the world

**58**

MEDIA  
AGENCIES

**225**

MEDIA  
AWARDS

**72**

MARKETS

**\$17.2 BN**

BILLINGS\*

# EXTENSIVE GLOBAL PRESENCE

France | Italy | Austria | Albania | China

Spain | Peru | Kosovo | US | Switzerland





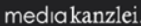
















































South Africa | New Zealand | Indonesia | Cuba

Netherlands | Norway | Taiwan | Belgium

Sweden | Denmark | S. Korea | Russia | India

Canada | Finland | UK | Mexico & more...



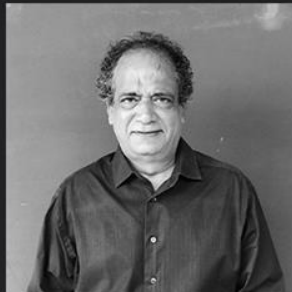
						
						
						
						
						
						
						
						



# TEAM



**Jigar Zatakia**  
Founder & Joint CEO



**Jeffrey Crasto**  
Partner & Joint CEO



**Parth Gandhi**  
CTO



**Rushabh Ashar**  
Head - Production



**Charmy Shah**  
Head - SEO



**Pratik Panvalkar**  
Head - Branding & Design

# TEAM



**Kriti Bansal**  
Head - PR



**Vaibhav Jain**  
Head - Media Planning



**Chirag Kaku**  
Head - Strategy



**Jamshid Doctor**  
Head - Social Media



















**Bilal Shaikh**  
Head - New Business



**Heeral Mehta**  
Head - Influencer Marketing

**Team of 100+ members**

# OUR CURRENT CLIENTS

 ROYALÉ TOUCHÉ	 KANAKIA <small>PERFECTION ALL THE WAY</small>	 HRH Group of Hotels	
 Limited	 CHANDAK <small>SINCE 1988</small> <small>PROMISES MADE PROMISES KEPT</small>		
 MY INBOX MEDIA <small>India   UAE   Canada   USA   KSA   Egypt</small>	 Life Quest <small>— CLUBS —</small>	 Eternal Mewar <small>Custodianship unbroken since 754 AD</small>	 Quick Mix
	 AGS <small>Transact Technologies Ltd.</small>	 THE HOUSE OF ABHINANDAN LODHA	

# OUR CURRENT CLIENTS

		 akbartravels.com <small>Your reliable travel partner</small>	
			
			
			



First Economy's focus is on optimizing ROI so partners can

# DEMAND MORE

from



Spends



Brands



Business



Online Stores



Technology



Network



Videos



PR

► Demand More From Your  
**Spends**





**1:2.8x ROI**

Pre First Economy

**1:6.8x ROI**

First Economy (Pre COVID)

**1:27.4x ROI**

First Economy (COVID Lockdown)

# AD INNOVATION - WINTERWEAR COLLECTION

## Objective

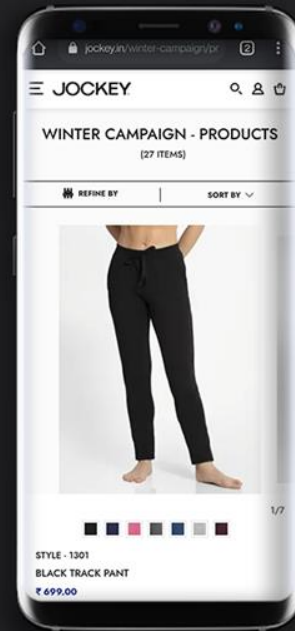
Create an interactive ad relevant to winters for their winter collection wearables

## Solution

This ad appeared only to people living in locations below 20 degree Celsius.

## Outcome

Resulted in a higher engagement rate of 17%.



## PENETRATION IN TIER 2, TIER 3 MARKETS










## Penetration across 1,680 cities

## Penetration across 2,522 cities

Increased penetration by 50.12% using targeted vernacular ads



# STRATEGIC ALLIANCES

	 CRED	 mastercard
	 Jio DIGITAL LIFE	
		 GIFTCARDS AND BEYOND



► Demand More From Your  
**Business**





# ORPAT AJANTA GROUP

50 years legacy

World's largest wall clock manufacturer

India's largest calculator manufacturer

Manufacturer of 800+ products in home and kitchen appliances



The digital journey for Orpat Ajanta Group began in 2019 with us



# DISTRIBUTORS CAMPAIGN

## Objective

Increase distributors in the most cost effective manner

## Solution

Started multilingual and multichannel campaigns on digital platforms

## Outcome

Adding 10+ distributors every month, with an average monthly billing of ₹ 35 Lakhs



# ORPAT ERP SYSTEM

## Problem

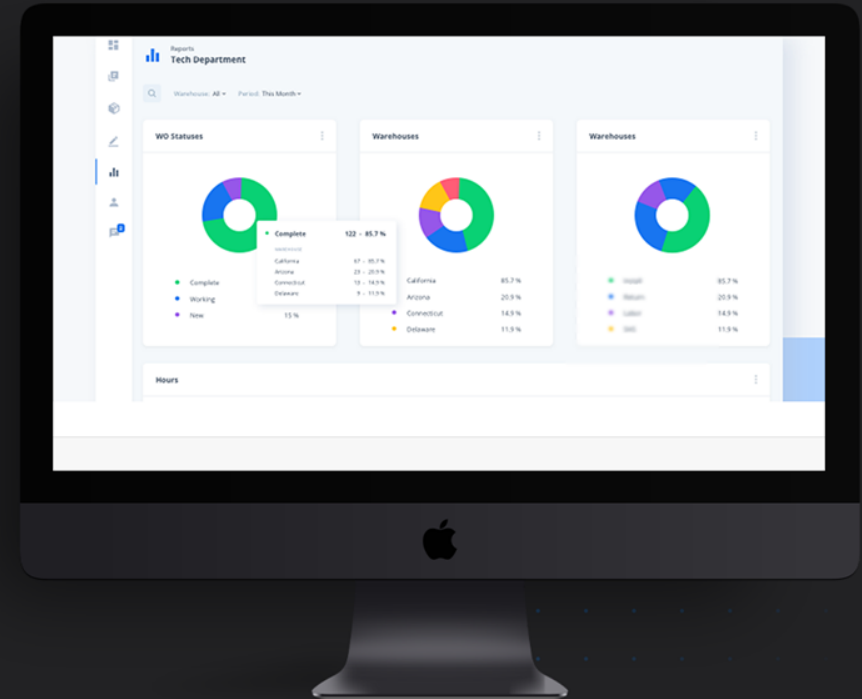
Absence of an organization-wide system to streamline myriad of processes that a large scale manufacturer like Orpat has. Implementation of existing technologies involved a steep learning curve which the concerned stakeholders were extremely wary of.

## Solution

System was developed in a manner which did not necessitate any alteration of existing processes, resulting in near-perfect adoption.

## Outcome

Used by 1000+ employees and 500+ distributors



# ORPAT WEB STORE

## Problem

Absence of an ecommerce store lead to a loss of revenue. Although presence had been established on third-party ecommerce stores, it was through distributors alone.

Difficulty of product discovery across various categories

## Solution

An ecommerce website was created to showcase and sell all of their products, servicing all major pincodes of the country. This E-commerce website was launched during the covid phase

## Outcome

Direct consumer insights, Better brand understanding, increase in revenue, contributing to about 2% of their overall revenue.



# ORPAT SOCIAL MEDIA



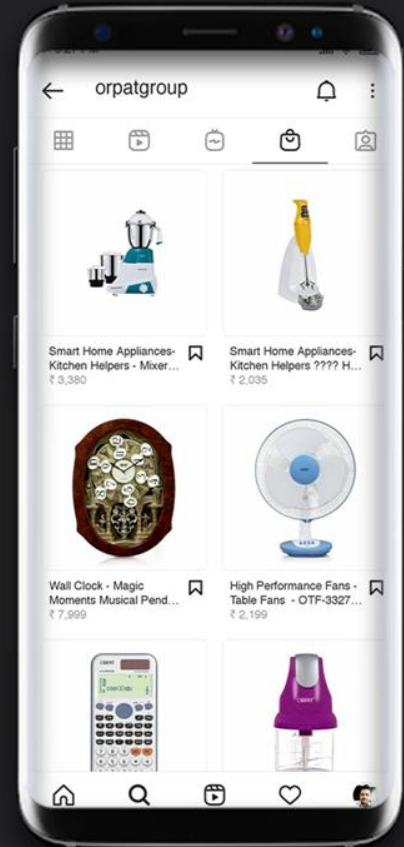
Engaging Campaigns



Immersive Stories



Innovative Timeline

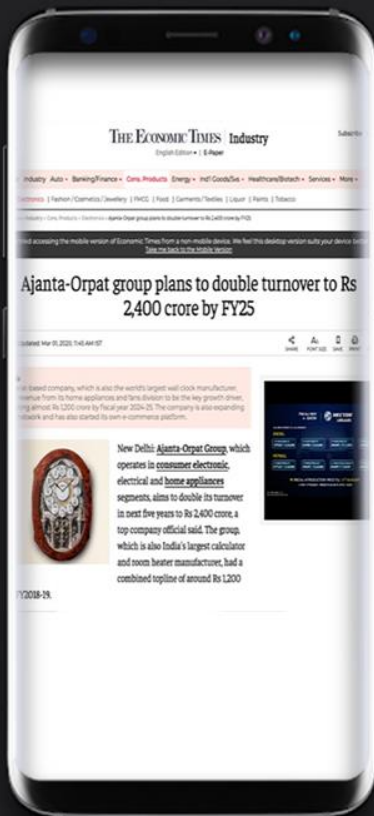


Store Integration

# BUILDING PR FOR ORPAT GROUP



Corporate Profiling



News Based Announcements



Soft Profiling



Media Interviews



► Demand More From Your  
**Brand**



# ROYALÉ TOUCHÉ

India's most premium laminates brand

140+ retail stores with > ₹ 500 cr. turnover

1 new laminate design every 4 days

The digital journey for Royalé Touché began in 2020 with us

# WEBSITE

## Problem

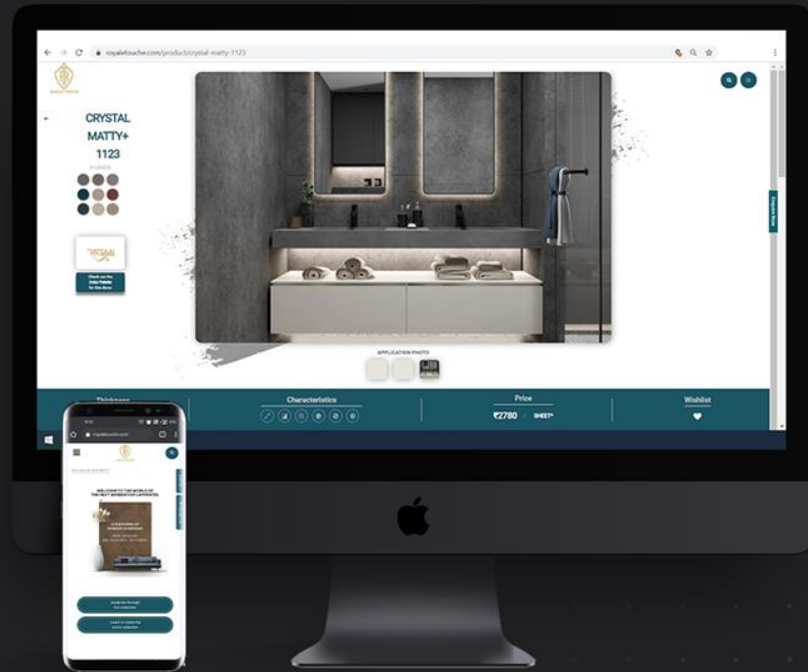
The website design was outdated with a glitchy UI, also the UX was difficult to navigate. Not having an ecommerce feature lead to loss of potential revenue.

## Solution

The website was re-designed to cater to their requirements of reaching a wider audience, showcasing all of their product range, as well as keep a tab on the inventory and stocks.

## Outcome

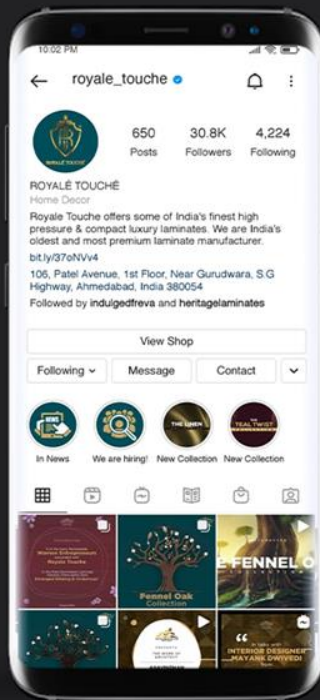
The website turned out to be a marvel in UI and the sales skyrocketed with an ease in access for the customers, as well as the employees to keep a tab on the inventory.





# SOCIAL MEDIA

Content for Royalé Touché is designed around buckets of Information and Inspiration. Posts inspire creativity, ideas and involve the primary Target Group – Architects and Designers featuring them and collaborating with them regularly.



# PAID MEDIA PLATFORMS

 Google Ads











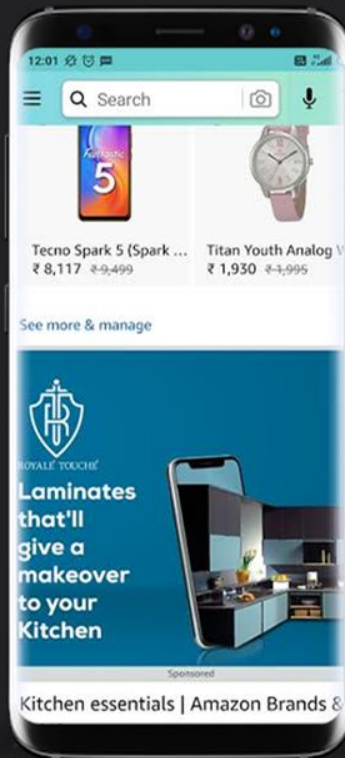




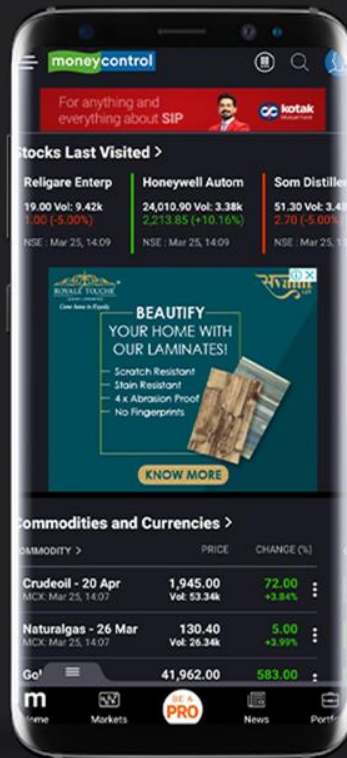


Generating 2,000+ leads every day

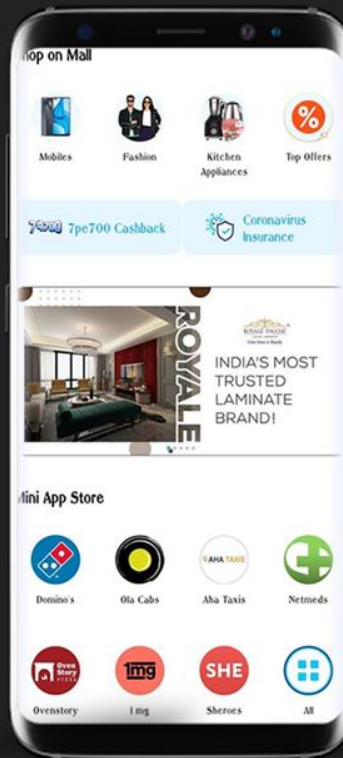
# RICH MEDIA ADS



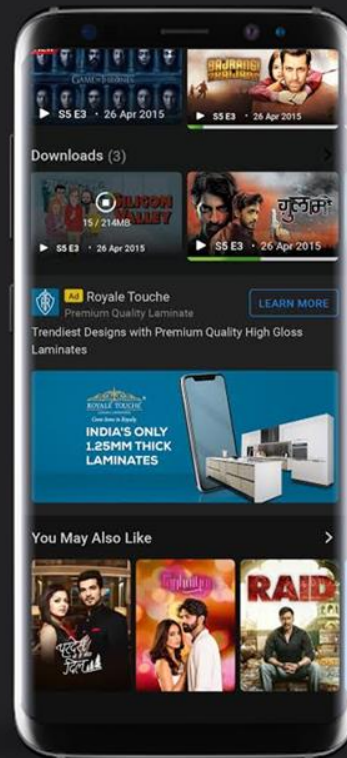
Amazon



Money Control



paytm



Hotstar

# SOCIAL MEDIA ADS

## Objective

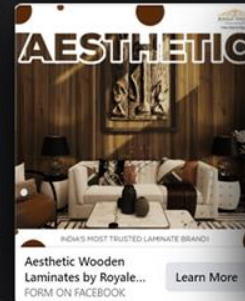
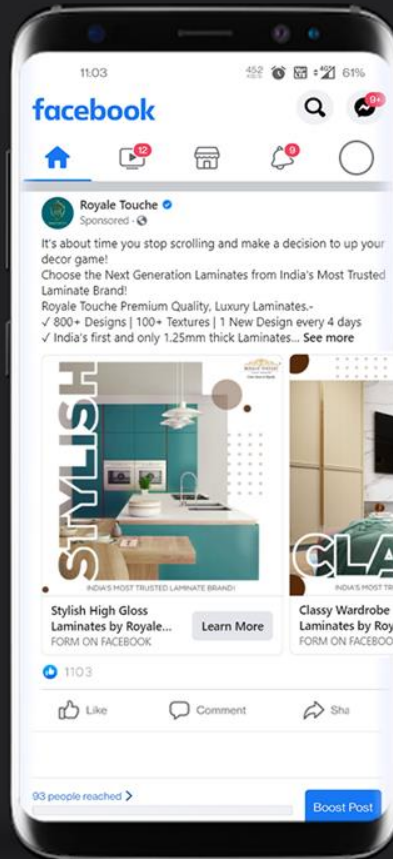
To generate leads in a cost-effective manner

## Solution

Showcase Royale Touché laminates as a lifestyle brand

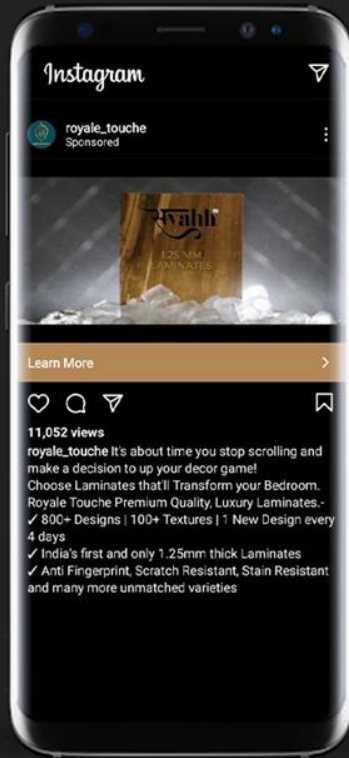
## Outcome

Generated leads at 40% lesser cost because of better creativity and targeting

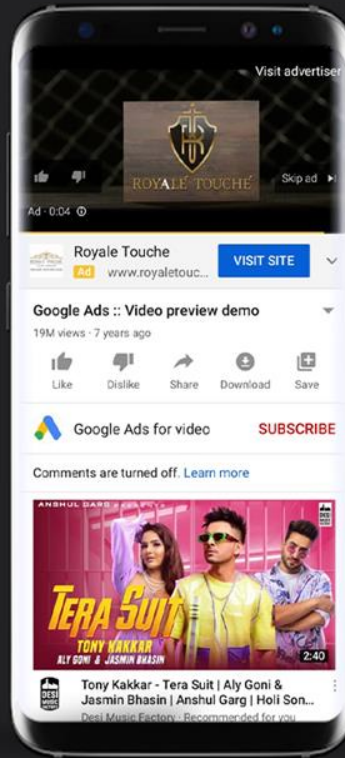




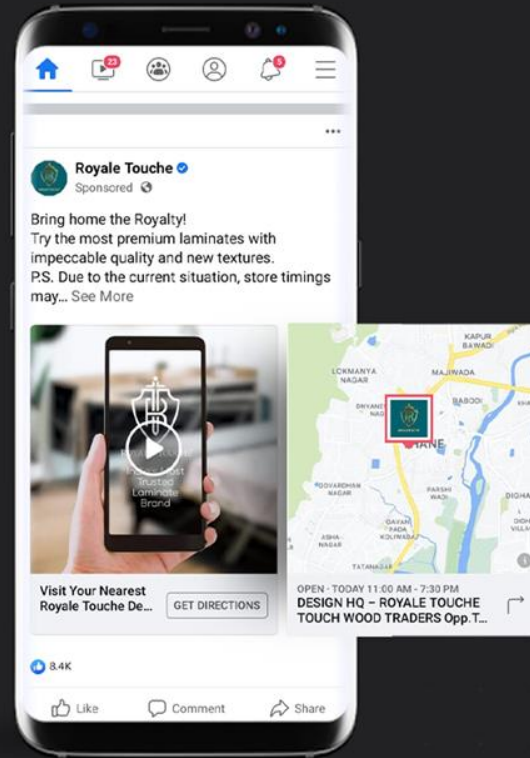
# SOCIAL MEDIA ADS



Instagram



YouTube



Facebook Store Visit

# SEO

## Objective

Royalé Touché was new to SEO, they needed new site visits and wanted to see an increase in traffic

## Idea

High competition on core Laminates keywords. Competitors like Greenlam and Merino Laminates.

New UX/UI that pushed back the site back to zero.

Challenges with technical implementation on the website

## Strategy and Tactics

Aggressively targeted product & Category pages.

More call-to-actions were added on homepage considering the user intent and search intent.

We also created high quality content for their blog and obtained links and exposure from relevant websites and partners.

Resolved webmaster errors & redirection issues.

## Results at a glance

**37% Increase in Organic Traffic.**

**172% goal conversion as compared with initial phase.**

**Royalé Touché for keywords like laminates, color laminates etc. ranks on Google's 1st Page**



Telangana Today



Outlook

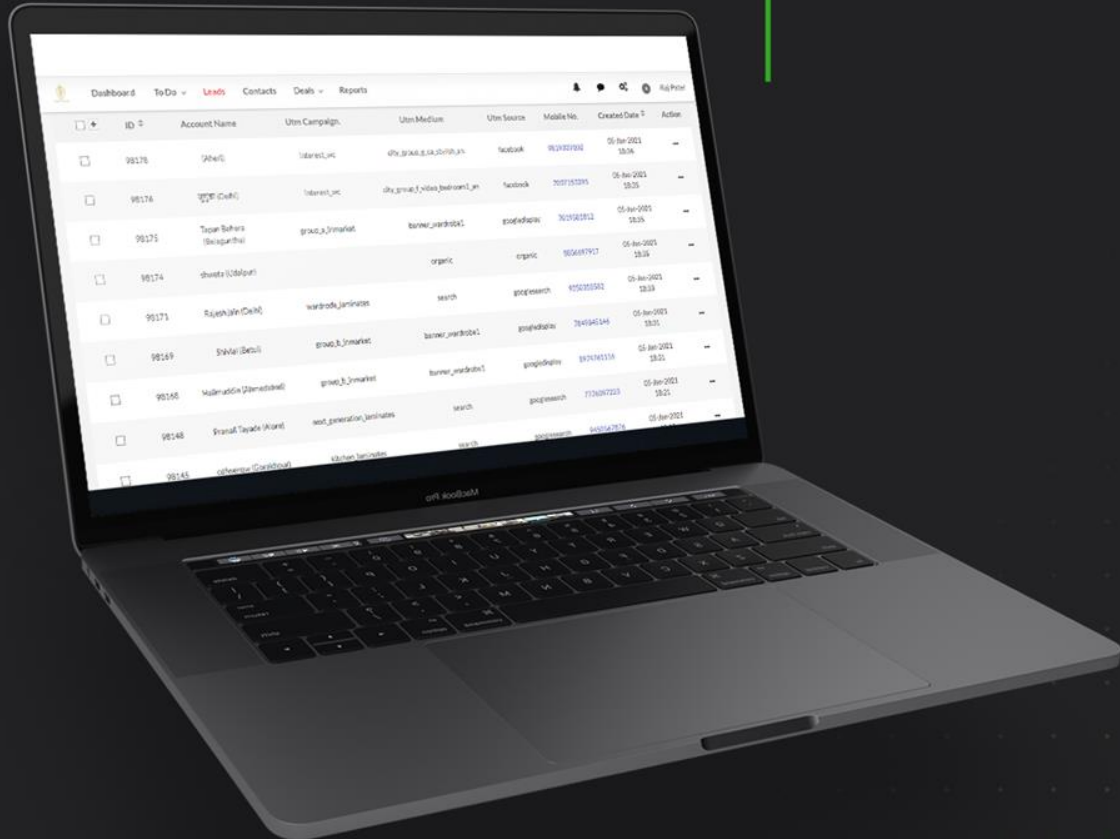


Your Story

# CUSTOM-BUILT CRM

## Salient Features

- Call Recordings
- Follow Up Notifications
- Separation for B2B and B2C Leads
- Save Contact –  
Move to Opportunity/Rejected –  
Move to Converted
- Masked Contact Numbers for  
Pre-Sales Team
- Email, WhatsApp, SMS with  
Predefined Templates
- Reward Points for Sales Executives
- Document Upload for B2B Leads







Demand More From Your

**Online Store**

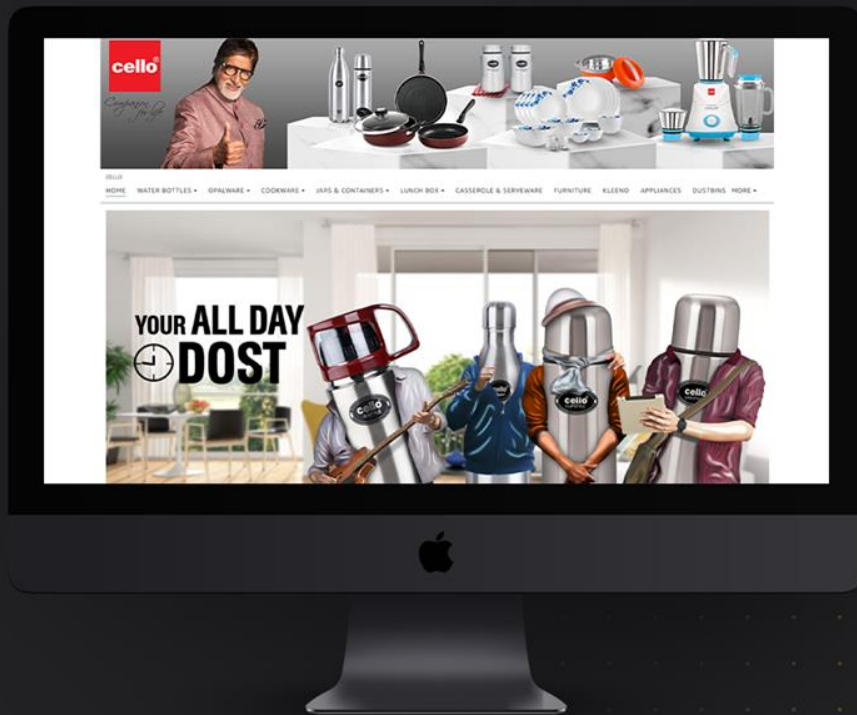


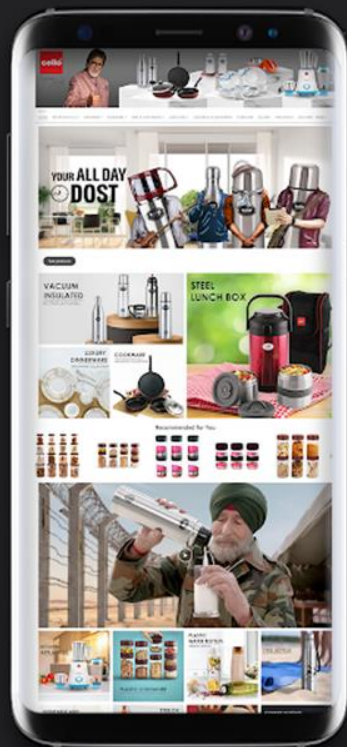
**cello®**

## CELLO A+ LISTINGS

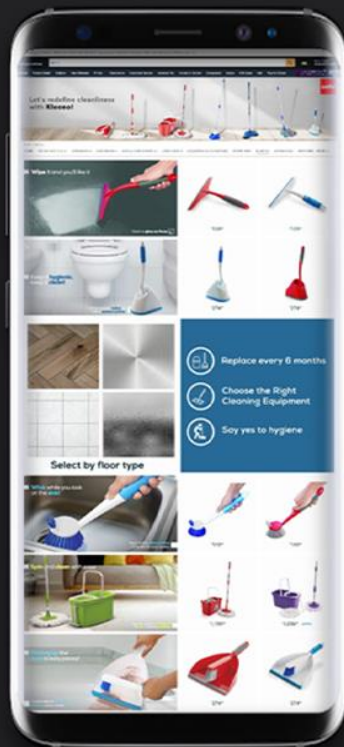
Amazon A+ content proves to be of great significance when it comes to engaging the buyers with detailed product information. Cello store-front on Amazon, category pages and product pages were re-designed and content was developed to keep the user interested from start to finish.

- Product descriptions with comprehensive information
- High quality product images
- Product comparison with charts and tables etc.
- Simple layout and lucid content
- Salient features of the product with benefits
- Metadata and Keyword Selection





Brand Store on Amazon



Category Page on Amazon



A+ Listing on Amazon

# CELLO #YOURALLDAYDOST CAMPAIGN

For Cello Vacu Steel Flasks that keeps liquids either hot or cold for 24 hours, we created a relatable character to position the flask as the perfect companion through all of the days activities, calling the character, "Your All Day Dost"





# CELLO INFLUENCER ACTIVITY



**Aakash Malhotra**




**Jake Sitlani**



**Sonal Devraj**

▶ Demand More From Your  
**Network**





## **The launch of DreamSS by Shilpa Shetty was planned and executed by First Economy.**

We leveraged the person we understand Shilpa Shetty to be. Her funny and bubbly character were used to give the brand its personality. It connected and resonated with people who have ever since been flooding the website and been recommending it to their connections.

# SHILPA'S #UPSIDEDOWN WORLD

We turned the world upside down with this campaign that garnered immense engagement



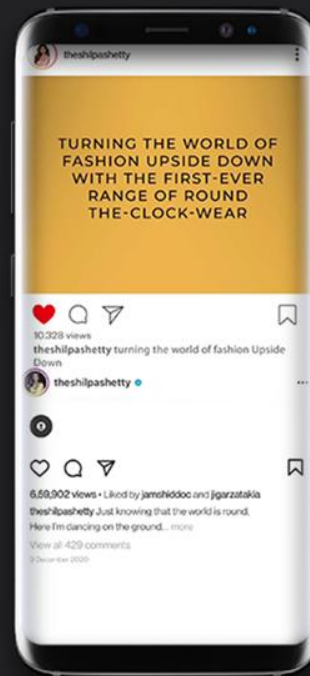
**Upside Down Teaser 01**



**Upside Down Teaser 02**



**Launch 3D Post**



**Launch Video**



# DREAMSS COLLECTION GRID

DreamSS wear collection grid was ideated to showcase recently launched collections while creating curiosity among followers.



#DreamcatcherCollection



#FloralCollection



#BandhaniCollection



#IkatCollection



## **The launch of the web series on Disney+ Hotstar was ideated, planned and executed by First Economy.**

We strategized the launch alongside Disney+ Hotstar to promote Special Ops on a grand scale. We used all the artists and their social following to push the show out to the masses.



# SPECIAL OPS

Special Ops, a web series directed by Neeraj Pandey,, produced by Friday Storytellers and Disney+ Hotstar was digitally promoted by us. Upon release, it became the biggest digital series in India.



Immersive Timeline



Customised Insta Stickers



Character Intro Post



Countdown Post

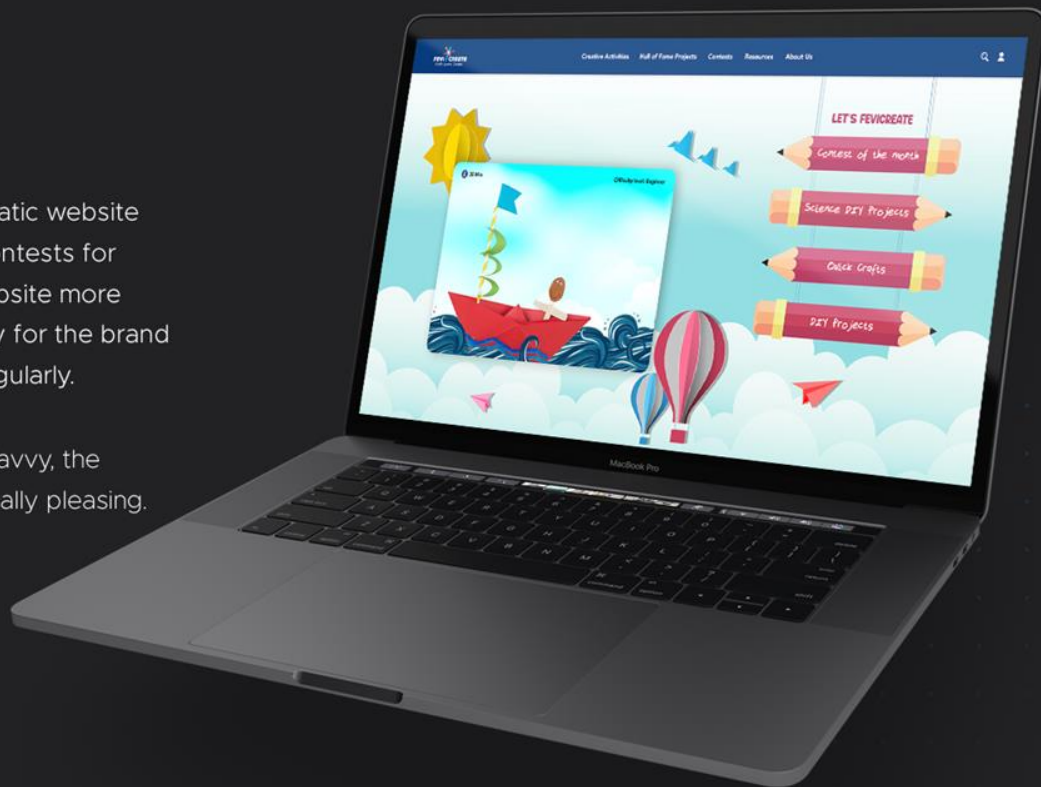
► Demand More From Your  
**Technology**



# FEVICREATE

First Economy was approached to redesign their simple static website to showcase products. We suggested features such as contests for students to participate and upload entries to make the website more engaging. This feature has become an Intellectual Property for the brand where contests on inter and intra-school levels are held regularly.

Keeping in mind that the Target Audience is not very tech savvy, the website was designed to be easy to navigate and aesthetically pleasing.





# FEVICREATE APP

## Problem

To reach out to crowds using mobile devices to engage in contests and other activities

## Solution

A clean, simple UI and UX was implemented while creating the app

## Outcome

Engagement grew by 3x. Signing in, Participation in Contest, Consuming DIY Videos, etc. became a cakewalk for the app users





# KANAKIA CORPORATE WEBSITE

## Problem

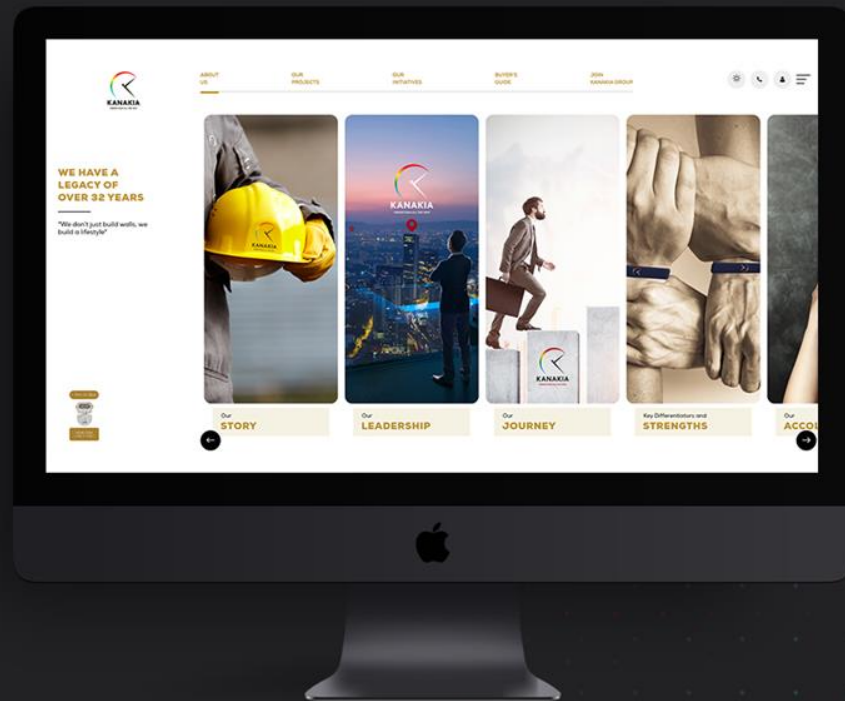
To make a website with beautiful aesthetics, and a simple UI. Generation of leads was an underlying motive

## Solution

We created an aesthetically pleasing website that had no vertical scrolling. We ensured all that one is looking for is available in one location. We implemented a Day/Night mode that shifts according to the time of the day

## Outcome

There was a decrease in bounce rate by 16%, and an increase in return users by 23%



# SARVA

## Problem

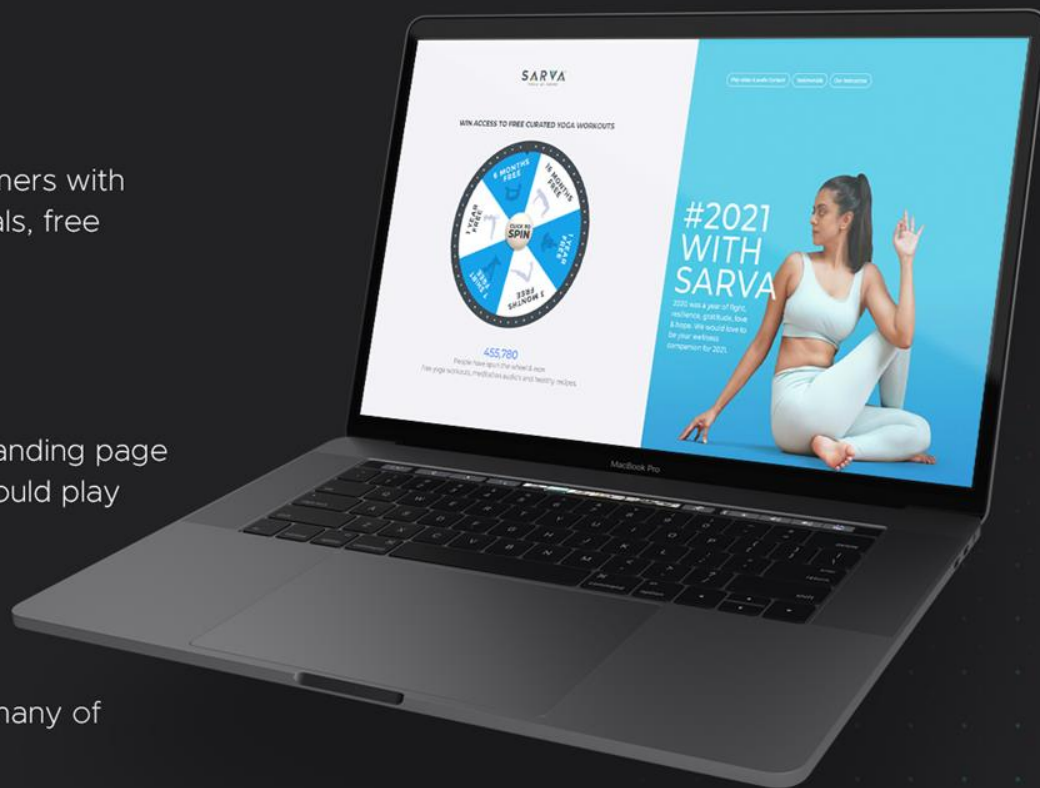
To increase engagement, and to entice customers with gifts, in the form of discount vouchers, free trials, free usage for a limited period, etc

## Solution

We created a Spin-The-Wheel widget on the landing page of Sarva's website, every user that came by could play and engage

## Outcome

Over 400K people tried out the service, with many of these customers being retained



# LIFEQUEST APP AND WEBSITE

## Problem

To create a platform to provide transformative content and courses that curated by experts

## Solution

We created a platform accessed through their website and app (for iOS & Android) to help extend the vision of the founders to serve millions of people at their convenience

## Outcome

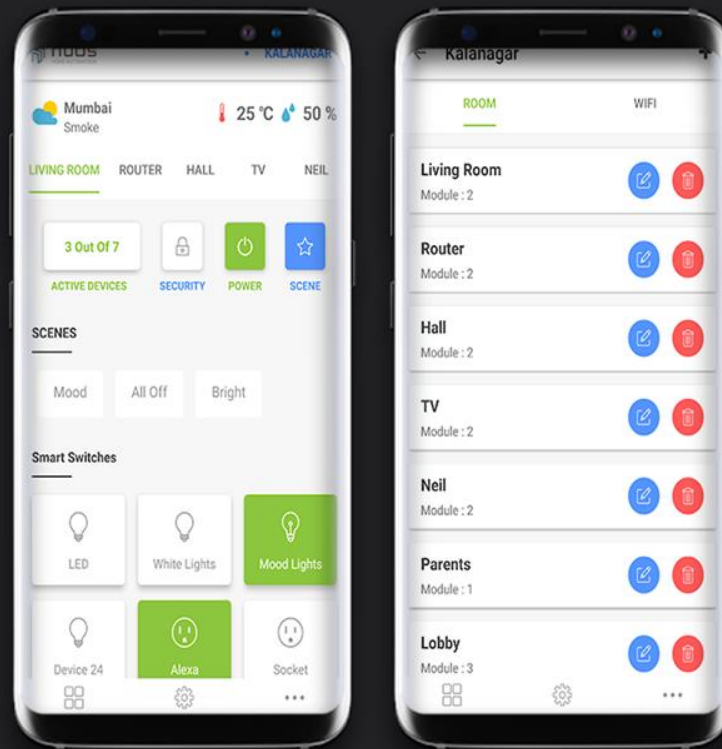
People are able to learn the life skills they seek to acquire from fine mentors through interactive masterclasses and personal counselling and guidance



# NUOS HOME AUTOMATION

NUOS is a home automation brand. They needed to create an app with a simple UI, to ensure a seamless UX for the end user. Another big focus was to ensure that the software and hardware was aligned since connectivity to wireless devices was of utmost importance.

This complex project was successfully completed and is regularly updated so that users can continue to have a smooth and enjoyable experience.



▶ Demand More From Your  
**Videos**





# HOP SOCIAL MEDIA BYTES

The video team at First Economy ideated, conceptualized and choreographed videos along with Saif Ali Khan and Soha Ali Khan to promote and launch new product launches and Spring Summer 21 collections.



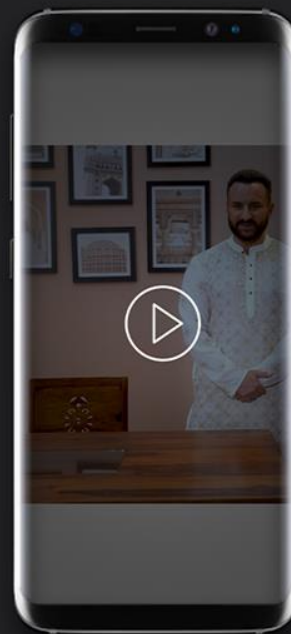
Behind The Scenes



Behind The Scenes



Product Photography



Video Bytes



# DREAMSS VALENTINE'S DAY CAMPAIGN

To reach out to people and get them to participate in the contest, we shared our co-owners' (Raj and Shilpa) love story in the form of a video by interviewing them at their residence. #YourDreamSSstory received more than 300+ participations. The campaign helped DreamSS to spread brand awareness and gain 2000+ followers organically.



Behind The Scenes



Behind The Scenes



IGTV



Teaser Stories

# ORPAT TVC FOR STEAM IRON

## #SabSeedhaHoJaega

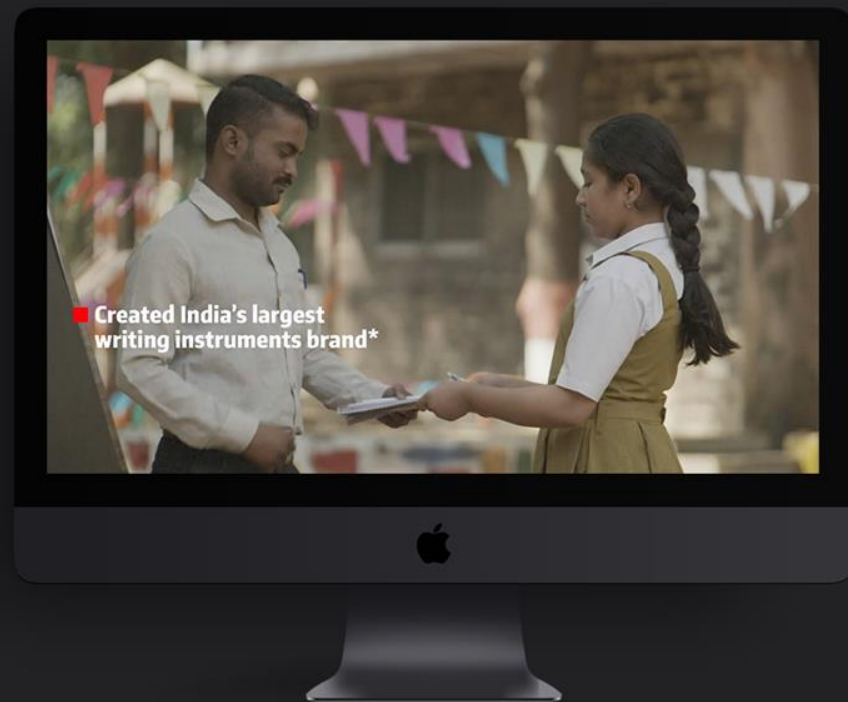
The ad was simple and enjoyable with Sidhu, the protagonist in perspective. It showcases how easy it is for even a child to straighten anything with the help of the 1900 W Steam Iron. Conveyed through an entertaining script, Orpat's advertisement garnered immense appreciation and attention.



# CELLO CORPORATE AV

## “Cello Rishta Zindagi Bhar Ka”

Cello Corporate AV was ideated, filmed and produced by us. It was created to showcase the range of products offered by Cello to distributors, wholesalers, vendors, etc. at exhibitions and other events.



► Demand More From Your  
**Agency**



# STANDARDS & ACCREDITATIONS

Dedicated Support and Preferred Partnerships with:



# STARTUP INVESTMENTS



SARVA®

GetVantage<sup>™</sup>







## **Demand More From Your... Coffee?**

Let's meet and chat more about how you can transform your business

Bilal Shaikh

+91 96648 59850

[bilal@firsteconomy.com](mailto:bilal@firsteconomy.com)