

Pulpkey

CREATIVE, MEME & AMPLIFICATION NETWORK



DIGITAL
AMPLIFICATION
LINKEDIN
INSTAGRAM
TWITTER

MOVIES
SONGS
TVC, DVC
EVENTS, TOPICAL
SEEDING

ABOUT PULPKEY

Pulpkey, founded in 2017, is India's most loved Influencer Marketing company. Pulpkey has a network of over 3,00,000 content creators and influencers across different categories. Pulpkey works with Fortune 500 brands like Amazon, Facebook, Google, Instagram, PayPal, Zara; top companies like Rebel Foods portfolio, Swiggy, ITC, Shaadi, Urban Company, Hotstar, Kingfisher, Taco Bell, Godrej, CureFit, Kent, OPPO among many more. Pulpkey's current mission is to empower modern brands to adopt creator-powered storytelling and on the contrary help anyone on the planet to pursue the passion economy.

www.pulpkey.com

hi@pulpkey.com

Pulpkey

THE HOME OF
INFLUENCER MARKETING



**CHECK OUT OUR
OTHER SERVICES**

CLASSIC INFLUENCER MARKETING:

BRANDED REELS AND YOUTUBE COLLABS
WITH INFLUENCERS

LINKEDIN INFLUENCER MARKETING:

LONG-TERM, HNI-FOCUSED CAMPAIGNS.
AUTHENTIC B2B STORYTELLING.

Why So Sad Panda for Flipkart

OBJECTIVE

The aim was to firstly create buzz around what the Panda is all about, then reveal the exact cause of his sadness. All this while subtly integrating Android advantage On Flipkart, which caters to smartphones above 40,000 INR. We divided the campaign into two halves and amplified it all over Social Media. Phase 1 included Pre-buzz while Phase 2 was Post-buzz.

NUMBERS ACHIEVED

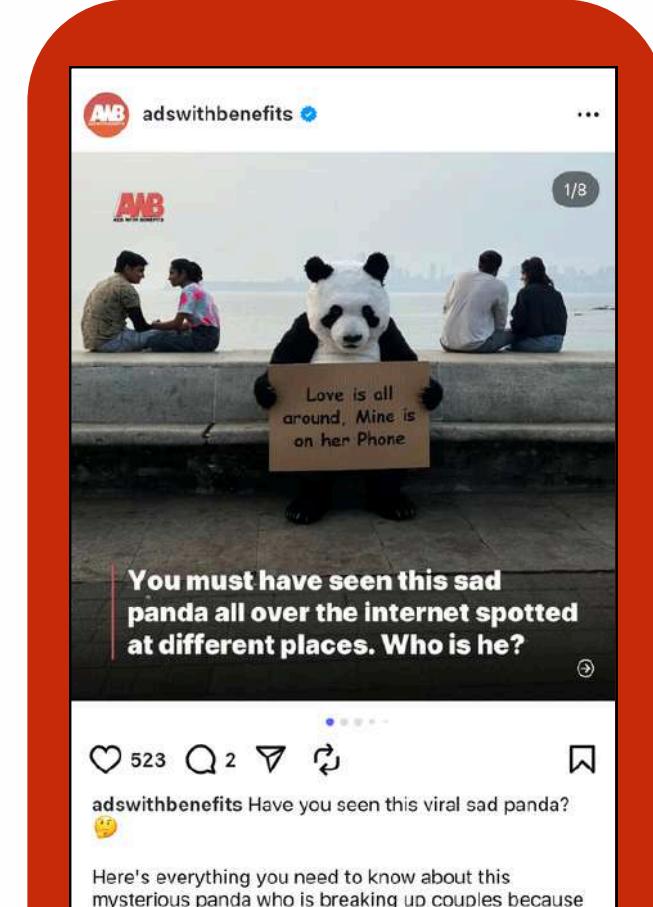
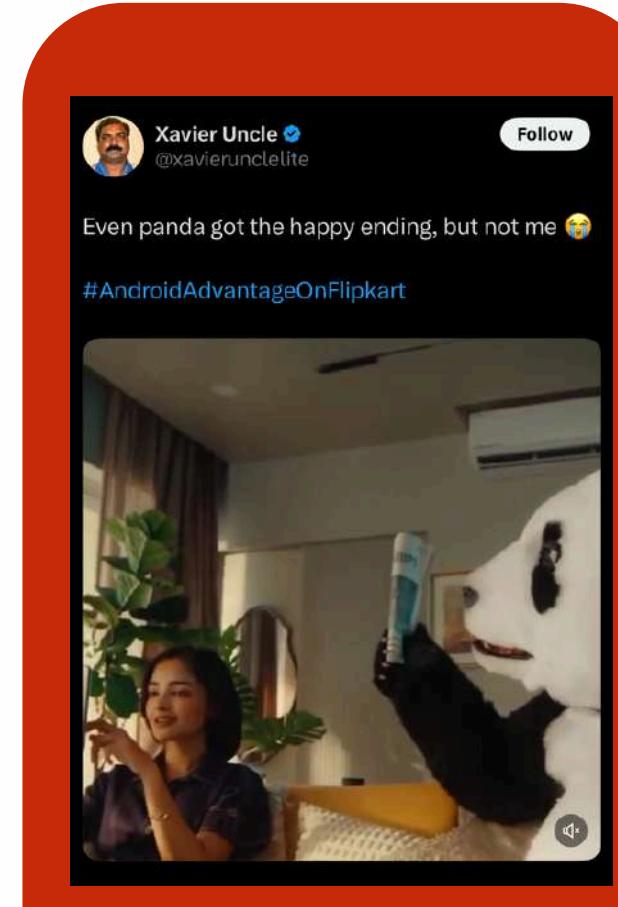
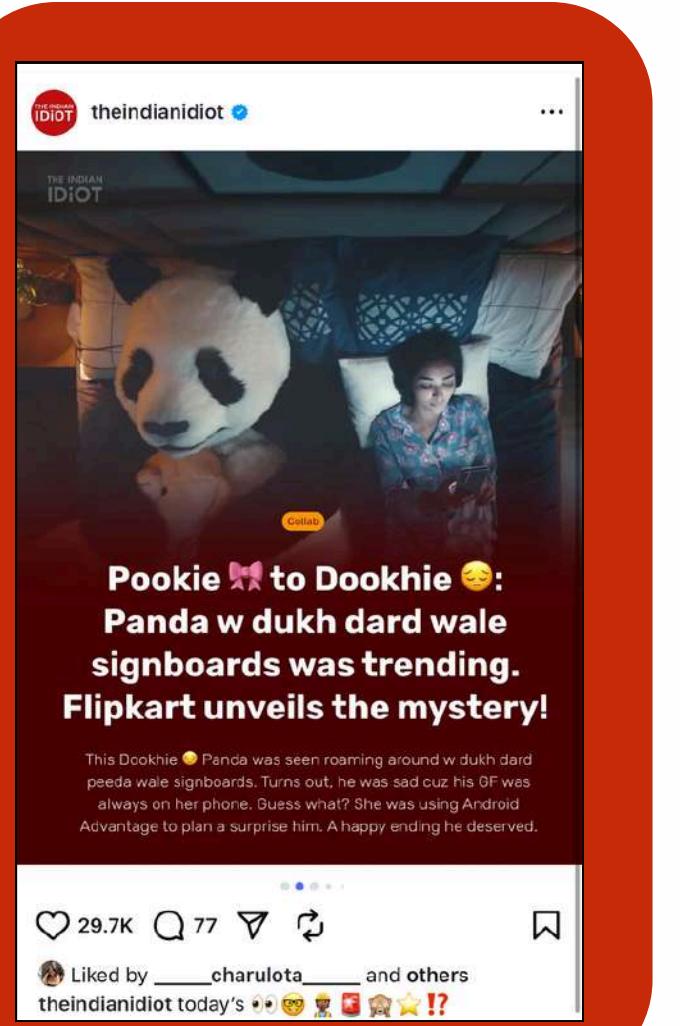
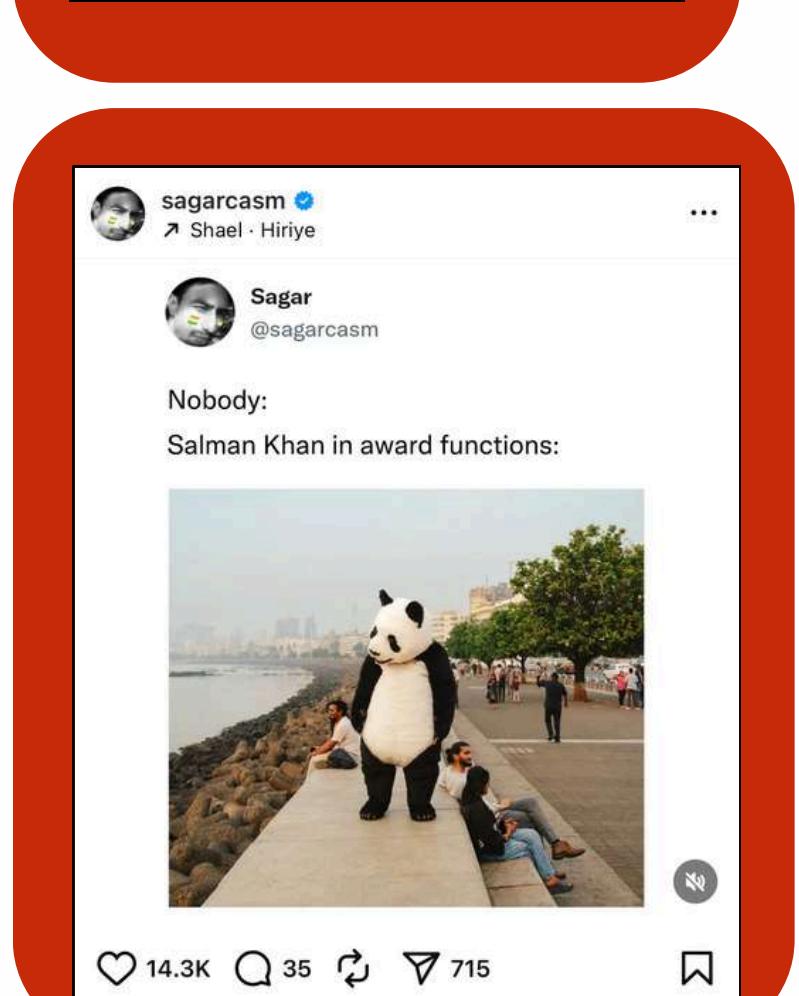
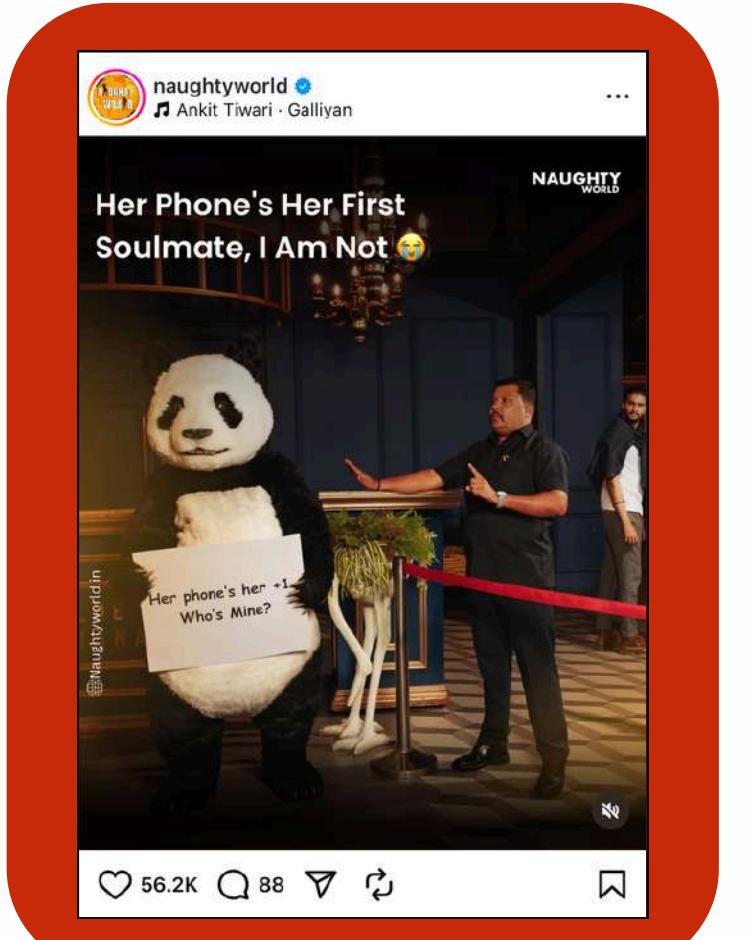
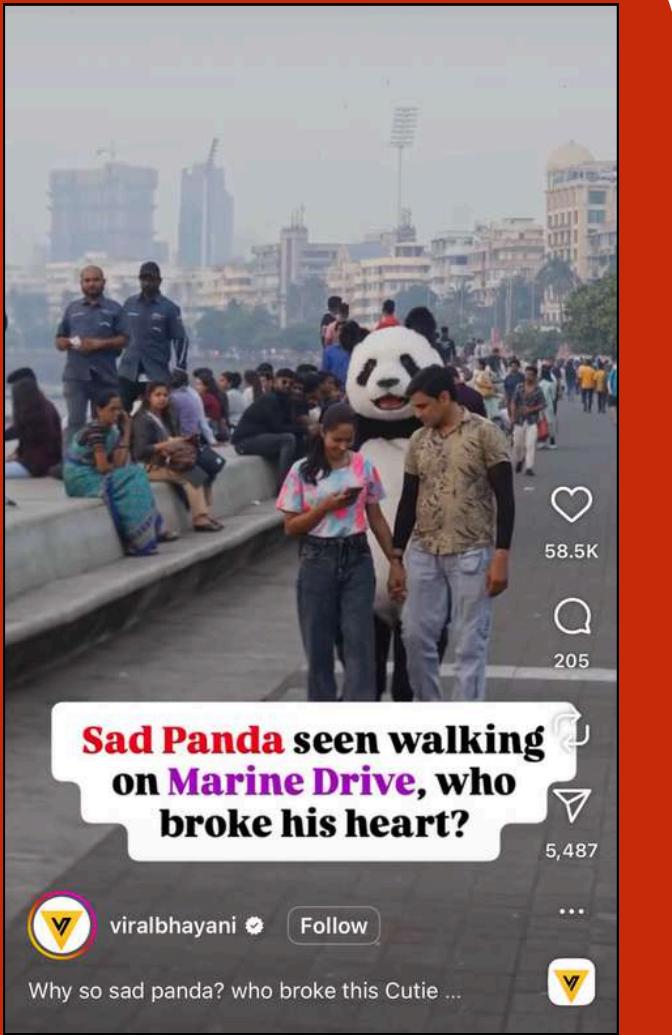
- Deliverables : 330+ alongside X Trending for 6 hours
- Reach : 40M+
- Engagement : 1.9M+
- 21M from Pre Buzz, 19M+ from Post Buzz
- Top Positions during X trending

STRATEGY

- Meme Pages were the primary focus since they help in setting trends
- Pap Pages to amplify the brand film
- Twelebs to fuel the Memefest
- Meme Influencers to put icing on the cake
- Relationship pages to build more curiosity around the film
- Gen-Z Influencers and Reaction Channels to target a wide array of audiences
- Gen-Z and Pop Culture Pages to cater to youth
- Ad Pages to establish our ad as one of a kind
- Twitter Trending - 3 hours each for Pre and Post Buzz
- LinkedIn Creators to talk about the campaign and prove how good it was



here are some of the posts that went viral





Pulpkey X ShaadiDotcom (always on monthly)

OVERVIEW

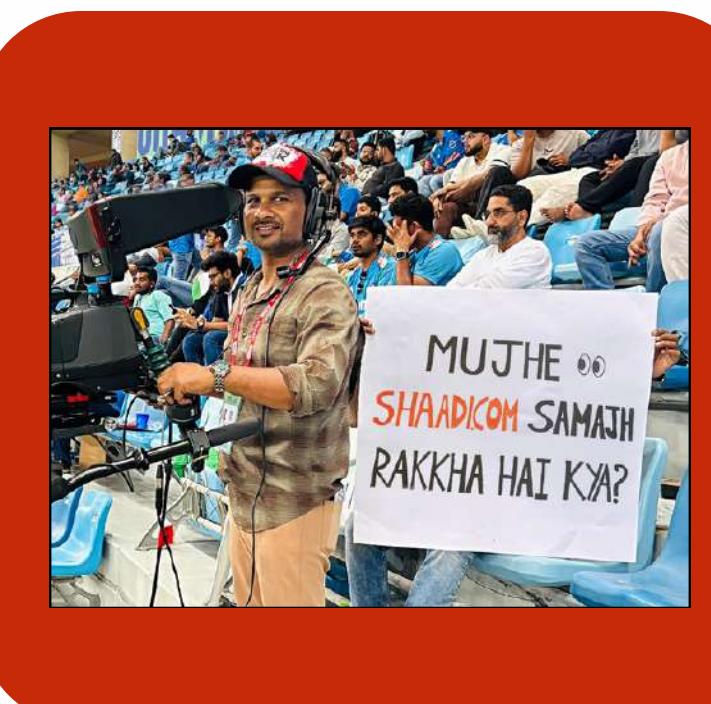
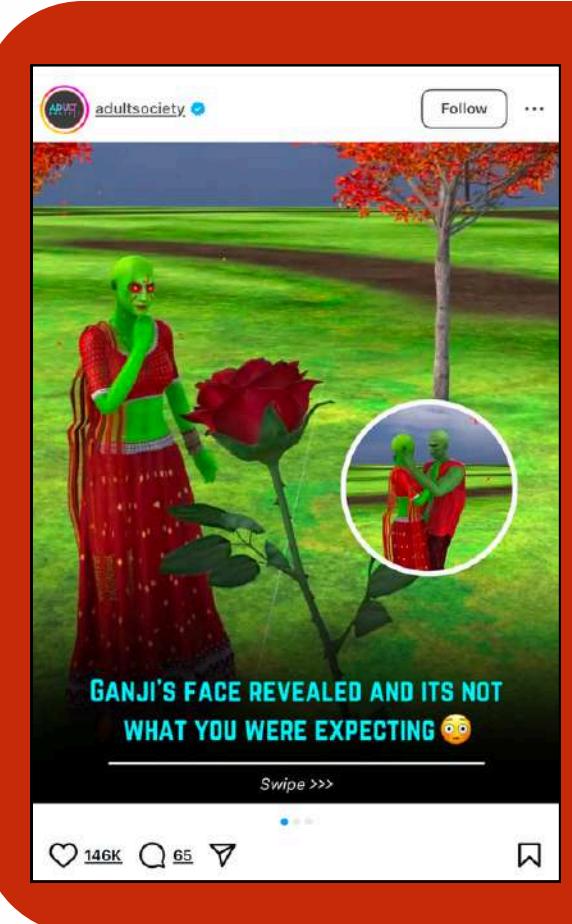
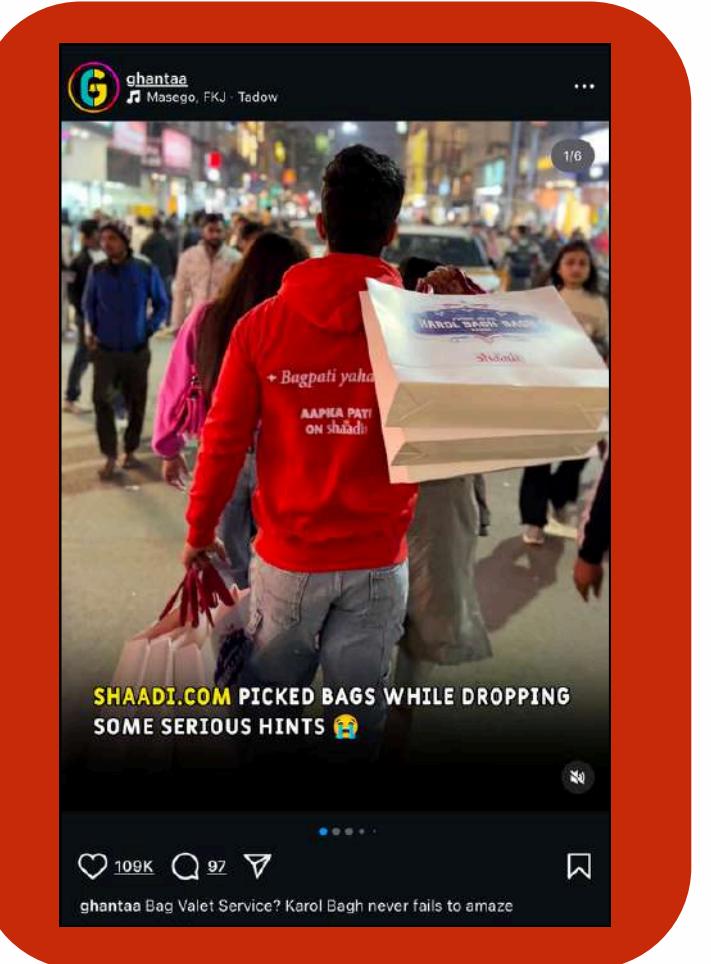
For nearly a year, Pulpkey has been Shaadi.com's always-on cultural engine - helping the brand stay relevant, reactive, and top-of-mind through meme-led storytelling and moment marketing. From internet-breaking characters to large-scale cultural moments, the partnership is built on speed, consistency, and cultural insight, not one-off campaigns.

STRATEGY

- Always-on meme marketing with rapid turnaround
- Moment-led storytelling around festivals, sports, pop culture, and social trends
- Scalable formats that travel from social to outdoor and PR
- Blending humour with brand truth to drive recall and relatability
- Creating repeatable viral IPs instead of one-time stunts

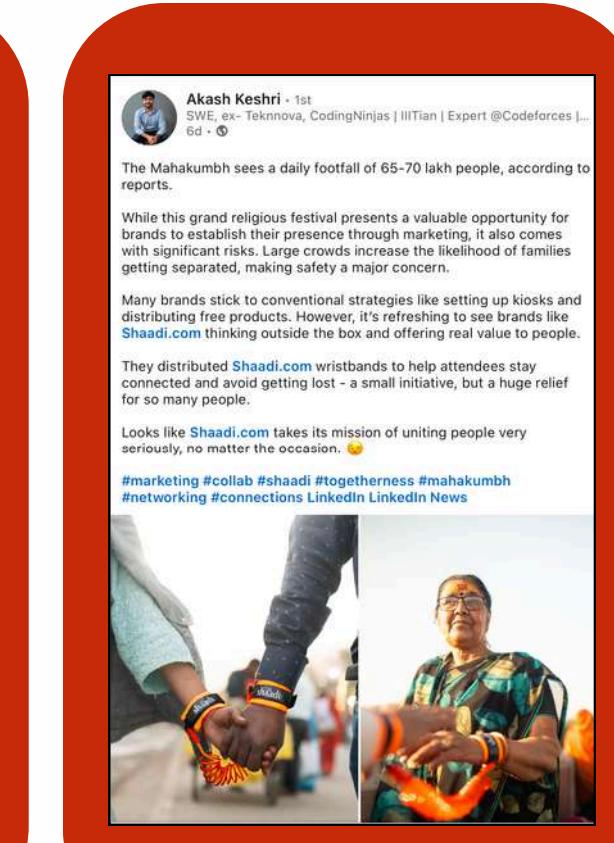
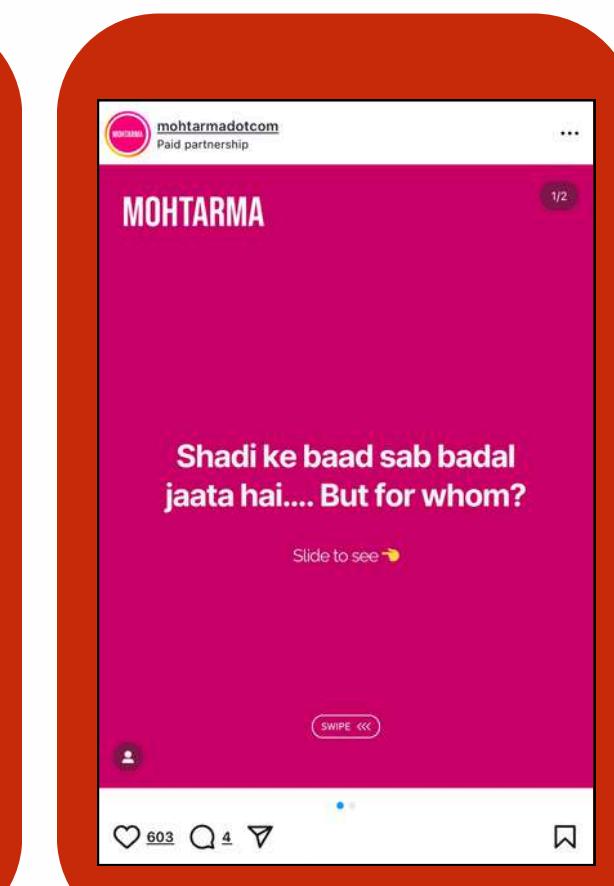
OBJECTIVE

To make Shaadi.com a brand that doesn't just advertise marriage, but shows up where culture is happening - in memes, moments, festivals, conversations, and timelines.



Top ShaadiDotCom Campaigns

- Ganji chudail
- Bag Valet Service
- Ind vs Pak Champions Trophy
- Ganji Chudail 2 (Valentines)
- Hawan (Ind Vs Aus)
- Holi Billboard
- Holi Packs
- Shaadi x Hotstar
- Mahakumbh Band
- Mahakumbh Dip
- Sakht Launda
- Women's Day





13+

CAMPAIGNS

90L+

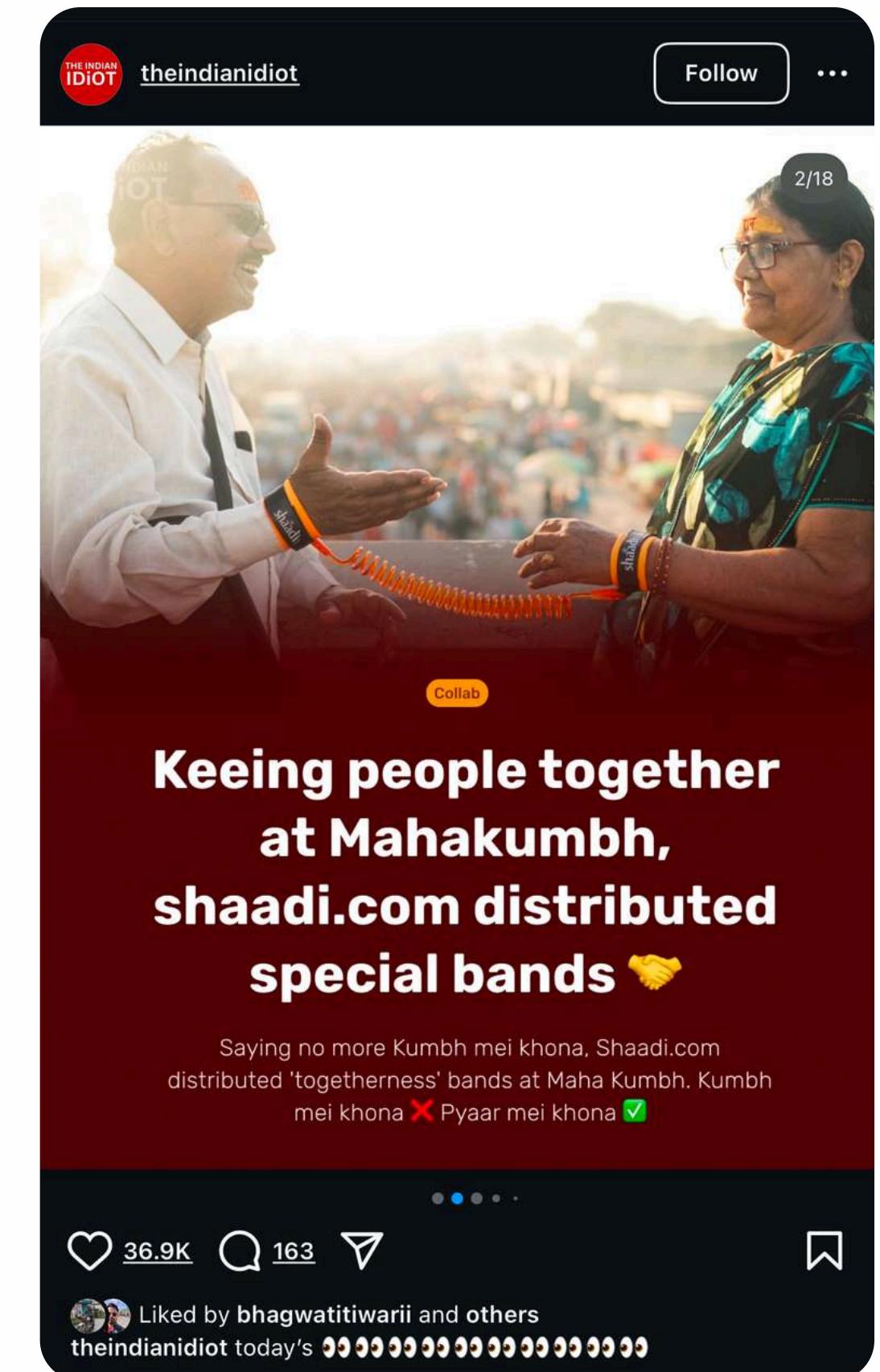
BUDGET

80M+

REACH

11 months+

DURATION

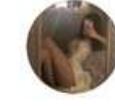


 **clicksbyvandit** 1 w
Me to my shaadi.com match: This could've been us, kaash kundli match ho jaati yaar! 😂

[Reply](#)

 **_kushal._26** 2w
Even Ganji Chudail has found a valentine 😭

[Reply](#)

 **being_.deepa** 6d
Camera man be like:- haa ye krlo pehle ❤️😂

[Reply](#) [See translation](#)

 **ksitiz_rane28** 1 w
Creative genius! 🎉

[Reply](#) [...](#)

 **raushan_sharma007** 1 w
Shaadi.com wild fire🔥🔥

 shaadi.com

 **nishantrajput._** 6d
Awesome marketing strategy ❤️

[Reply](#)

 **Anupam Mittal**  · Following 2w
Founder & CEO @ People Group | Tech & D2C Builder & In...
Saari jodi hum hi banate hain 😊

[Like](#) •    203 | [Reply](#) • 29 replies

 **zindagi.gulzar.h** 1 w
Hamara bhi risha krwa do 😊

 **the_jyotisankar_verse** 2w
Will Birju sing channa mereya at their marriage ceremony?

[Reply](#)

 **Navneet Garg** · 3rd+ 5d ...
Reporting Specialist at TELUS | Data Analysis | Power BI | Data Visualiza...

Shaadi.com is the only app that doesn't just remind you that you're single but it sends daily emails just to rub it in.

[Like](#) •  7 | [Reply](#) · 6 Replies

 **_ms.le.chic_** 1 w
Shaadi.com is taking to the Next level😂

 **harram_furqan** 2w
Even ganji churail has a boyfriend but I'm still single 😭

[Reply](#)

 **preetichdhry_03** 6 d
Yeh shaadi.com vale zabardasti ki shaadi krvake manenge 😭🤣🤣

10 likes [Reply](#)

 **nivedita.paul.7965** 1w
Our parents r the last generation who proved that real love still exists❤️❤️.

[Reply](#)

 **priyankad.687** 2 w
This ad was definitely made by a women.

3 likes [Reply](#)

[View all 1 replies](#)

 **Navneet Garg** • 3rd+
Reporting Specialist at TELUS | Data Analysis | Power BI | Data Visualiza...

Shaadi.com is the only app that doesn't just remind you that you're single but it sends daily emails just to rub it in.

[Like](#) •  7 | [Reply](#) • 6 Replies

 **Mohini Goyal** • 2nd
Growth & Marketing Manager | Marketing Influencer | Prod...
Shaadi.com's approach truly showcases the power of creativity in reaching audiences meaningfully.

[Like](#) •  1 | [Reply](#)

 **Sugandh Jain** • 2nd
AI/ML & Generative AI Product Management | Driving Inno...
Jio's connectivity is so slow-wonder how it'll connect people for marriage! By the time they connect, the breakup might already happen. 😂 Brilliant moment marketing by **Shaadi.com** though!

[Like](#) •  2 | [Reply](#)

 **Bhavisha Jain** • 2nd
Social and Editorial Manager

Shaadi.com yeh kya zabardasti hai 😳😳

 **Ishika Singh** • 2nd
Building: @PRAVI | Creative Strategist | Storyteller | Conte...
Did you see there kumbh video too? It was greattt!

[Like](#) | [Reply](#) • 4 replies

 **Kshitij Sharma** • 2nd
2w ...
Pioneering Founder of SportyTribe ! Curating the Ultimate...
What a brilliant idea **Neel Jadhav**. Swipe right for mergers, left for acquisitions, and super like for strategic partnerships! 😊 Who knew finding the perfect match could be so easy for companies too? Kudos to the **Shaadi.com** team for their witty congratulations to JioHotstar.
#MatchMadeInBusinessHeaven 🎉

 **preetichdhry_03** 6 d
Yeh **shaadi.com** vale zabardasti ki shaadi krvake manenge 😭😭😭
10 likes [Reply](#)



 **Kritika Chauhan** • 3rd+
Social Media | SEO | Web Design | Content Creation
Shaadi.com and Jio Hotstar?
Ab toh matchmaking full HD mein hoga! 😊🔥
Gauri M.

 **Sahil Othi** @SahilOthi11 • Mar 12
@ShaadiDotCom be like:
जिंदगी ना रहेगी बेरंगा
जब जीवन साथी हो संग

 **Vivek Kapoor** • 2nd
2w ...
Chief Marketing Officer
Kaun kehta hai jodiya uppar wala banata hai. Jodiya to **#shaadi.com** banata hai. Right **#anupammittal** ?



Redmi Note 14 Launch

OBJECTIVE

The Xiaomi Note 14 Series was scheduled for launch on December 13. And when it's about capturing the digital spotlight, what better way to do it than with viral memes, reels and twelebs?

We generated amplification and excitement around the launch of Xiaomi's much awaited device, highlighting its features and build quality.

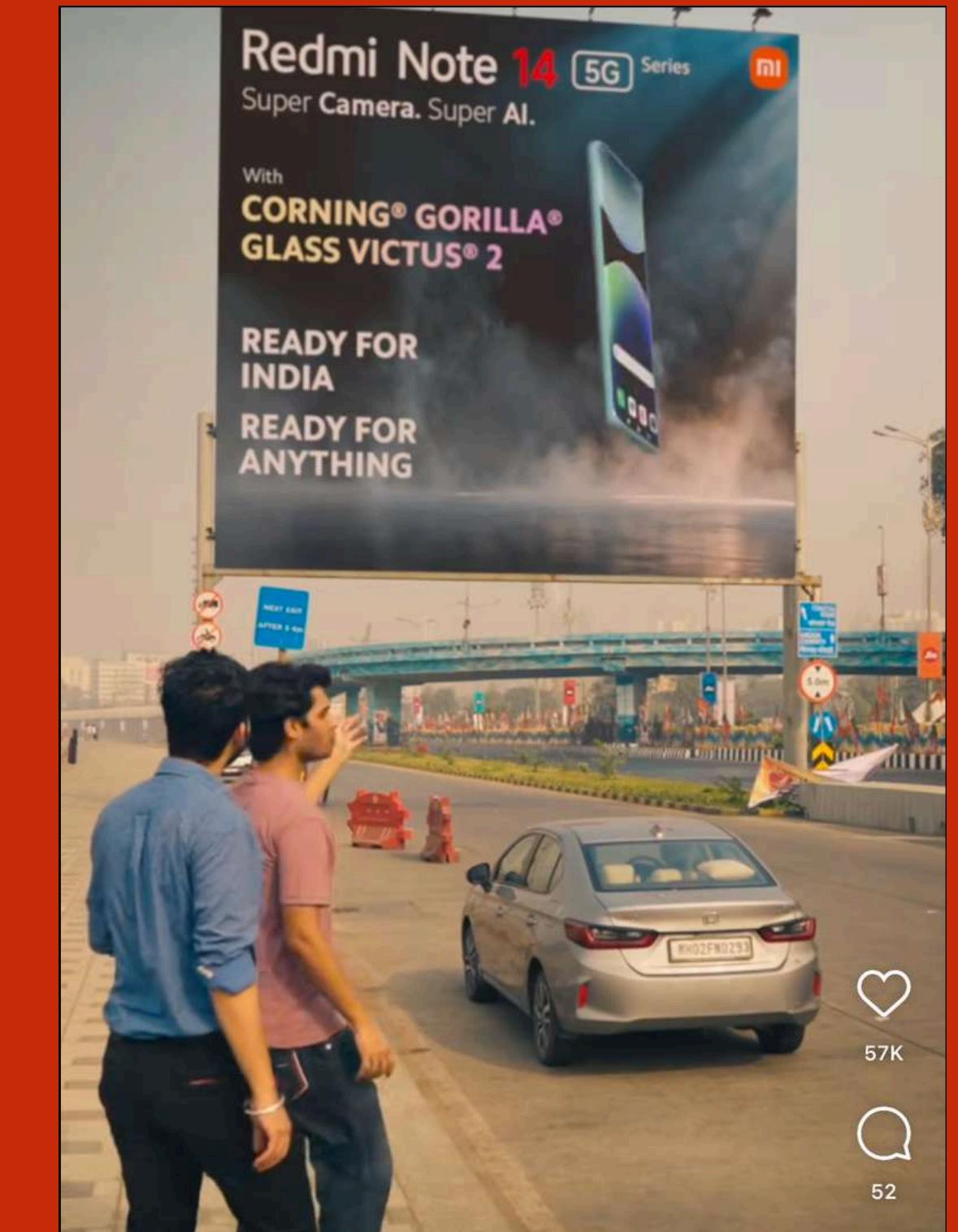
The Note 14 Series promises lightning-fast speed, with its powerful processor setting a new benchmark for mobile phones.

NUMBERS ACHIEVED

- Total Deliverables - 215
- Total Reach - 34M+
- Total Engagement - 1.5M+

STRATEGY

We meticulously planned the entire campaign with 200+ deliverables across Instagram, LinkedIn, Twitter and Marketing Pages.





Neha M. • 2nd SEO Account Manager | Digital Marketing Specialist | Sales & B... Real, relatable, and perfectly captures India's tough conditions. No gimmicks, just authenticity. 🇮🇳

Like 2 | Reply 1

akkhayangre 5 d One of besy CGI with some good concept and execution

Reply

Abhinav prakash (AP12) • @imabhi0012 • Dec 20 Yaar Delhi m main bhi hoon aise phone Mujhe kabhi nhi mila.

Like 5

_singhalkaa 4 d Yeh phone toot-ta kyon nhi hai bhayyy

Reply See translation

Divyang Bhargava 2nd Strategy @ Veolia India | MBA, NMIMS Mumbai | Prev. Marketin... what a brilliant use of CGI for advertising! Yesterday only I posted about this. <https://www.linkedin.com/feed/update/urn:li:activity:727428632478667520/> (just in case anyone wants to read.)

Like 1 | Reply 1

Moonlight J • @Kairavil_Rajput • Dec 21 This is something different

shaan_sayani 6 d This might be my next phone purchase!

Reply

sgr_kumar 3 d Didn't know CGI can be used to such great effect. Props to Xiaomi. 🙌

Reply

raiba.pt2 6 d Xiaomi knows india well 😊

Reply

Rishh • @Riocasm • Dec 20 Sounds like a perfect option to upgrade

Like 2 | Reply 2

madovermarketing_mom

1/6

MOM
MAD OVER MARKETING

For their latest campaign, Xiaomi has chosen... chaos!

Swipe for some madness

socialmediadissect

1/5

What would you do if you saw a phone falling from a billboard?

namas_tedelhi

1/2

This phone is unbreakable! It survived a fall from a billboard without a scratch.

Sharkcasm • @theuniikk_

Follow

For someone whose phone spends more time on the floor than in their hand, this is the ultimate savior!

school.days_ • Ogryzek - AURA

1/2

Finally! a worthy opponent

Like 44.7K | Reply 30

school.days_ Finally

Flexible Package. Reaaaally Great Services

BASIC

₹ 5L

per month

- ✓ 3M – 4M Reach
- ✓ 300K – 360K Engagement
- ✓ Creative Strategy
- ✓ Custom Content
- ✓ Multi-category Handles (up to 3 niches)
- ✓ Monthly Report (Reach, Engagement, CPV)
- ✗ All-week Support
- ✗ Offline Activity

STANDARD

₹ 10L

per month

- ✓ 7M – 8M Reach
- ✓ 600K – 720K Engagement
- ✓ Creative Strategy
- ✓ Custom Content
- ✓ Multi-category Handles (up to 5 niches)
- ✓ Trend Riding (updated weekly)
- ✓ Monthly Report (Reach, Engagement, CPV)
- ✗ All-week Support
- ✗ Offline Activity

BUSINESS

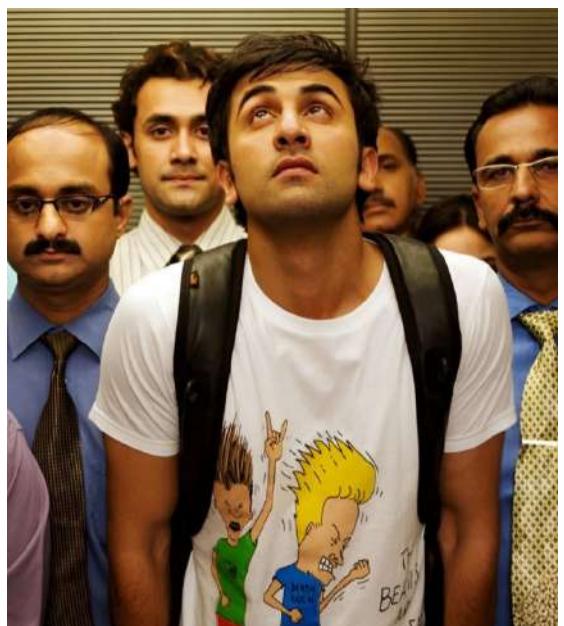
₹ 25L

per month

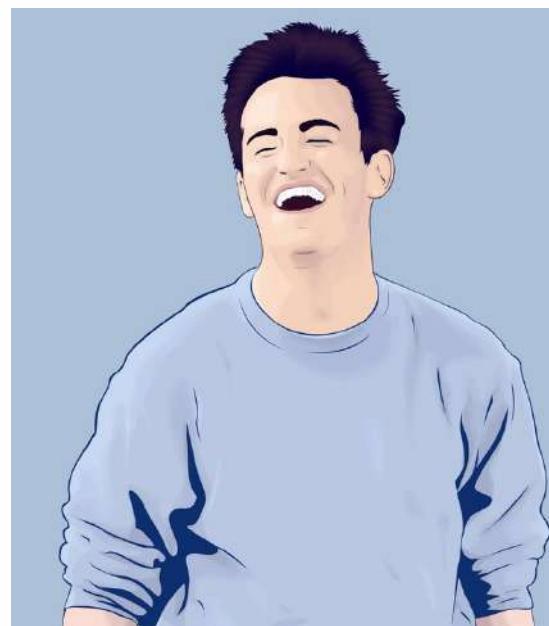
- ✓ 17M – 20M Reach
- ✓ 1.5M – 1.8M Engagement
- ✓ Creative Strategy
- ✓ Custom Content (static + video edits + fan edits)
- ✓ Full Category Coverage
- ✓ Guaranteed Distribution (100+ meme handles per week)
- ✓ Real-time Trend Riding + Crisis Control
- ✓ Bi-weekly Deep-dive Reports
- ✓ 24/7 Support
- ✓ Offline Activity Integration (events, OOH tie-ins)



PREMIUM
MEME



RECOMMENDATION



VIDEO
MEME



SPORTS
TWITTER



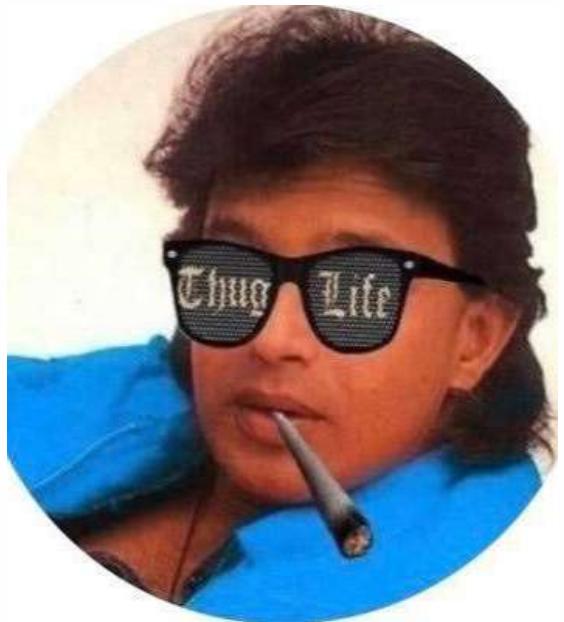
ADVERTISING
COMMUNITY



TWITTER
OGS



NEWS/
MARKETING
HANDLES



BOLLYWOOD
HANDLES



VIRAL MEME
COMMUNITY



ART AND
WRITER



FINANCE
HANDLES



MARKETING
UPDATES



Amazon Great Indian Festival Sale

OBJECTIVE

To create and distribute scroll-stopping, bite-sized content all over Social Media that gets everyone talking (and shopping) during the Amazon Great Indian Festival Sale 2025.

MEDIA PLANNING STRATEGY

- **Meme Pages** took center stage- they're the internet's trendsetters.
- **Premium Handles** helped drive high-quality engagement and amplified awareness
- With most assets being video-first, we leveraged to creatively remix and amplify the in-house content
- **Twitter Creators** extended the chatter beyond one platform
- Finally, **LinkedIn Voices** brought a layer of credibility to the mix

CONTENT STRATEGY

- Content was crafted keeping three key filters in mind-humor, relatability, and shareability.
- Each piece was strategically aligned to go live on handles that best matched its tone, vibe, and format.
- Short, crisp, and clickbait copies were used
- Brand integration was kept subtle yet unmistakable- ensuring recall
- We also tapped into topical moments like cricket matches, Diwali, and other festivals



BIKES ON AMAZON?

**Man was shocked to see bikes
selling on Amazon 😳👉**

Creative Strategy for Amplification

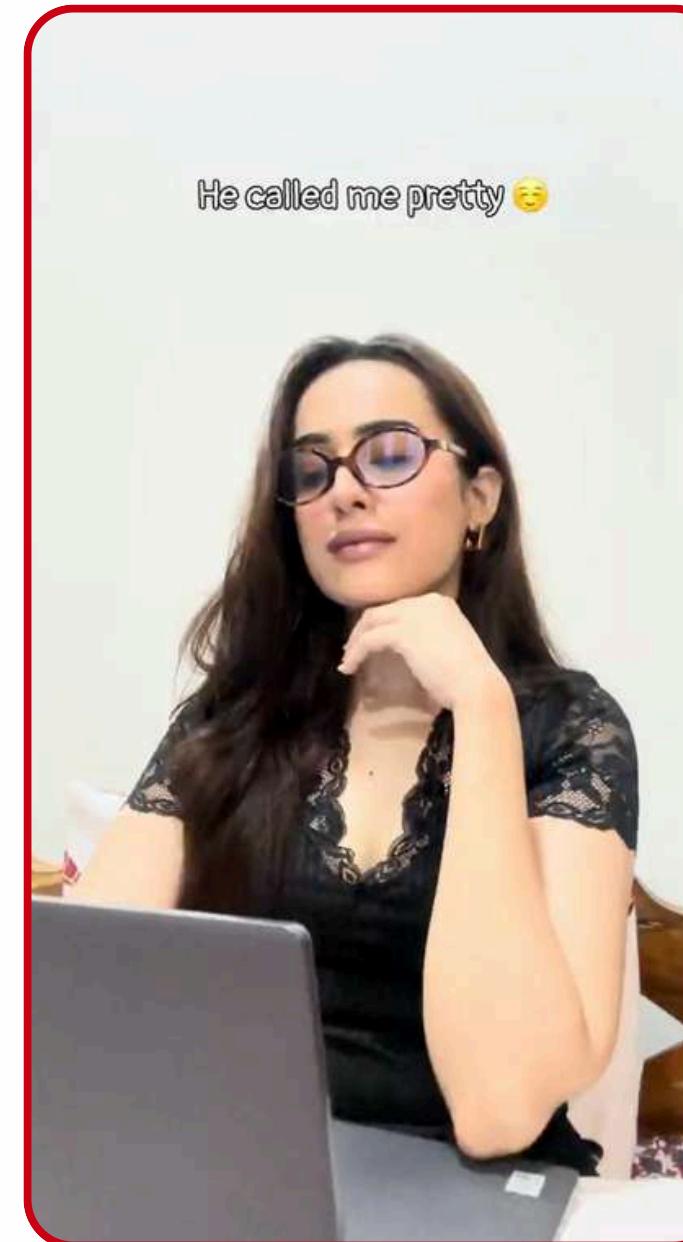
Harley Davidson Surprise

Concept: Amazon search autocomplete reveals a Harley Davidson bike- shot as a POV reel for surprise/shock value. Highly meme-friendly.



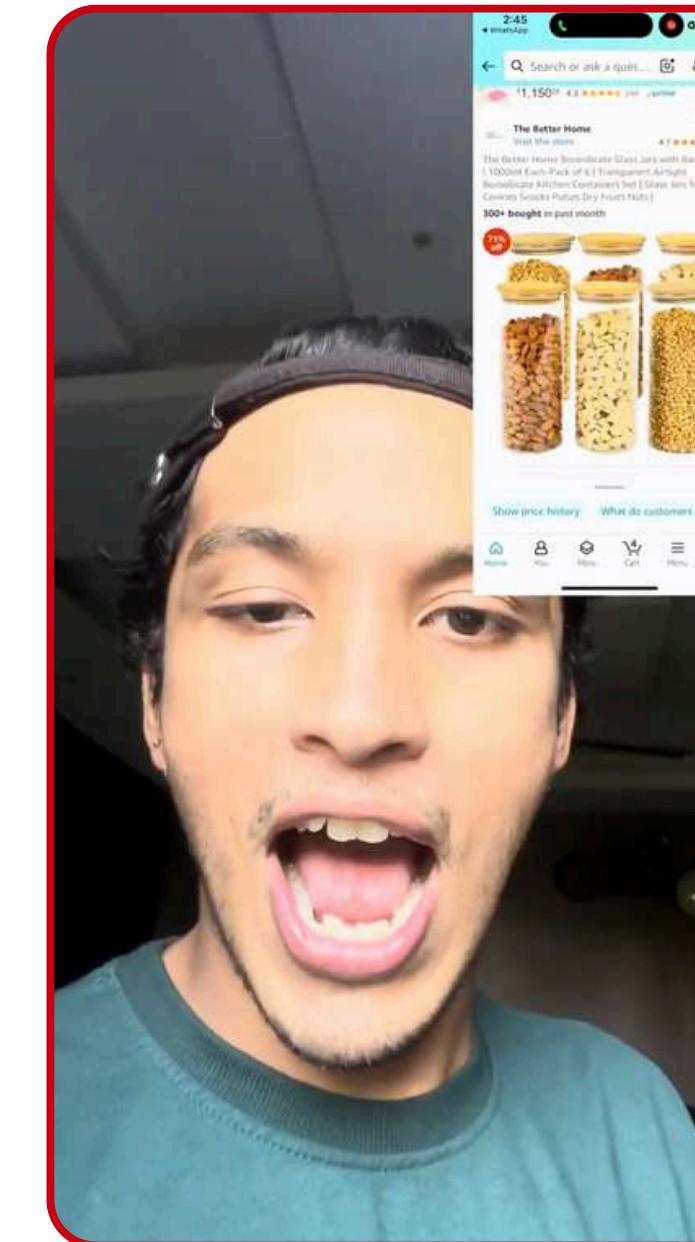
Should I gift him a bike?

Concept: Moved by her boyfriend's words, girl is deciding what to gift him ft. Amazon.



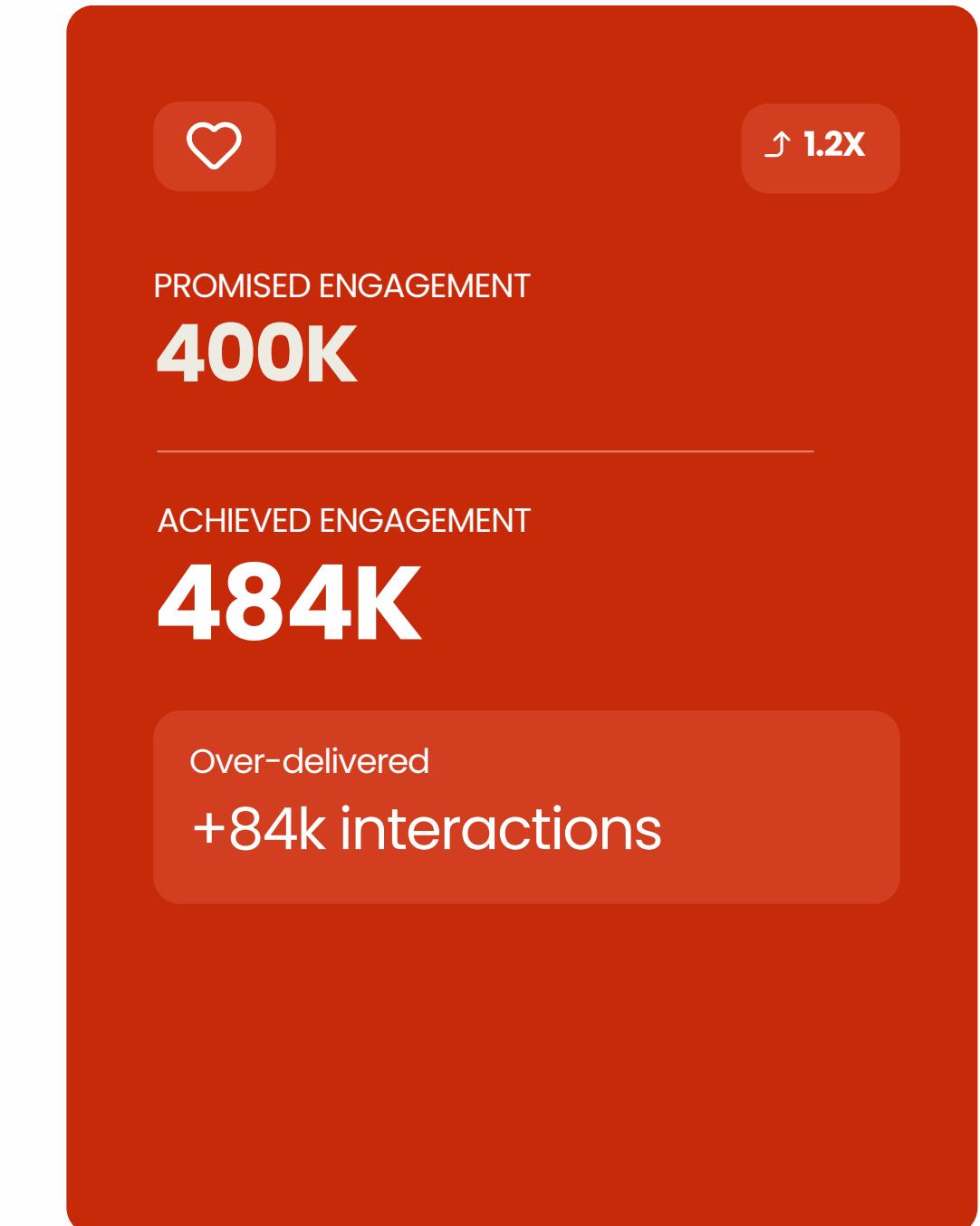
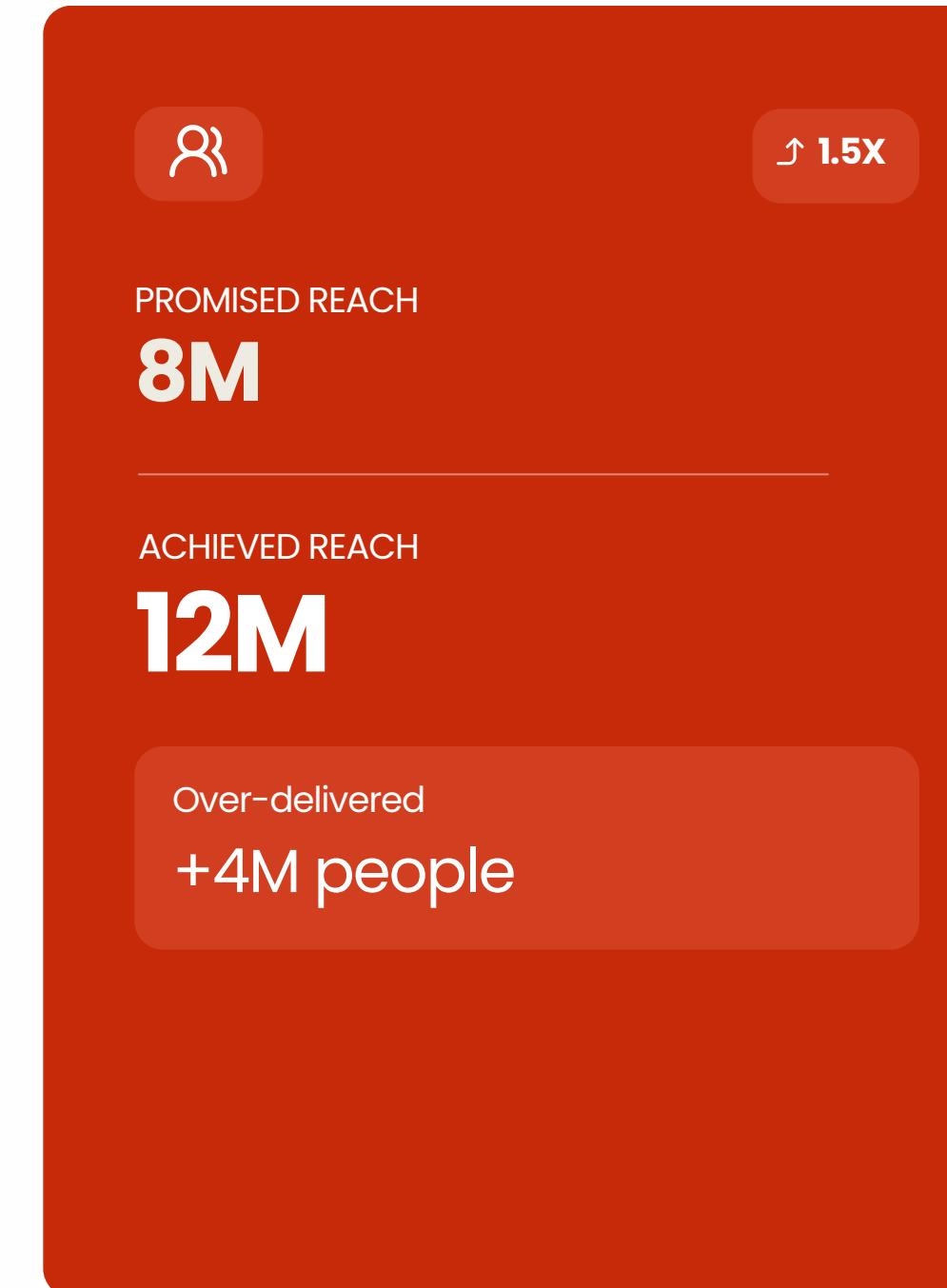
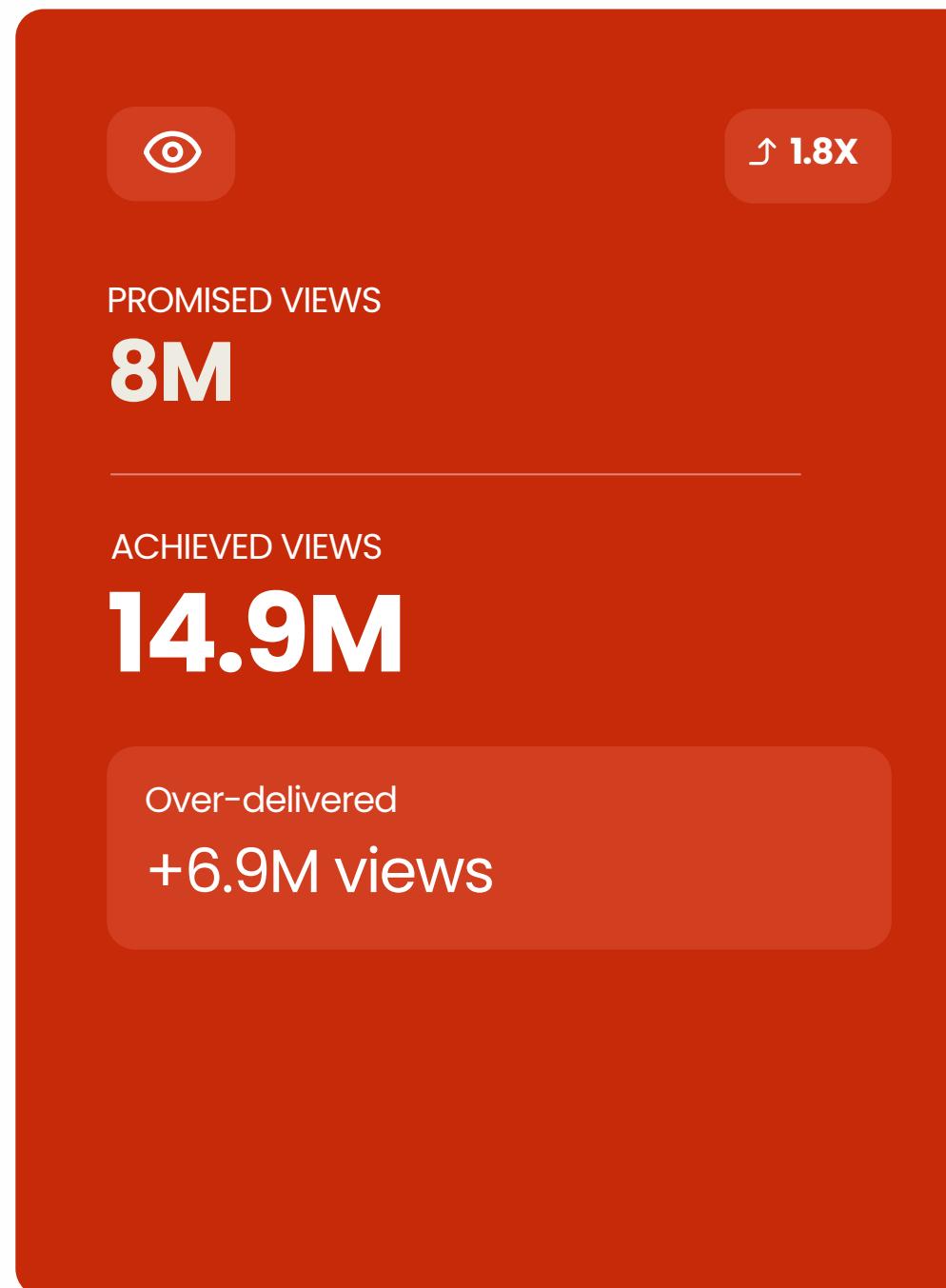
Ordering from Amazon Sale gone wrong

Concept: You ordered home essentials from Amazon, only to get yourself in the most desi trouble.





OVERALL PERFORMANCE



@naughtyworld

HANDLE

637K+
IEWS

47K+
REACH

25K+
ENGAGEMENT

CATEGORY
MEME HANDLES



@trollsofficial

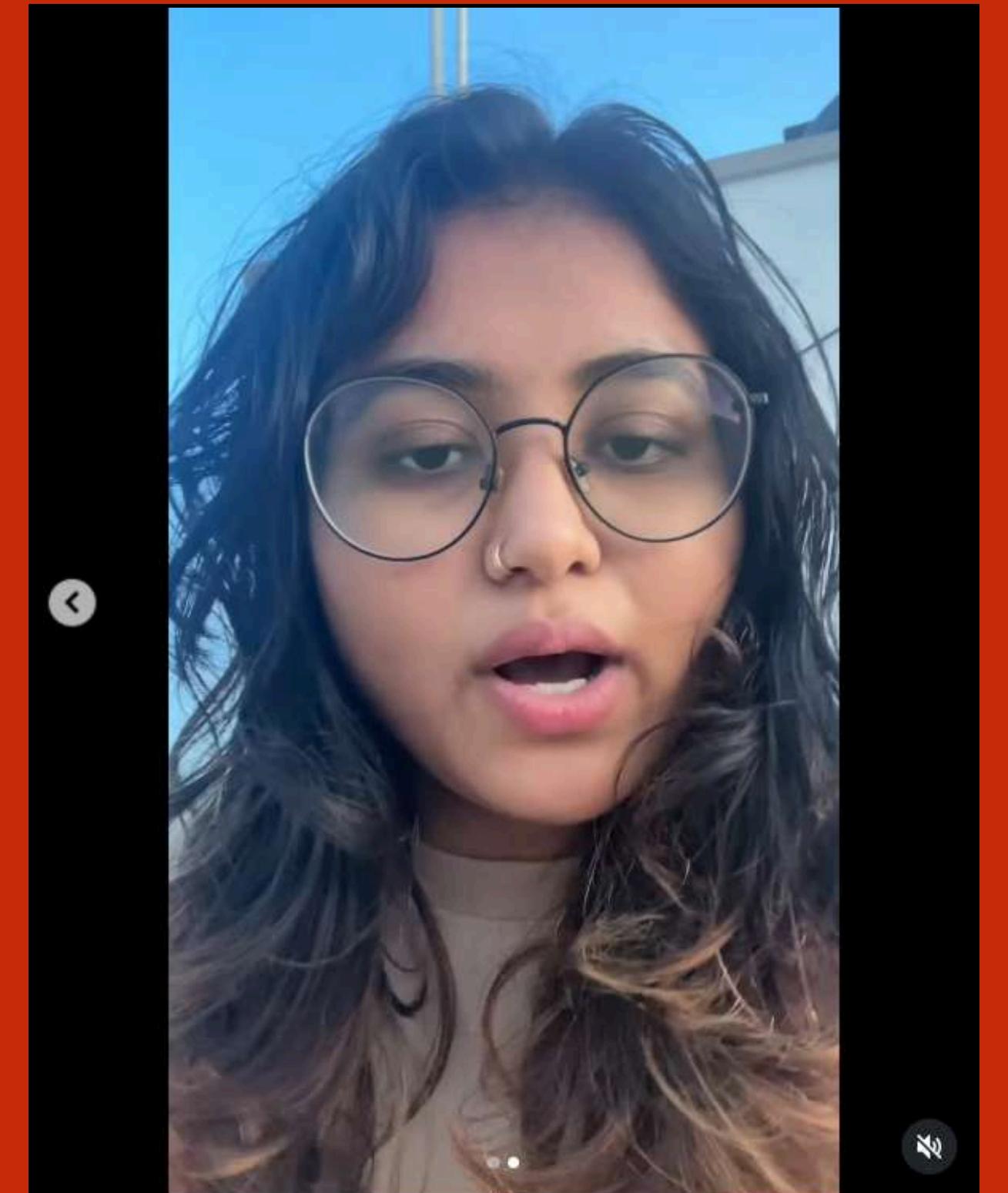
HANDLE

201K+
IEWS

134K+
REACH

8K+
ENGAGEMENT

CATEGORY
MEME HANDLES



INTERNET SENTIMENT →



desirapstar007 4w

Zepto is selling land, and my brother is shocked that Amazon is selling bikes 😱



mrayan9034 4w

bike mil rahi hai, par ladki accept karegi kya ❤️



_s_aarti_12 4w

bike toh mil rahi hai, ab dilane wala bhi milega kya 😢



llx_kundan_llx 4w

amazon pe bikes bhi? Par dilayega kaun 🚲



ppppp123883 4w

bike dikh rahi hai, par petrol ka budget kaha se ayega ☺



annaldaslalitkumar 4w

Even I bought OLA S1 pro from Amazon 😂 😂



sandeep_pianist 4w

Bhaai tu bike ki baat kar raha h,
Fati to tab thi jab pata chala
Amazon Ghar bhi bech raha h
😱 😱 😱 😱 😱



hunter.xm08 4w

amazon pe bike dikhte gareebi yaad aa gayi



kaju_on_top 4w

kabhi socha tha amazon se phone mangunga, par bike mil rahi hai yahan toh 😊



Vivo

OBJECTIVE

The objective was to spark conversation around vivo T4x by tapping into an existing social truth - people complaining about brands for being “too good to be true.”

We flipped this narrative by positioning Vivo as the brand that genuinely over-delivers, turning everyday social complaints into humorous, shareable moments.

NUMBERS ACHIEVED

- Pages Activated: 100+
- Twelebs Engaged: 50+
- Total Deliverables: 250+
- X Trending: 4 Hours
- Strong traction across Instagram, X, and YouTube Shorts
- Multiple meme creatives organically picked up by pop-culture pages

STRATEGY

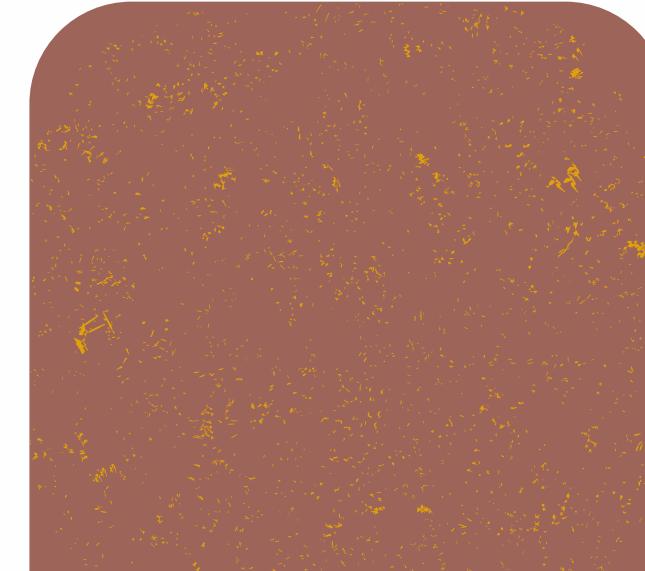
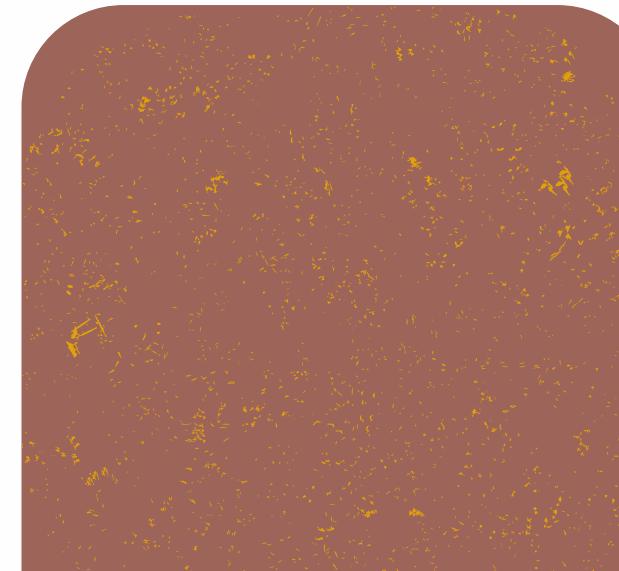
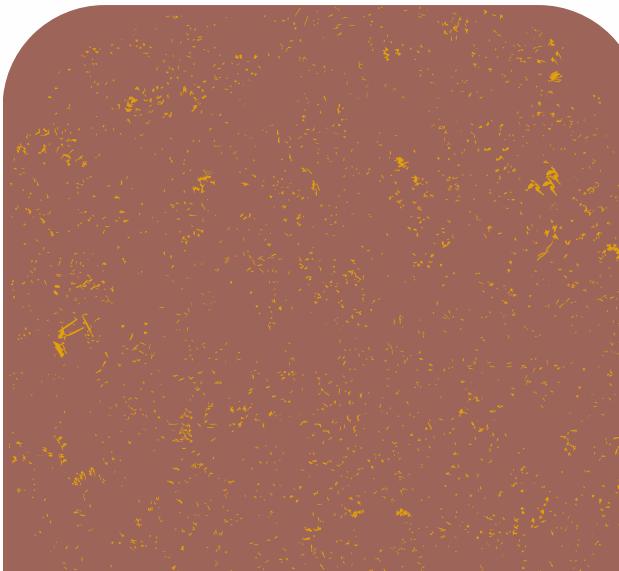
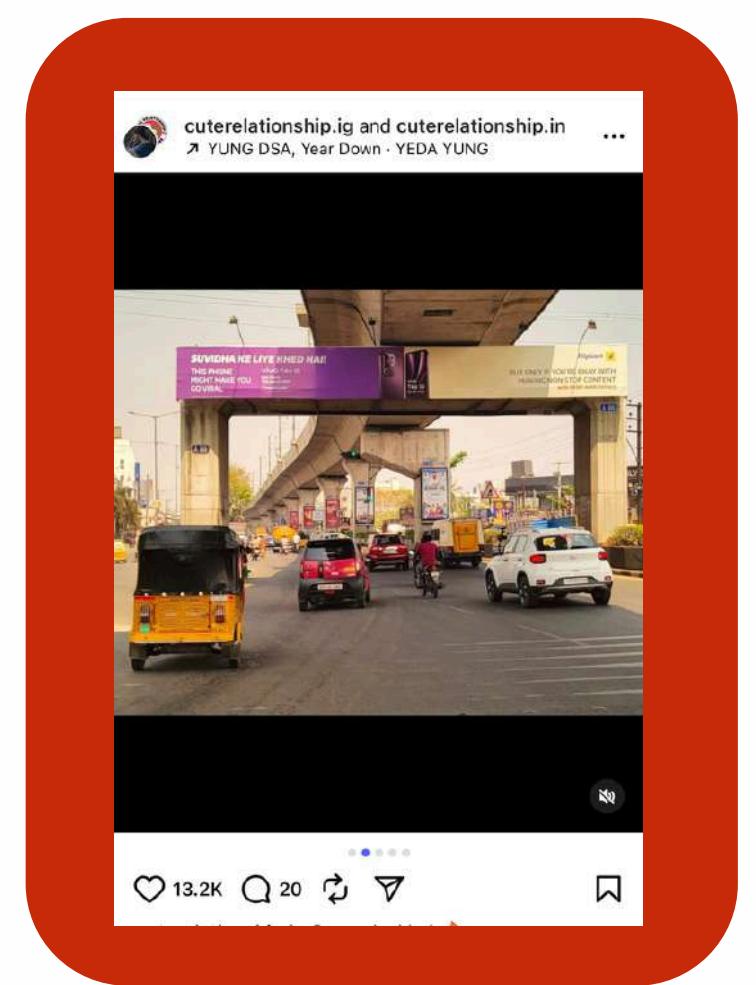
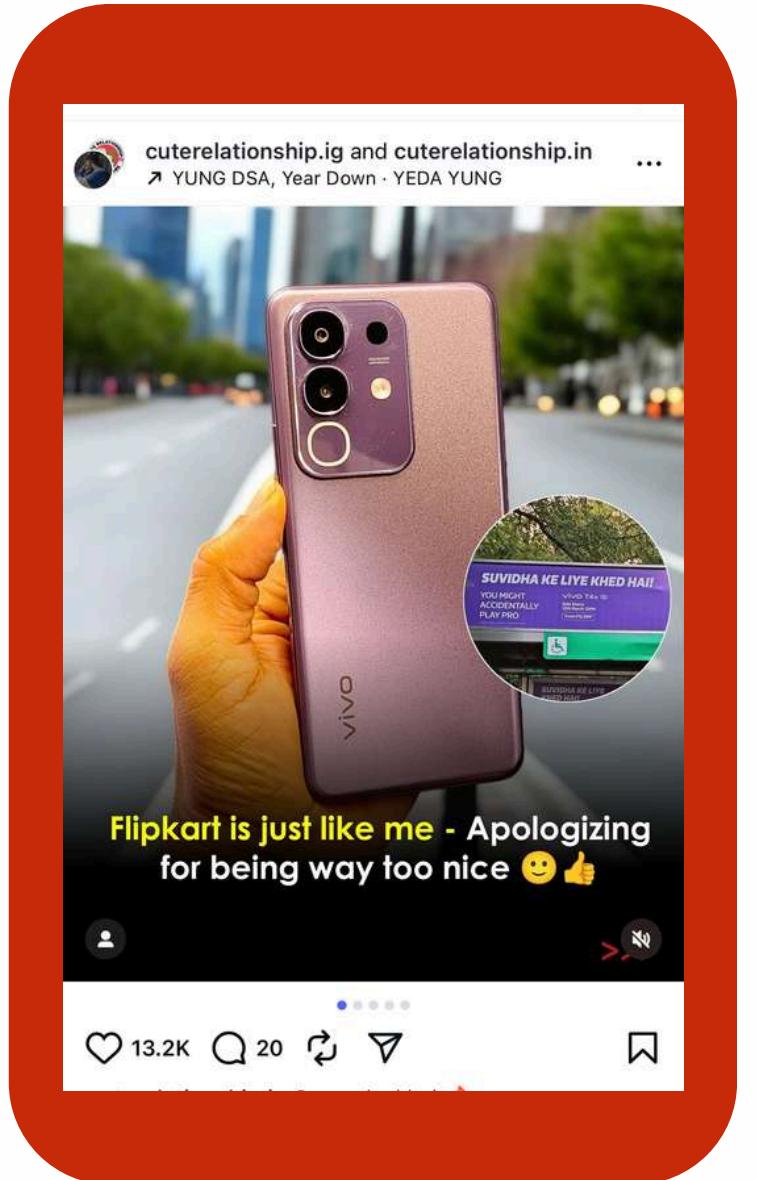
- Meme Pages were used as the primary ignition point to seed the narrative at scale
- Relatable social complaints were converted into witty meme formats that audiences instantly resonated with
- Micro & Regional Influencers amplified the conversation in local and vernacular contexts
- YouTube Shorts helped extend the lifecycle of high-performing content
- A Macro Influencer added credibility and mass reach to the campaign
- The campaign was designed to feel organic, spontaneous, and internet-led rather than brand-pushed



How Flipkart made this Influencer run out of excuses

Swipe To See >>>

here are some of the posts that went viral





Goibibo Birthday Campaign

OBJECTIVE

The campaign began with a pre-buzz on August 5, when users noticed Goibibo wasn't celebrating its birthday. What started as curiosity quickly turned into memes, sarcasm, and public pressure across social platforms. The chatter organically built momentum, pushing the brand to respond.

The campaign unfolded in two phases:

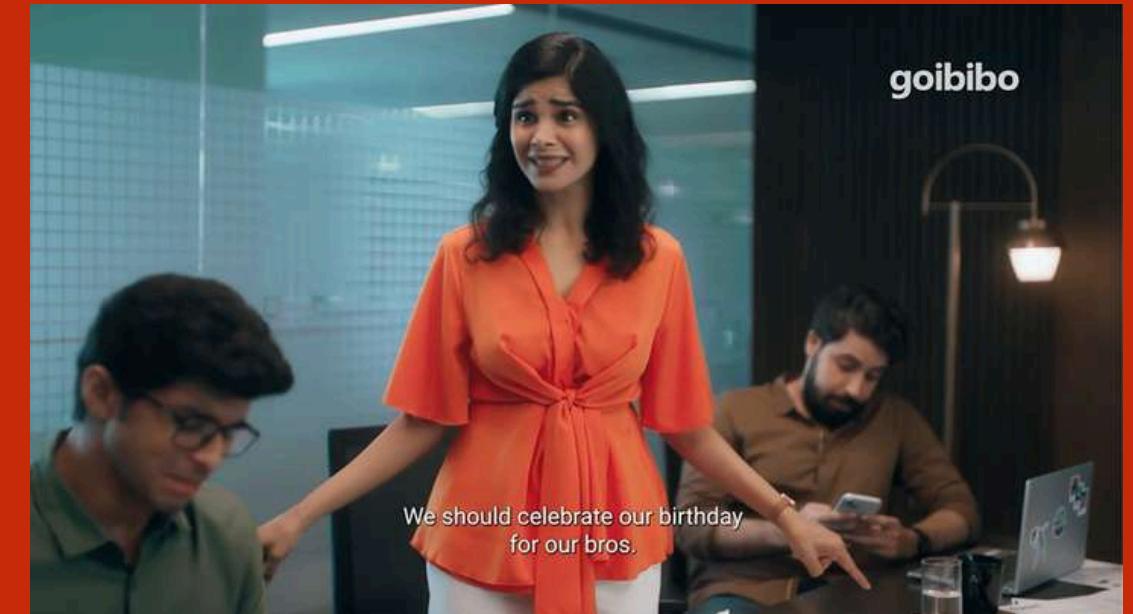
- Phase 1 (Pre-buzz): Netizens calling out the brand
- Phase 2 (Launch/Post-buzz): Goibibo responds with celebrations and offers

STRATEGY

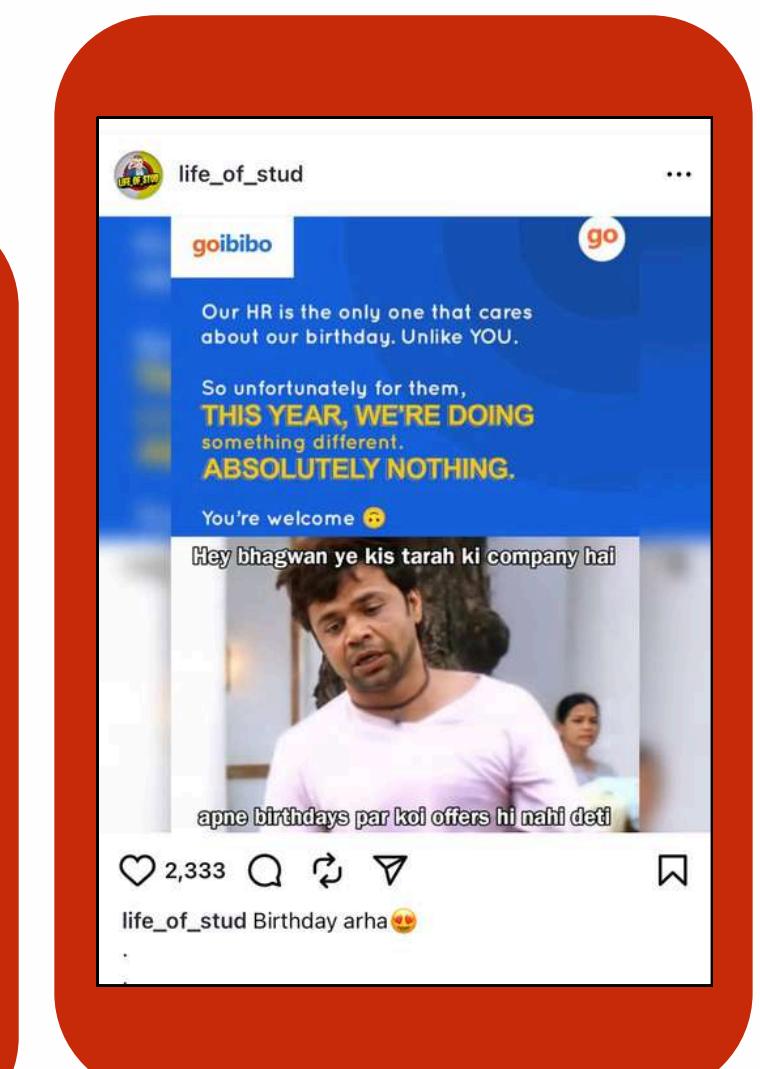
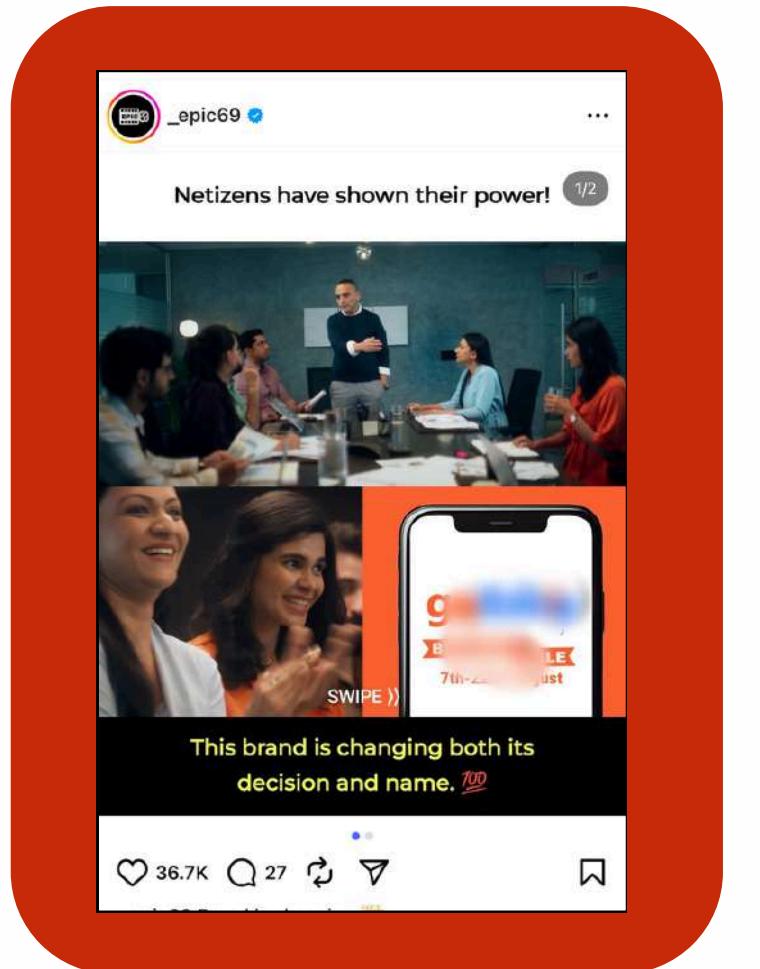
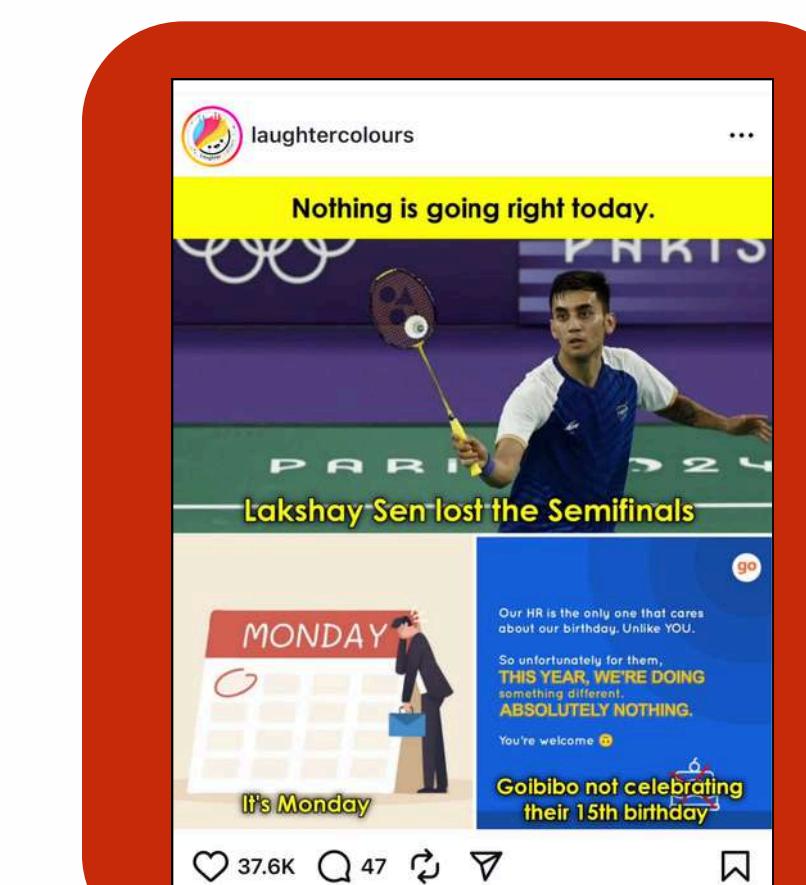
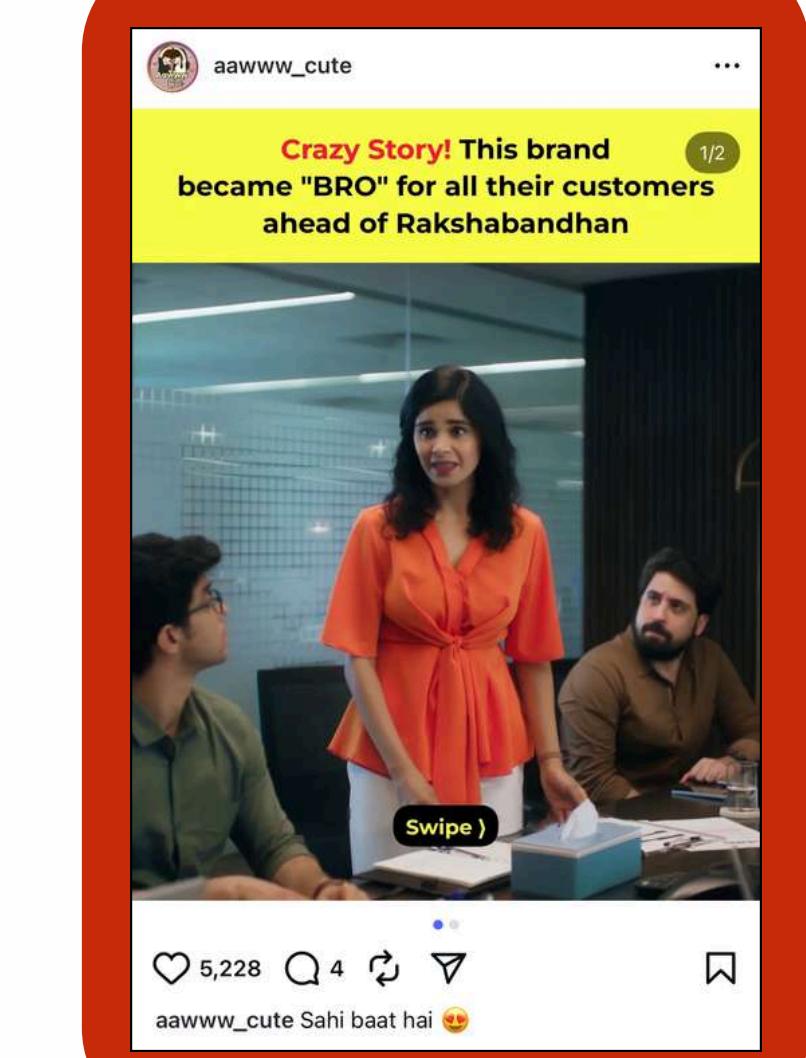
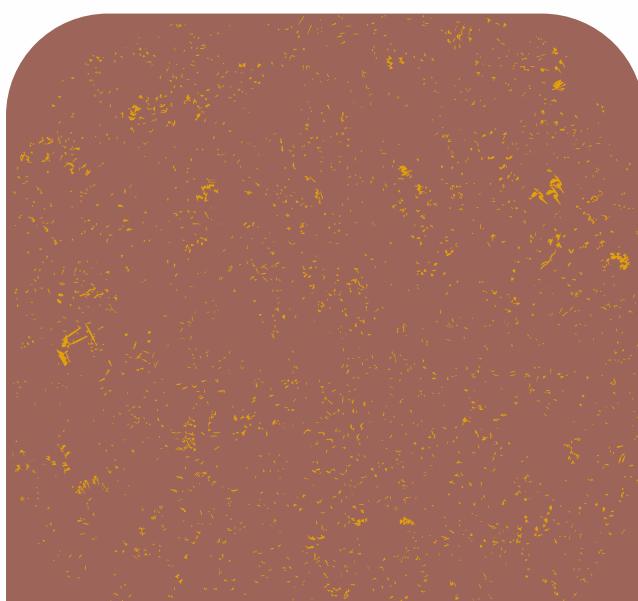
- Meme pages and twelebs amplified fan disappointment and humour
- Relatable “why is this brand doing nothing?” narratives drove engagement
- The brand acknowledged the chatter and flipped the story
- A brand film, newspaper ad, and LinkedIn creator posts cemented the moment
- Influencer content was repurposed to extend reach

NUMBERS ACHIEVED

- Reach: 15M+
- Impressions: 16.5M+
- Engagement: 1M+
- Total Deliverables: 162+ across meme pages, twelebs, creators & brand handles



check out some top posts that went viral



Ultraviolette F99 X Pulpkey

OBJECTIVE

The Ultraviolette F99 planned to storm its way into the history books, to become a speed sensation overnight on Dec 1. And when it's about creating waves online, what better way to do it than with memes and reels.

Pulpkey generated pre-buzz and anticipation around Ultraviolette before the F99 bike clocked a time of 10.712 seconds for the fastest quarter-mile by an Indian motorcycle at the Aamby Valley Run on Dec 1. From hilarious memes about "the fastest Indian" to viral reels featuring India's fastest athletes, the campaign had it all.

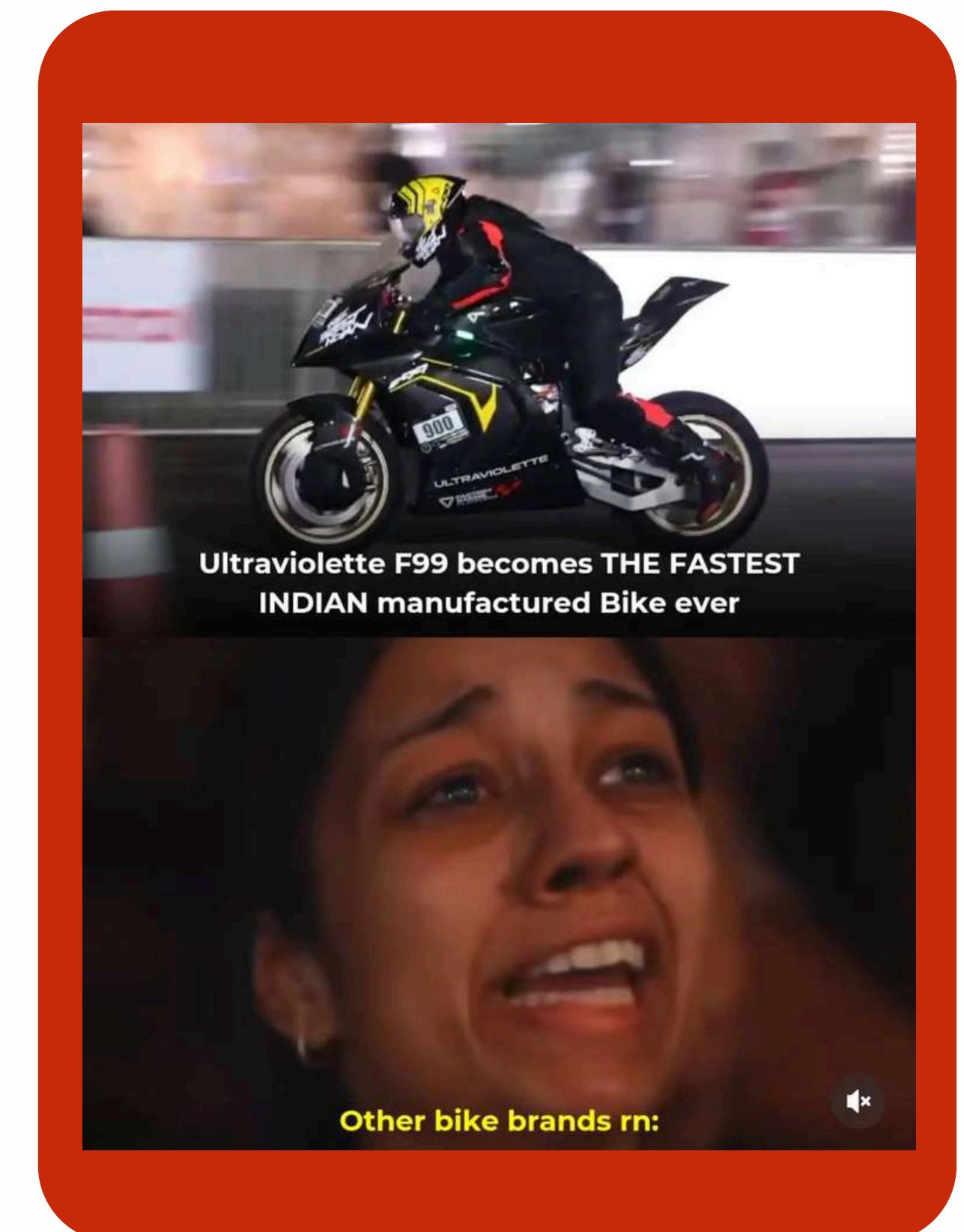
STRATEGY

Over the 4 days we went live with all the meme pages to build anticipation, the only talking point on Instagram was #UltravioletteF99 and #TheFastestIndian.

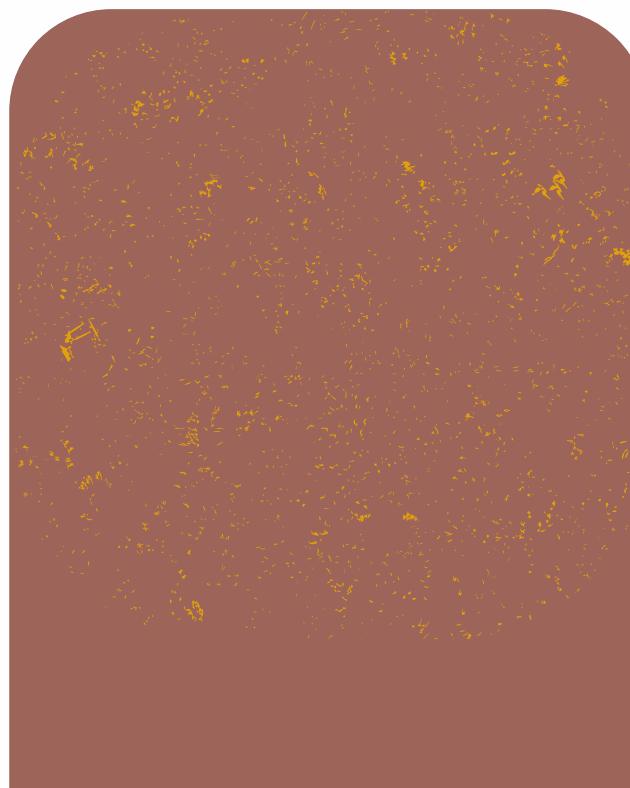
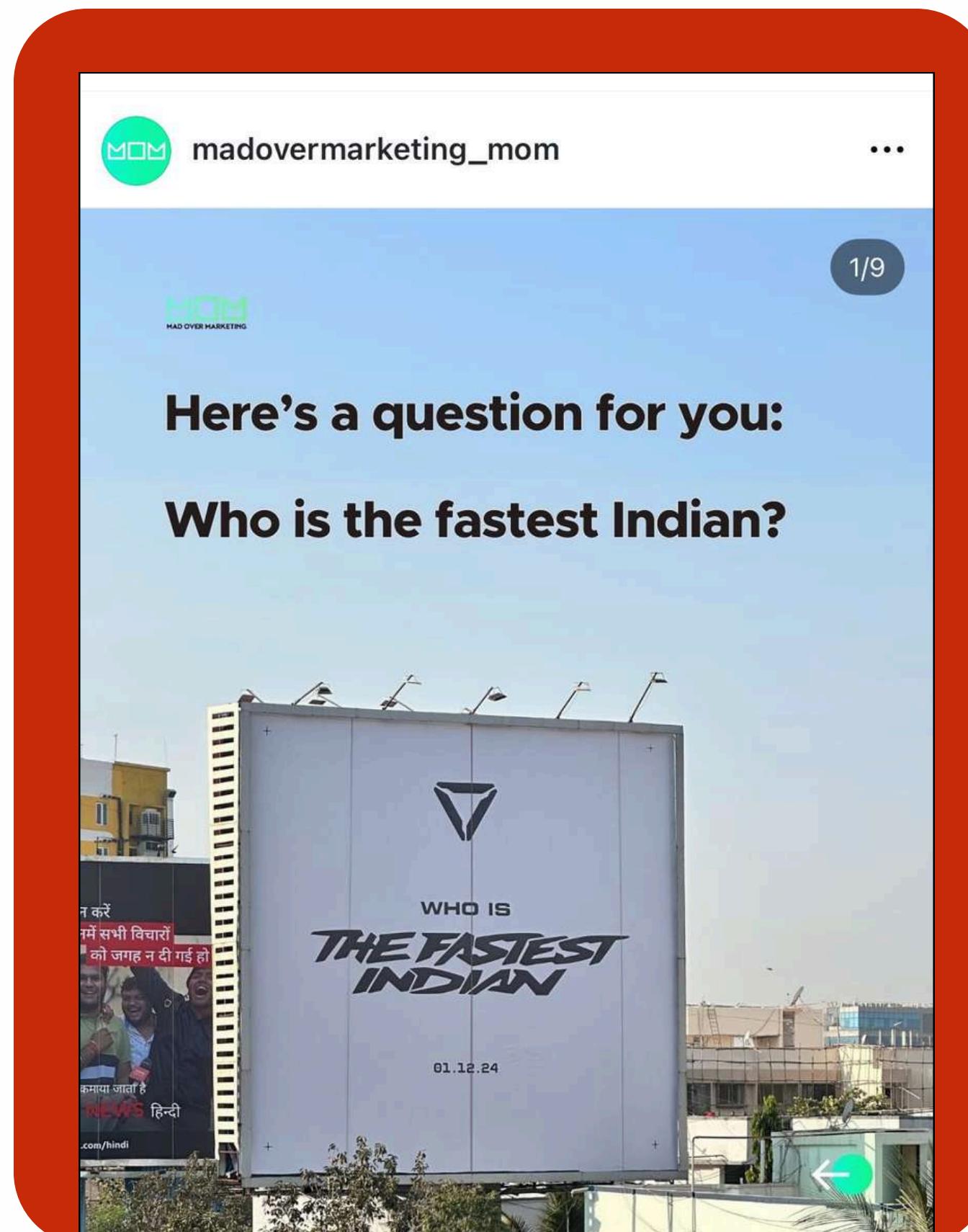
Apart from the meme pages, we also included prominent PR pages in our strategy for a comprehensive coverage of the campaign.

NUMBERS ACHIEVED

- Total Deliverables - 200
- Total Reach - 10.6M+
- Total Engagement - 540K+



The F99 found its place in the record books



Flipkart Samsung Galaxy S25

OBJECTIVE

Flipkart Minutes launched the Samsung Galaxy S25 Ultra with a bold promise - flagship phones delivered in just 10 minutes.

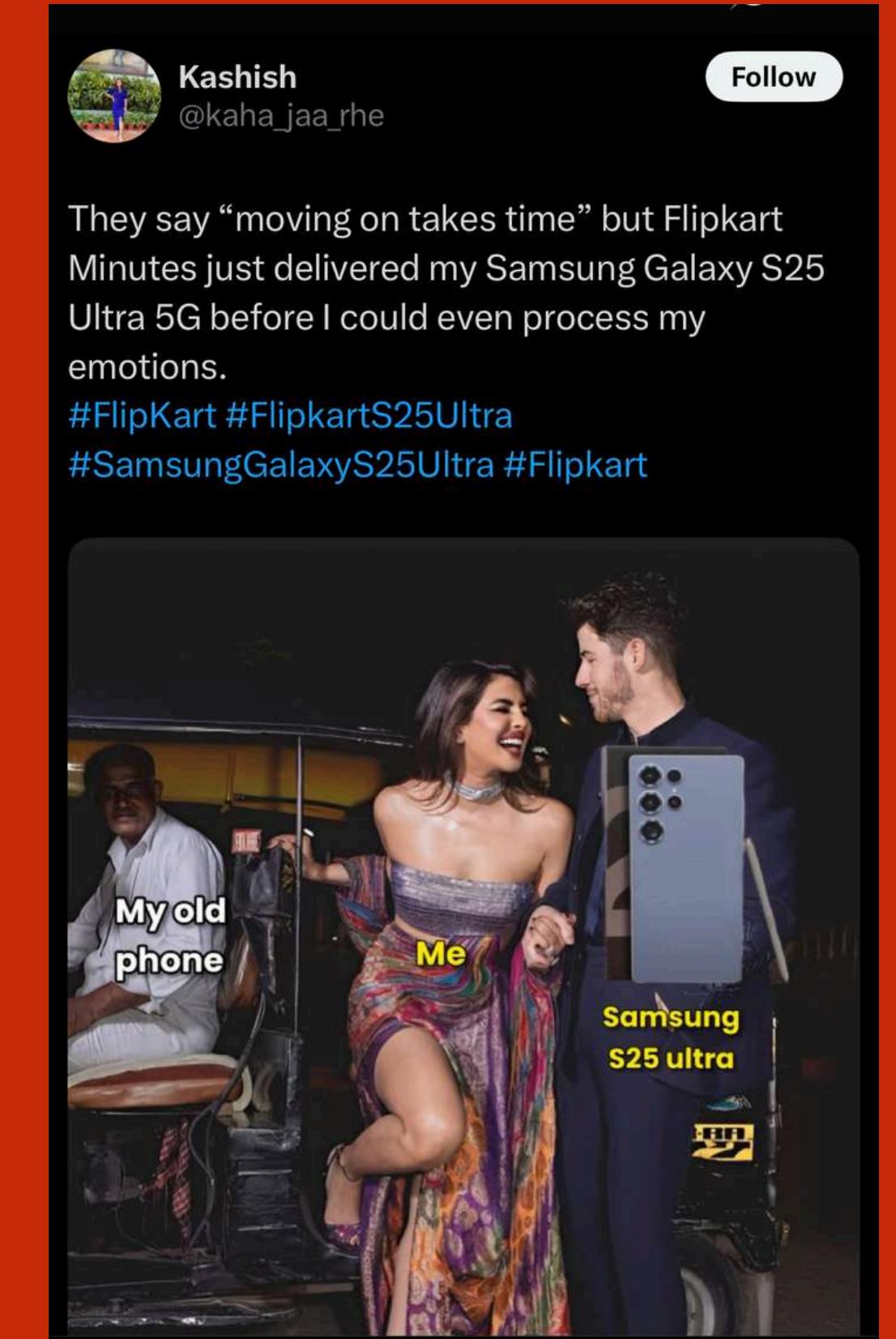
The internet picked it up instantly, turning speed into humour, memes, and mass conversation around impulse upgrades and emotional “moving on.”

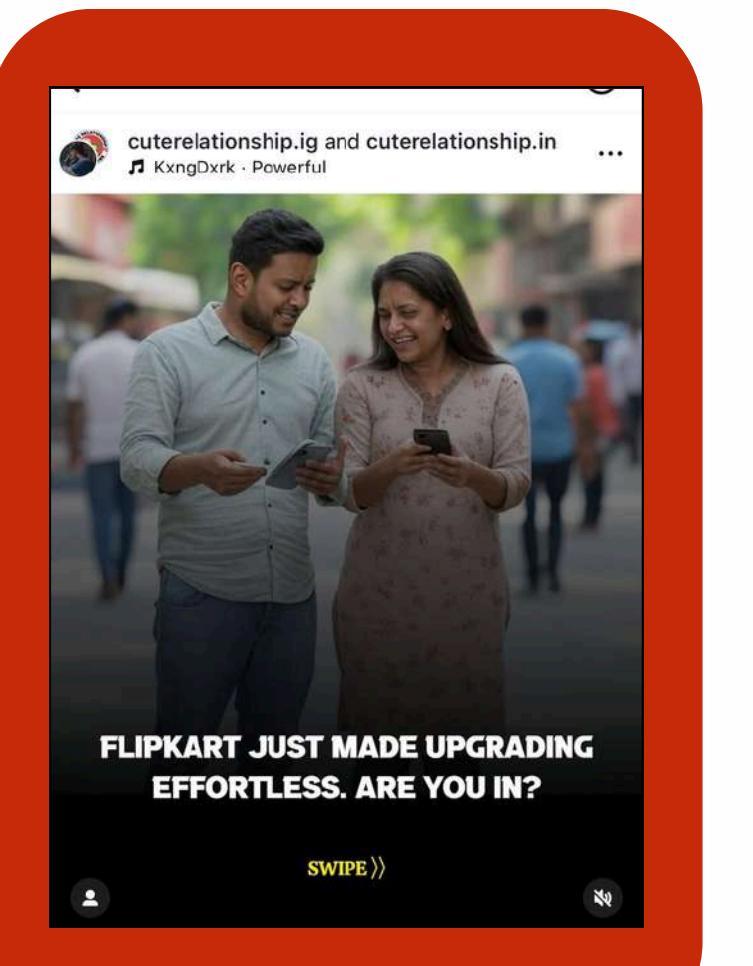
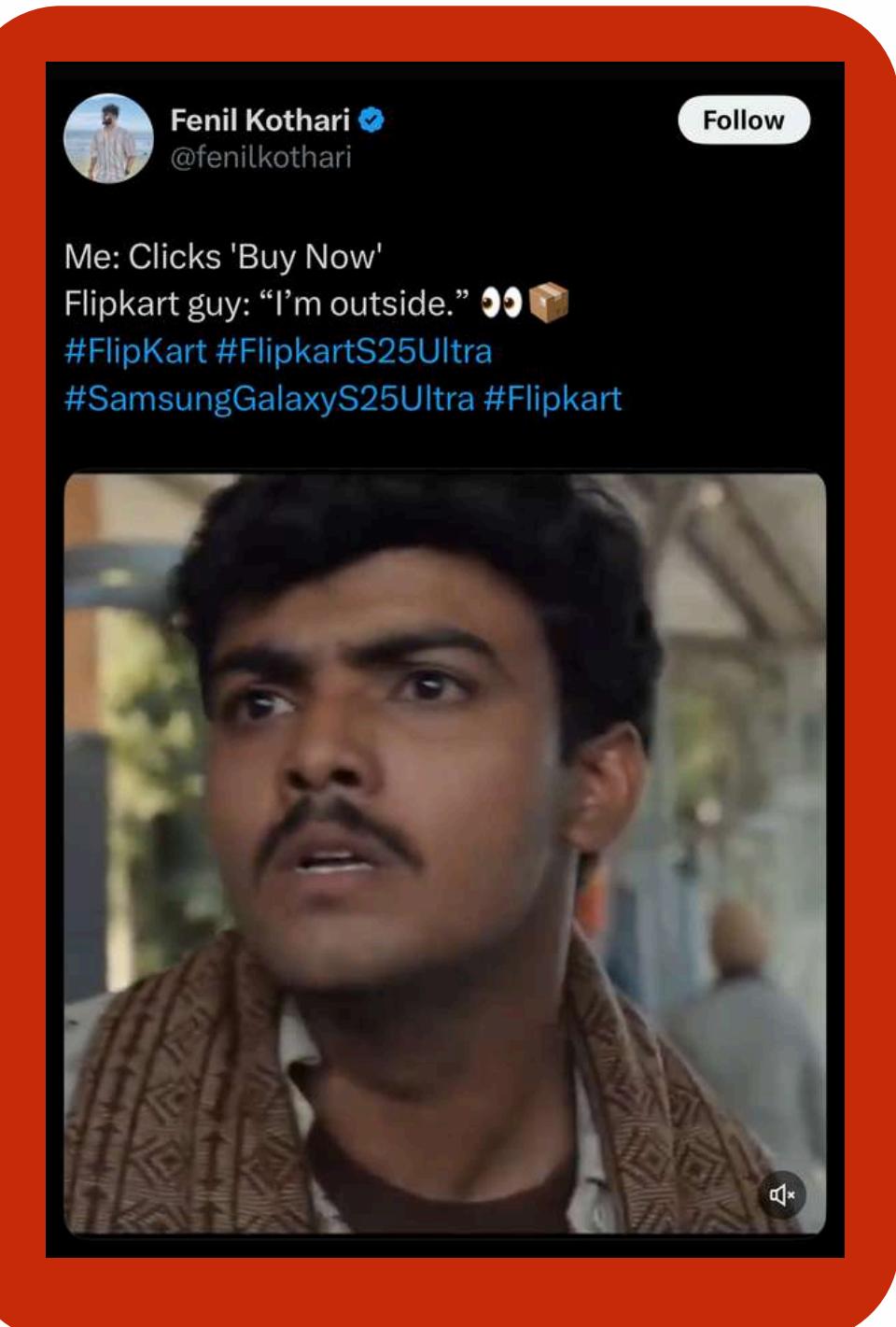
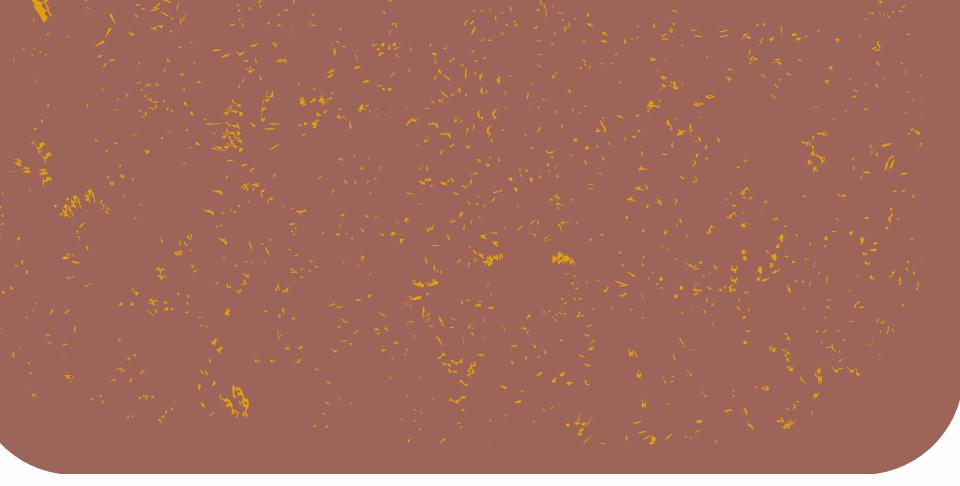
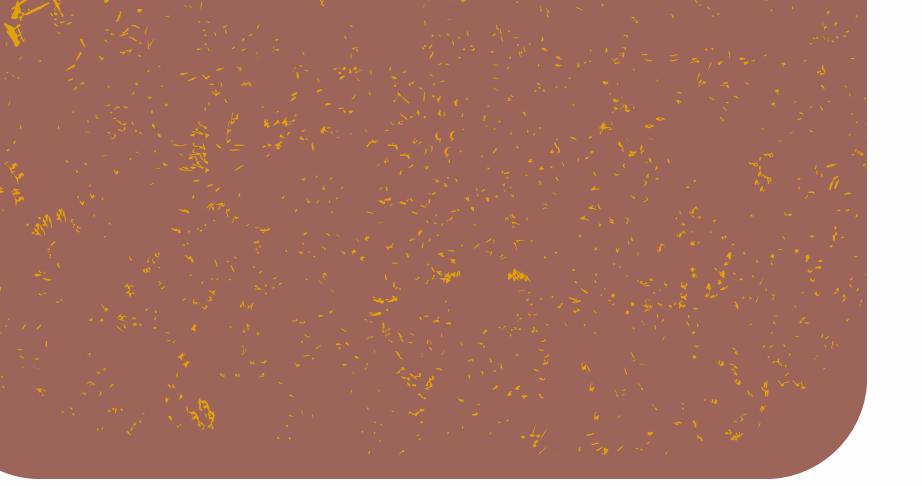
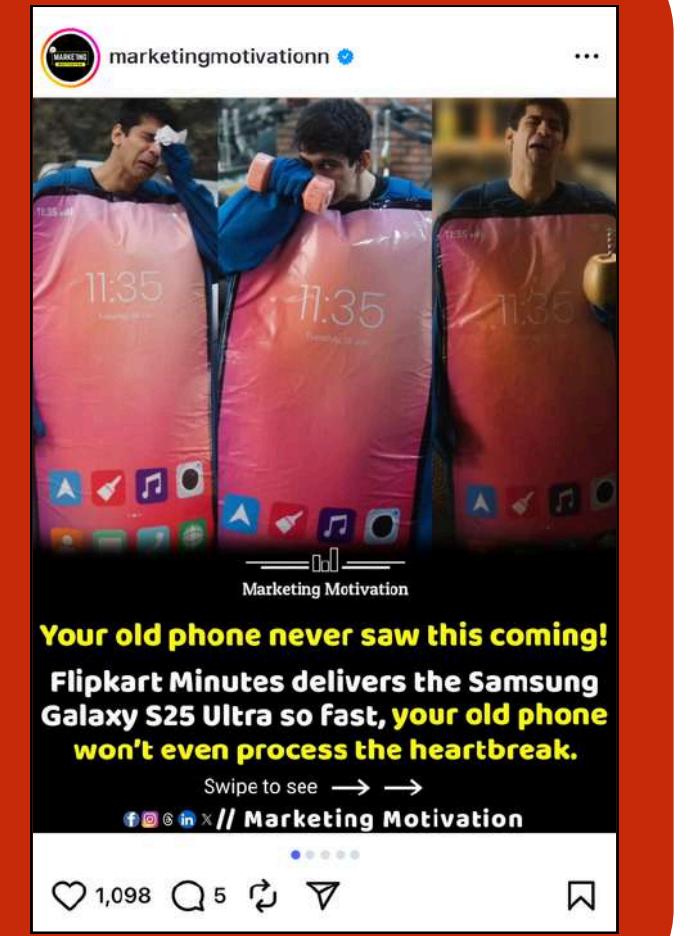
IMPACT

- High-volume meme circulation across platforms
- Strong organic recall for Flipkart Minutes’ 10-minute delivery promise
- Samsung Galaxy S25 Ultra positioned as the fastest, easiest upgrade

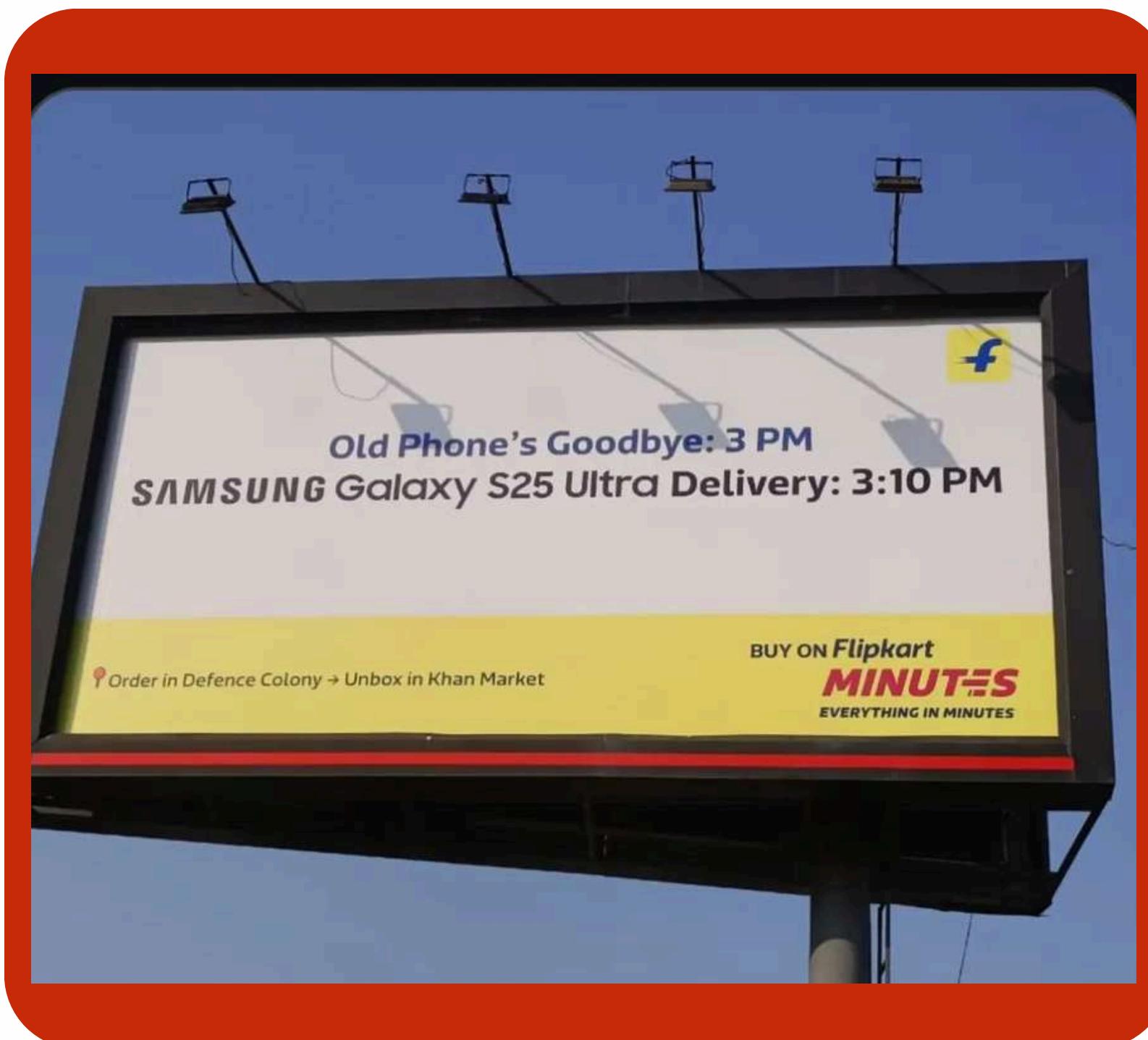
STRATEGY

- Meme pages sparked rapid adoption using breakup, upgrade, and impatience humour
- Relatable social truths made the content highly shareable
- X (Twitter) became the real-time amplification engine for jokes and reactions
- Outdoor hoardings and brand creatives doubled up as meme content
- The narrative scaled organically, driven by audience participation





here are some of the posts that went viral



thewhatup 

adswithbenefits 

adsyouwontskip.in 

The phone you are reading this on will probably hate this 😂

Flipkart wants you to say goodbye to your old phones. Here's why ☺

Can't believe 30-min pizza delivery used to feel early at one point.

Ab toh 10-min wait time mei hi saari patience khatam ho jaati hai

Old Phone's Goodbye: 3 PM
SAMSUNG Galaxy S25 Ultra Delivery: 3:10 PM

Order in Defence Colony → Unbox in Khan Market

BUY ON Flipkart MINUTES EVERYTHING IN MINUTES

adswithbenefits Flipkart's latest campaign is going to make your phone sad. But it will only be for 10 minutes or so. 😢

thewhatup Bye to old phone, hi to new phone - all in 10 mins  #collab

adsyouwontskip.in Flagship tech in just 10 minutes, the future is here! 🎉

BROUGHT TO YOU BY PULPKY

MEME MARKETING

START YOUR
CAMPAIGN TODAY



EMAIL
hi@pulpkey.com