Launching a co-created television and digital series to showcase the role of Facebook in helping businesses grow

THE GOAL
To bring together thought leaders from different industries who reveal why Facebook is an integral part of a brand’s marketing arsenal and how they have used it to accelerate business growth.

THE SOLUTION
Facebook today plays an integral role in enabling companies to eliminate friction points in a consumer’s journey. We created a special series with industry stalwarts to uncover how brands are using digital media to scale the reach of their businesses, acquiring new customers, and boosting their marketing initiatives.

Some of the guests featured were:
- Arvind Varma
- Anurag Khanna
- Harish Nanjappa
- Srinivas Venkatesh
- Paras Choksi
- Bhushan Singh Musal
- Vinayak Ghatge
- Sandeep Gavande
- Pranav Goyal

Some of the highlights of the campaign were:
1. Created 5 TV episodes and 2 segments
2. Created exclusive micro-content for digital audiences
3. Live-streaming of the Facebook Zero Friction Future launch event
4. Engaging panel discussions with industry leaders

THE RESULTS
1 Facebook Live surpassed the target views by 131%
6 Micro-Content Videos surpassed the target views by 28%

INSIGHTS FROM THE CAMPAIGN

"Facebook allows us to understand consumer experiences on the platform." - Anurag Khanna

"We have partnered with Facebook to measure the long-term impact of brand health." - Pranav Goyal

"Facebook is the first touchpoint for new internet users; the platform’s reach is unparalleled." - Srinivas Venkatesh

"Facebook helps us reach the relevant audience at scale." - Pranav Goyal