



## OBJECTIVE

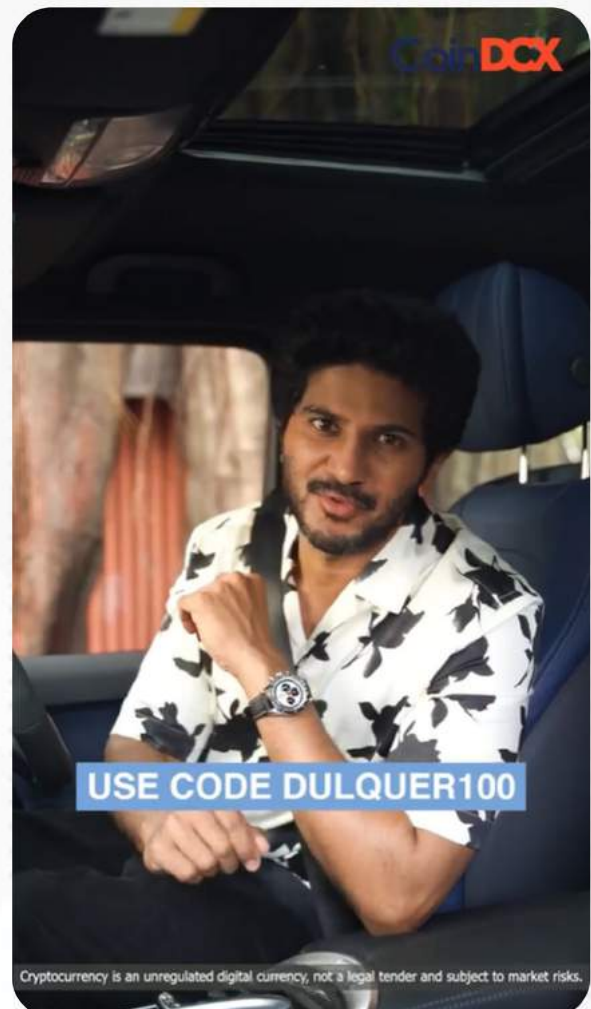
CoinDCX was founded by Sumit Gupta and Neeraj Khandelwal in 2018 and dedicated itself to providing accessible crypto. In order to keep up with the competition, CoinDCX wanted to spread awareness about crypto, communicate how CoinDCX is the safest crypto trading platform, eventually leading to an increase in user base.



## ASSOCIATION

ITW assisted CoinDCX strategize a campaign during the peak Covid era. According to ITW's research, influencer marketing was the most suitable marketing approach because internet usage had surged radically with people stuck at home.

The blanket strategy was to ensure that on all Social media platforms such as YouTube, Instagram, and MX Takatak there was a blitzscale coverage of CoinDCX's messaging about them being a safe and easy crypto exchange to use and to reassure users and potential users about investing in cryptocurrency.



# EXECUTION



ITW devised a proprietary process that included **discovering** new influencers, **shortlisting** them, **negotiating** with them and **contracting** - all driven by in-house integrated teams at ITW 360.



In addition, **ITW conducted a quality check** on each of the videos going live so that they adhere to the brand's standards and promises. The entire rigorous process took 2 weeks per influencer.



**ITW helped the brand approach over 1000 influencers and associate with 150 of them over the course of the campaign** making it unique in India both in its scale and diversity. ITW helped the brand to work with both big celebrities and smaller influencers based on factors such as geographical location and genre.



# RESULTS

**+100,000**  new users

**370,000**  clicks