



Who We Are

Grabvilla is a team of professionals who help brands in communicating their story to a diverse and distinguished clientele

What We Do

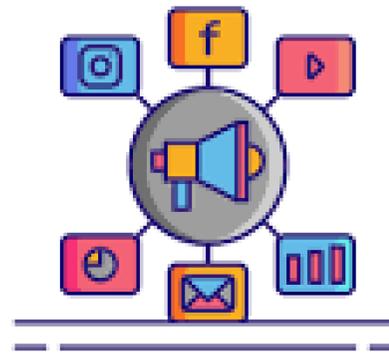
Campaign Consulting, Survey, Marketing, Writing, Social Media Campaign, Ad Designing

Our Work

We worked with BJP Delhi to create a concept called 'AD-MAN' in the run-up to MCD polls.



What We do



SOCIAL MEDIA CAMPAIGN

We design campaigns to deliver a message on social media



Campaign Consulting

Design promotional campaigns

Survey

Conduct market surveys

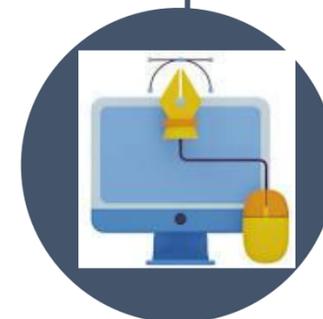


Marketing

Social media boost

AD Designing

Produce 'AD creatives'



Writing

Creatives for online promotions

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ABOUT US

Know more about who we are

02

THE STRATEGY

What is our proposed strategy

03

DELIVERABLES

Details of the Campaign Plan

04

SURVEY

Ward by Ward survey to help understand the pulse of the people

05

WAR ROOM

War Room Strategy to target every voter

06

BUDGET

Whats it going to cost

WHAT WE CAN DO

ONLINE CAMPAIGN



RADIO

- 1) Jingles will be developed
- 2) Deliver message
- 3) Conduct Q&A podcasts

TV & PR

- 1) Promote content on local channels
- 2) Planned events & news conferences
- 3) Ensure rallies are covered in press
- 4) Find space for leaders in national channels

OFFLINE CAMPAIGN



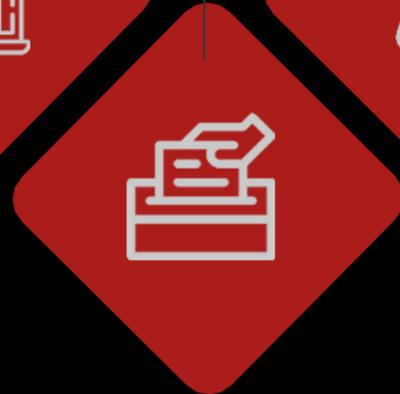
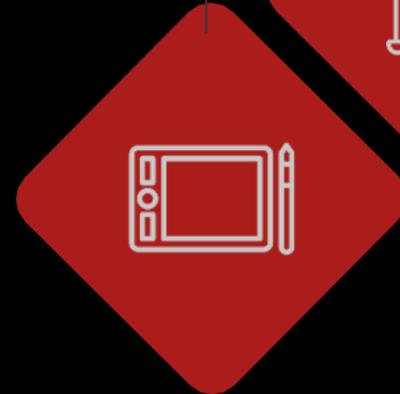
Narrative Building on National Media

- 1) Push desired and discussed narrative on National Media. Narrative will be pushed across mediums like TV, YT Channels of mainstream media, newspapers and websites. The 'Narrative' will be covered as news stories.**
- 2) We can also ensure candidates are brought in as panelist on debates with regards to issues pertaining to their expertise on specific subject and area.**
- 3) Special poll-tracker news shows for candidates on mainstream media**

WORK SCOPE

Managing entire
election
events of big Leaders

Designing effective
campaign mode &
impelling creatives
designing



Managing various
campaign modes
with both traditional
& modern tools and
coordinating with
media house

Creating winnable
punch-lines &
slogans that is well
registered by
everyone

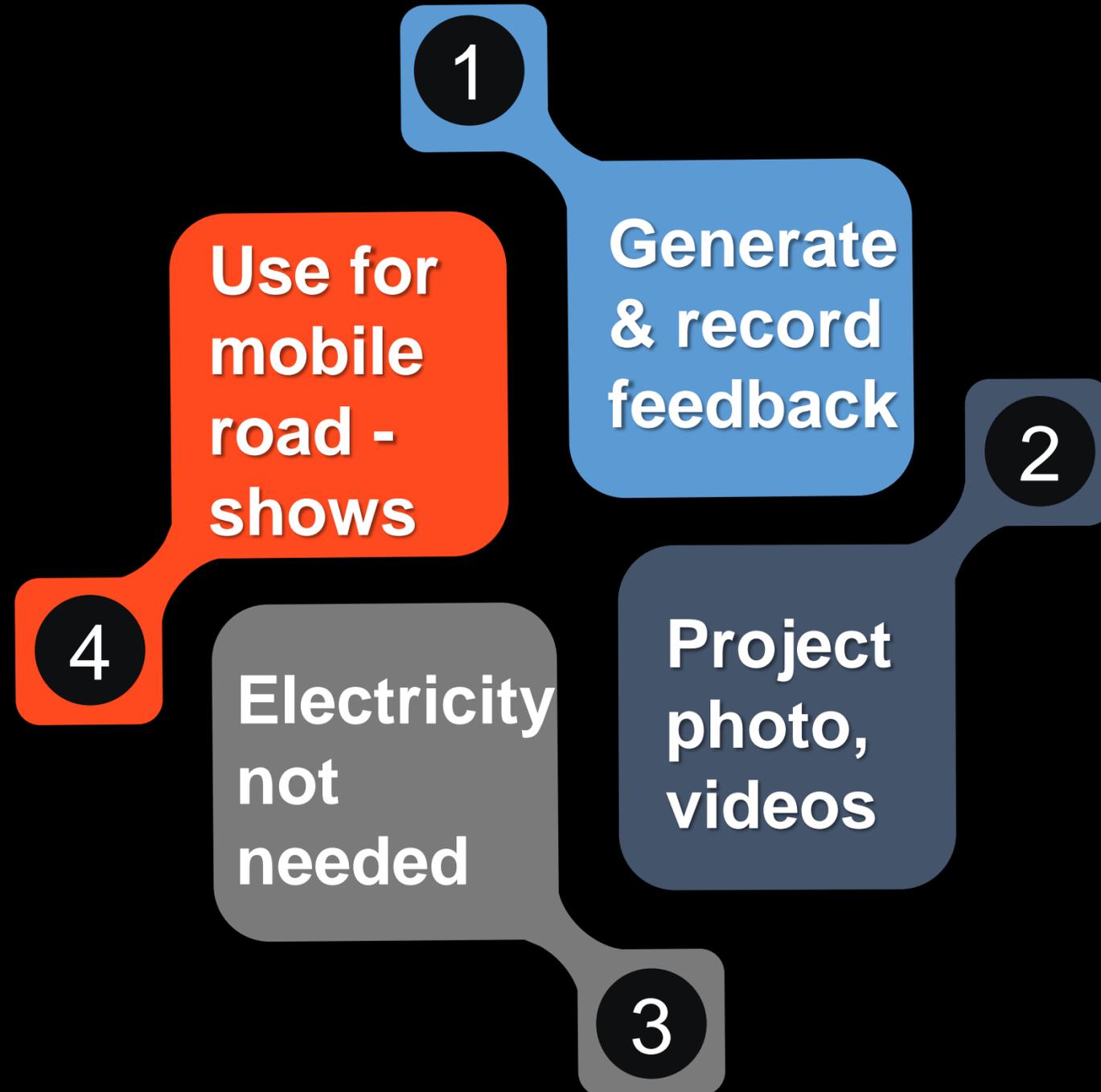
On ground
execution by
war room

Enrolling celebrities &
sports personalities
for election
campaigning



THE DIFFERENTIATOR

THE 'E-PRACHARAK' CAMPAIGN



THE USP - WHAT MAKES US UNIQUE

'ACE' CREATIVE TEAM

As seasoned journalists we understand how to set a narrative

PLATFORM SPECIFIC CONTENT

We don't follow one-size-fits-all when it comes to different social media platforms

03

STRONG MEDIA NETWORK

With our links in media, dissemination of content is much better

01

02

04

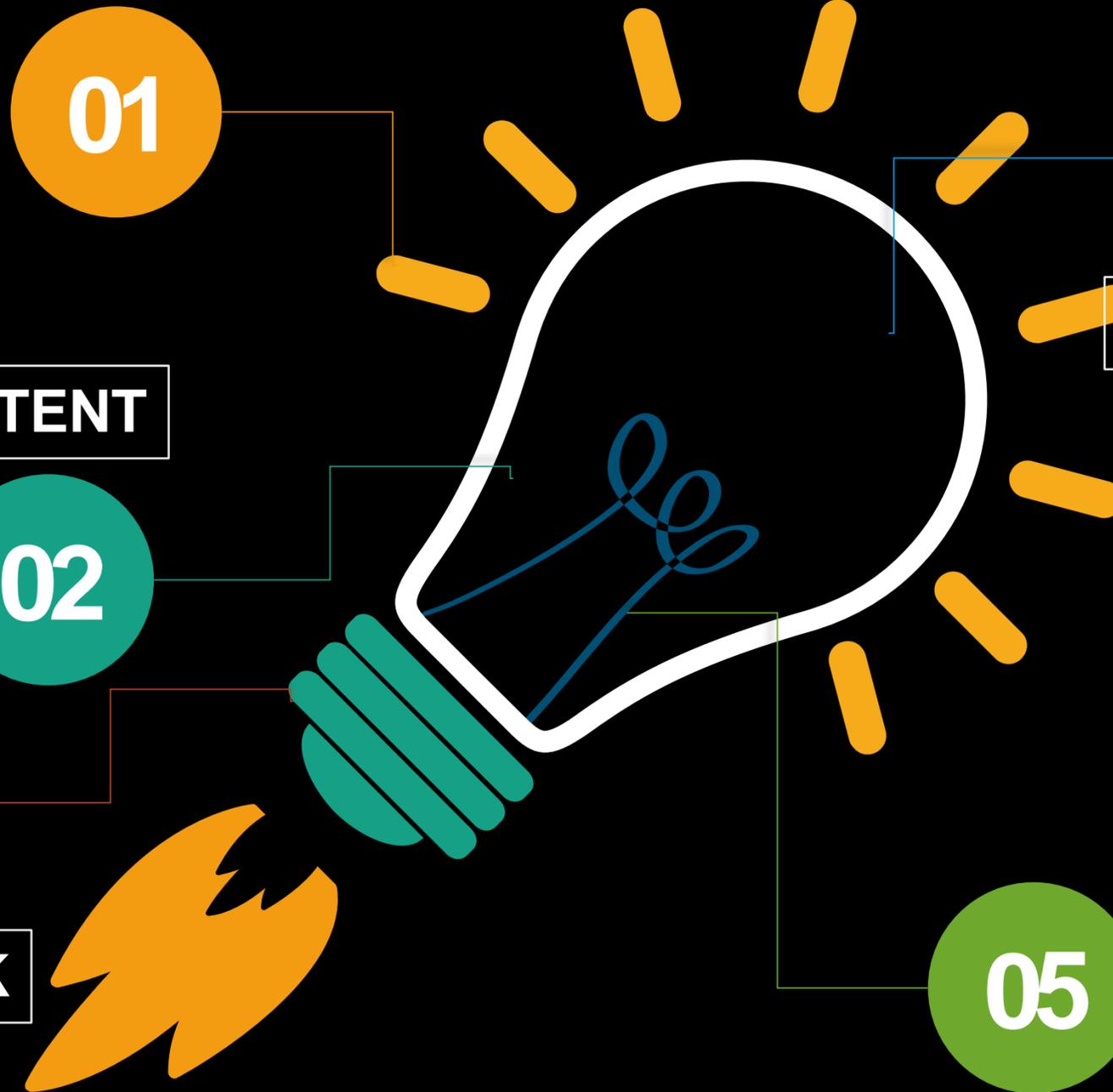
QUICK TURNAROUND TIME

We pride ourselves in creating content faster than anyone else

05

KEY OFFLINE CAMPAIGN

On-ground visibility is crucial & our 'E-Pracharak' campaign is always a hit



THE USP - WHAT MAKES US UNIQUE

24*7 MEDIA WAR ROOM

- 1) Team to monitor Opposition's strategy and movement
- 2) Counter strategy
- 3) Creatives of Counter strategy
- 4) Machines for Monitoring Team

DATA IS OUR STRENGTH

We are driven by numbers that enables better political decision making

08

EXPERIENCED CAMPAIGNERS

We have handled multiple political campaigns for states & political groups

06

07

09

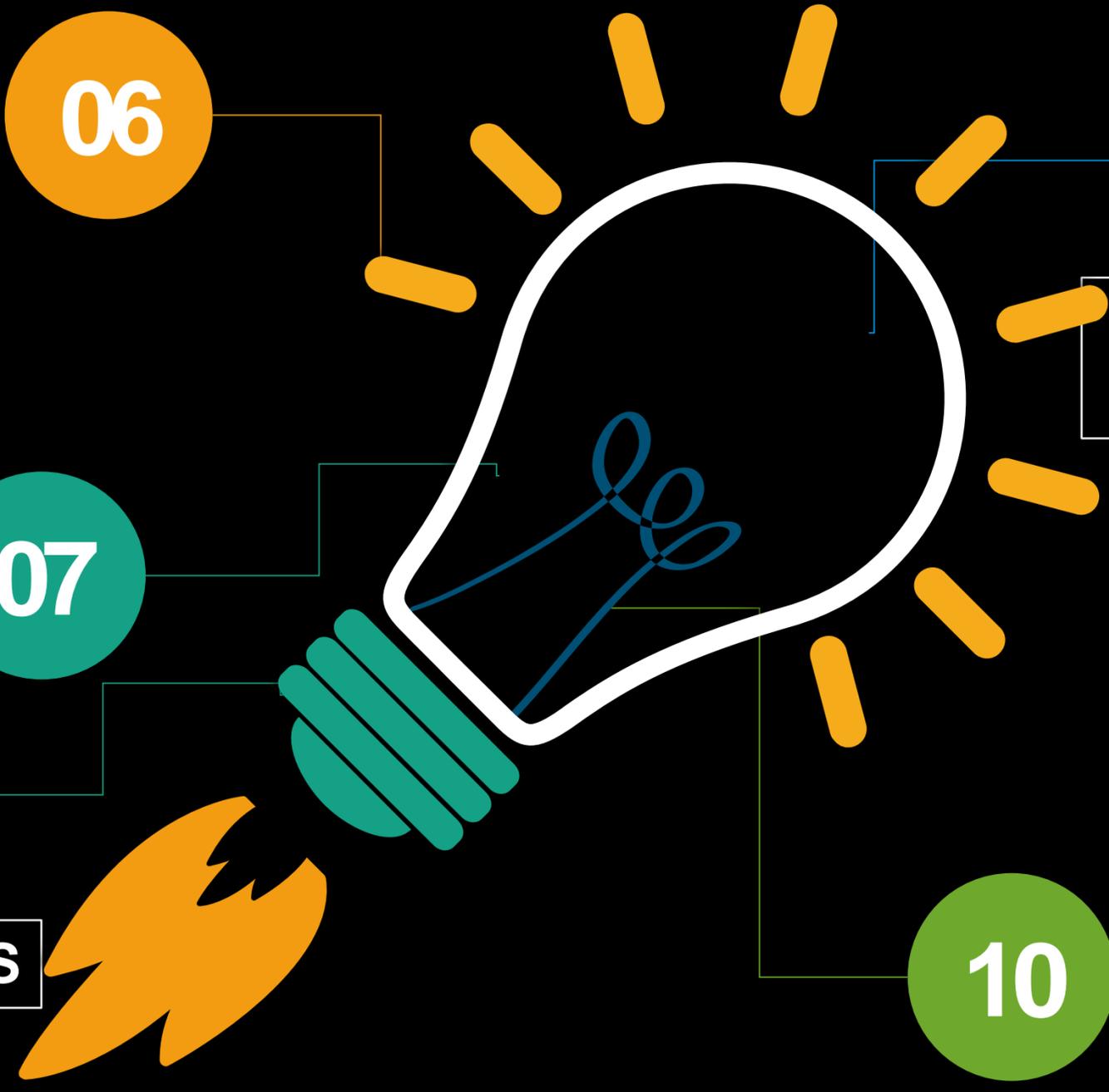
GRIEVANCE REDRESSAL SYSTEM

Will set-up a system where feedback from public is used for future roadmap

10

INFLUENCER MARKETING

With a strong network of influencers, we can make our content go viral



MCD ELECTIONS 2022



दिमाग की

झूठे प्रचारों पर मत जाएं

'ADMAN' के कारनामे
खोखले प्रचारों का सच किया उजागर

MADE 'ADMAN' CAMPAIGN VIRAL
WITH MEDIA PUSH

'Ab Ki Baar, Social Media Banayegi Sarkar?' MCD Polls
Around the Corner, BJP's Digital Push Makes AAP Sweat

THE INTRODUCTION OF 'ADMAN'

'Seva hi vichar, na khokhle prachar' - was the theme of the BJP MCD campaign. The intent was clearly to question AAP's 'AD spending' and contrast it with BJP's 'development model' in MCD. For this, BJP launched a creative featuring a character named 'AD-MAN' that quickly garnered eyeballs on social media. The concept was simple - Delhi's 'AD-MAN' had only one solution to every problem - 'Prachar'. It was an instant hit online and became a talking point in the media too.

BREAKING NEWS
DELHI MCD DANGAL

INDIA
TODAY

TWEETED BY BJP

BJP RELEASES
NEW 'ADMAN'
VIDEO





दिल्ली के 15000 एमसीडी
पार्क ऐसे ही मित रहे हैं
सामाजिक दूरी



यह सिर्फ MCD के बनाए
वेस्ट टू एनर्जी प्लांट से हो पाया



कोई भूखा न सोए है भाजपा की
कोशिश दमदार



मोदी सरकार दिल्ली के 73 लाख
गरीबों को पिछले 2.5 साल से दे
रही है मुफ्त राशन



दिल्ली मेट्रो



ईस्टर्न पेरीफेरल



मेरठ एक्सप्रेसवे



प्रगति मैदान टनल

ADS SHOWCASING WORK
DONE BY BJP IN DELHI

DO YOU KNOW SERIES
FOCUSING ON BJP MCDs WORK

Our Work (Factoid series)

Factoid Series for Oil Ministry

HOW  **30 SECONDS** CAN
CHANGE A LIFE?

Videos for Urban Development Ministry

210 METRES



**NETWORK GREW
EACH DAY**



**SOCIAL MEDIA CAMPAIGN FOR BJP IN MP, RAJASTHAN
AND TELANGANA ELECTIONS 2023**

OUR WORK



GRAB
VILLA

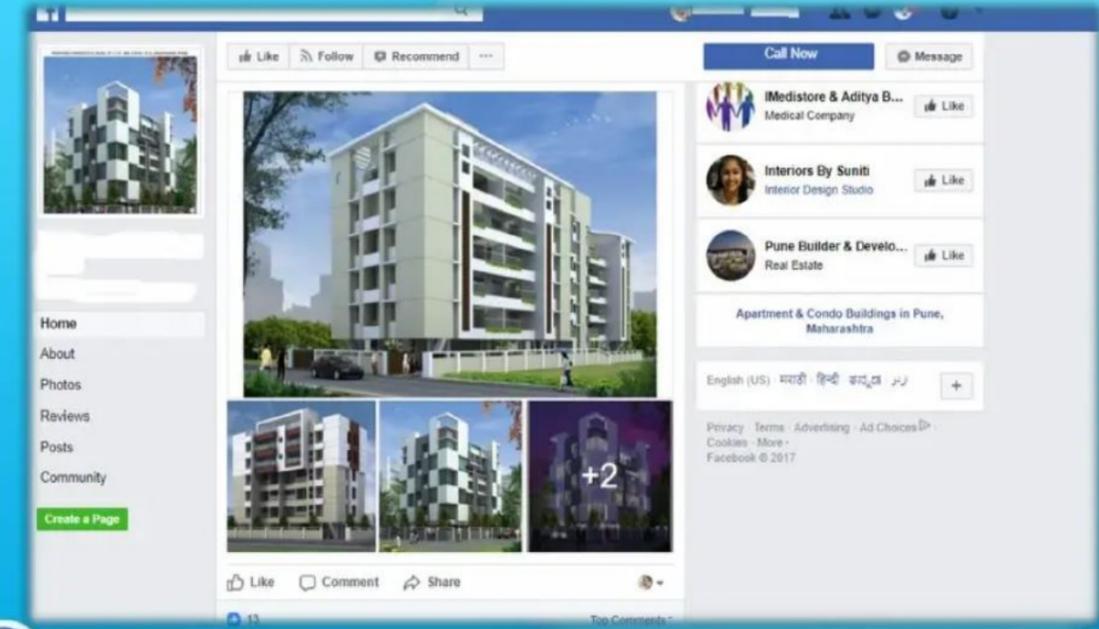
SOCIAL MEDIA CAMPAIGN FOR BJP IN MP, RAJASTHAN

- Content Development
- Integrating Page with Other Social Media Channels
- Post Updates with links to the Desired Landing Page(Website)
- Joining Relevant Groups & Pages
- Starting Discussions
- Sharing Links (Blogs, Articles, News, Updates)
- Create Facebook "Like" button & Badge, to place it in the blogs
- Run Contests, Promotional Campaigns, Polls..
- Video Sharing via YouTube
- Photo Sharing via Page / Flickr App / Similar Apps
- Document Sharing (PDF, PPT, Whitepapers, Brochures, Notes...)
- Promote Blog / Feed
- Paid Advertisement Campaigns

Facebook Marketing

Leverage Social Media to Grow Your Business

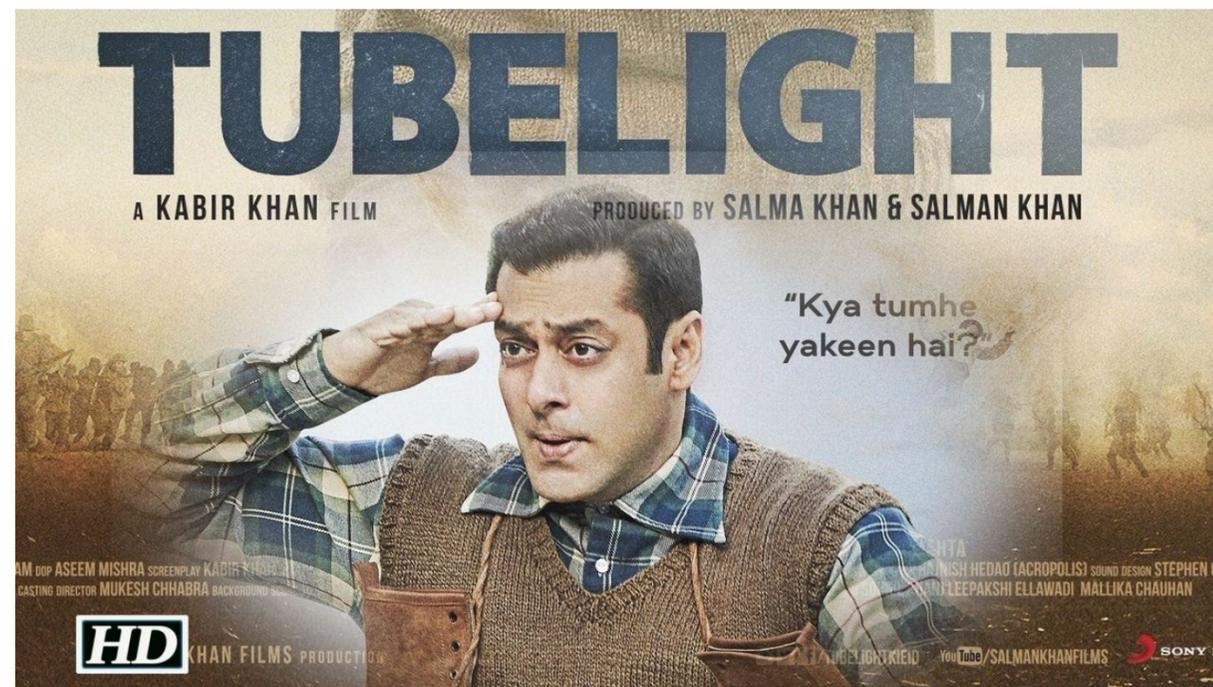
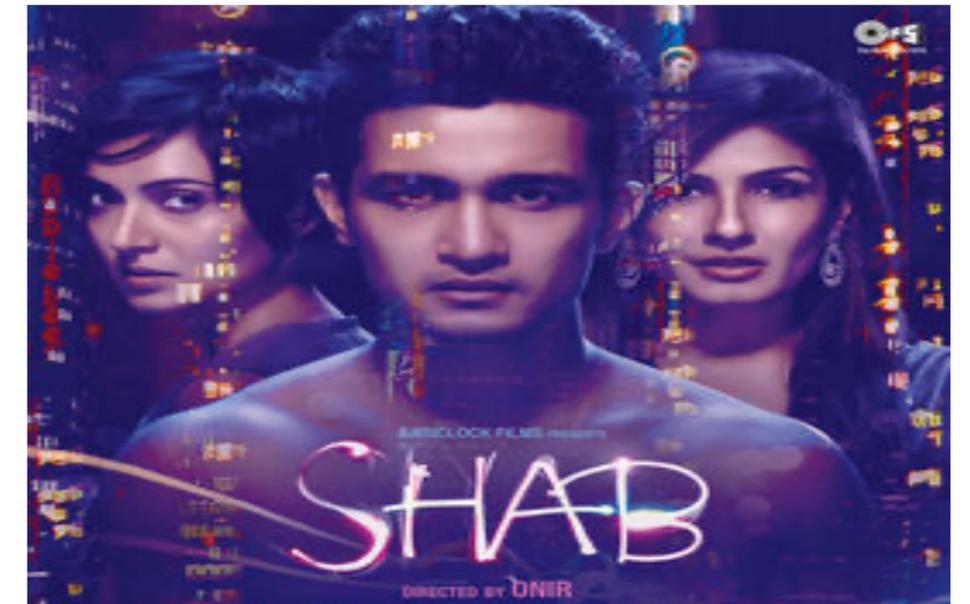
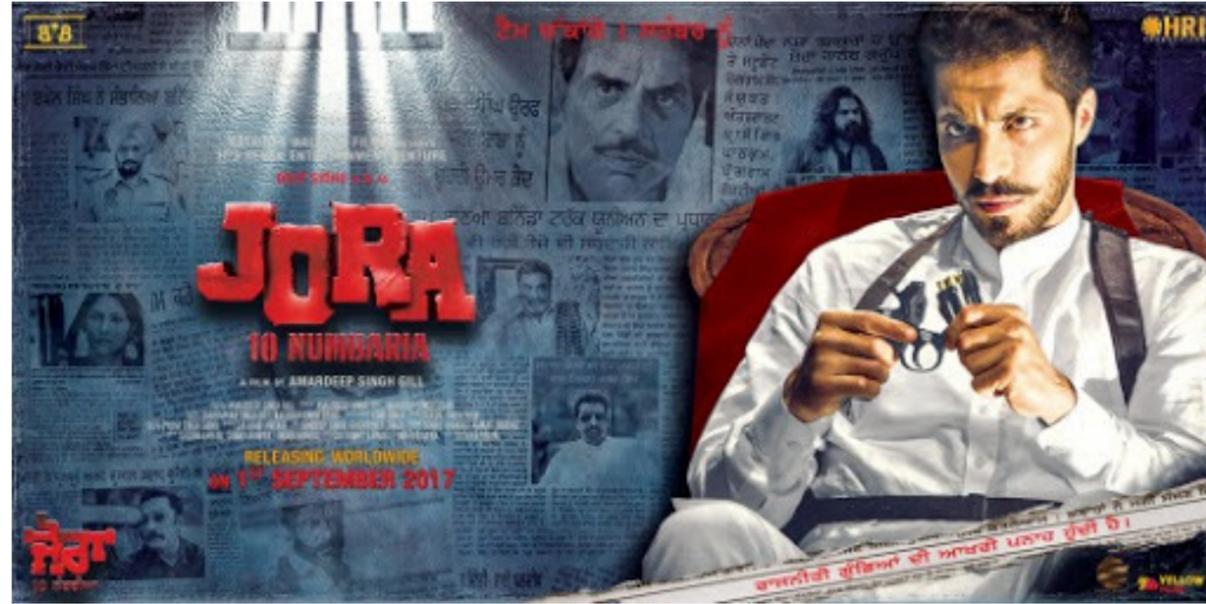
FACEBOOK AD EXAMPLE



Offline Campaign

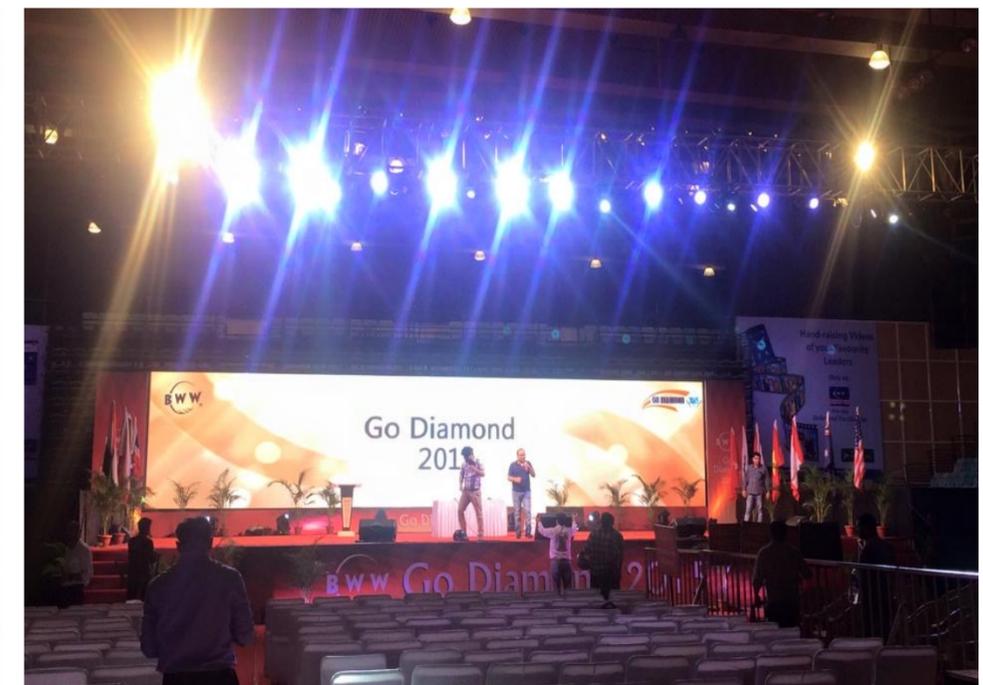


FILMS



EVENTS

1. INDIA RUNWAY WEEK
2. BWW SUMMER CONFERENCE
3. RCM CONFERENCE
4. DELHI GOVT YOGA PROGRAM



FEW PROMINENT CLIENTS



KEY CLIENTS



Bazaar Magazine



India Today Group



Cosmopolitan Magazine



Fiama - Advertorial



MMTC-PAMP



Samyak Projects



I-Thum



Nexus Elante Chandigarh

GROUND WORK DETAILS



IVR calls

Ground reports

Scheduling of events

Magazine and Media coverage

Detailed mapping of the electorate constituency wise

Proper marketing and branding of the events

Hoarding, banner and flex designing

Live telecast of the public events to multiple location through live feeds



VOICE CALL (OBD)

Voice call service is a easiest, effective and best mode of communication. It enables mobile marketers to communicate with their customers by calling their mobile/landline phone numbers anywhere in India with a pre-recorded voice message through a fully automated Voice SMS Application. Voice call service allows businesses to blast a recorded message across a database of customers in a single click. We filter your data according to age/ income/ Location.



WHATSAPP MARKETING

We provide International WhatsApp Marketing and India WhatsApp Marketing as a service. As Bulk WhatsApp Service Provider we ensure you are connected with your customers where ever they are with just Click of a Button!. To maintain ourselves as best Bulk WhatsApp Text, Images, Audio, Videos – Marketing Service Provider Company and to ensure maximum successful messages delivery within minimum timeframe. We have redundant network of servers to ensure instant upto 100% delivery of WhatsApp Messages.

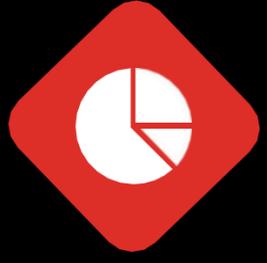


BULK SMS MARKETING

Bulk SMS is a marketing and communication tool. It is the most feasible and essential strategy to target a mass audience. Stance International offers a complete range of messaging services across the Globe, offering optimization and high quality of SMS routing to mobile service providers such as, Mobile Content Providers, SMS Aggregators, Financial Institutions, Government Sector and sellers. Stance International Bulk SMS service provides the facility to benefit from Volume Related Discounts on SMS messages. If your aim is to advertise, inform, promote messages or get in touch with your customers, bulk SMS delivers a timely and cost efficient mass-market communication tool.



RESEARCH AND ANALYSIS



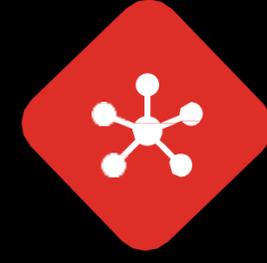
Caste Analysis Booth Level

30% Brahmin
11% Rajput
13% Yadav
33.5% others
12.3% SC



Voting Behavior

Complete
voting pattern
& Previous
election
analysis



Safe, favorable, battleground & Dangerous booth analysis

Each booth analysis
New voter analysis



Local issues analysis

Listing of
local issues
Benefit
from local
issues

Sharing of
crucial &
Confidential
Information

Higher Level analysis & Report

Classification
& booths

Customized
election
campaign





DIGITAL
MEDIA
OUTREACH





**DIGITAL MEDIA
GOALS**

1

Increase people engagement

2

Improve communication

3

Better understanding, identify & engage supporters

4

Engage & excite influencers

5

Expand reach of thought of leadership in campaign

6

Enhance campaign program effectiveness

VIDEOS

Key Services



Industrial Shoot

Shooting factories is one of our major specialities and we have worked with more than 40 factories.



Corporate Video

The Camera Man is considered as one of the best production house in delhi to shoot your video.



Product Demonstration

Showcasing how to use your product is the best way to gain customers trust and we are masters at it.

Our Clients



ETERNAL VOICE



SONAAKSHI RAAJ



Creative
campaign

Formation of
groups and
real-time
campaign
updates

Live
streaming of
release and
press
conferences

Web
advertisement

Integration
of all online
platforms

Customise
supersize
post on FB

Authentic
sentiment reach
engagement and
impact analysis
and report

Online
campaign
shop

Influences and
youth for
promotion

Online
interviews
and
biography of
candidates

Multiplying
likes and
followers

Development
of apps

Customised
content and
campaign
strategy
against
other parties



News articles on CONNECT of
the political leader with the
voters

Get events covered in all
prominent channels

Promotional campaigns for
winning trust of voters

Articles from local people

News stories over local issues

Distribution of articles through
different distribution channels
like Facebook, WhatsApp, etc.





**MEDIA
COVERAGE**



**PRODUCT
LAUNCH**

**CREATING A
NATIONAL
IMPACT**



**IMAGE &
REPUTATION
BUILDING**



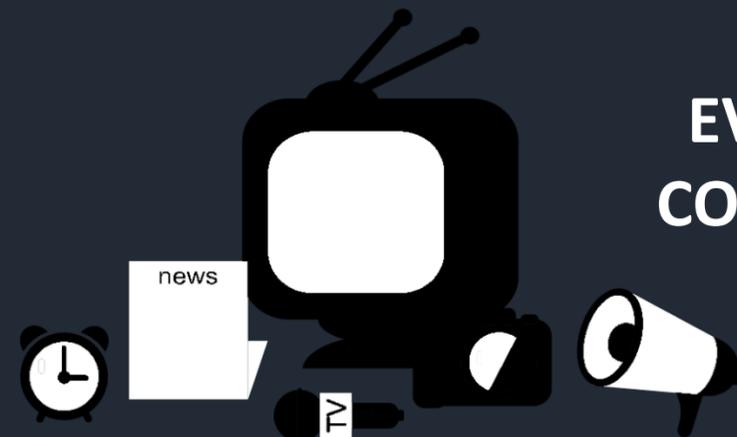
**CEO &
BRAND
PROFILING**



**CRISIS
MANAGEMENT**



**CONSUMER
OUTREACH**

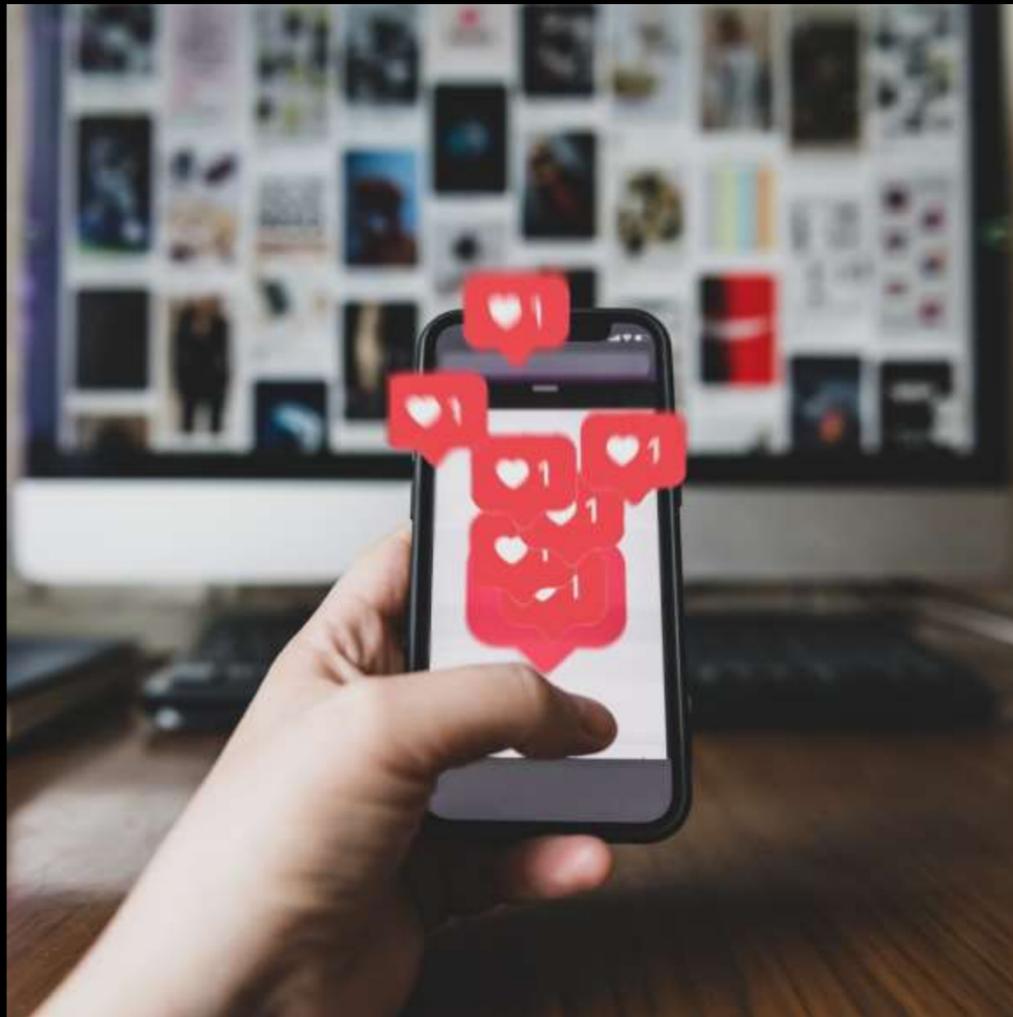


**EVENT &
COVERAGE**

**CONTENT
AND
VIDEOS**



A SOCIAL MEDIA PLATFORM WHICH WILL WORK AS A SUPPORT GROUP FOR THE PARTY



Daily Post which will be focused on daily political happenings

Infographics over the developmental works being done in the area

A cartoon series which will be based on different current happenings

Public opinion videos from different section of the society

Online live discussion with different stakeholders of the society

Social media volunteer meets on regular intervals to discuss different strategies





THANKS!

Do you have any queries?
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