



10 Content Marketing Success Stories

Introduction


When it comes to content marketing, even the sky is not the limit anymore. Analyzing the trends across markets, it is prominent that top brands are winning customers through their innovative marketing campaigns which combine storytelling and emotional narration that resonate with audiences.

Top Indian brands like Swiggy, Tata, Vivo, Vicks, Hotstar, Hyundai, Zerodha, Locus, ClearTax and many others are creating inspiring viral campaigns that can be identified as game changers.

In this E-book, we have compiled our top ten favorite content marketing campaigns that demonstrate wit, humour, emotion and innovation to inspire your next Content Marketing Strategy.

So let's take a look!

1. #BecauseWeCare



Leadership with trust

[WORLDWIDE](#) [SUBSCRIBE](#) [Twitter](#) [YouTube](#) [LinkedIn](#)


[ABOUT US](#) [OUR BUSINESSES](#) [SUSTAINABILITY](#) [MEDIA ROOM](#) [INVESTOR DESK](#) [WORKING WITH US](#) [CONTACT US](#)

[OUR BUSINESSES / TATA COMPANIES / TATA SONS / STORIES](#)

January 2017

Because we care

Conservation of wildlife, the environment and ecology, and art and culture is a passion with Tata companies and Tata Trusts. A photo feature showcasing various initiatives



Gardens of green

Trees and vegetation and the ecosystem that nurtures them are the foundation on which the world's food chain is based, the fuel that allows life on the planet to flourish. They are natural carbon sinks, creators of oxygen, producers of millions of natural resources and the very lifeblood of human and animal existence. Unfortunately, the environment that allows greens and browns to bloom on the good earth is in peril due to the ravages of climate change and humankind's insatiable need to consume.

[Explore](#)

ABOUT THE COMPANY >

Profile, operations, contact information, related links.

MEDIA RELEASES >

Get ready for the eighth edition of Tata Literature Live! The Mumbai LitFest

Naveen Kumar and Phani Mahesh from Sai Mitra Constructions are the winners of Tata Crucible Corporate Quiz 2017

MEDIA REPORTS >

Indian cricketers to come forward for cancer charity event

Masters of quiz

INTERVIEWS AND STORIES >

'Frugal functionality and design is a pan-India cultural advantage'

Dr Gopichand Katragadda, group chief technology officer, Tata Sons, and member of the Government of India's Task Force on Innovation, describes how India can develop and strengthen its innovation ecosystem

CONTACT

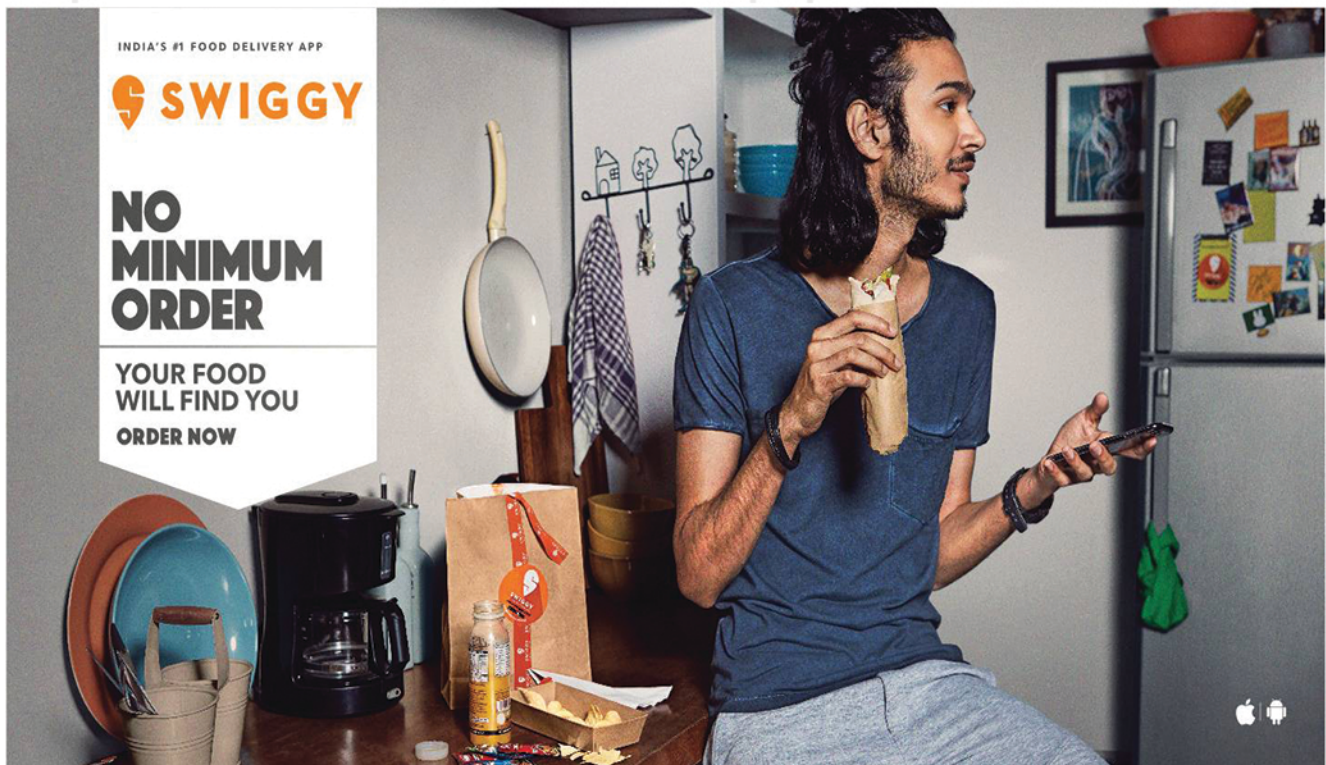
Tata Sons
Bombay House
24, Homi Mody Street
Mumbai 400 001

TATA Group • Visual Content • Conglomerate

Why we love it?

The "Leaders of Trust" proved they are the pioneers of Corporate Social Responsibility (CSR) in India with a national presence. The umbrella company's social B2B marketing campaign #BecauseWeCare transpired on two major platforms apart from their official website- Twitter and LinkedIn. Their geographical presence with biodiversity protection initiatives through visual awareness is top-notch. By inspiring people to Care for the environment, TATA's marketing strategy was successfully built on driving change which resonated with businesses and consumers.

2. # YourFoodWillFindYou



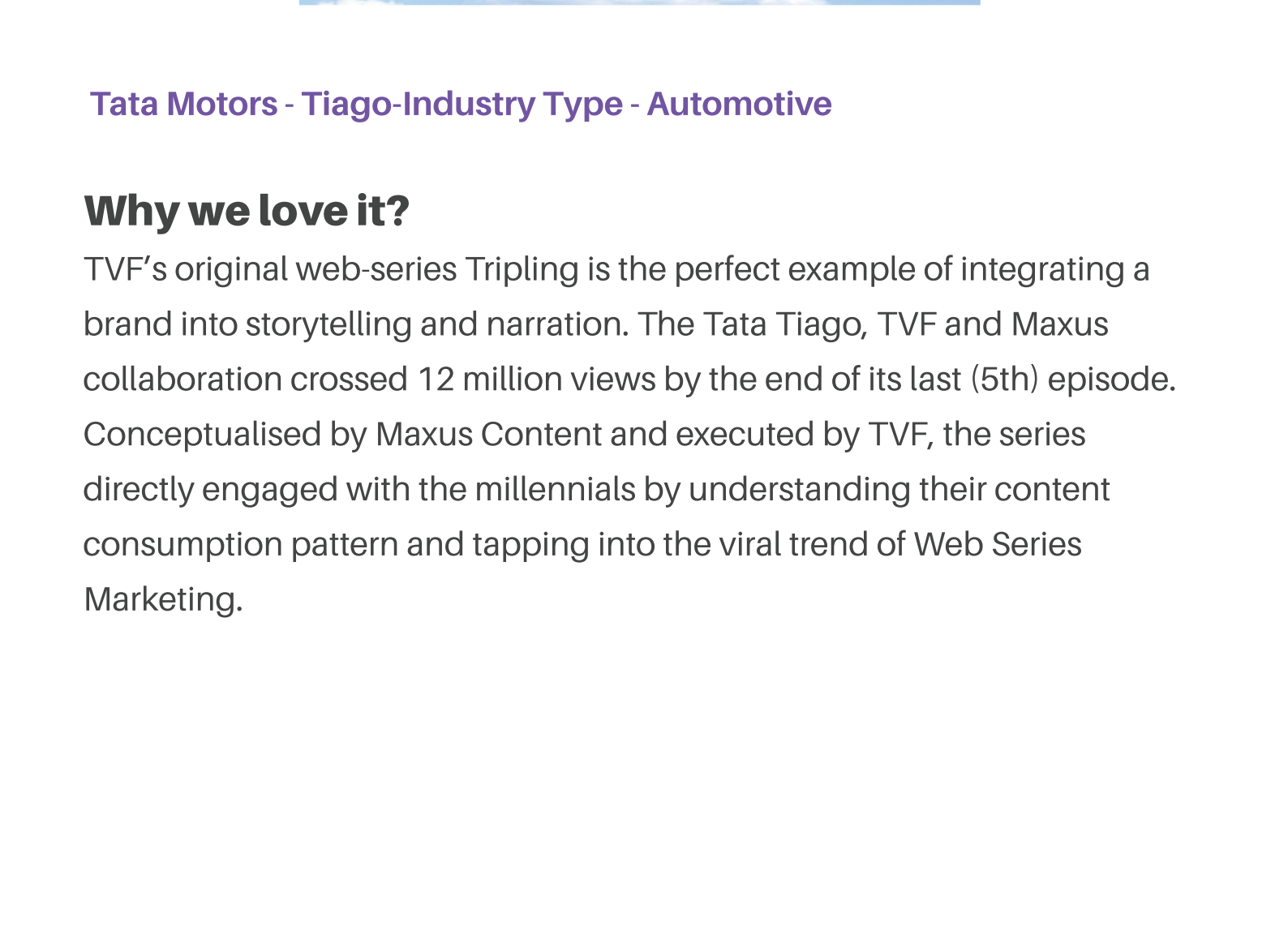
Swiggy • Digital Campaign • Online Food Ordering

Why we love it?

Founded in 2013, Swiggy was built on the ideology to provide end-to-end food services in India. Directly in competition with Zomato and FoodPanda, Swiggy has grown at a rapid pace owing to its online and offline content marketing strategies.

The #YourFoodWillFindYou campaign highlighted Swiggy's edging values such as 'no minimum order'. Interacting with consumers directly by providing best food offers, the campaign gained leverage in the fast paced life of today's hustling generation. Earlier this year, South Africa's Naspers invested a whopping Rs 512 Crores in the venture, making it Swiggy's second largest investment in the food industry.

3.# TVF Tripling



Tata Motors - Tiago-Industry Type - Automotive

Why we love it?

TVF's original web-series Tripling is the perfect example of integrating a brand into storytelling and narration. The Tata Tiago, TVF and Maxus collaboration crossed 12 million views by the end of its last (5th) episode. Conceptualised by Maxus Content and executed by TVF, the series directly engaged with the millennials by understanding their content consumption pattern and tapping into the viral trend of Web Series Marketing.

4. #ComeBackPedia



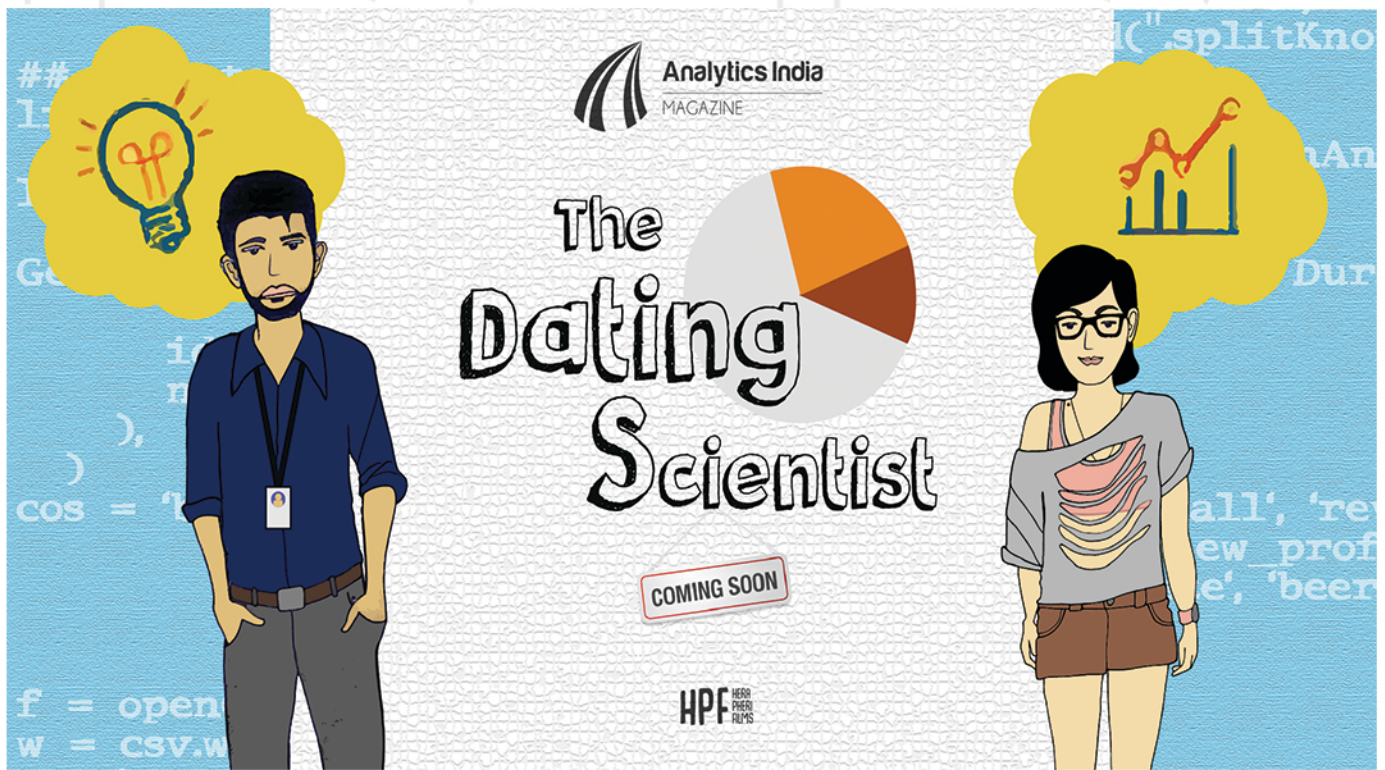
Hyundai, Grand i10 • Meme Marketing • Automotive

Why we love it?

The innovative digital campaign by Hyundai managed to generate over 6.7 million views across social media. Almost 10,000 + Memes were generated using the the Combackpedia's Site. The "encyclopedia of comebacks" initiative brought together famous comedians on the indian scene such as Cyrus Broacha, Vir Das, Mallika Dua, Amit Tandon, Vipul Goyal, Kaneez Surka and Rahul Dua to promote the launch of Wowsome Grand i10 in 2017.

WhattaWow !

5. #The Dating Scientist



Analytics India Magazine • Web Series • Publishing and Journalism

Why we love it?

The Dating Scientist is first Indian Web-Series based on Data Science. It gained a lot of attraction from the data scientist community and it is expected to grow more with time. Analytics India Magazine is one of the India's leading magazine in Artificial Intelligence and Data Science. With the help of this web-series, the magazine has managed to grow its subscription-base substantially.

6. #Going Big by Crowdfire

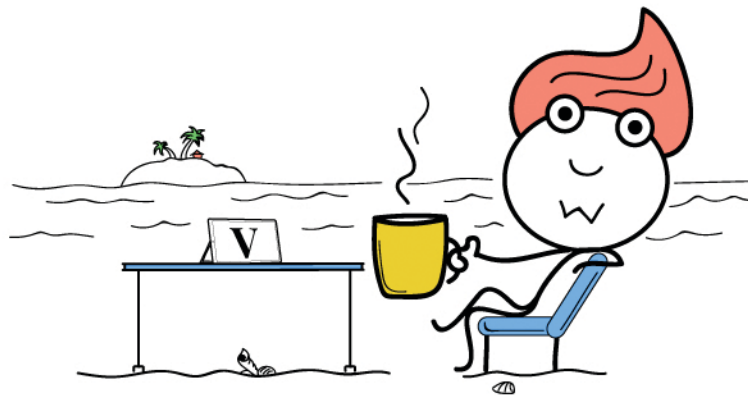


Crowdfire • Blog/Podcast • Digital Marketing

Why we love it?

Growing your business with content is easy- connect with your audience and add value through your content. One great thing about the content strategy of Crowdfire that their content is interactive, diverse, and full of information. The content does not only seek the user's attention, but justifies that attention very well. Crowdfire has managed a global audience on a huge scale and the conversion rate is commendable. Crowdfire does the content, and does it in style.

7. #Varsity By Zerodha



Zerodha • Ebook Tutorials • Investment

Why we love it?

It's a tutorial series, which educates the reader the basics of different investment options and strategies. There is an ample amount of information available on different investment options in this tutorial. At the end of it, the reader is ready to make the decision. This approach of educating the user about their product, is really fantastic. As, at the core of Content Marketing, resides a simple principle- Educate the user.

8. #Freshdesk Academy

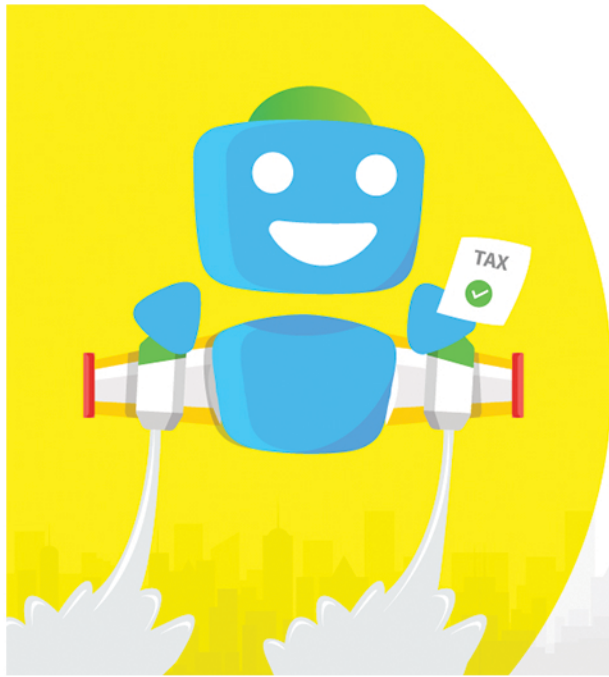


Freshdesk • Online Course • Marketing

Why we love it?

The first principle of content marketing is to educate the customer about the product. Freshdesk takes this approach to a whole new level and provide the customer to be a part of their training session, which gives an insight into the kind of work they do. What better way can it be, of informing the users about your product than dedicating an entire online course?

9. #ClearTax's Return Filing Training Session



cleartax

Simplifying Taxes for Indians

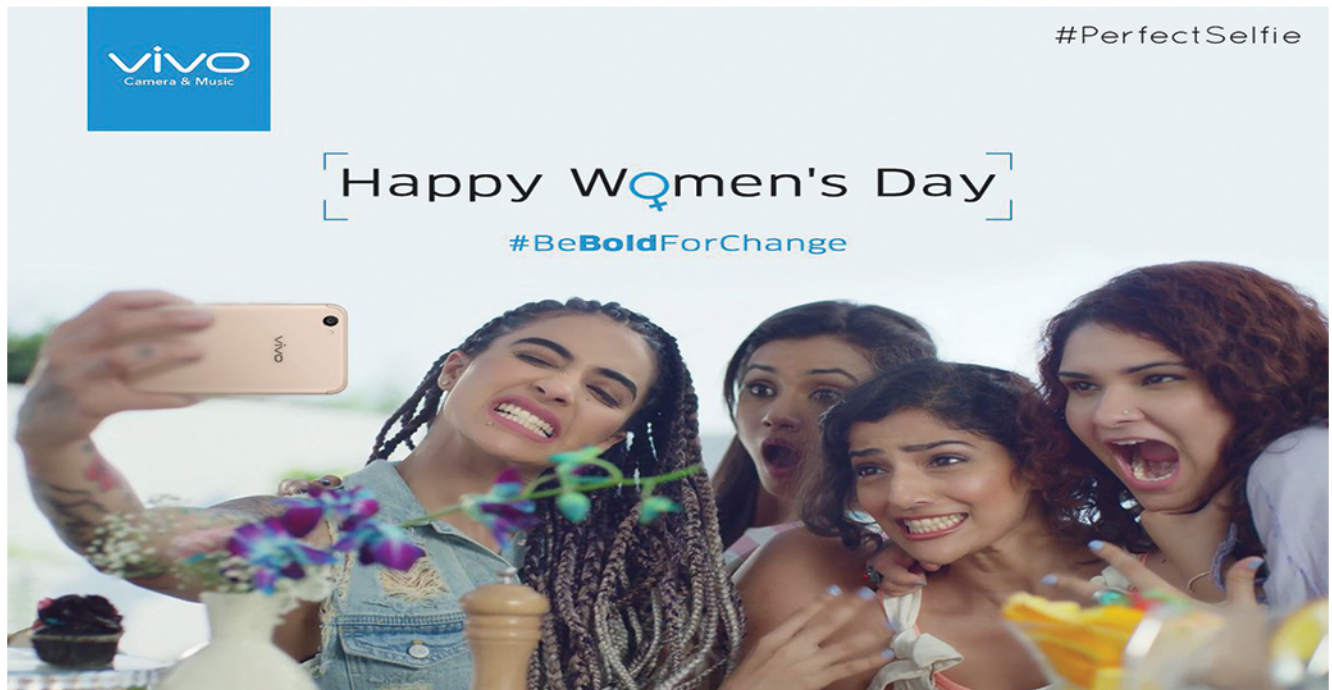
- ✓ Income Tax Filing
- ✓ GST & Invoicing
- ✓ CA & Legal Services

ClearTax • Video Blogs • Finance

Why we love it?

ClearTax introduces the process of tax filing under the new law of GST. GST has been implemented for a while now, but organizations and individuals are struggling to cope up with that. The series of video blogs are truly amazing as they provide the details for the entire GST filing. It makes it easier for the customer to understand their product and the solution they offer.

10. #BeBoldForChange



Vivo India • Video Ad Campaign • Consumer Electronics

Why we love it?

The #Beboldforchange campaign initiated by the smartphone giant aimed to break stereotypes and drive home the point of Women Empowerment for International Women's Day, 2017. With Bani J symbolizing women's individuality and campaigning for bold and beautiful women all over India, the campaign was a major hit celebrating womanhood.



Office C109, Nyati Millennium
Viman Nagar
Pune - 411014, MH, India
Contact: +91 866 984 4914
Website: www.wittypen.com