

Ideas ⊙ Execution ⊙ Impact ⊙

Pixelwork Interactive

A full-service digital media agency delivering integrated solutions to clients around the world.

Hello!

**We help brands &
organizations thrive in
an ever-evolving
Digital Age.**

Our Core

Design with purpose. Market with intelligence and Build for growth.



Creative Thinking

Human-first ideas that connect emotionally well with the audiences.



Data-Driven Marketing

Performance and insights powering every marketing campaign.



Technical/Product Excellence

Ability to build robust, scalable digital ecosystems for excellent business growth.

Our Capabilities

Digital Development



- Websites
- Custom Web App, Portals, CRM, Products
- E-Commerce Development
- Mobile App Development
- UI/UX
- Digital Marketing

Digital Marketing



- Performance Marketing (Google, Meta, LinkedIn)
- SEO / SEM
- Social Media content & strategy
- Lead Funnels & CRM
- Conversion Optimization
- Email Marketing
- Data & Analytics

Digital Media Content & Publishing

Content creation & design - Static posts & carousels
Conceptual & Performance-led creatives
Short-form video & motion - Reels / Shorts / videos
Social Media ADs
Motion graphics
Always-on & campaign content

Social Media Strategy

Audience & platform insights
Content pillars & messaging
Monthly content calendars
Campaign planning

Social Media Marketing

Creative, Articles, info graphics
Organic + paid across Facebook, Instagram, LinkedIn, Twitter/X.
Organic + paid alignment, remarketing, drip campaigns, lead nurturing.
Reporting
Continuous optimization

Community management & Reporting

Reporting
Community Management

We work across diverse verticals and industry segments.



TECHNOLOGY



FIN-TECH



RETAIL



MANUFACTURING



GOVERNMENT



AUTOMOTIVE



ENERGY



FOOD &
BEVERAGE



FMCG



TRAVEL &
HOSPITALITY



CONSUMER
GOODS



HEALTHCARE



HEALTH CARE



WELLNESS



NEWS &
MEDIA



DEFENCE



CAUSES



CHANGE
CONSULTING



TECHNOLOGY



LIFESTYLE/
LUXURY



AGENCIES



INFLUENCER



PHARMA



SPORTS



MEDIA



ENTERTAINMENT



NGOs

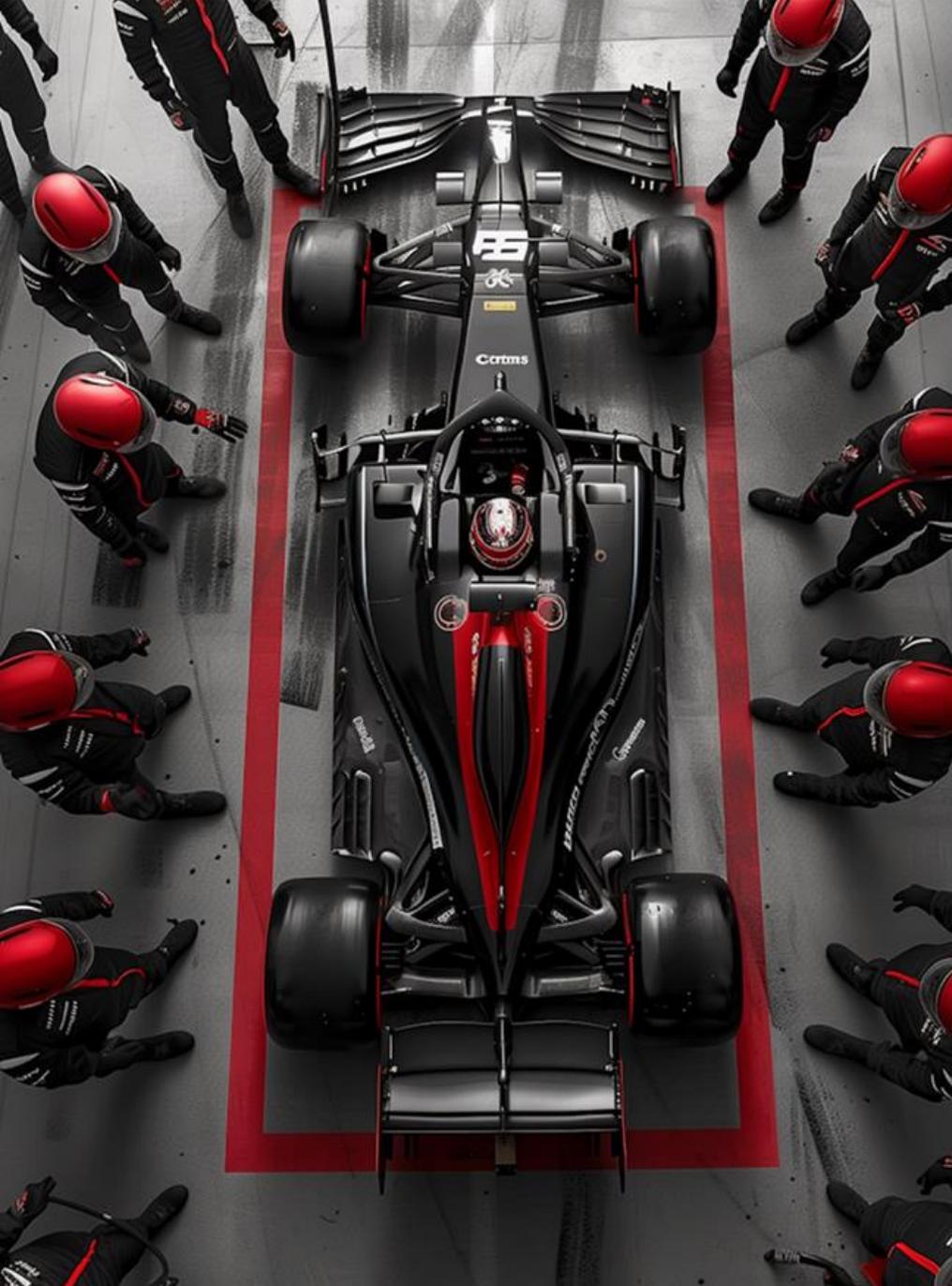


DIGITAL

Impact Stories

Brand storytelling that converts audience to advocate – backed by Data-driven insights.





Team: Fuelled by Passion. Driven by Collaboration



A multi-disciplinary collective of designers, technologists, strategists, and marketers.



Backed by experience from global agency networks and leading "Brands and Brands in Making".



United by passion - driven by curiosity, craft, and an unwavering commitment to quality.

Your Digital Advantage.



Operating from India. Delivering worldwide.

Serving clients in India, APAC, Europe, and North America.



Strategic Advantage

global quality + cost efficiency + cultural adaptability.



Flexible Engagement Models

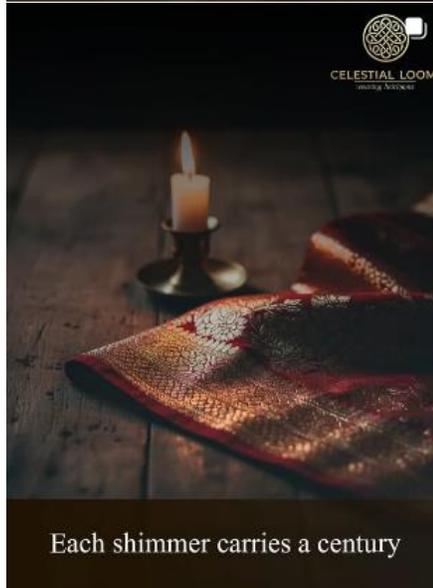
Retainers, project-based, or hybrid collaborations.

Social Media Work

Served Fresh!

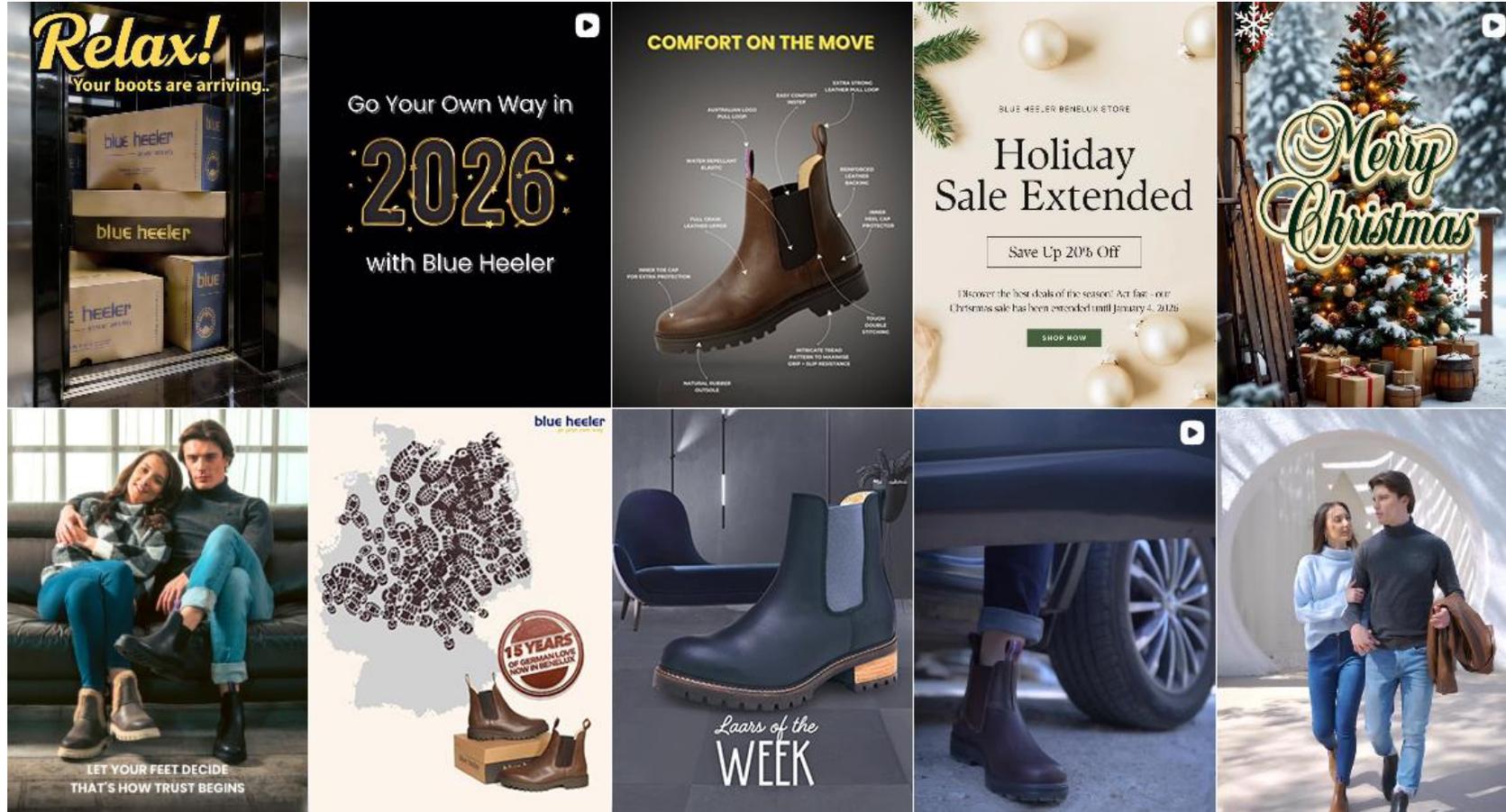


Celestial Loom | AI Generated concepts and videos



Instagram

Blue Heeler | Static and motion graphics



Instagram

International Yoga Day Campaign

The Idea

The most common excuse people give for not practicing yoga is their busy schedules. The idea was to convey that yoga can be a thrilling exercise that fits into short breaks during daily routines and requires minimal effort.

Graphical Output

The graphical output was motion graphics format (animation).

The Result

Owing to its clever idea and unique creative approach "Yoga Anytime Anywhere" became one of the most engaging campaigns for the brand on the Facebook.

Fitbit – Yoga Day “Any time any where” campaign



YOGA before client meeting

Break free from the preparation and breathe in calm while you wait!
#YogaAnytimeAnywhere

<https://www.facebook.com/FitbitIN/videos/1840498529580217/>



Yoga until movie buffers

If you're getting downgraded bandwidth, upgrade to a wheel! What is your favourite back opening? #YogaAnytimeAnywhere
<https://www.facebook.com/FitbitIN/photos/pb.100064927411344.-2207520000/1841499176146819/?type=3>

Fitbit – Yoga Day “Any time any where” campaign



Yoga while sitting in the office

Reminder to move on your Fitbit while sat at your desk? You can always sneak in a seated pose #YogaAnytimeAnywhere

<https://www.facebook.com/FitbitIN/videos/1842059139424156/>



YOGA until Rice boils

Waiting to fill your belly why not try filling your wait by opening your sides? Comment your favourite side opener below 🙌 #YogaAnytimeAnywhere

<https://www.facebook.com/FitbitIN/videos/1841216249508445/>

Fitbit – Then and Now campaign

THEN



1 Km

Taking an approximate walk

NOW



1.04 Km

Measuring the accurate distance



THEN



People being attached to gadgets

NOW



Gadgets being attached to people



THEN



Losing track of the number of rounds

NOW



Knowing the exact number of rounds



THEN



Getting lost on any route

NOW



Being sure of the route



The campaign aimed to ride the viral wave of trend “10 years – Then and now”. We utilized it as an opportunity to establish Fitbit as a progressive and valuable brand.

World Diabetes Day Campaign

The Idea

The Idea

We communicated well-researched, effective preventive measures that can significantly impact diabetes prevention. By integrating the product's features, we seamlessly aligned the brand's messaging with its role in diabetes prevention, creating a campaign that was both informative and impactful.

Graphical Output

The graphical output was motion graphics format (animation).

The Result

It received overwhelming response. The concept of using a circle as a communication element was not only well-received but also became the foundation of a creative approach adopted on their international website - <https://worlddiabetesday.org/>

Fitbit – World Diabetes Day campaign



World Diabetes Day - Exercise

The biggest benefit of daily exercise is its effect on reducing blood sugar level, helping to manage diabetes in a better way. Learn more and get inspired. #WorldDiabetesDay

<https://www.facebook.com/FitbitIN/videos/1753741301589274/>



World Diabetes Day - Water

Staying hydrated flushes the glucose out of the system, leading to lower blood sugar levels, which helps manage diabetes directly. #WorldDiabetesDay

<https://www.facebook.com/FitbitIN/videos/1753807054916032/>

Fitbit – World Diabetes Day campaign



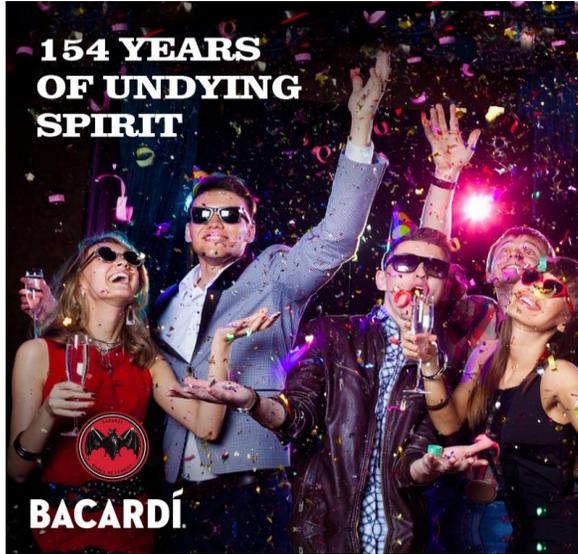
World Diabetes Day – Sleep

Research shows that getting quality sleep is just as important as the right diet for people with diabetes. Get to know your sleep here.

#WorldDiabetesDay

<https://www.facebook.com/FitbitIN/videos/1753774228252648/>

Bacardi





THE WAIT IS OVER!

Take the first step to create your own legacy.
Participate in **THE BACARDI Legacy Cocktail Competition**. Registrations open NOW!

This is your chance to be part of the world's leading mixology platform! Register with us by clicking on the link below:
<http://bacardiindia.in/cocktailsclub/BLCCContest.aspx>

Registrations close on 17th February, 2016.

Please note: Even if you have previously contacted us regarding your entry into the competition via email, all participants must register through the above link.

For more information, make sure to be part of our Facebook Group:
<https://www.facebook.com/groups/cocktailsclub/>

Cheers,
TEAM BACARDI INDIA



THE WORLD'S LEADING MIXOLOGY PLATFORM



REGISTER WITH #BLCC



BE A PART OF #BLCC

154 YEARS OF UNDYING SPIRIT



BACARDÍ

154 YEARS OF UNDYING SPIRIT



BACARDÍ



BACARDÍ LEGACY

154 YEARS OF UNDYING SPIRIT



BACARDÍ



BACARDÍ SUPERIOR
A TITLE WELL EARNED

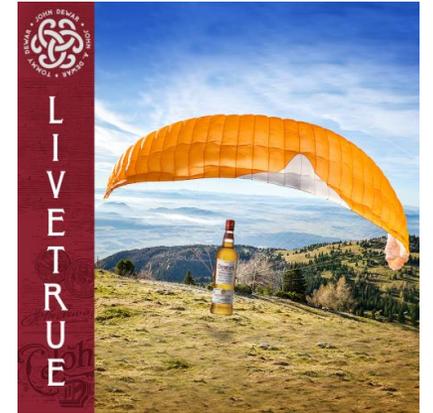
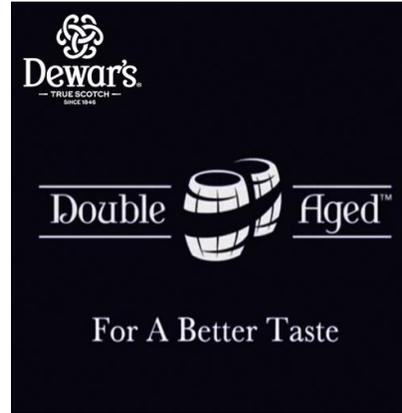
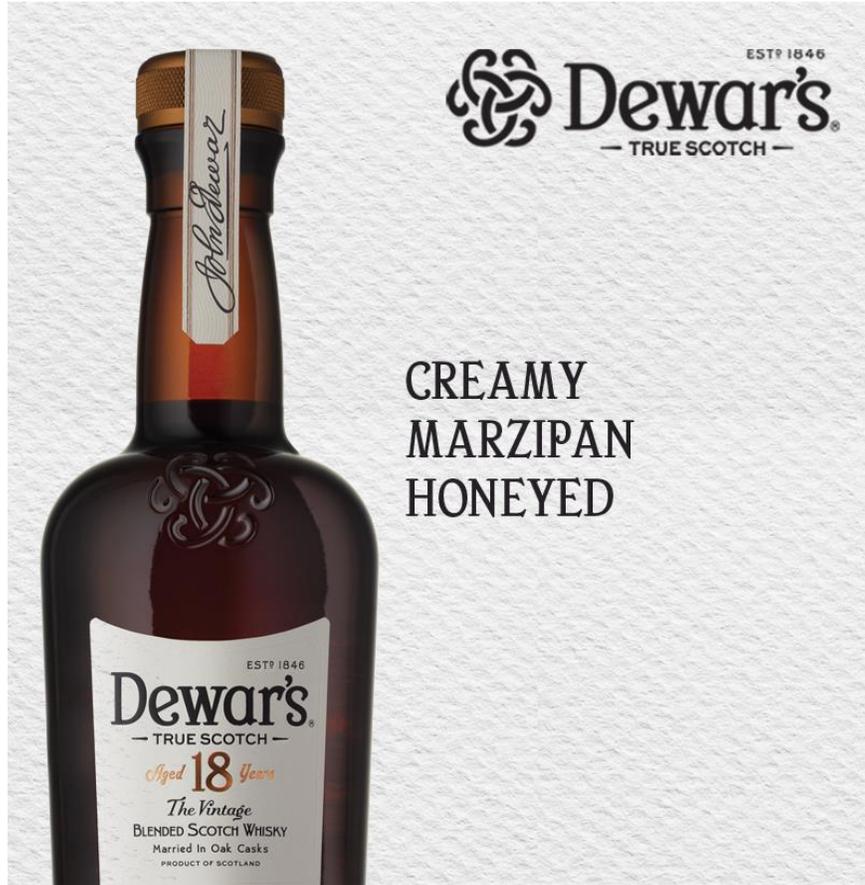
BACARDÍ



THANK YOU FOR PARTICIPATING!

#BLCC

Campaign for Bacardi BLCC - We combined social media channels , Email campaign, Teasers, creatives together to create hype and generate user interest for Bacardi BLCC.



Social Media –
Creatives to generate user interest for Bacardi Brand.

Bacardi - GREYGOOSE



Social media management, creative, campaign, teasers, creatives together to create hype and generate user interest for Bacardi BLCC.

Book A Discovery Call!

Let's Collaborate. Create. Grow.

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