



WE ARE

YELLOW FOX

VIDEO. DIGITAL. TECHNOLOGY.

We create cultural movements for brands.

The new age consumer is discerning, tends to explore more before deciding and hence, is better informed. It is imperative for brands to reach out to this consumer in a digital surround-sound environment that can help a customer feel the brand better and choose the one that really fits well with her lifestyle, We focus on client success first and use technology and creative skills as tools to showcase our strength. We would like to be known for our ability to imagine and execute unique-voice-of-brand campaigns through a mix of our technology, media buying, creative and analytics capabilities.

OUR SERVICES



Social

People are busy, distracted, and skeptical of advertising. Hence, an insight and data driven social marketing matter more than ever.



Brand Building

With the right content in the right place at the right time, marketing becomes relevant and helpful to your customers and not interruptive.



SEO

In today's world when a customer has a myriad of choices, being first is important.



Website

Having a mobile first approach in the today's time is imperative.



CRM

Data driven customer segmentation helps a brand understand who to engage with, when to engage with them, enabling brands to create personalised experiences



ORM

The future belongs to the customer obsessed.



Digital Media Buying

Ensuring messages reach the right audience, in the right place, at the right time.



Photoshoot

Humans are visual creatures, great photography acts as a catalyst to create an immersive brand experience.



FORTUNE
Member ITC's hotel group



akivāTM
SUPERFOODS



P&G

**Harvard
Business
Review**



**Imperial
auto**



ZTE中兴

XPERIA
Sony Smartphone

NOVA
PLAY



XYNTEO



CLIENT
Motorola Accessories

DISCIPLINES
India Launch, Content Strategy, Communications Strategy, Positioning

OBJECTIVE
Motorola Accessories asked QBF to position and launch them in India.

EXECUTION

We created a launch strategy for Motorola Accessories and established the brand with a positioning “Har Ghar Befikar” for their Home Monitoring division.

RESULTS

With 3 social properties, Motorola drives 60% more engagement than global average with a sustained engagement rate of more than 12%.

ACHIEVED

12%+ engagement

WITH 231% ORGANIC GROWTH ON SOCIAL MEDIA



MOTOROLA ACCESSORIES

**TO
MO
RR
OW**

IS THE DAY. GET READY FOR THE BIG REVEAL.

 **motorola**

WE LIVE AND DIE,
CHRIST DIED AND LIVED



Flipkart  

A wire-free convenience for audioholics

VERVE ONES+

 True wireless smart earbuds

 Deep, rich HD sound



CLIENT

Novaplay - For Gamers By Gamers

DISCIPLINES

Application Development, Community Building, ORM, Digital Marketing, Content Strategy, On Ground Activations, CRM

OBJECTIVE

Novaplay wanted create an ecosystem in Indian gaming sector and become a market leader in the space.

EXECUTION

In a mobile-first market like India, mobile gaming has overtaken PC and by all industry estimates, we helped Novaplay by creating a Social content distribution community for gamers in India.

RESULTS

Novaplay gained a 200K+ registered users over a couple of months with 10K daily active users.

ACHIEVED

200K+ users

**& AND ACTIVE COMMUNITY OF DAILY
10K USERS**





CLIENT

Pride of India

DISCIPLINES

Content Strategy, Digital Promotions
Communications Strategy, E-Commerce, Amazon
EBCs

OBJECTIVE

POI wanted to increase their reach and
engagement and improve conversions.

EXECUTION

We created a marketing automation strategy
geared towards with tailor made social e-
commerce content.

RESULTS

Pride of India increased its ROI from marketing
automation to **6X**.

ACHIEVED

6X Revenue

WITH 150% INCREASE IN NUMBER OF
TRANSACTIONS



PRIDE OF INDIA





MUCHCHAD

CLIENT

Muchchad

DISCIPLINES

Branding, Brand Launch, Content Strategy, Positioning, Photoshoot, Marketing Automation, E-Commerce

OBJECTIVE

Muchchad wanted to position them uniquely in the mens-grooming market

EXECUTION

We positioned Muchchad and gave them a tagline **#MenWithPurpose** breaking the stereotype in the mens-grooming sector.

RESULTS

With highly-targeted content strategy, we are able to achieve 9% conversion rate on e-commerce

ACHIEVED

9%+ conversion rate

WITH PRECISION-TARGET
PERFORMANCE ADS



MUCHCHAD





CLIENT

Shop Freelance

DISCIPLINES

Content Strategy, Digital Promotions
Communications Strategy, E-Commerce

OBJECTIVE

Freelance wanted to reach younger Indian audience and drive sales.

EXECUTION

We created a promotion strategy geared towards Indian millennial with tailor made social content.

RESULTS

Freelance increased its revenue by 150% and have doubled the number of transaction on their e-commerce website.

ACHIEVED

150%+ Revenue

WITH 200% INCREASE IN NUMBER OF
TRANSACTIONS



FREELANCE

1923 KROSNO

DIVE



1923 KROSNO

I'm in love
with the
shape of you.



1923 KROSNO

READY
SET

DRINK



akivā[™]
SUPERFOODS







Mehak Sachdeva
Communication Strategist

Journalist by education, Mehak is expert in understanding nuances of how the new age consumers think and delivers strategies to create a better outreach for brands and their aligned TG.

She has worked on clients like Motorola, UNICEF, Disney, Yatra, HBO, Biba, NCAA, P&G, Times Group and NovaPlay

- B.A. (Hons.) Journalism - DCAC, Delhi University

Thank You

QUICK BROWN FOX

New Business Enquiries

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