HOWL
Digital's New Breed

About Us

Full Service Digital Solutions Company focusing on **creating business impact**

Know More

LOWER PAREL, MUMBAI

7+ Years

100+ Clients

85+ Team Strength

Our Clients OVER 7+ YEARS

BANKING & FINANCE

- kotak Private
- DBS
- American Express — DON'T live life WITHOUT IT™
- Niyo Global
- SBI Life INSURANCE With Us, You're Sure
- mastercard
- kotak Alternate Asset Managers
- BSE EXPERIENCE THE NEW
- Integrow Asset Management
- SVAMAAN
- ENAM
- FundsIndia

FASHION & LIFESTYLE

- VAN HEUSEN
- FANCODE SHOP
- new balance
- Baggit
- eské PARIS
- The Arvind Store
- Aditya Birla Fashion & Retail
- HRX
- True Blue
- Myntra
- AND + MORE

Our Clients OVER 7+ YEARS

FOOD & BEVERAGE

KEYA
rostaa Harvested at its best
THE GREEN SNACK CO.
SPIRITZONE THE LIQUOR STORE
AQUATEIN™
Foodhall – for the love of food –
Lindt MAÎTRE CHOCOLATIER SUISSE DEPUIS 1845
o'cean™ beverages
ALMOND HOUSE
pluckk Eat Good. Do Great.
Indian Standard Time
AND + MORE

HEALTHCARE & WELLNESS

DR. SHETH'S – for indian skin –
BIODERMA LABORATOIRE DERMATOLOGIQUE
Glutaweiß
zydus Dedicated To Life
CliniVantage
Abbott
sanosan baby
ReMeSleep
psi
floh
AND + MORE

Our Clients

OVER 7+ YEARS

ENTERTAINMENT

- Paytm insider
- ZEEZEST
- amazon music
- SUPER MOON
- ARTH A CULTURE FEST
- iagt INDIA IT'S A GIRL THING
- Mahindra BLUES Festival
- AADYAM THEATRE AN ADITYA BIRLA INITIATIVE
- ZEELIVE
- bookmyshow
- AND + MORE

CONSTRUCTION & ENGINEERING

- Schindler
- asianpaints
- FABRENTO
- Della
- AURUM
- AND + MORE

SAAS & TECHNOLOGY

- zadinga
- James Douglas
- boost360
- editage
- dukaan
- AND + MORE

50+ Awards

TOTAL WINS

LAST 3 YEARS

OUR WINNERS

- HRX
- DBS Bank
- Amazon Music
- Schindler
- Niyo Global
- Clinivantage
- Svamaan
- IAGT & Arth

Our Goal When Conceiving Howl Was Simple -

To Underpin Founders Who Want To Create Impact.

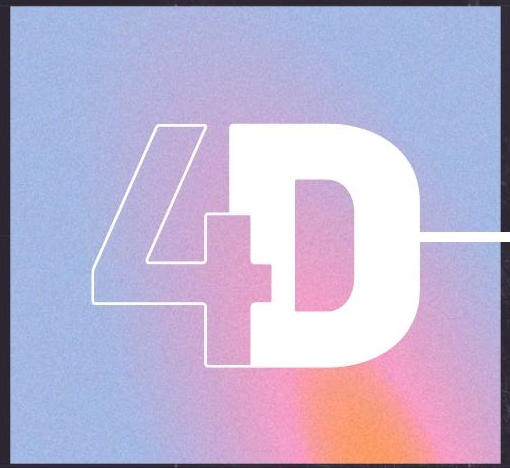
BUSINESS OR OTHERWISE.

Tufayl & Nabeel Merchant

CO-FOUNDERS

OUR SOLUTIONS ENABLE US TO

Solve Complex Problems Through Tried & Tested Methodological Workflows.



- Define
- Design
- Deploy
- Distribute

SOLUTIONS & SERVICES

Strategy & Consultation

- Consumer Research
- Customer Experience Strategy
- Brand Identity
- Go-To-Market Strategy
- Communication Framework

SOLUTIONS & SERVICES

Online Marketing Experiences

- Social Media Marketing
- Influencer Marketing
- Assets Conceptualization & Creation
- Social Listening & ORM
- Envisioning & Creation of Digital Products

SOLUTIONS & SERVICES

Commerce Solutions

- E-Commerce Website Development & Management
- Marketing Automation
- Marketplace & Quick Commerce Services
- CRM Deployments

SOLUTIONS & SERVICES

Growth Marketing

- Performance Marketing
- Retention Marketing
- Search Engine Optimisation
- Data Analytics, Insights & Reporting
- Channel Specific Marketing Strategy

IN MARCH OF 2017

We Secured Our First Client, A Shade Over A Month Before We Finalised Our Logo.

rostaa
Harvested at its best

Our First Client

1. We took control of Rostaa's online business driving the **revenue from 2 Cr to a whopping 25 Cr** in just **24 months** and got recognized by Amazon Marketing Services

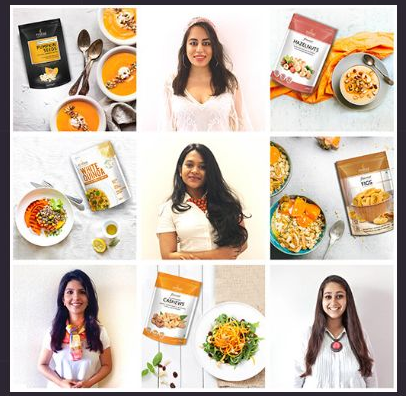
2. 'Rostaa Se Dua', a **brand film created to promote communal harmony** during the holy month of Ramadan has become the nation's favorite Ramadan Video standing at more than **3 mn Organic Views** across YouTube & FB

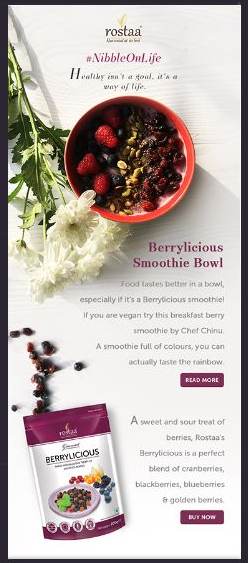
3. We could achieve this because we decided to **dig deeper in places no one seemed to look at**

25Cr

ONLINE REVENUE

Case Study →





3 Mn

ORGANIC VIEWS

Watch Video →

And since then, we've never looked back.

Here's how we kept levelling up across established businesses, brands and startups.

Early Stage | Growth Stage | Established

CASE STUDIES

BANKING & FINANCE 3

ENTERTAINMENT 5

FASHION & LIFESTYLE 4

HEALTHCARE & WELLNESS 3

CONSTRUCTION & ENGINEERING 2

Retaining The Entire Indian Market Through An Acquisition Freeze

The Context

From freight forwarding to travel to cards to innovative digital products and services, transformation has been a cornerstone for American Express. Through an RBI acquisition freeze, American Express India had to innovate their customer retention to stay relevant and survive. A responsibility they lent to HOWL.

The Approach & Impact

We developed a vast communication matrix that built on AMEX's existing frameworks. Our emailer creation and operation strategy ideated, designed, coded and executed over 500 emailer campaigns every month across various types of cardmembers and categories. Our process enabled a streamlined approach to package and communicate a universe of rewards and benefits – reflecting the American Express standard of excellence.

40 UNIQUE CAMPAIGNS EVERY MONTH

5 mn USERS COMMUNITIES ENGAGED

Know More

Banking & Finance

The Context

Purpose-driven. Innovative. Safe. DBS Bank epitomises these values. Bearing the legacy of being Asia's Safest Bank for 14 consecutive years amongst many other prestigious accolades, they needed a like-minded partner to propel and reflect their presence, digitally.

The Approach & Impact

Beyond the accolades, HOWL effectively told stories for DBS and all their trailblazing initiatives. From capturing Sachin's episode on their flagship webseries Sparks to covering DBS' COVID-19 relief efforts and their expansive merger of Lakshmi VIlas Bank, the wolfpack brought numerous campaigns to life over the years, winning even more awards and hearts along the way.

DBS

Storytelling For Asia's Safest & The World's Best Bank

35% FOLLOWER GROWTH OVER 1 YEAR PERIOD

7.21% to 45.87%

POSITIVE SENTIMENT GROWTH OVER ~9 MONTHS

Live more, Bank less

Know More

Banking & Finance

The Context

Generating travel content is a very tedious and expensive task. Doing it consistently is almost impossible. How then would Niyo Global, a neo-bank with a ZERO FOREX claim, create interesting content to build brand value, YouTube presence and communicate product updates? HOWL had an answer.

The Approach & Impact

HOWL launched the NIYO Knowledge Series. An ambitious production effort where we conceptualised, scripted, rehearsed, and shot 45 long form videos in 6 days. The result? A pool of infinite content that could be cut and utilised across the internet and the Niyo app making monthly content calendars and consistent high production shoots redundant.

Niyo Global

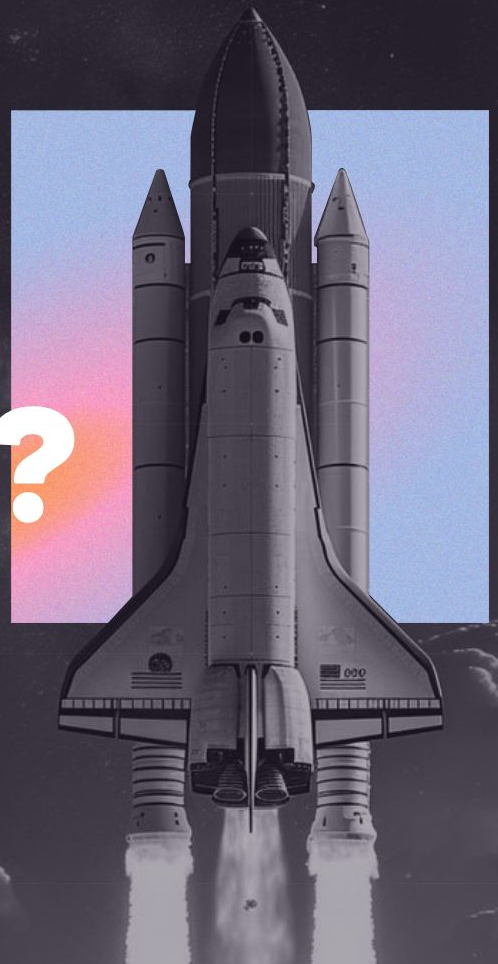
Creating Infinite Content To Inspire INDIA To Go Global

8,862.96%
90 day Organic Spike
In YouTube Subscribers

Know More

Banking & Finance

What Is The HOWL Ideology?



SOLUTION >>> SCOPE

From Pitch to Perfomance

Combines Intelligent Data, Human Insight, Thought Provoking Narratives And Visual Storytelling To Effectively Solve Any Kind Of Marketing Problems Most Brands Face.

CASE STUDIES

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CONSTRUCTION & ENGINEERING 2

The Context

The mecca for India's contemporary Blues culture, The Mahindra Blues Festival, a consistently sold out legacy event was fortunately and unfortunately confined to a loyal audience pool. HOWL set the stage for their decade celebration to start a new chapter of foot stomping blues and whiskey tunes.

The Approach & Impact

But taking an analog brand into a digital future was going to be challenging; maintaining and evolving their legacy even more so. A HOWLin' Wolf, or wolves should we say, were about to 'smokestack' some digital lightning. We built a digital time machine and content structure to not only do justice to their decade of dominance but build communities and evolve the brand to strike a chord with generations to come.

Passing A Legacy Festival To The Next Generation

10,61,549
Organic Pre-Show Reach

Know More →

Entertainment

The Context

Amazon Music's presence on Twitter (X) was non-existent. Tweeting into the void was futile. Watching a highly engaging entity deliver virtually no results was frustrating to say the least. Before shutting the platform, Amazon Music India took one final chance to strum life into the platform by giving access to HOWL. Then, everything changed.

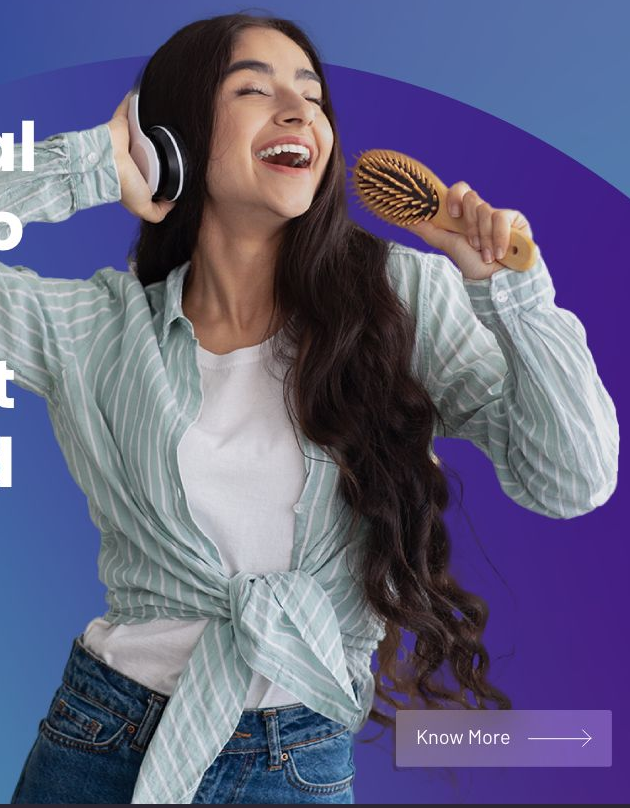
The Approach & Impact

HOWL's approach was based on fundamentals. We built a content strategy around music, obviously. But our dissemination was built around social listening, as opposed to direct tweets. Today, we generate more organic impressions in a week than Amazon did in a year. Amazon Music is everywhere, celebrities, fan groups, labels and everyone in between actively engage and endorse the platform organically. Music to our ears.

amazon music

Breaking Global Benchmarks To Become Amazon's Most Engaged Brand

3.1M	IMPRESSIONS
115K+	ENGAGEMENT



Know More

Entertainment

The Context

On a mission to take theatre across the country, The Aditya Birla Group conceptualised Aadyam with a belief to bring about a meaningful difference in the growth of performing arts in the country. Having staged 25 plays across 5 seasons, their ambition was to raise the stakes, but 2020 had different plans.

The Approach & Impact

Together with HOWL, it was time to bring the stage to everyone's screens and raise the curtains for Season 6, afterall THE SHOW MUST GO ON(LINE). We built the digital marketing infrastructure for Aadyam to host 3 plays, spread into 9 shows over 12 weekends early on in the pandemic. Amidst this effort, HOWL collaborated with the team to build a community through theatre and arts, taking it from vision to reality, and launched Theatre Ink, a platform for patrons across the world.

AADYAM THEATRE
AN ADITYA BIRLA INITIATIVE

Keeping A Theatre Initiative Running Through The Pandemic

1,62,43,401 Total Digital Impressions

Know More

Entertainment

The Context

An international platform, started in 2016, to serve as a platform that brings together girls from all walks of life to celebrate everything that entails being a girl. It strives to empower, inspire, educate and uplift women with a sense of community cohesion. Working closely with ZEE LIVE, the wolfpack took on this ambitious challenge across India amidst a global pandemic.

The Approach & Impact

We transitioned an online format into a digital festival. 5 Million Indians tuned into our livestream to interact with celebrities & influencers across a range of topics including fashion, health, education, climate change to friendships and self-love. We took It's A Girl Thing over multiple regions and languages all over India that included Bengali, Marathi, Punjabi and Kannada with regionally relevant conversations and events.

More Than Just A Conversation With Thousands Of India's Biggest Creators

100 Million+
Streams Over 4 Seasons

70 Million STRONG COMMUNITY
Built Across India, Singapore & Manila

Live performances | Conversations | Food & flea | workshops

Know More →

The Context

Supermoon is a flagship Intellectual Property by Zee Live, created in April 2019, their aim was clear - consistently bring global talent to India on a scale that wasn't seen before, while also building a module to promote Indian talent internationally. Building a relationship with the brand over the artists was always the challenge, a moonshot HOWL achieved for Supermoon.

The Approach & Impact

We worked as one with Zee Live with a single goal - launch and take Supermoon to heights otherwise unthinkable. We began with Russel Peters' Deported World Tour, took Prateek Khuhad on his first India wide tour across 11 cities, adapted to the pandemic with two record breaking digital IPs, namely Live to Home and House Party, hosted India's biggest Drive-In movie experience with Khaali Peeli and brought down AP Dhillon for his first Indian tour to name a few.

AP DHILLON

THE TAKEOVER TOUR

Taking India Across The World, Bringing The World To India

11 cities / 1 Million+ Attendees
Prateek Kuhad Winter Tour, 2019

9 cities | 40,000 tickets
Russell Peters Departed Tour, 2019

Know More

What is the HOWL Methodology?

THE 4D WORKFLOW

Combines **Intelligent Data, Human Insight, Thought Provoking Narratives And Visual Storytelling** To Effectively Solve Any Kind Of Marketing Problems Most Brands Face.

DEFINE

DESIGN

DEPLOY

DISTRIBUTE

CASE STUDIES

BANKING & FINANCE 3

ENTERTAINMENT 5

FASHION &LIFESTYLE 4

HEALTHCARE & WELLNESS 3

CONSTRUCTION & ENGINEERING 2

The Context

Envisioned by an icon, Hrithik Roshan built HRX with a simple dream - inspire a billion Indians to be the best versions of themselves. However, a celebrity brand comes with a unique set of challenges. HRX's next chapter demanded a conversation around fitness, inspired by its founder. Not the other way around.

The Approach & Impact

HOWL worked closely with team HRX to curate their next narrative for years to come. What started as DMs on social media kick-started online and offline communities, re-shaped their business verticals, balanced their audience pools, oversaw various product unveils, live events and 3 marathons to name a few. We've gone viral like it was a routine. We've sold out collections in days. We have an active creator community built over years that spans from Kashmir to Kanyakumari. Six years in, and we're just warming up.

HRX

Transforming A Celebrity Fitness Brand Into A 1,000 Cr Business Through Communities

2,30,000+

Active Community Managed Digitally

Know More

The Context

Foraging from the icy summits of Switzerland to the bottom of the pacific, Glutaweis spent nearly a decade formulating a skincare routine. While the active ingredients came from across the globe, Glutathione, perhaps skincare's best-kept secret, formed the core of their discovery. With a perfect formulation in hand, the challenge was to introduce it to an audience while preserving its scientific element and presenting it as uncomplicated all at once.

The Approach & Impact

Amalgamating the science of skincare with a poetic approach, HOWL took the responsibility to unveil skincare's best-kept secret to the world utilising various digital and e-commerce strategies.

Gluta weiß

Unveiling The Magic Of Science Across India

2,39,813

Sale Based Link Clicks Generated

Know More

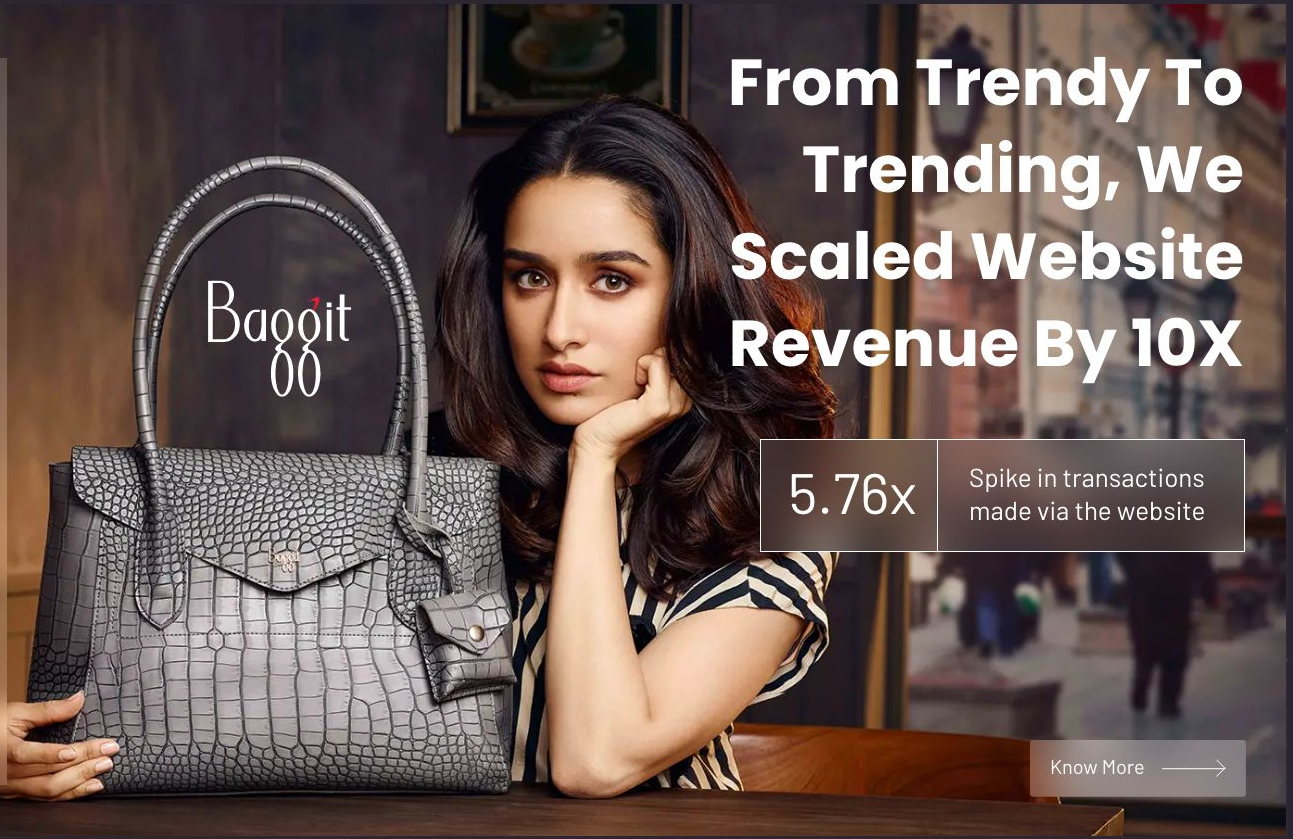
From Trendy To Trending, We Scaled Website Revenue By 10X

The Context

Baggit has successfully instilled true Indianness for over 30 years with their products that championed skilled craftsmanship. A homegrown brand with a global appeal, its commitment to ethical and sustainable production practices were however not enough to compete with e-commerce giants and their commission structures. However, HOWL, a pandemic and a clear media strategy changed the trajectory of the brand forever.

The Approach & Impact

Not only did we scale the cart value of existing customers, but achieved a 6x ROAS for first time customers and ballooned Baggit's revenue generated through their website, reducing external dependencies drastically. The future for all D2C brands to remain highly profitable and in control of their experience.



5.76x	Spike in transactions made via the website

Know More

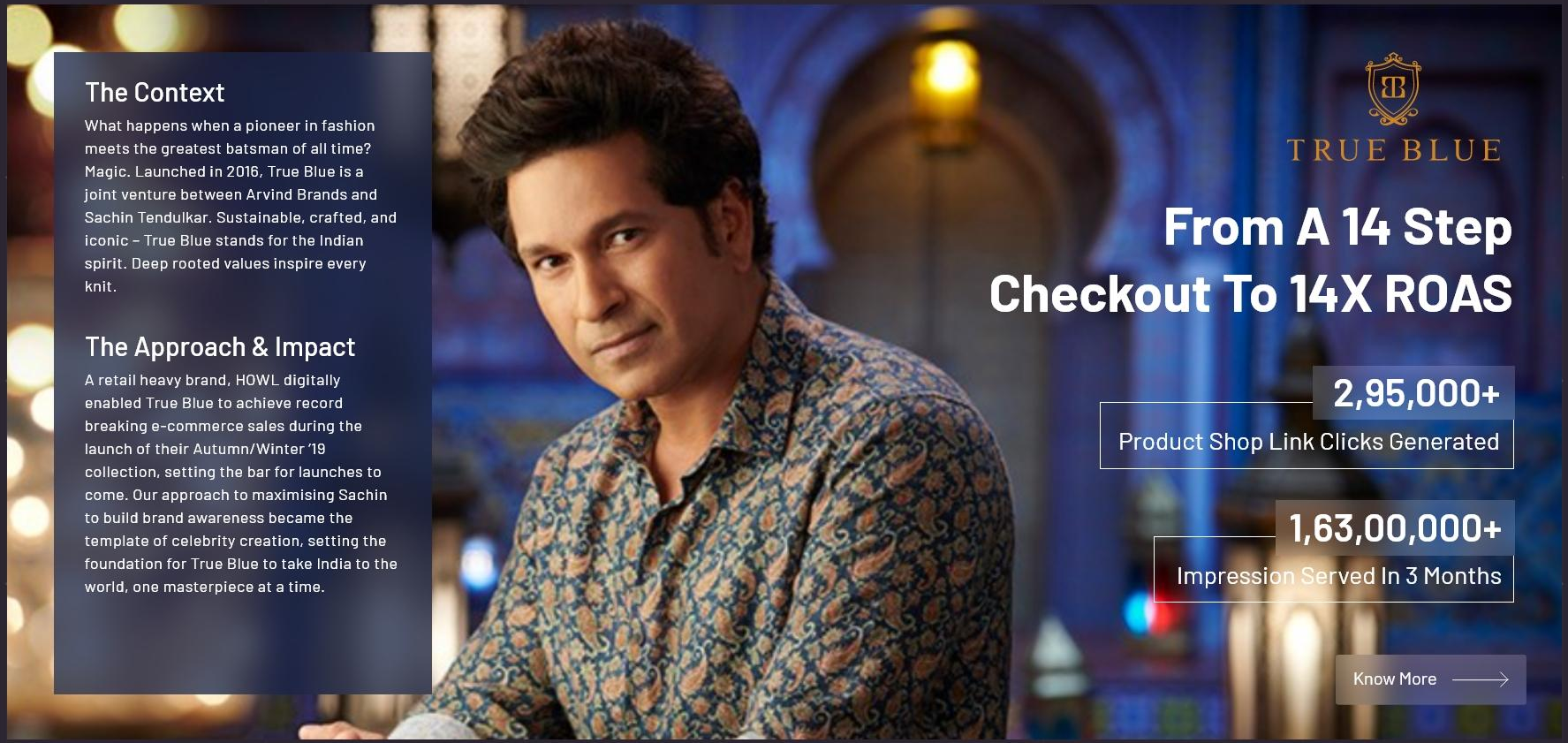
Fashion & Lifestyle

The Context

What happens when a pioneer in fashion meets the greatest batsman of all time? Magic. Launched in 2016, True Blue is a joint venture between Arvind Brands and Sachin Tendulkar. Sustainable, crafted, and iconic – True Blue stands for the Indian spirit. Deep rooted values inspire every knit.

The Approach & Impact

A retail heavy brand, HOWL digitally enabled True Blue to achieve record breaking e-commerce sales during the launch of their Autumn/Winter '19 collection, setting the bar for launches to come. Our approach to maximising Sachin to build brand awareness became the template of celebrity creation, setting the foundation for True Blue to take India to the world, one masterpiece at a time.



From A 14 Step Checkout To 14X ROAS

2,95,000+

Product Shop Link Clicks Generated

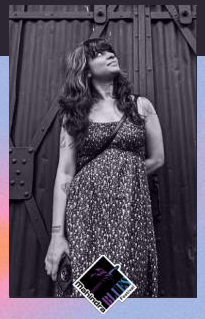
1,63,00,000+

Impression Served In 3 Months

Know More

"HOWL Focuses On Problem-Solving From A Business Driven Lens Which Makes Them A Reliable Growth Partner. This Level Of Engagement And Understanding Has Truly Set Them Apart In Our Journey Together."

HIRAL SONI
Marketing Manager, Schindler



"It's always good to work with a team that seamlessly becomes an extension to your own, and HOWL was exactly that for us"

MEGHANA BHOGLE
Brand Solutions, OranJuice Entertainment.

" HOWL has been pivotal in helping us solidify Niyo Global's position as a leading financial product for travellers. It's incredibly exciting to work with a partner that's dependable and equally enthusiastic about the product as the brand."

APURVA HARWANI
Sr. Marketing Manager, Niyo Solutions Inc.

HERE'S WHAT OUR OLDEST CLIENT HAS TO SAY

HOWL Has Collectively Shaped My Brand And Paved The Way For Setting The Brand Tone, Activating The Community While High Engagement And Reach Driven Ideas Were An Effortless By-Product.

HRX

PALLAVI BARMAN NAGI
Chief Strategic Advisor, HRX

CASE STUDIES

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HEALTHCARE & WELLNESS 3

CONSTRUCTION & ENGINEERING 2

The Context

Population Services International (PSI) is a non profit global health organisation, based in Washington, DC. Looking to expand their presence across India, they built Between Us, a platform they launched with HOWL to reach and educate the country about menstrual, sexual and reproductive health and hygiene.

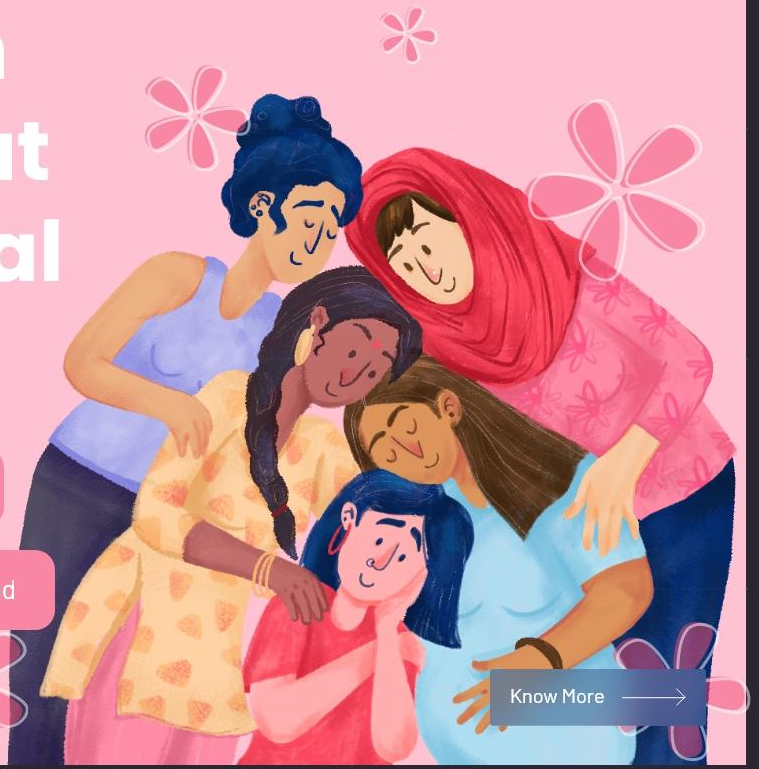
The Approach & Impact

From designing appropriate communication to defining brand language, building their user experience, HOWL was determined to inspire honest conversations, that looked beyond dated taboos and build a safe space that was actively utilised by rural India to deliver much needed information and guidance through optimised digital mediums, that otherwise seemed decades away.

Starting An Acchi Aadat Across Rural India

1,80,27,783 Ad Impressions

20+ Lakh Conversations Initiated



Know More

The Context

Zydus has been at the helm of pharmaceutical manufacturing for over 70 years. Years of innovation under their belt, Zydus had now set their sight on re-imagining cough syrups and their relationship with everyday routines.

The Approach & Impact

HOWL worked closely with Zydus and their deep rooted team of experts to conceptualise a fresh take on cough syrup consumption. From building a visual identity that would stand out amongst crowded shelves, to understanding user behaviour to build functional packaging breaking beyond the mould. A bold step to say the least, we stocked shelves across the country, with a never seen before concept, aimed to deliver the most effective dose and nurture healthier living.

Re-Inventing The Cough Syrup Experience For Adults & Children Alike

Know More

Healthcare & Wellness

Normalising Tampons Against All Odds

The Context

With less than 1% of the Indian population actively using tampons, HOWL worked closely with Floh's founder, Gauri Singhal, to provide an accessible, comfortable and equally superior menstrual experience across the country. For a country that passionately bleeds blue, we set out to paint the town red.

The Approach & Impact

We built Floh's digital identity, tone, website, social presence and conversion funnels across digital with clear focus on educating and in turn fostering conversation and acceptance. Our long standing relationship went beyond awareness & sales to help launch new product lines derived from the digital conversations we helped start. A tiny wad of cotton was ready to start a revolution.

Know More

CASE STUDIES

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CONSTRUCTION & ENGINEERING 2

The Context

Founded in 1874, the Schindler Group is responsible for transporting over 1.5 Billion people everyday with their elevators, escalators, and moving walks. HOWL architected an approach to not only maximise lead generation, but turn digital media into a source of revenue at a miniscule cost.

The Approach & Impact

HOWL's digital strategy, divided into three phases, included highly segregated audience funnels that went on to set a global benchmark across the Schindler group on how to redefine their lead generation process in the country, as well as globally. A digital opportunity was created for a legacy brand to continue changing how the world moves.

Schindler

We Sold Elevators Online

1,000% Spike In Lead Generation

95% Plummet In Lead Cost

Know More

asianpaints

Digitally Converting An Otherwise Unattainable Audience Pool In The U.A.E.

The Context

Asian Paints is a brand beyond borders. A leader in paint and design, their presence in the U.A.E. faced a unique challenge. Brand audience was made up of 90% Expats. The Emirati audience pool remained untapped. Competitors had years of advantage, deep sale partnerships and networks. The Emirati audience pool felt like a distant dream, especially through digital mediums.

The Approach & Impact

HOWL devised a business led targeting approach that offered free painting consultation booking, exclusively targeting The Emiratis, through precise audience segmentation and a dual approach of inclusion and exclusion. Our campaign set a new standard for targeting effectiveness in the region to increase qualified leads exponentially.

15% INCREASE IN MQLS

25% INCREASE IN SQLS

Know More

ACE Industry

The Pack

Reena Kataria
CHIEF PEOPLE OFFICER

Aadil Poonawala
HEAD OF OPERATIONS

Rahul Kirpalani
STRATEGY & ALLIANCE

Jay Shah
HEAD OF BUSINESS DEVELOPMENT

Abhishek Agarwal
PERFORMANCE HEAD

Tanay Pais
CREATIVE CONSULTANT

Milind Shah
MENTOR & ADVISOR

Managing Director of Randstad India
Global Business Head - LTIMindtree
Partner & Head of Sales - Dentsu

DIGITAL'S NEW BREED

The Pack

Munaf Kapadia

CHIEF CONSULTANT

FOOD & COMMERCE

Founder And CEO Of M20 Consulting
Zomato, VP - National Sales Account
Mcdonalds - Head Of E-Commerce

Kunal Shah

CHIEF CONSULTANT

BFSI

Founding Team - Truboard Partners
Piramal, Sr VP - Group Finance
Ex-Standard Chartered

Dilpreet Singh

CHIEF CONSULTANT

HEALTHCARE

CEO And Co-Founder, Remesleep
Partner & JAPAC Head At
Clarivate Consulting

Niket Sarvaiya

CHIEF CONSULTANT

ACE INDUSTRY

Ex CEO And Co-Founder Of Picostone
VP Of Beyond Automation

DIGITAL'S NEW BREED

HOWL

THANK YOU

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