

*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](http://www.pulpkey.com)  
[hi@pulpkey.com](mailto:hi@pulpkey.com)



**CHECK OUT OUR  
OTHER SERVICES**

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## **CLASSIC INFLUENCER MARKETING:**

BRANDED REELS AND YOUTUBE COLLABS  
WITH INFLUENCERS

---

## **LINKEDIN INFLUENCER MARKETING:**

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

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# 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

**Sad Panda seen walking on Marine Drive, who broke his heart?**

58.5K

205

5,487

viralbhayani

Why so sad panda? who broke this Cutie ...

Her Phone's Her First Soulmate, I Am Not

56.2K

88

sagarcasm

Shael · Hiriye

Sagar

@sagarcasm

Nobody:

Salman Khan in award functions:

14.3K

35

715

Pookie to Dookhie: Panda w dukh dard wale signboards was trending. Flipkart unveils the mystery!

29.7K

77

Liked by charulota and others

laughtercolours

So our beloved Panda is no longer sad. Know the reason!

20.2K

22

laughtercolours Ye hui na baat

Xavier Uncle

@xavierunclelite

Even panda got the happy ending, but not me

#AndroidAdvantageOnFlipkart

adswithbenefits

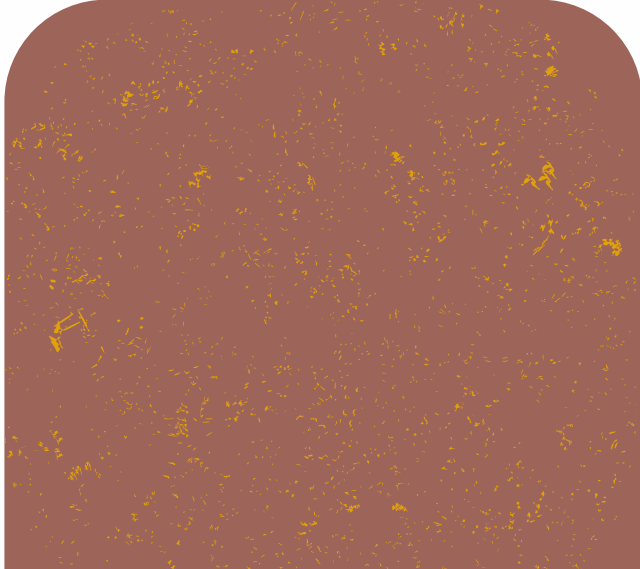
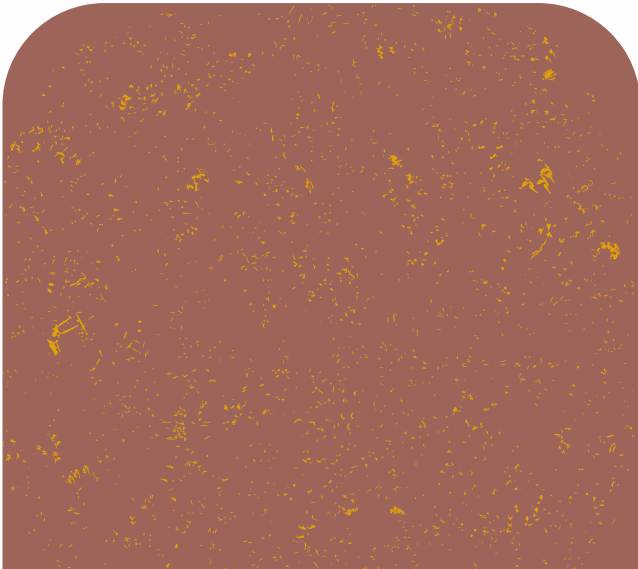
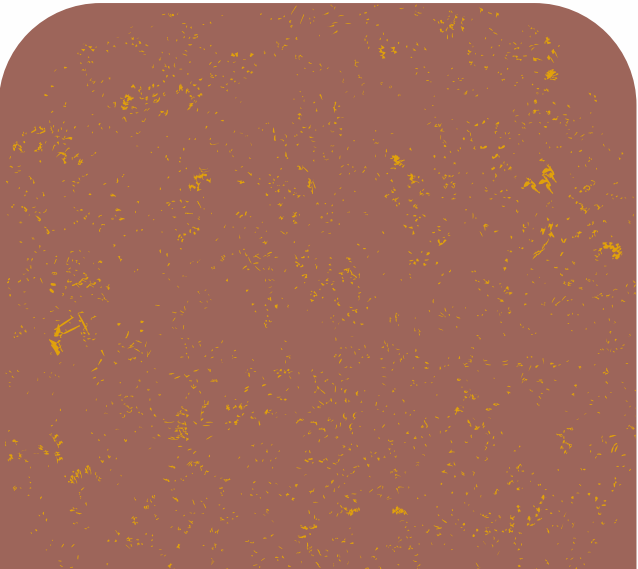
You must have seen this sad panda all over the internet spotted at different places. Who is he?

523

2

adswithbenefits Have you seen this viral sad panda?

Here's everything you need to know about this mysterious panda who is breaking up couples because he is sad.







# Pulpkey X ShaadiDotcom

*(always on monthly)*

## OVERVIEW

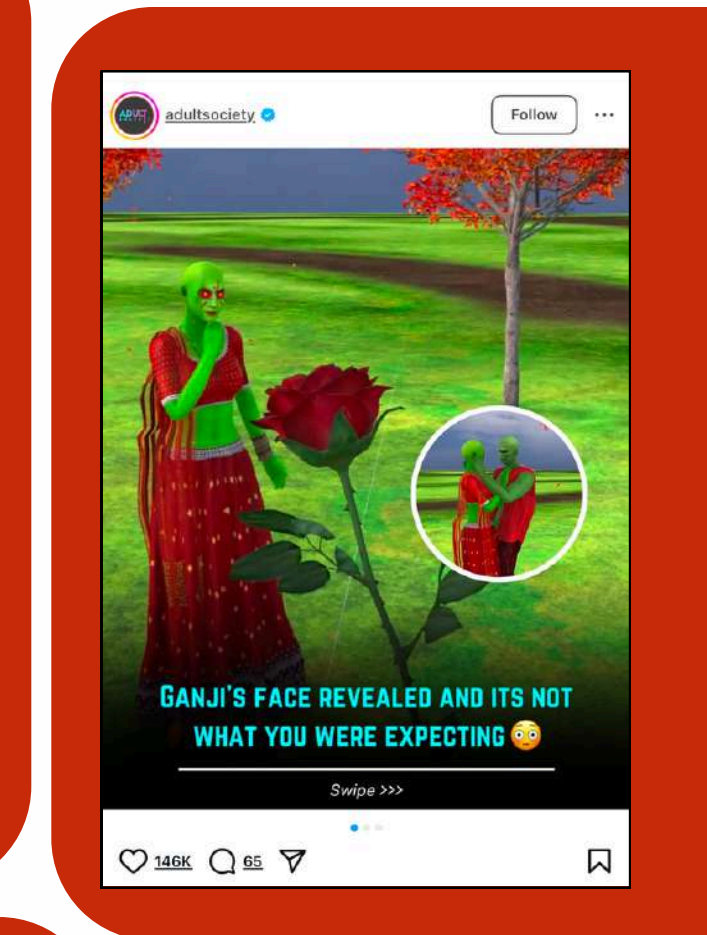
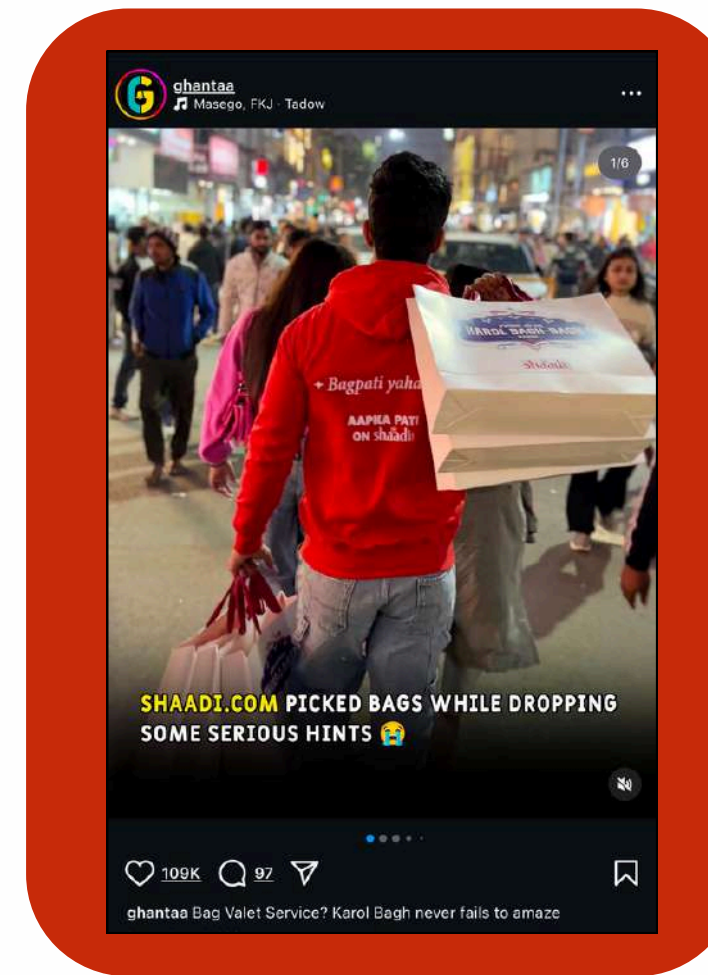
For nearly a year, Pulpkey has been Shaadi.com's always-on cultural engine - helping the brand stay relevant, reactive, and top-of-mind through meme-led storytelling and moment marketing. From internet-breaking characters to large-scale cultural moments, the partnership is built on speed, consistency, 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

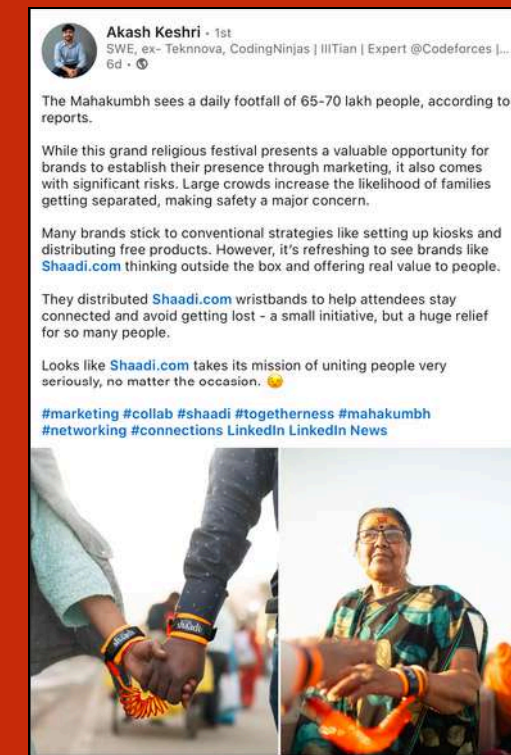
To make Shaadi.com a brand that doesn't just advertise marriage, but shows up where culture is happening - in memes, moments, festivals, conversations, and timelines.





## 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





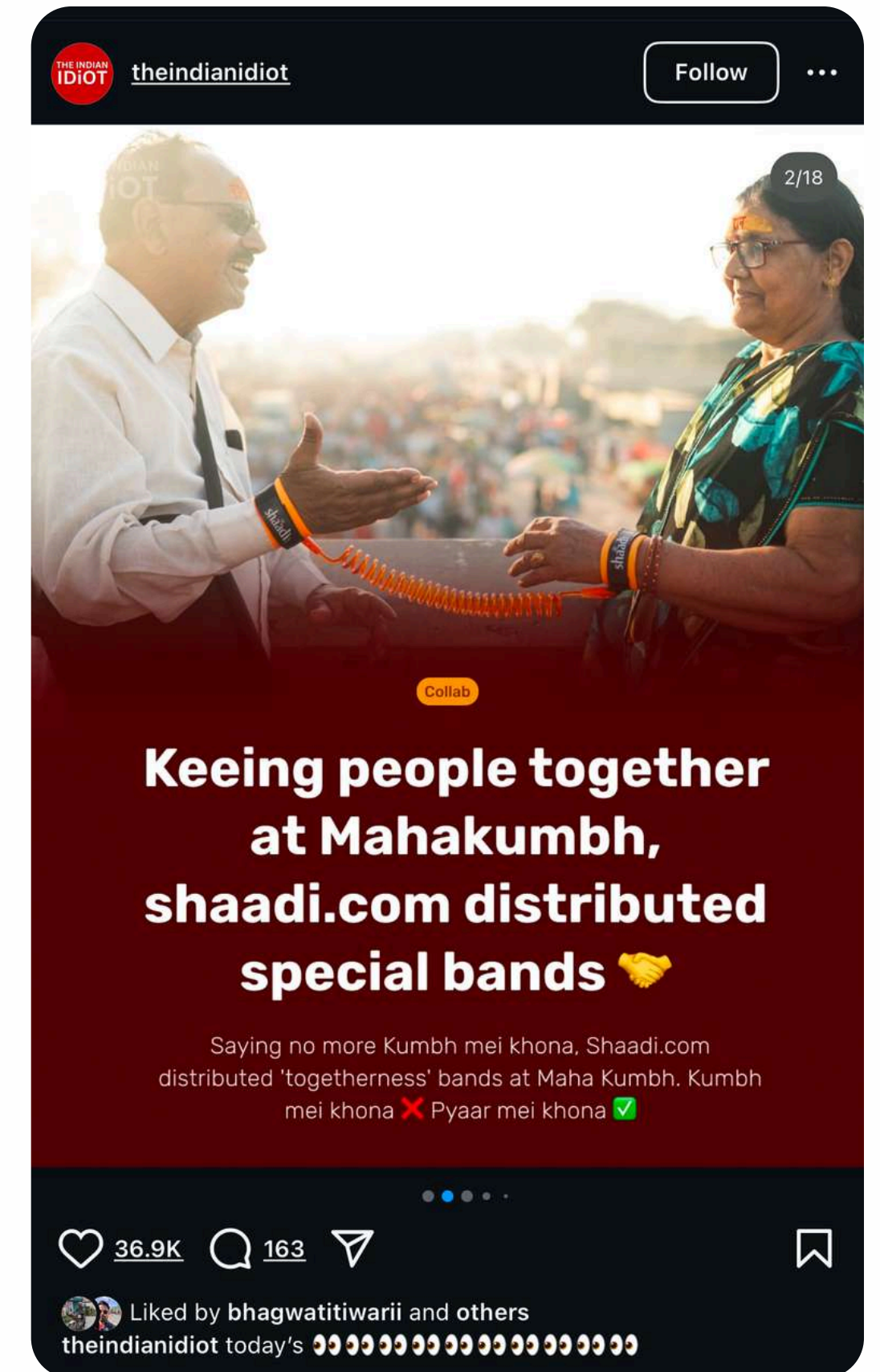
shaadi.com

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



**nishantraiput.\_** 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



**peterengland** 22h 📌  
Match or match making? 😊

Reply



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



**the\_jyotisankar\_verse** 2w  
Will Birju sing channa mereya at their marriage ceremony?

Reply



**\_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



**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



**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...

5d   ...

[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...

1w   ...

[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...

2w   ...

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!

2w

Like | Reply • 4 replies



**Kshitij Sharma** • 2nd  
Pioneering Founder of SportyTribe ! Curating the Ultimate...

2w   ...

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](#) 🎉

[shaadi.com](#)



**Kritika Chauhan** • 3rd+  
Social Media | SEO | Web Design | Content Creation

2w   ...

[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 बेरंग  
जब जीवन साथी हो संग



**Vivek Kapoor** • 2nd  
Chief Marketing Officer

2w   ...

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.

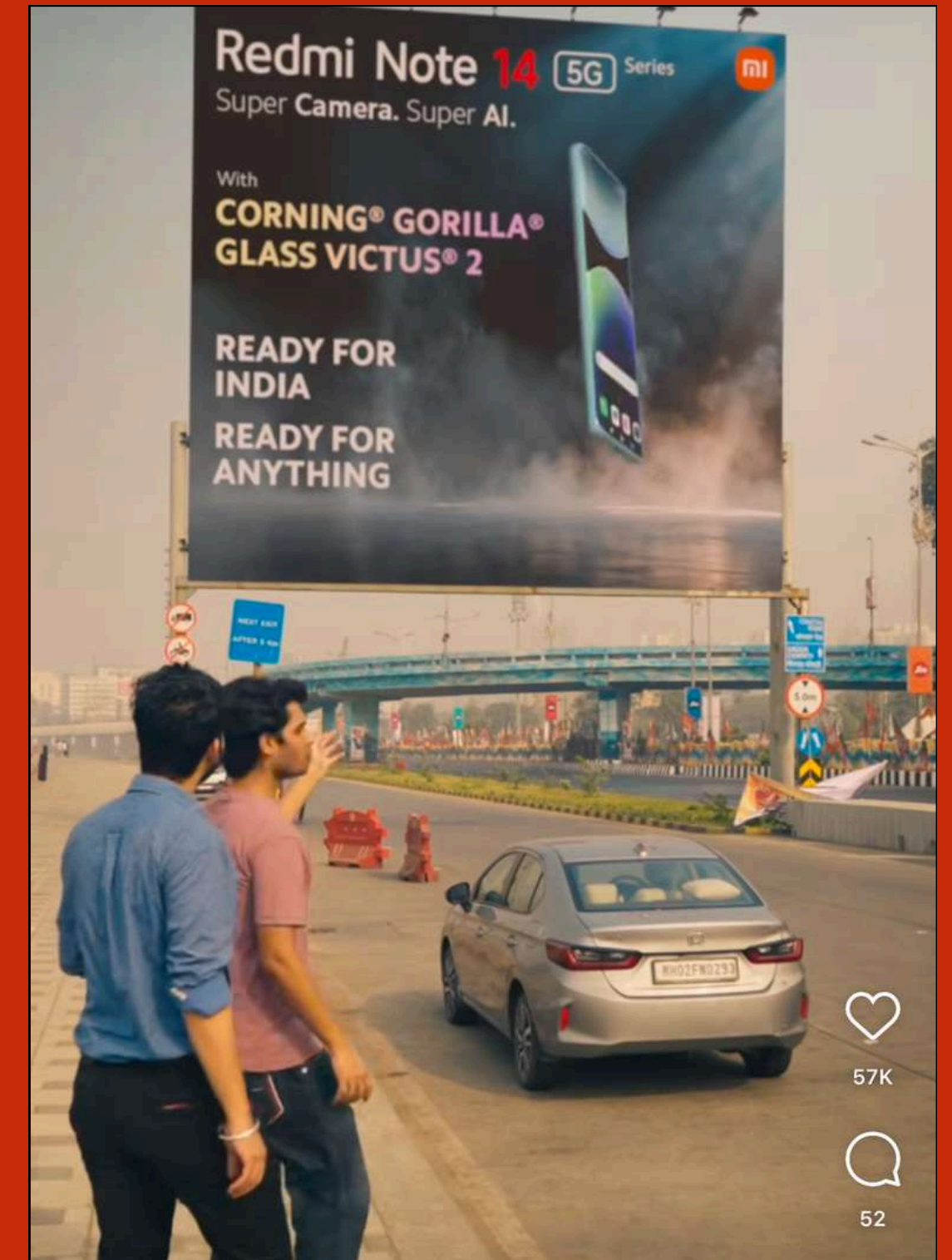
The Note 14 Series promises lightning-fast speed, with its powerful processor setting a new benchmark for mobile phones.

## 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...

1w

...

Real, reliable, and perfectly captures India's tough conditions. No gimmicks, just authenticity. 🇮🇳

Like · 🇺🇸 2 · Reply · 1 Reply

akshayangre 5 d

One of besy CGI with some good concept and execution👍

Reply

Aman Rai @We\_Homosapiens · Dec 20

Wow, advertisement level is op

15

Divyang Bhargava · 2nd

Strategy @ Veolia India | MBA, NMIMS Mumbai | Prev. Marketin...

1w

...

what a brilliant use of CGI for advertising! Yesterday only I posted about this: <https://www.linkedin.com/feed/update/urn:li:activity:7274786324788667520/> (just in case anyone wants to read.)

Like · 🇺🇸 1 · Reply · 1 Reply

Moonlight @Kairavi.Rajput · Dec 21

This is something different

shaan\_sayani 6 d

This might be my next phone purchase!

Reply

raiiba.pt2 6 d

Xiaomi knows india well👍👍

Reply

Abhinav prakash (AP12) @imabhi0012 · Dec 20

Yaar Delhi m main bhi hoon aise phone Mujhe kabhi nhi mila.

5

\_singhalkaa 4 d

Yeh phone toot-ta kyon nhi hai bhayyy

Reply · See translation

sgr\_kumar 3 d

Didn't know CGI can be used to such great effect. Props to Xiaomi.👍

Reply · ...

Varchasva Agarwal · 2nd

Product Management @Techmart | Consumer Electronics | IT a...

1w

...

A clever and reliable marketing strategy! By showcasing the phone's durability in real-life scenarios, Xiaomi has tapped into the emotions and experiences of their target audience.

Like · 🇺🇸 2 · Reply · 2 Replies

Rishh @Riocasm · Dec 20

Sounds like a perfect option to upgrade


13

Sushmita, @memesahieb\_

Follow

Ye to mere chote bhai k liye best hai har Month uski screen damage ho jee jati hai 🤔

0:26



madovermarketing\_mom

...


1/6

MOM

MAD OVER MARKETING

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

Swipe for some madness

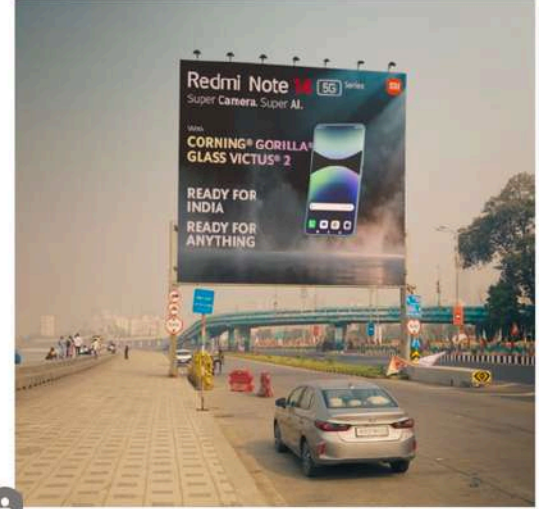


socialmediadissect

...

1/5

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



5,576 · 20 ·

Liked by bhagwatiwarii and others


socialmediadissect Xiaomi's latest campaign combines live-action and CGI to showcase the durability of the Redmi Note 14. The highlight? Dropping the phone from a billboard to test its toughness, leaving the audience amazed by its resilience.

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



44.7K · 30 ·

school.days\_ Finally 🙌🙌

# Flexible Package. Really 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)

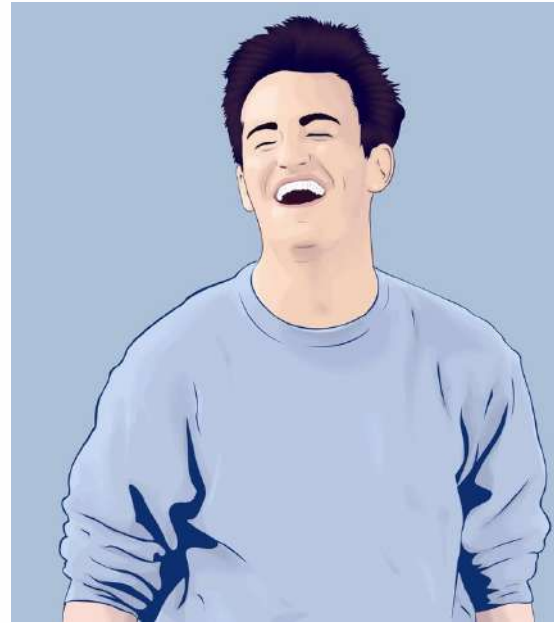




**PREMIUM  
MEME**



**RECOMMENDATION**



**VIDEO  
MEME**



**SPORTS  
TWITTER**



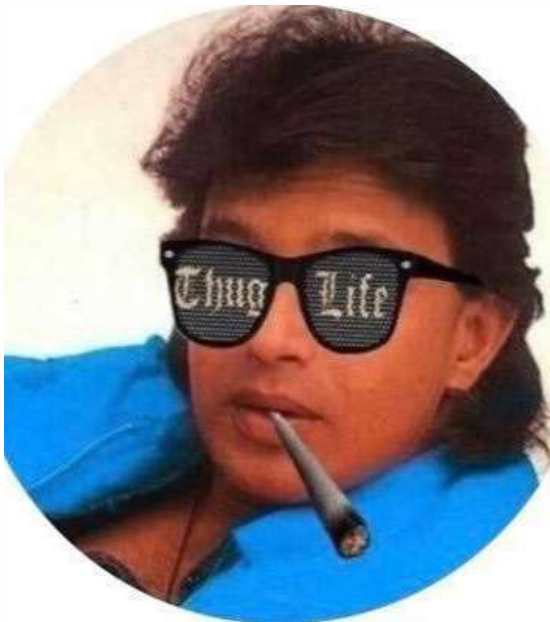
**ADVERTISING  
COMMUNITY**



**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





# 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.



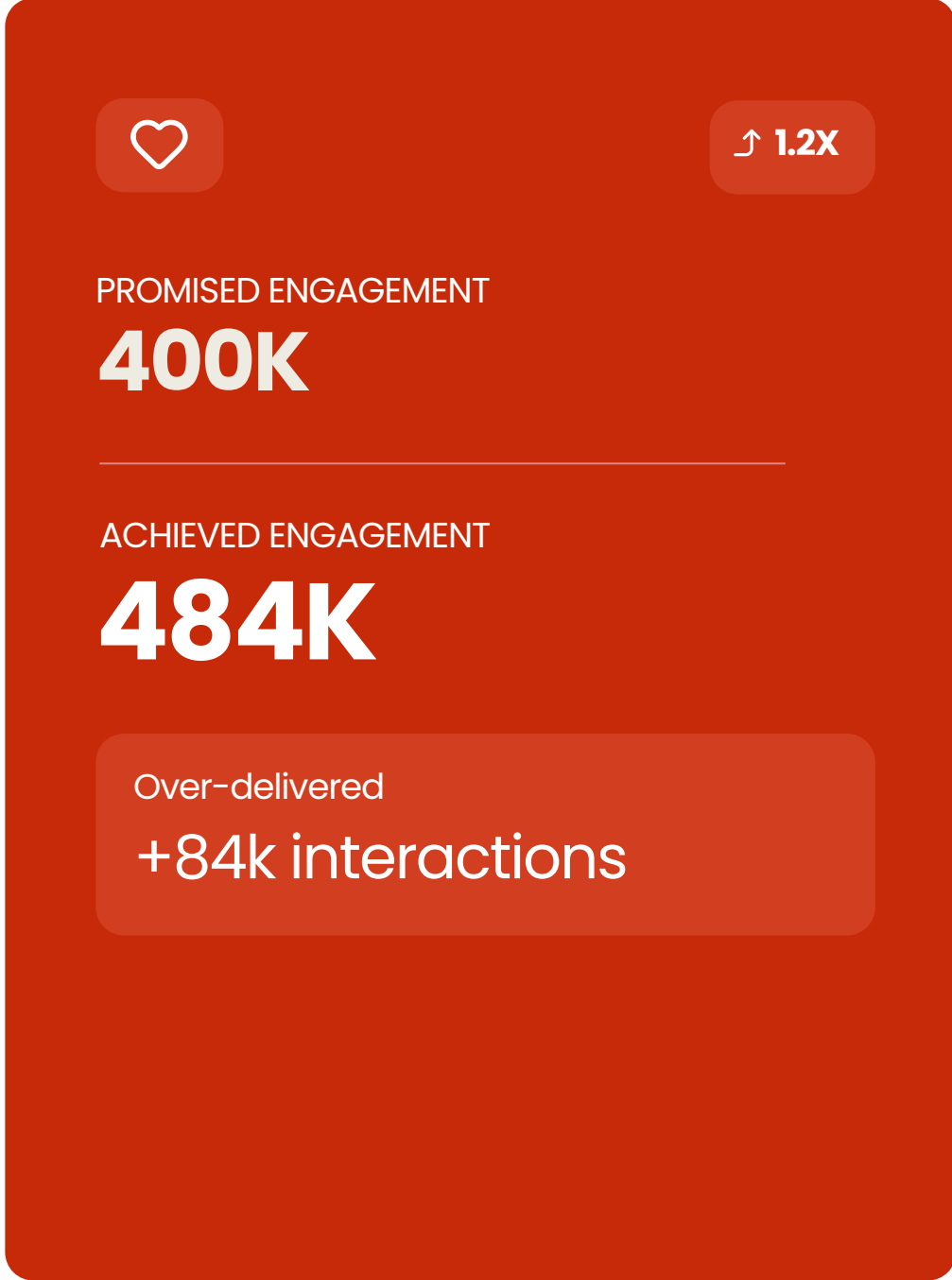
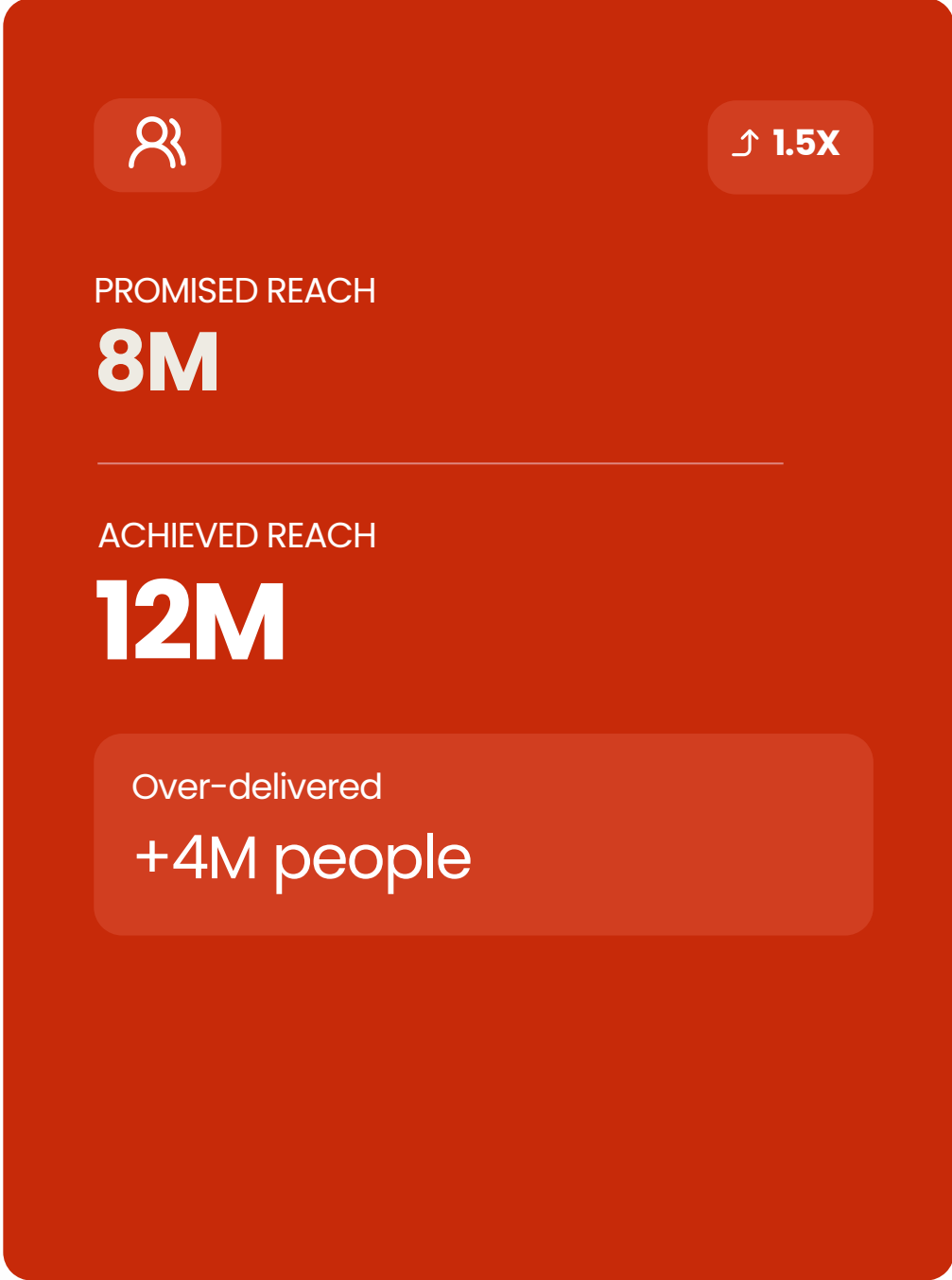
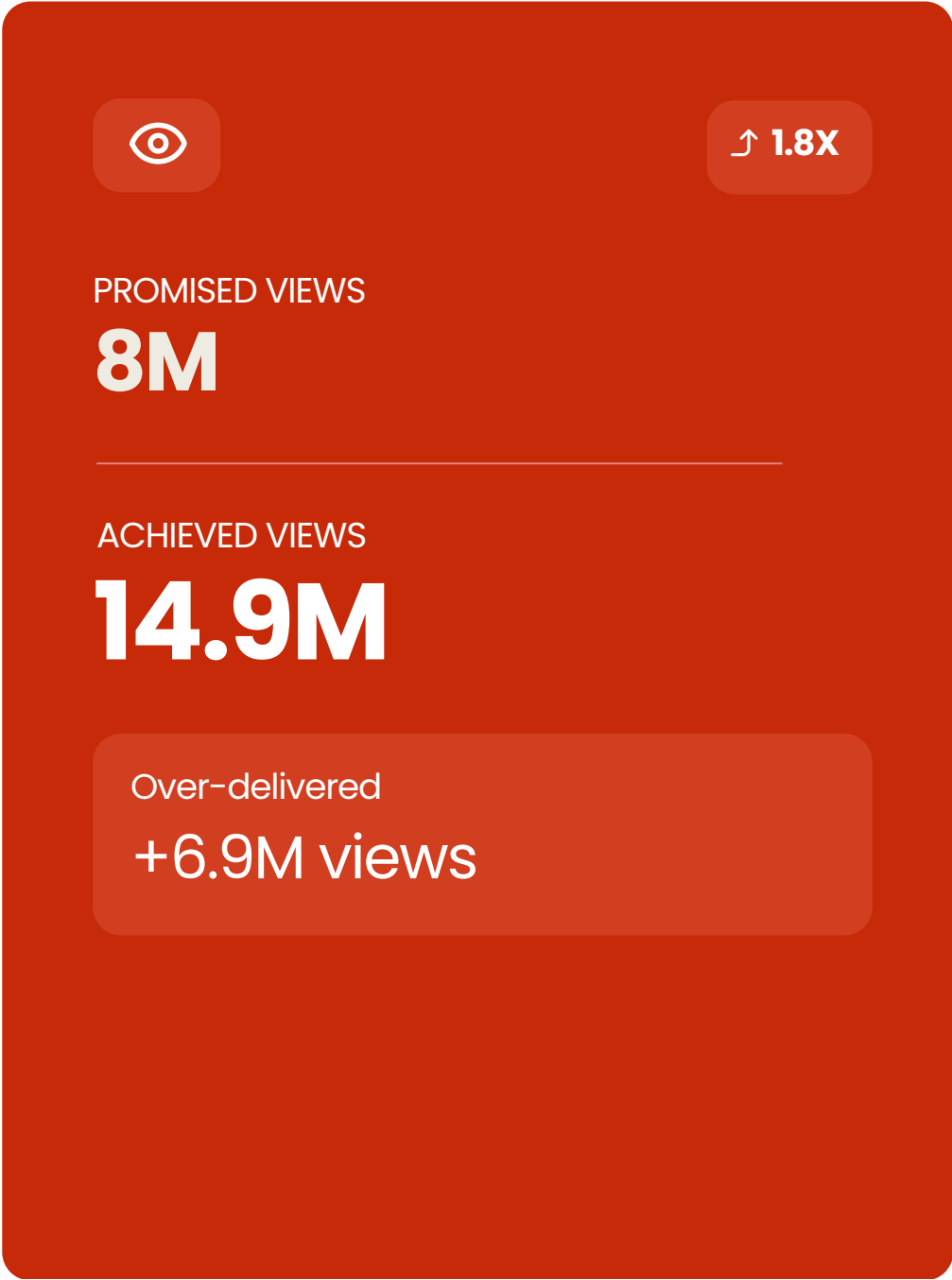
## Ordering from Amazon Sale gone wrong

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





OVERALL PERFORMANCE





@naughtyworld

HANDLE

637K+  
VIEWS

47K+  
REACH

25K+  
ENGAGEMENT

CATEGORY  
MEME HANDLES





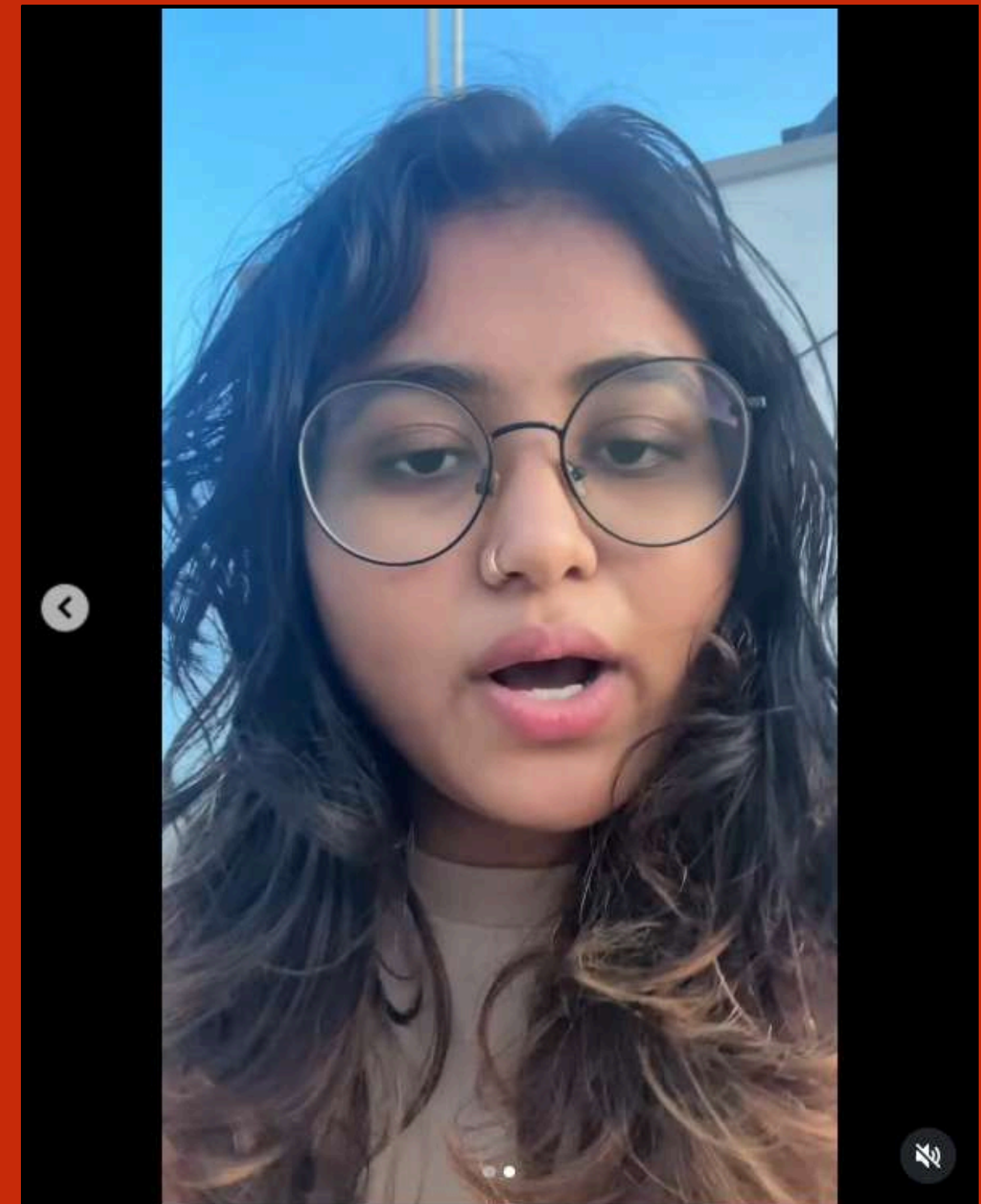
**@trollsofficial**  
HANDLE

**201K+**  
VIEWS

**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 😭



ppppppp123883 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 😂



## 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

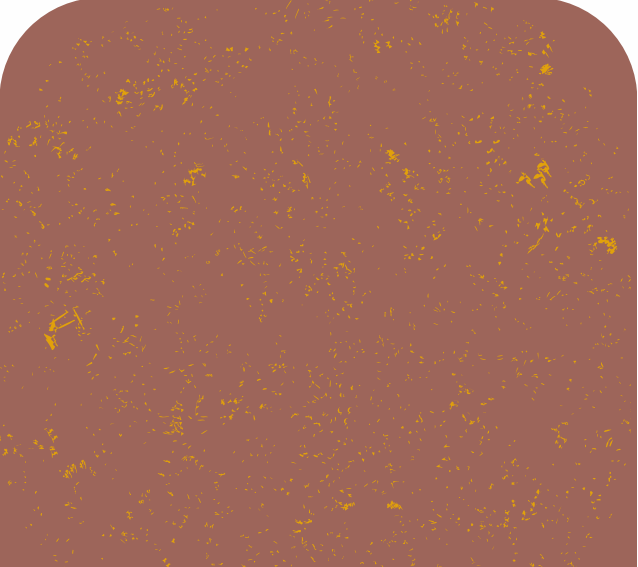
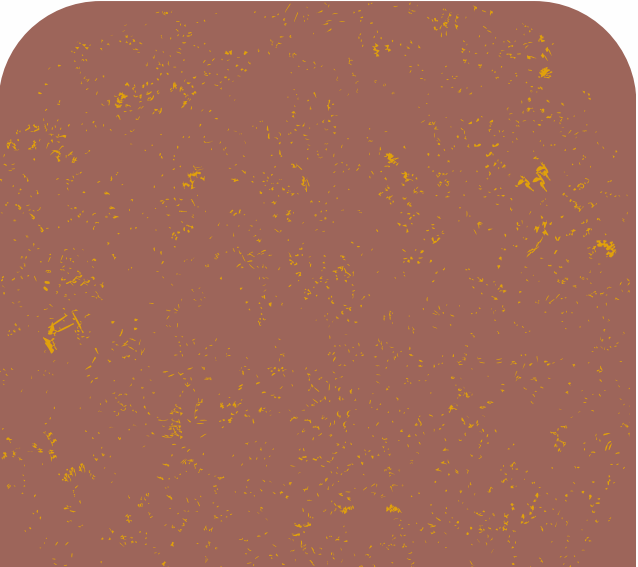
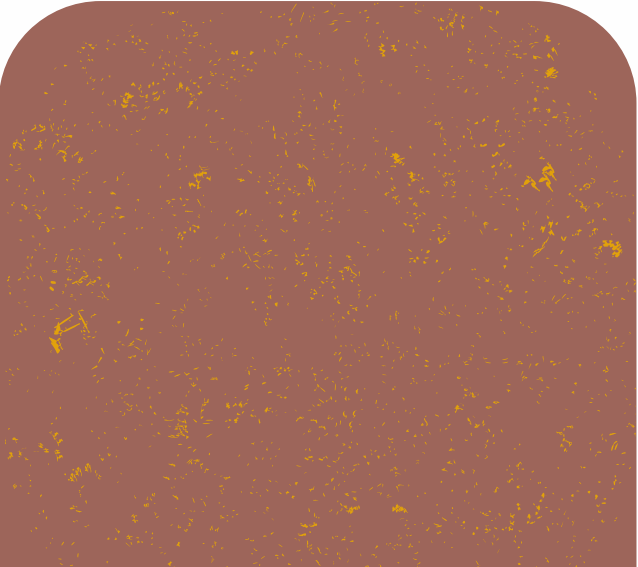
## STRATEGY

- 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





# 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

## NUMBERS ACHIEVED

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

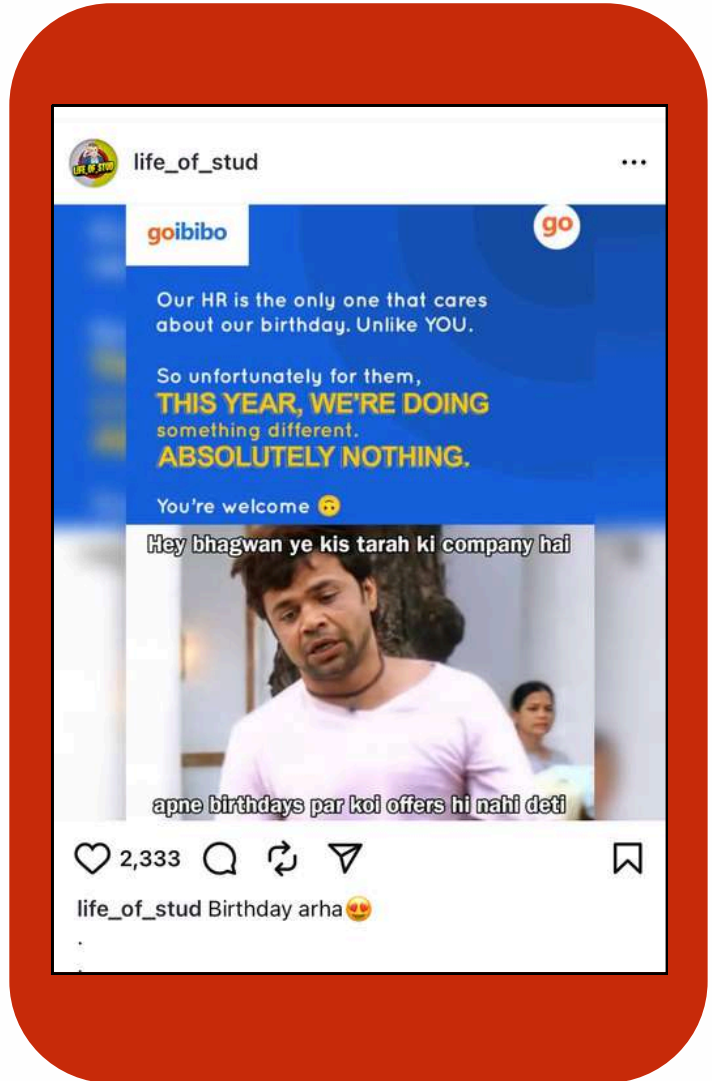
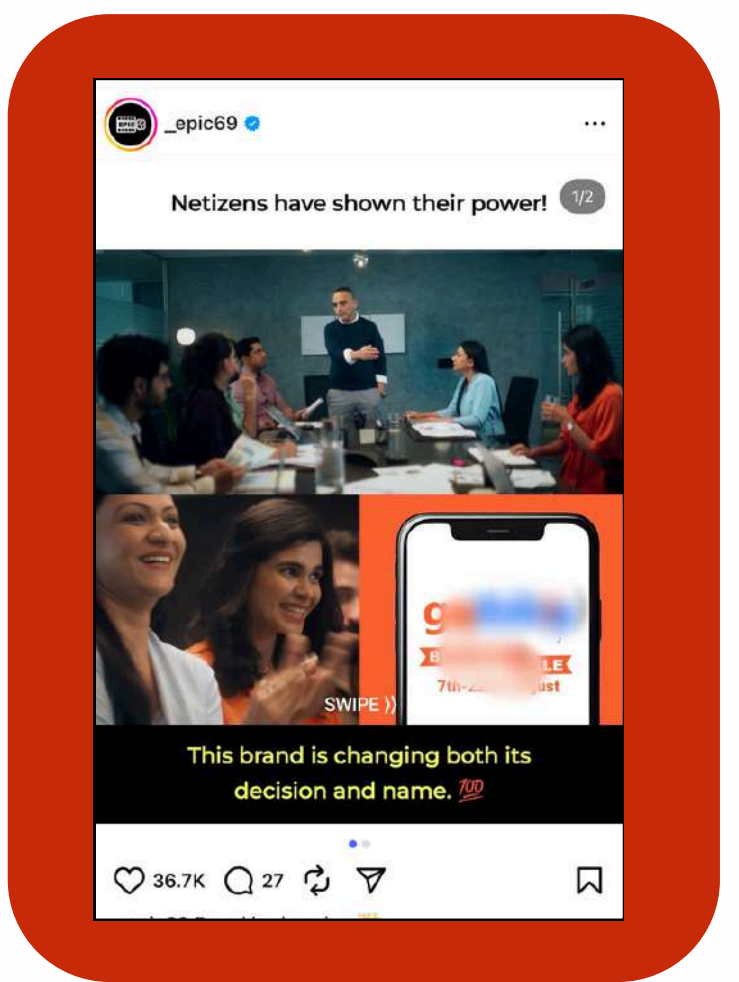
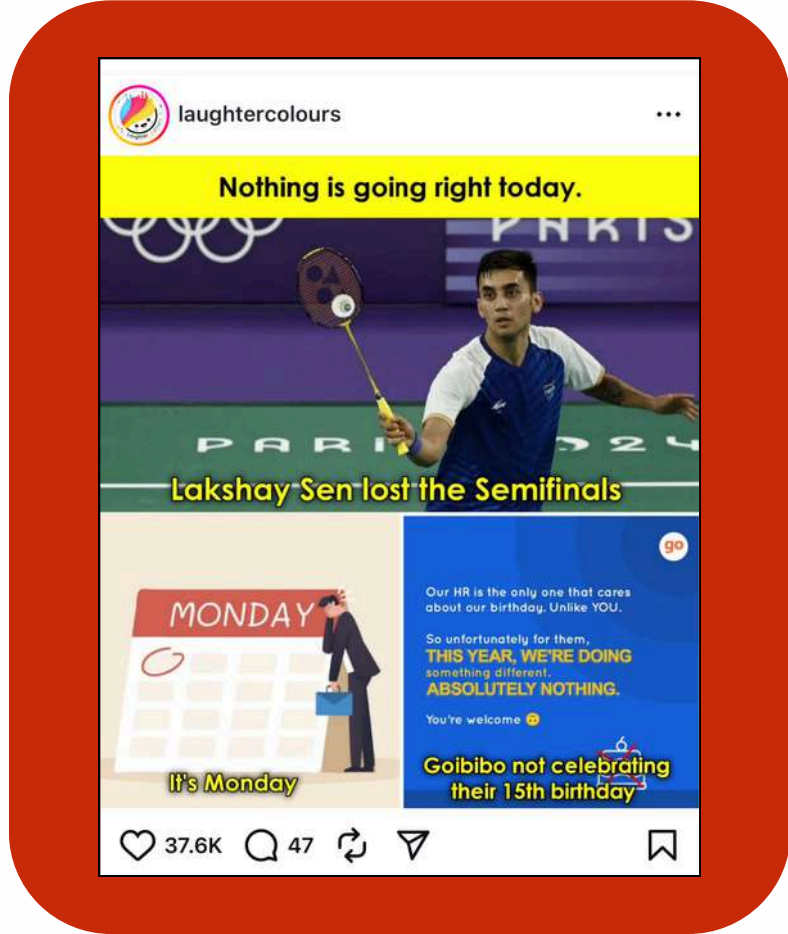
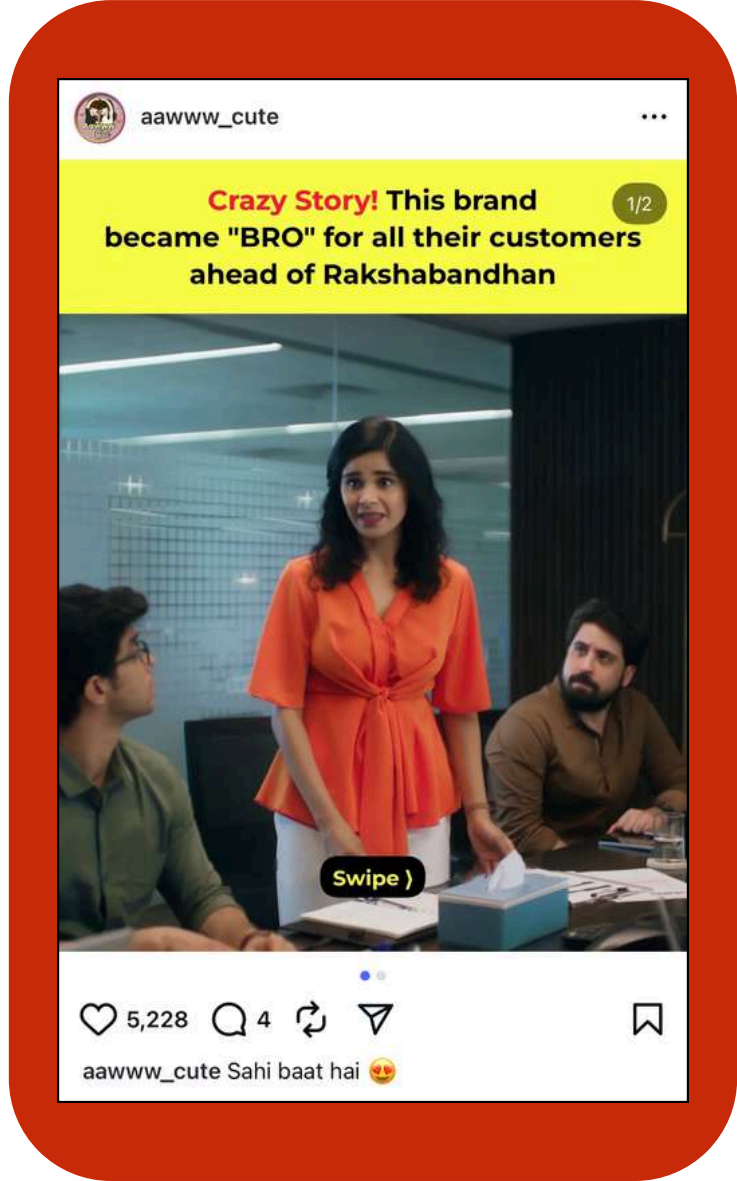
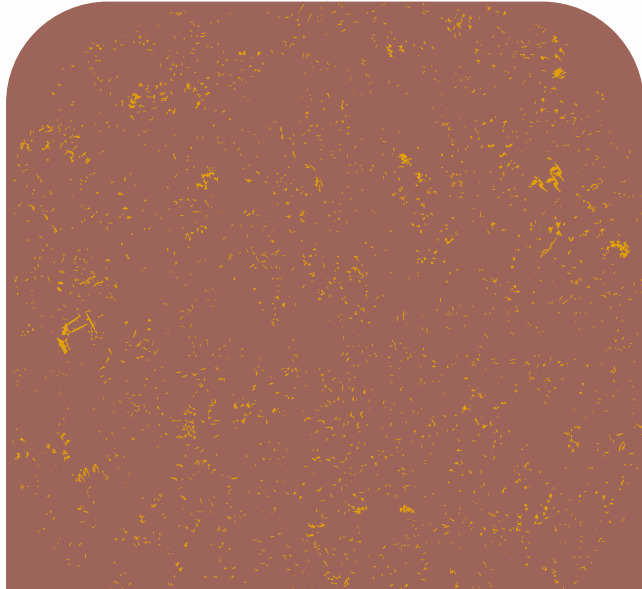
## STRATEGY

- 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





# 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.

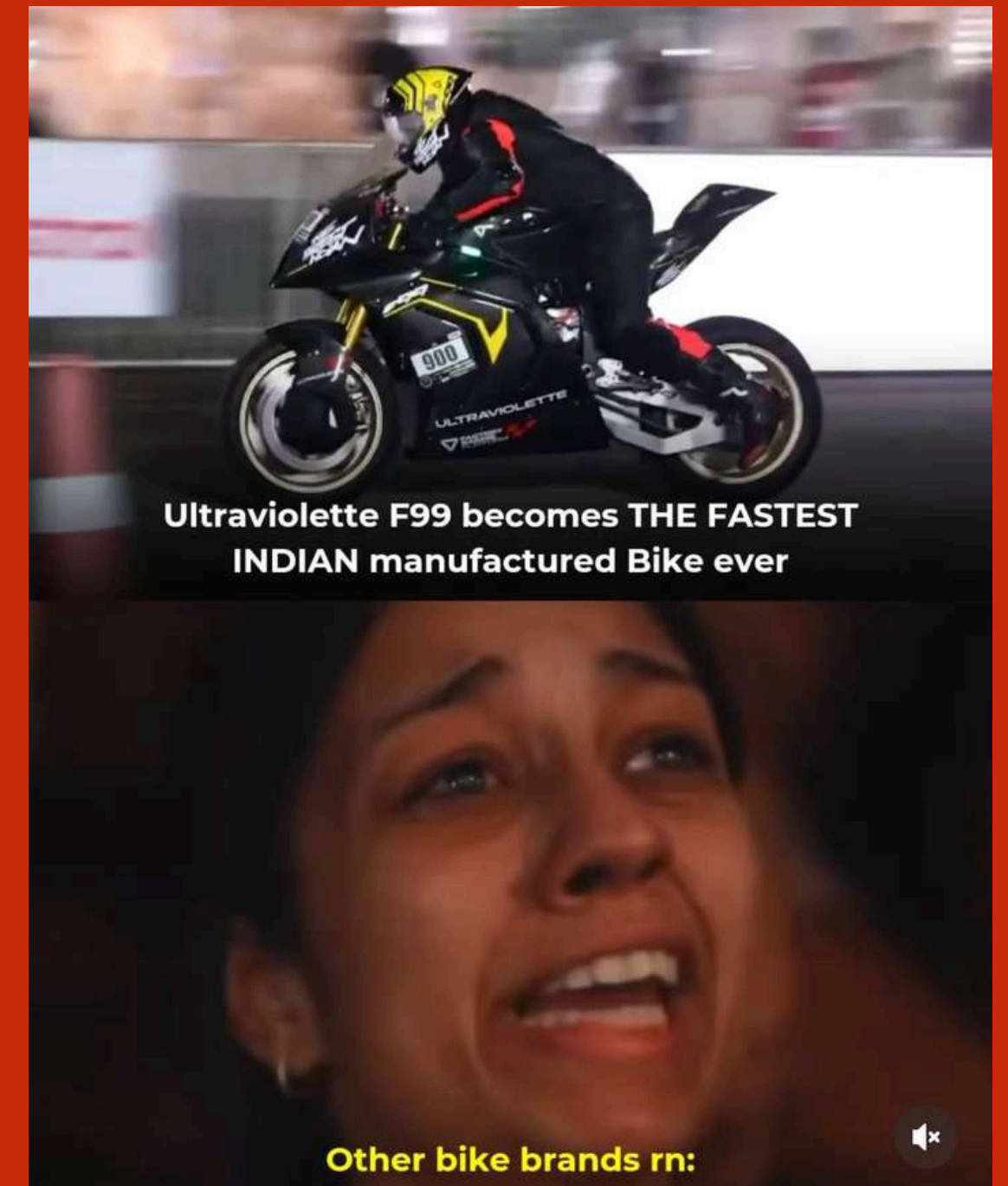
## NUMBERS ACHIEVED

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

## STRATEGY

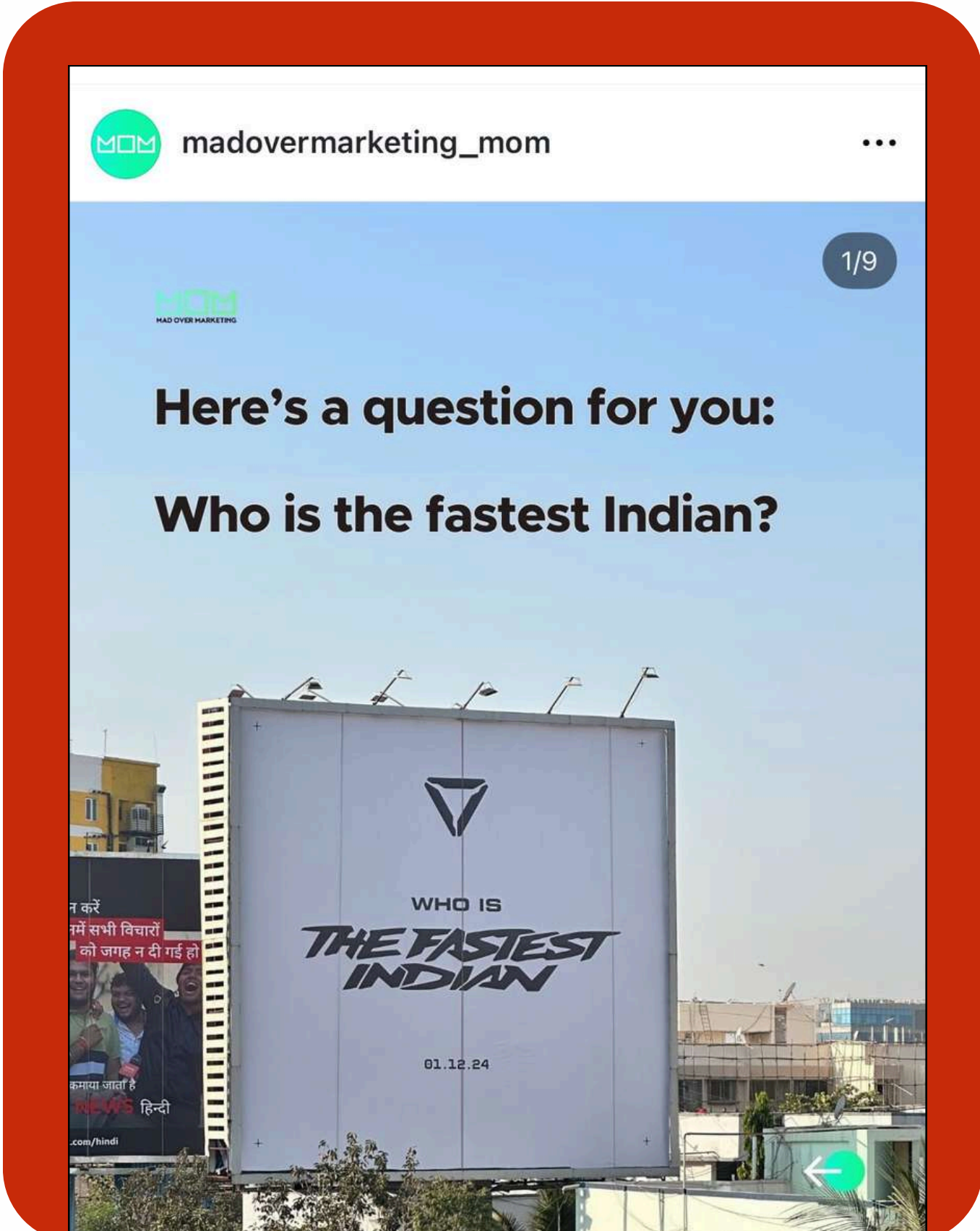
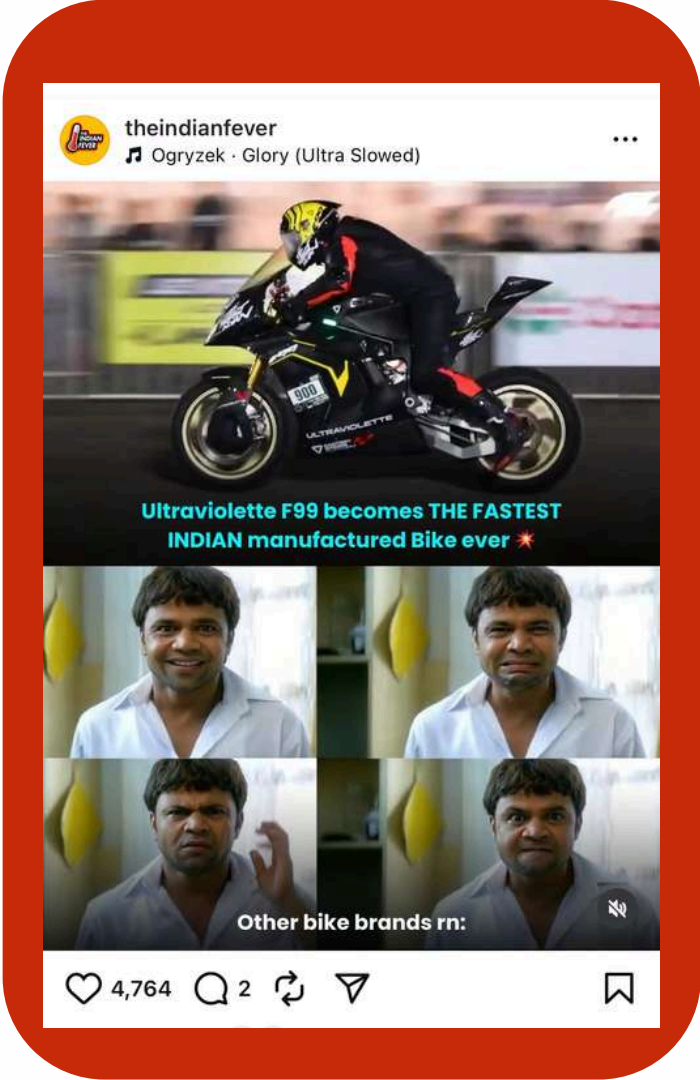
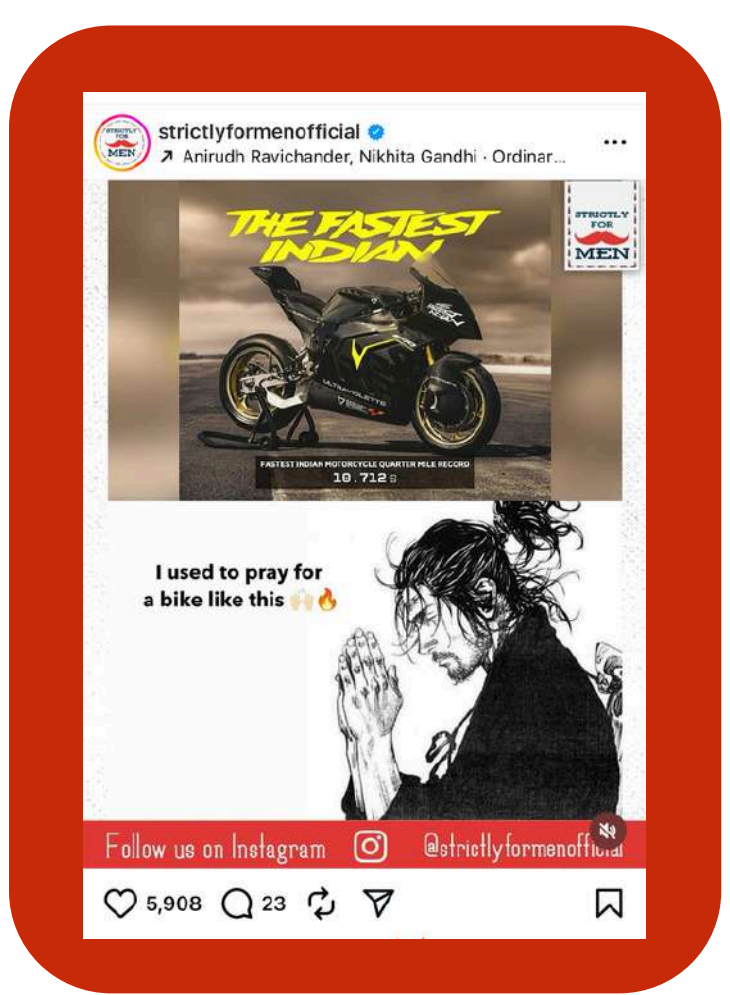
Over the 4 days we went live with all the meme pages to build anticipation, the only talking point on Instagram was #UltravioletteF99 and #TheFastestIndian.

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





# 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



Kashish

@kaha\_jaa\_rhe

Follow

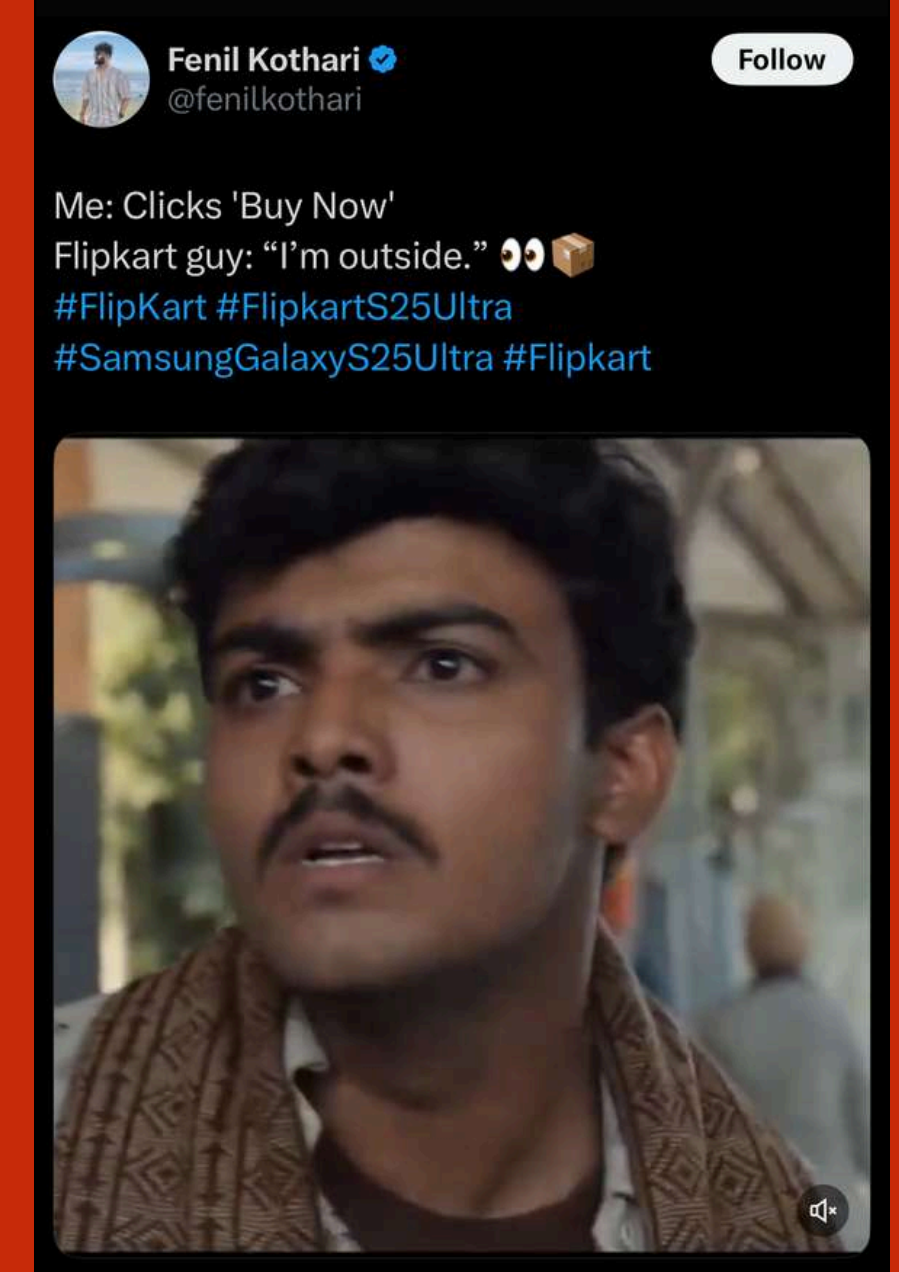
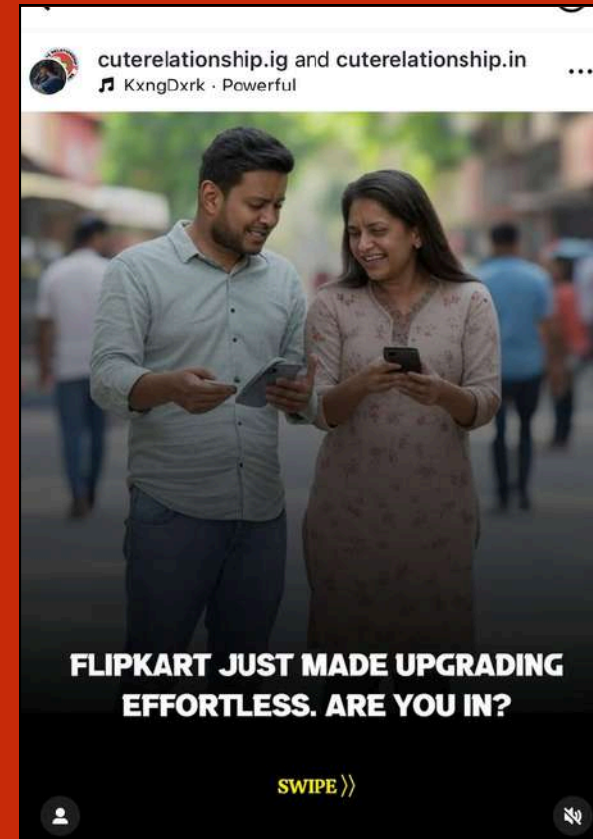
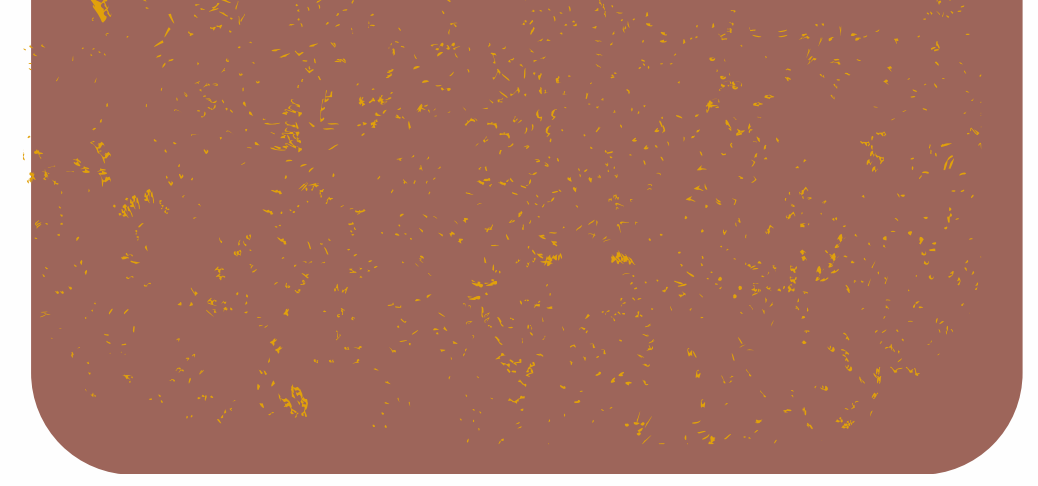
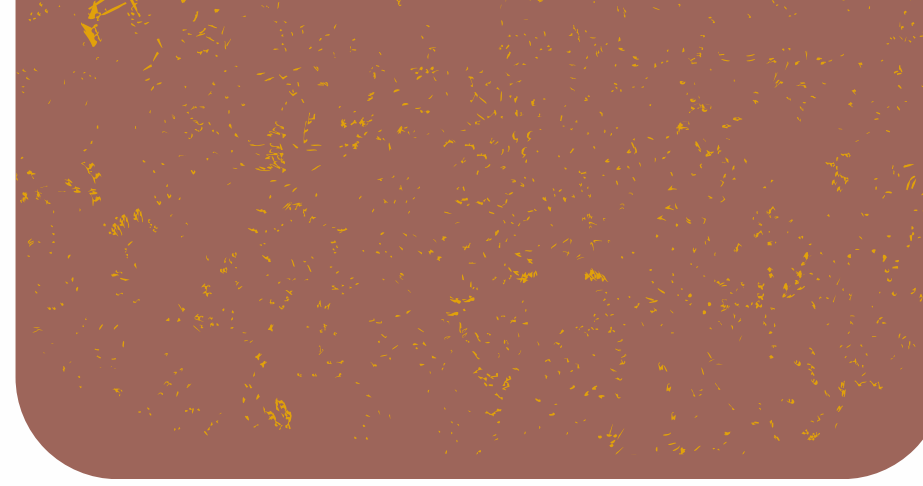
They say “moving on takes time” but Flipkart Minutes just delivered my Samsung Galaxy S25 Ultra 5G before I could even process my emotions.

[#FlipKart](#) [#FlipkartS25Ultra](#)

[#SamsungGalaxyS25Ultra](#) [#Flipkart](#)










here are some of the posts that went viral



adswithbenefits

**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**

3,141 4

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

3,491 10

adswontskip.in

**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

Yes, you heard it right! Get the Samsung Galaxy S25 Ultra in just 10 minutes with **Flipkart Minutes!** 🚀

269 2

adswontskip.in Flagship tech in just 10 minutes, the future is here! 🚀



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