

Industry: Fashion (D2C)
Project: Branded Music Video Campaign featuring Suryakumar Yadav

THE CHALLENGE

The Indian Garage Co. wanted to strengthen its presence among young, style-conscious audiences in a highly competitive D2C fashion space. The challenge was to:

- Build strong brand recall in a cluttered digital environment
- Connect with Gen-Z and millennial audiences
- Create a high-impact campaign with shareability
- Move beyond standard creatives to a culture-led format
- Deliver content that performs at scale across digital platforms

WHAT WAS SET OUT TO BUILD

We set out to create a high-energy branded content campaign that would:

- Establish a bold and confident brand identity
- Leverage celebrity + music culture for mass appeal
- Drive engagement, reach, and shareability
- Position the brand as youth-driven and expressive



IMPACT

- Strengthened brand recall among young audiences
- Enhanced brand positioning as bold and expressive
- Increased engagement and content shareability
- Built cultural relevance through music and celebrity integration

STRATEGY & EXECUTION

1. Content Strategy

- Built campaign around confidence, individuality, and self-expression
- Used music-led storytelling (rap format) for cultural relevance
- Focused on youth-first communication and relatability

2. Creative Execution

- Produced a high-energy branded music video featuring Suryakumar Yadav
- Designed visually dynamic, fast-paced storytelling
- Created a scroll-stopping, shareable content format

3. Distribution Strategy

- Optimized for social-first platforms (Instagram, Reels)
- Focused on organic reach + engagement-driven visibility
- Ensured content adaptability across digital channels



RESULTS

15M+ views on Instagram, driving strong visibility and reach

High engagement across social platforms

Increased brand awareness in target audience segments

Delivered a **high-impact campaign** with scalable content potential