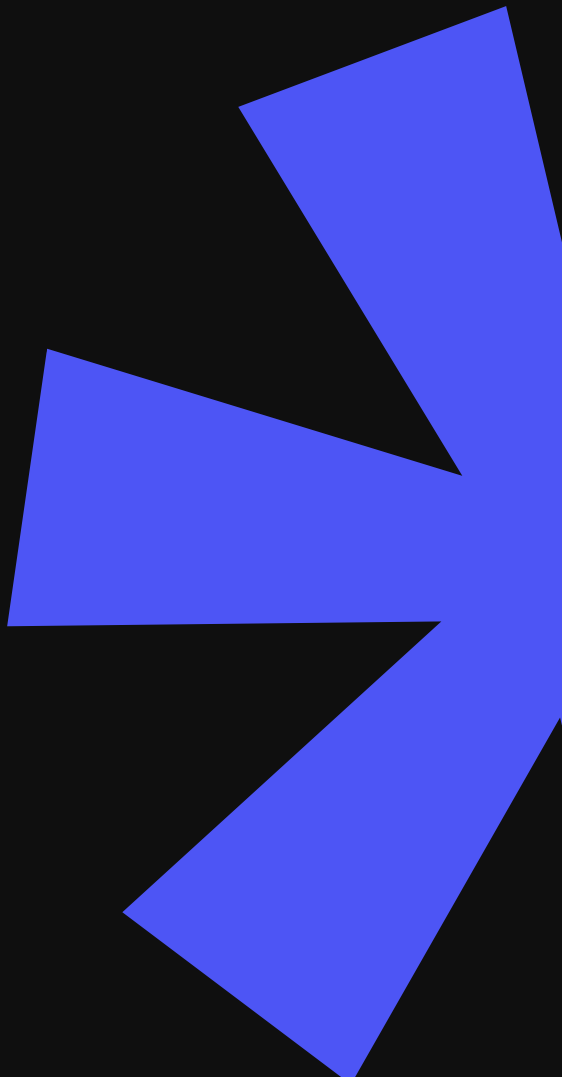




phiesi
NETWORKS

CASE STUDIES



SWIPE TO SEE OUR WORK >>>

SPOTIFY X ARJUN KANUNGO X OCEAN SHARMA



Bridge gaming and music culture with a high-energy music video that resonates with Gen Z gamers and elevates Spotify's cultural edge.

STRATEGY

- Produced an original music video in collaboration with Arjun Kanungo for Spotify
- Featured Ocean Sharma to blend creator influence with gaming-driven storytelling
- Focused on music, ambition, and energy to connect with a young, gaming-first audience

RESULTS

18K+

TRACK PLAYS

1.1M+

VIEWS

56K+

LIKES

330+

COMMENTS



EK GAME HO JAYE?

13TH AUGUST

7PM



"Positioned Spotify as the go-to music platform for India's next-gen gaming community"



OCEAN SHARMA X TV/DIGITAL COMMERCIALS

Ocean Sharma is a prominent figure in the sports and esports industry, with a background of 7 years in theatre during his school days. His natural on-camera presence, combined with an appealing personality, has made him one of the most promising talents for ad shoots.

Ocean has successfully collaborated with several renowned brands for TVC and DVC shoots, including Krafton BGMI, Moov, Dream 11, Star Sports, and Rooter, solidifying his reputation in both the entertainment and gaming industries.





RIOT X VALORANT X SUPERPOWER



Turn the Valorant Champions anthem into a cross-cultural moment by blending choreography, music, and game-day adrenaline.

STRATEGY



- Partnered with Pery Sheetal and Himanshu Dulani
- Created original dance routines around the anthem
- Brought gaming and performance culture together

RESULTS

1M+

IEWS

42K+

LIKES

250+

COMMENTS

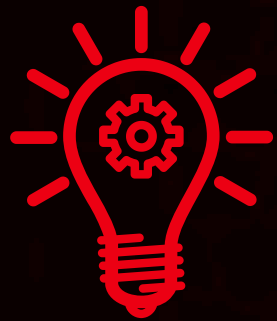


"Framed the anthem as a creative canvas beyond gaming"

TCL X WILLY GAMING X ENGINEER THE GAMER X THE BRIGHTFOX

TCL

Showcase the TCL 75" C6K QD Mini LED TV as the ultimate gaming upgrade, blending high-performance features with creator-led impact.



STRATEGY

- Collaborated with Willy Gaming, Engineer the Gamer, and The BrightFox
- Delivered cinematic gaming Reels packed with humor, reaction, and spec highlights
- Tied in TCL's Worldwide Olympics Partnership to elevate brand stature

RESULTS

425K+

VIEWS

20K+

LIKES

450+

COMMENTS



RIOT GAMES X VALORANT BUNKER X RITVIZ



Build cultural relevance for Valorant by merging gaming, music, and creator energy through a high-impact, on-ground experience.

STRATEGY

- Curated the invite-only Valorant Bunker
- Headlined by Ritviz to connect with Gen Z through music
- Crafted an immersive crossover of community and culture

RESULTS

- **Positioned Valorant as a cultural movement**
- **Deepened fan loyalty and creator engagement**
- **Reinforced Riot's image as a community-first brand**





Objective

Ocean Sharma, a renowned gaming and tech expert, teamed up with Amazon for their Daily Deals Dhamaka campaign to bring the best deals and exclusive offers to his audience. Over multiple live shows in the last two years, Ocean showcased his expertise in gaming and tech while educating viewers on the wide range of products available in Amazon's Daily Deals sale.

- Ocean hosted live broadcasts where he demonstrated the benefits and usage of top-selling products, highlighting exclusive deals available during the Daily Deals Dhamaka sale.
- To drive product awareness, boost sales, and inform customers about the best deals and discounts on Amazon.
- Ocean's trusted influence and engaging presentation style contributed to the success of the campaign, increasing visibility and purchase intent among his tech-savvy and gaming-focused audience.

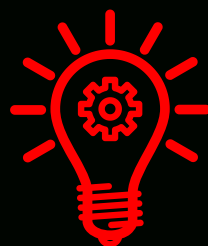


TOYOTA HILUX X STEFFILYNE



Reposition Hilux as the vehicle of choice for India's adventure-first youth by leaning into cinematic storytelling and real-world resilience.

STRATEGY



- Partnered with Steffilyne
- Produced a cinematic short film with off-road action
- Framed Hilux as a reliable symbol of empowerment

RESULTS

135K+

IEWS

3.5K+

LIKES

50+

COMMENTS

"Reinforced Hilux as a purpose-built SUV for discovery"





Objective

To generate buzz and elevate awareness for Skechers' first-ever streetwear collection in India, Retroverse, designed by Kanika Goel.

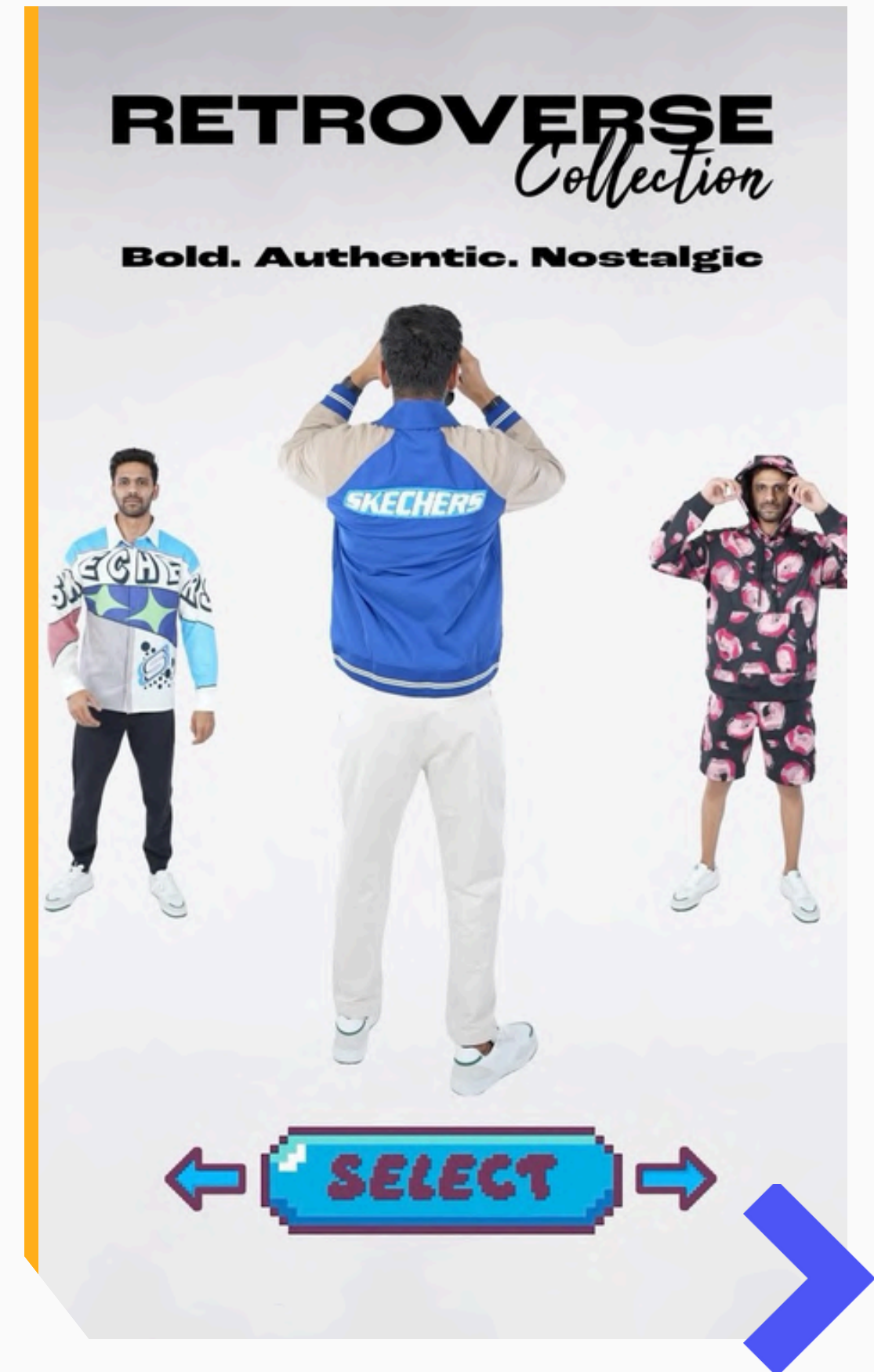
The campaign aimed to highlight its Vaporwave aesthetic and 90s-inspired urban-edge while establishing Retroverse collection is a fusion of comfort and style.

Strategy

Partnered with Ocean Sharma, a prominent lifestyle and gaming influencer, to bring a unique and relatable perspective to the Retroverse collection.

📉 **185K+**
Views

📉 **700K+**
Impressions



CASE STUDY

ROYAL STAG BOOMBOX X OCEAN SHARMA + CREATORS

Drive on-ground footfall by activating top gaming creators for direct, location-first community invites.

STRATEGY



- Partnered with Ocean Sharma, Jokerkihaveli, Munnabhai Gaming, and Shreeman Legend
- Each creator shared a location-specific Reel inviting followers to join them at the venue
- Messaging was casual, direct, and event-focused

RESULTS

1M+

VIEWS

55K+

LIKES

400+

COMMENTS

“Boosted local turnout through creator-led event amplification”



BGMI X KFC X BRIGHTFOX X CLASSIFIED YT X NATASHA



Drive gamer engagement by linking an exclusive KFC meal deal to in-game BGMI rewards for limited-time excitement.



STRATEGY

- Partnered with BrightFox
- Promoted the KFC Zinger Box with free BGMI unlocks
- Built city-specific hype through targeted content

“Boosted campaign traction by bridging food and gaming culture”



RESULTS

391K+

VIEWS

26K+

LIKES

600+

COMMENTS

PLAYSTATION X OCEAN SHARMA & BRIGHTFOX



Drive retail footfall and Drive retail footfall and festive sales through creator-led storytelling around the PS5 buying experience across multiple PlayStation stores.festive sales through creator-led storytelling around the PS5 buying experience across multiple PlayStation stores.



STRATEGY

- Partnered with Ocean Sharma for a hands-on mini-vlog at DT Zone PS Official Store highlighting festive offers on PS5 bundles
- Collaborated with Brightfox to showcase the first PlayStation Exclusive Flagship Store in South India at Sarjapur Road, Bangalore
- Captured the latest PS5 consoles, accessories, and games through immersive in-store experiences

“Boosted retail visibility across two flagship PlayStation stores and positioned PS5 as the must-have festive addition for gamers”



RESULTS

325K+

COMBINED VIEWS

15K+

LIKES

300+

COMMENTS



CASE STUDY



Creators involved: FACEME GAMING X SNOWIE GAMING X SHOUTOUT YT X KODI PLAYS MORE X LADY PREDATOR X SPERO X GMK X TL GAMER X GAMEZO

IQOO 13 X GAMING CREATORS



Build long-term creator presence and strengthen iQOO 13's positioning among core mobile gamers through consistent community engagement.

“ Positioned iQOO as a committed supporter of India's mobile gaming ecosystem”



STRATEGY

- Delivered sustained creator-led content over 6+ months
- Integrated creators in iQOO Gamers Unite events and digital promotions
- Executed livestreams, VODs, Instagram Reels, and on-ground activations

RESULTS: 6 months of continuous creator-led visibility

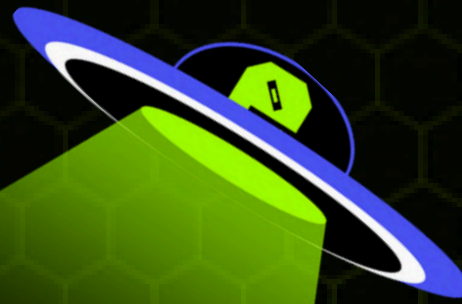
3.5M+

VIEW'S

250K+

LIKES





NVIDIA X INNO3D X GEETINII LEON WALKTHROUGH THEGAMERSTOYS CHETAN THE TIGER

Drive awareness and excitement for NVIDIA Reflex through creator-led content and hybrid online-offline engagement under the iCafe Attack tournament series.





STRATEGY



- Led end-to-end execution of NVIDIA iCafe Attack, from cafe onboarding to tournament operations
- Streamed the tournament live on INNO3D brand pages for maximum digital reach
- Bridged digital and physical touchpoints to immerse audiences in NVIDIA Reflex gameplay benefits
- Collaborated with Geetinii and Leon Walkthrough for online watch party coverage
- Activated TheGamersToys and Chetan the Tiger at key offline cafes for on-ground engagement

RESULTS

50+
TEAMS

1M+
REACH

22
CAFES

1.1M+
VIEWS ACROSS

“Expanded Reflex awareness through competitive gaming integration and creator storytelling”



Showcase cutting-edge RTX 50 Series technology including DLSS 4, MFG, and Reflex using creator-led gameplay content.

STRATEGY

- Collaborated with Inno3D to highlight RTX 50 Series capabilities in real-world gaming scenarios
- Partnered with Lazy Assassin and Maalbro to create VOD gameplay content around Doom: The Dark Ages
- Focused content on DLSS 4, MFG, Path Tracing, DLSS Ray Reconstruction and Reflex performance in intense combat environments
- Released the content via YouTube to maximize visibility within the Indian PC gaming audience

“Delivered strong interest in RTX 50 Series features through authentic gameplay breakdowns”

NVIDIA X INNO3D X LAZYASSASSIN X MAALBRO



RESULTS

200K+ VIEWS

2 HIGH-IMPACT CREATOR VIDEOS



NVIDIA X ZOTAC X SCOUT



Showcase Nvidia Reflex technology in Valorant through a high-performance PC build video.

STRATEGY

- Collaborated with Zotac and top creator Sc0ut for a custom PC build focused on esports-grade performance
- Integrated key hardware components Brand including Intel, Cooler Master, and TeamGroup T-Force

“Elevated Nvidia Reflex awareness among competitive FPS players”



RESULTS:
1 CUSTOM PC BUILD VOD

172K+

IEWS

13K+

LIKES

900+

COMMENTS



MOONTON X GAMING CREATORS



Boosted awareness and viewership for MLBB through a high-impact publisher campaign featuring India's top gaming creators.



STRATEGY

- 20+ creators for YouTube Livestreams/VODs showcasing MLBB gameplay
- Curated a content mix of casual streams, rank pushes, and custom lobbies to suit diverse viewer bases
- Focused on creators with loyal regional audiences across Free Fire, BGMI, and ML titles
- Ensured consistent branding, in-video promotions, and callouts for MLBB download and play

RESULTS

630K+

IEWS

5M+

REACH

4M+

IMPRESSIONS

“Strengthened MLBB's footprint in the Indian mobile gaming creator ecosystem”



IQOO Z10 X MUNNA BHAI GAMING

Promote the iQOO Z10 through dynamic livestreams with real-time callouts and interactive creator content.

iQOO

"Successfully positioned the iQOO Z10 as a high-performance, gaming-ready smartphone through immersive, creator-led livestream storytelling."

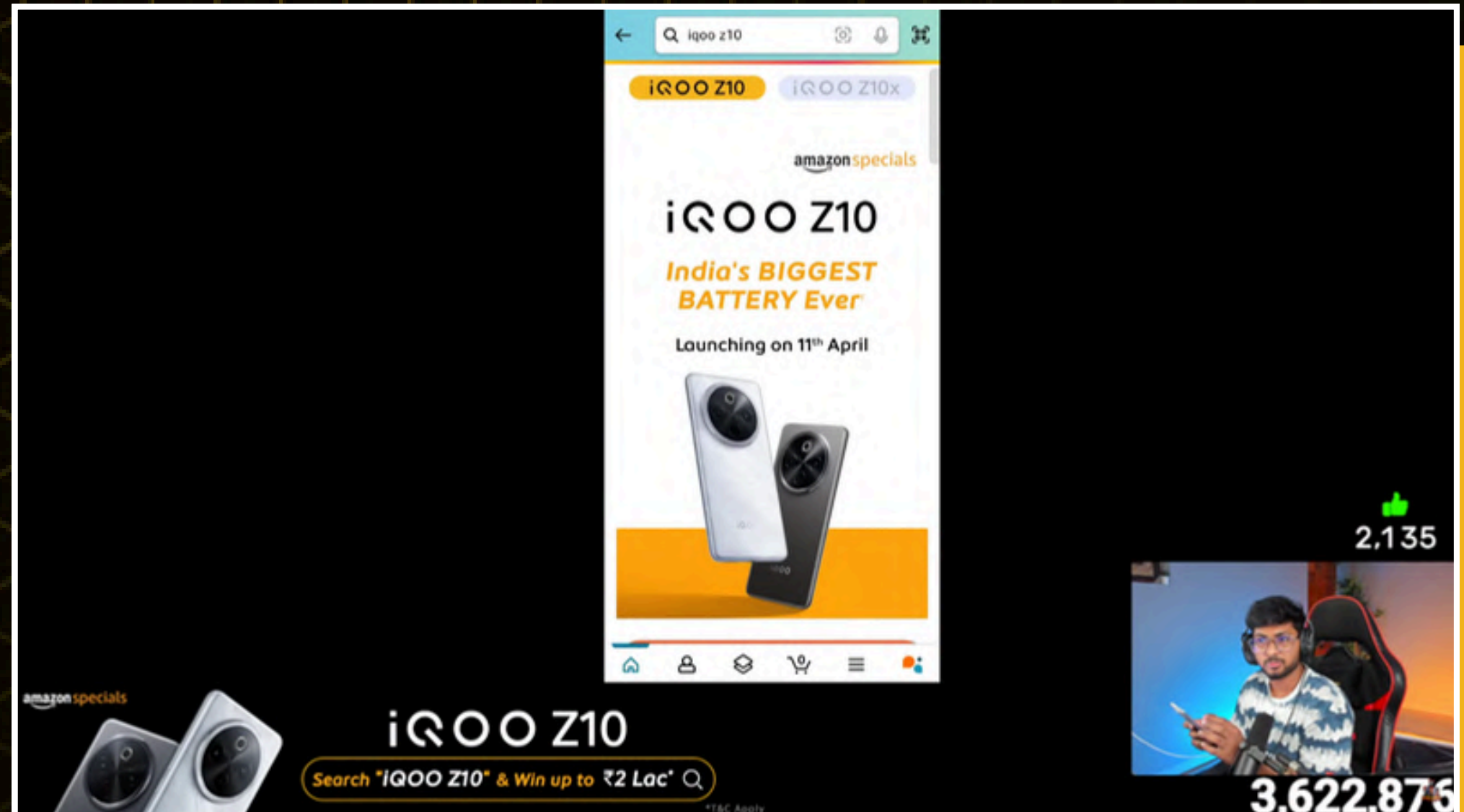
RESULTS

265 K+ COMBINED VIEWS

25K+ LIKES

STRATEGY

- Partnered with Munna Bhai Gaming to host three dedicated livestreams showcasing the iQOO Z10
- Integrated real-time product callouts and branded astons to highlight key specs and performance
- Positioned the Z10 as a gaming-first smartphone through high-energy gameplay and creator commentary
- Drove audience interaction by addressing live chat queries around phone features and usability



COLORFUL INDIA X ELITEHUBS X ANIME INDIA CONVENTION

Fabricated and executed a combined booth for Colorful India and EliteHubs.

STRATEGY

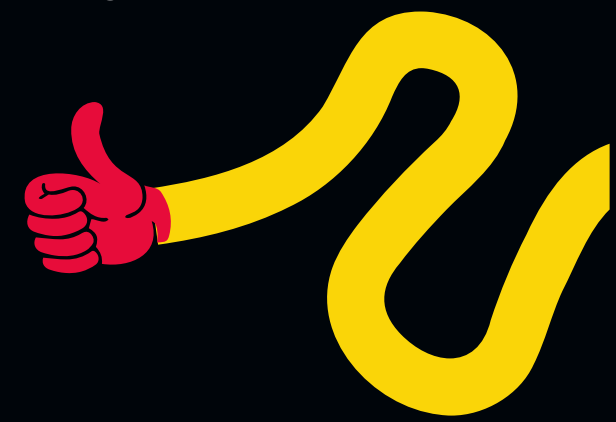
- Integrated product showcases, demo stations, and engagement zones to attract diverse audiences
- Delivered interactive experiences including giveaways
- Ensured smooth execution and consistent brand visibility throughout the convention



COLORFUL®

RESULTS

- Large-scale booth fabricated and managed for two leading brands
- High attendee engagement with both anime fans and gamers under one space
- Strengthened brand presence within India's pop culture and gaming communities



LENOVO GAMERS ON DUTY X GAMING CREATORS

Turned gamer frustration into a sales opportunity by targeting “campers” in one of India’s most innovative gaming campaigns.



STRATEGY

- Deployed 12 top gaming influencers as undercover Gamers on Duty agents inside a popular shooter game
- Delivered Lenovo Legion upgrade offers and discounts right in the moment gamers felt the pain of poor performance
- Created highly shareable content disguised as authentic gameplay moments



Lenovo

LEGION

RESULTS

20M+

REACH

“Positioned Lenovo Legion as the go-to solution for serious, fearless gameplay”

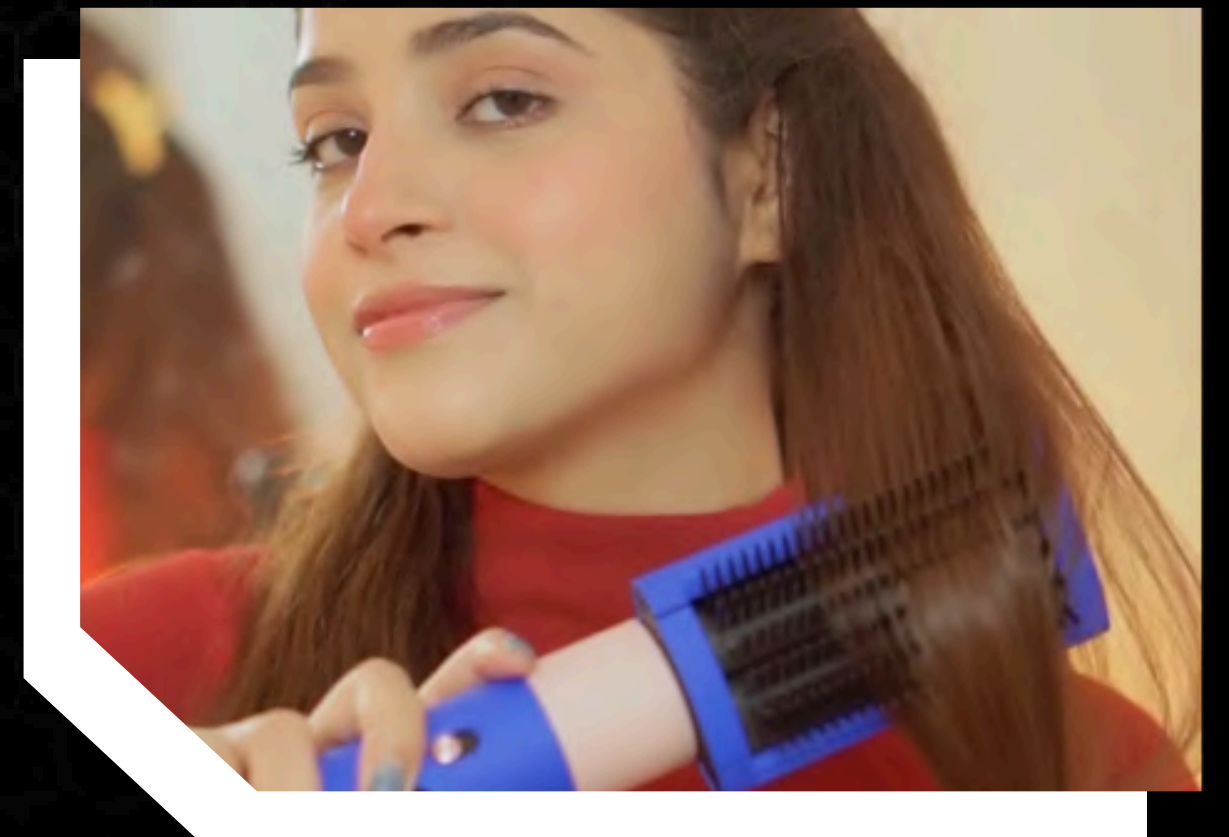




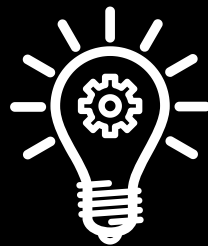
DYSON

dyson

Valentine's Day push for Dyson Airwrap Blue Blush as the perfect gift or self-love pick.



STRATEGY



- Partnered with Payal Tosyan
- Aesthetic Valentine themed reel around love and self-care
- Showcased versatility and elegance through daily styling

RESULTS

66K+

IEWS

1.7K+

LIKES

30+

COMMENTS

"Reinforced Dyson as a premium yet personal gifting choice"



DOR X TECH REPORT TELUGU



Position DOR TV as a category-defining brand with its TV-as-a-Service model for Telugu households.

STRATEGY

- Partnered with Tech Report Telugu
- Product storytelling tied to lifestyle and tech needs
- Problem-solution format aimed at Household decision-makers

RESULTS

161K+

VIEWS

3.3K+

LIKES

500+

COMMENTS

“Sparked buzz around a seamless OTT and live TV experience”





TECNO POVA 5 SERIES X ALPHA CLASHER

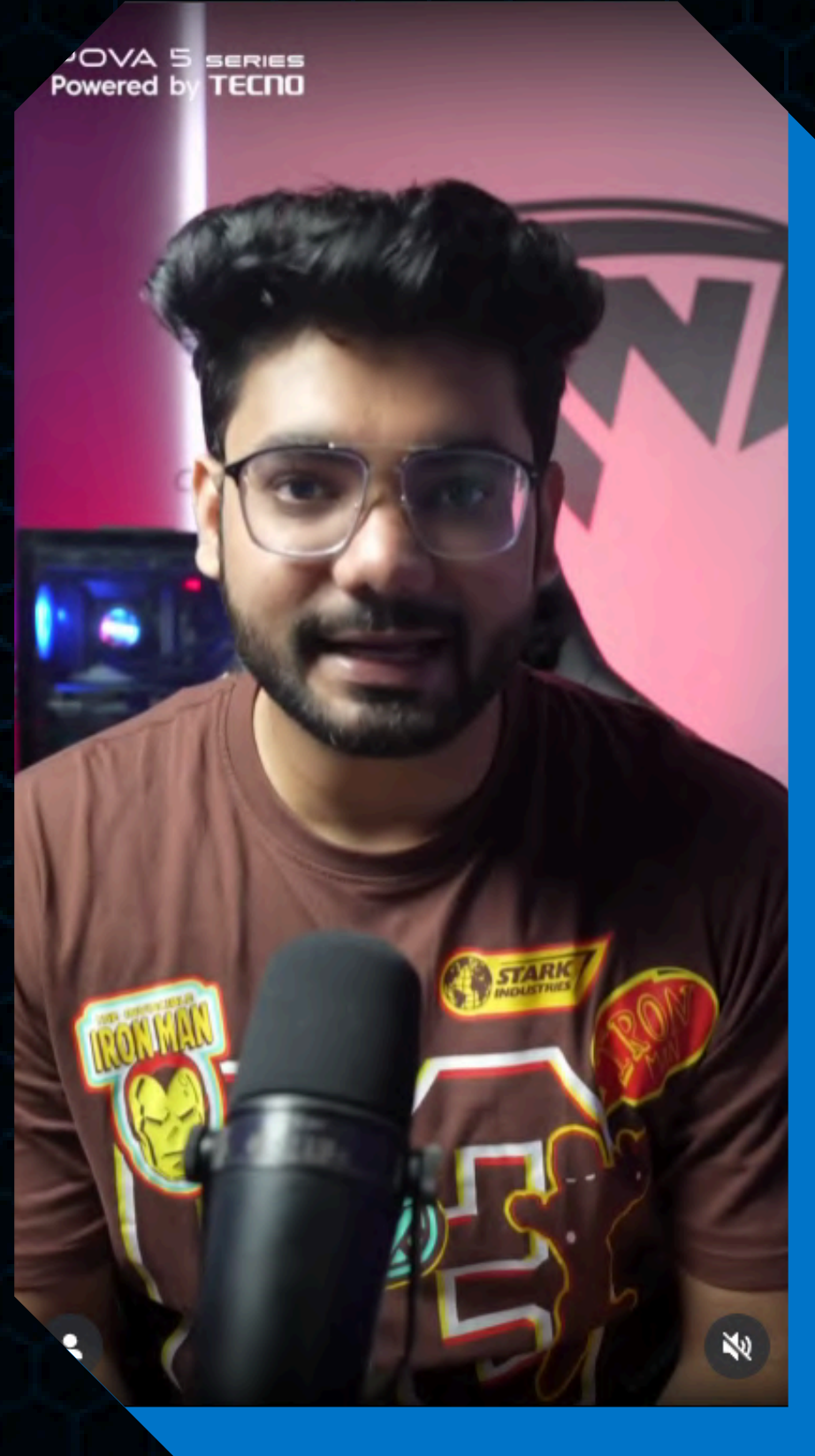
Launch POVA 5 Series by inspiring gamers with origin-story storytelling and a powerful UGC-driven call to action.

STRATEGY



- Partnered with Alpha Clasher
- Shared a personal journey Reel tied to #DiscoverTheLight
- Introduced a UGC contest for deeper participation

“Drove strong engagement through story-led community content”



TECNO

RESULTS

180K+ VIEWS

11K+ LIKES

60+ COMMENTS





ICC WORLD CUP X WILLY GAMING

Blend cricket and gaming through candid content that expands the ICC World Cup's cultural footprint among Gen Z.

STRATEGY



- Partnered with Willy Gaming
- Created a Q&A Reel with cricketer Logan van Beek
- Captured off-field moments with a fresh, relatable tone

“Brought the World Cup closer to digital youth through relatable players”



RESULTS

700K+ VIEWS

44K+ LIKES

30+ COMMENTS

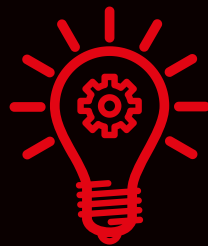




HAJMOLA X PAYAL TOSYAN

Make Hajmola's bold flavors pop through a fashion-forward visual concept designed to capture Gen Z attention.

STRATEGY



- Partnered with Payal Tosyan
- Used color-coded transitions to reflect each flavor
- Blended style and storytelling with playful energy

"Positioned Hajmola as a flavor-packed youth brandt"



HAJMOLA®

RESULTS

160K+ **VIEWS**

2K+ **LIKES**

30+ **COMMENTS**

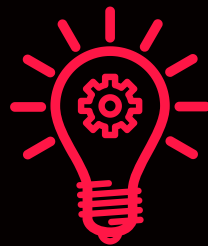


L'ORÉAL PARIS X RUBAL WADHWA X PAYAL TOSYAN

L'ORÉAL PARIS

Launch the Ultra Visible range as a bold, no-ammonia color solution made for dark Indian hair and at-home ease.

STRATEGY



- Partnered with Rubal Wadhwa and Payal Tosyan
- Highlighted Iced Chocolate 415 for rich, vibrant tone
- Showcased real-life, salon-like results through a relatable Reel format

RESULTS

150K+

VIEWS

2K+

LIKES

30+

COMMENTS

"Positioned the range as a safe, stylish choice for Gen Z color routines"





POND'S X PAYAL TOSYAN



Showcase visible skincare results through everyday beauty content focused on clarity, hydration, and glow.

STRATEGY



- Partnered with Payal Tosyan
- Highlighted Niacinamide Body Lotion, Serum, and Hydra Light
- Used routine-led Reels to spotlight clear on-screen benefits

RESULTS

240K+

VIEWS

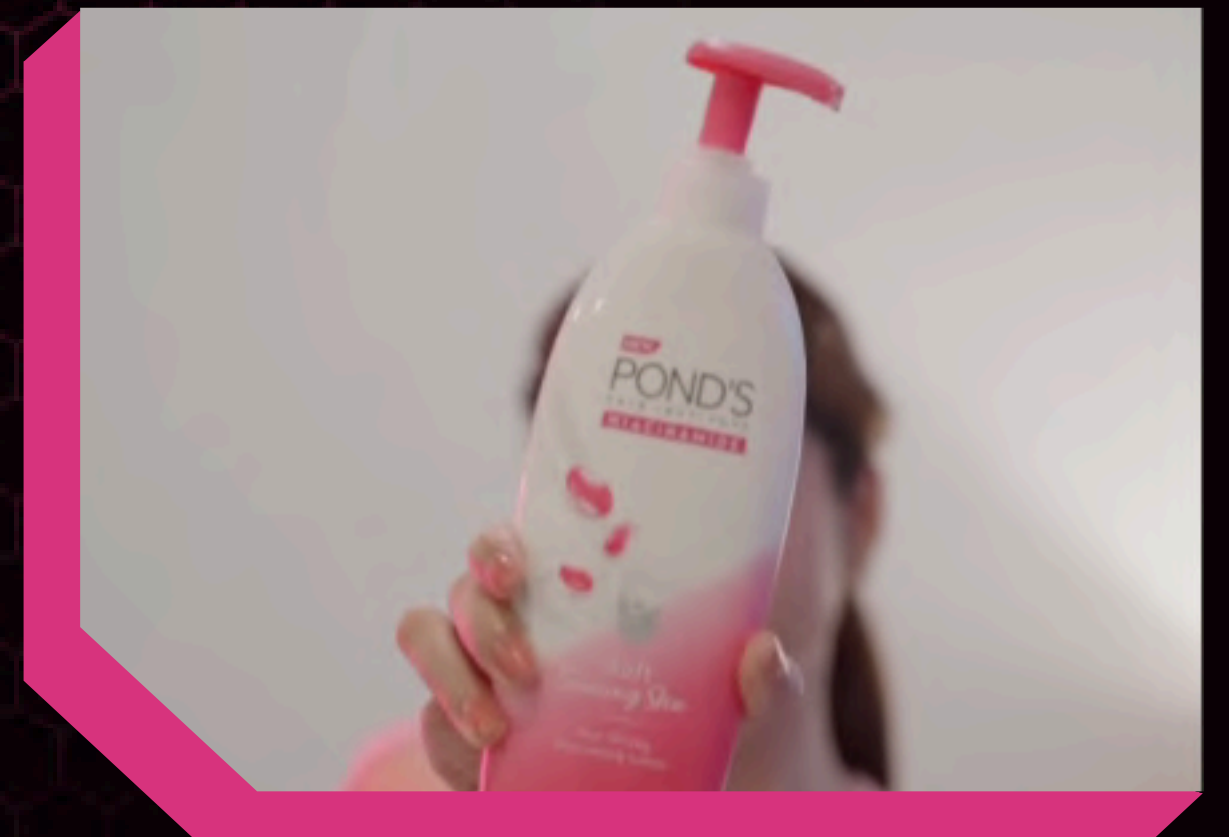
4.5K+

LIKES

50+

COMMENTS

"Positioned Pond's as a daily essential with real results"

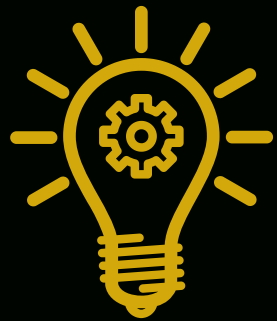


JAIPUR WATCH COMPANY X OCEAN SHARMA



JAIPUR WATCH COMPANY

Spotlight Indian legacy and modern horology through a collector-focused campaign around the Postal Stamp Watch.



STRATEGY

- Partnered with Ocean Sharma
- Highlighted the 500-piece limited edition and design story
- Framed the watch as a fusion of history, culture and craftsmanship

RESULTS

329K+

VIEWS

19K+

LIKES

130+

COMMENTS

“Positioned the timepiece as a must-have for collectors and creators”





Overview

To educate and engage the audience about Google Play's offerings through an exciting live event, leveraging top YouTubers as hosts and influencers, including Ocean Sharma, to drive awareness and participation.

- **Event:** Google Play Live 2023 brought together popular YouTubers to engage and educate the audience about Google Play's features and benefits.
- **Role of Ocean Sharma:** As one of the key hosts, Ocean Sharma played a pivotal role in guiding the event, interacting with viewers, and promoting the platform's key offerings.
- **Engagement:** Ocean helped amplify the event by driving engagement with his unique hosting style, connecting with both the gaming and lifestyle audience to increase participation.
- **Content Strategy:** Real-time interactions, fun segments, and behind-the-scenes content helped showcase the versatility of Google Play services while promoting seamless user experiences.



CASE STUDY

HK VITALS X RUBAL WADHWA



Build trust and credibility for collagen-based skin care through long-term creator storytelling and visible transformation.

STRATEGY

- Partnered with Rubal Wadhwa
- Combined routine-led content with educational voiceover
- Built trust with insights from extended product use

“Positioned HK Vitals as a go-to for collagen-powered skincare”

RESULTS

80K+

IEWS

1K+

LIKES

15+

COMMENTS





DIESEL X PAYAL TOSYAN

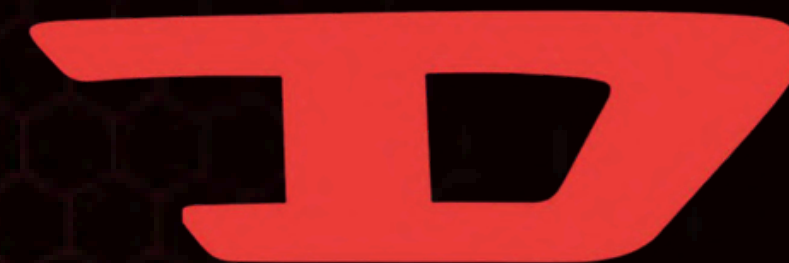
Announce Diesel's Global Price Parity by aligning premium fashion with accessibility and transparent value.

STRATEGY



- Partnered with Payal Tosyan
- Captured her in-store styling experience with signature Diesel looks
- Spotlighted the new pricing parity with a fashion-first tone

“Reframed Diesel as an accessible luxury brand in India”



RESULTS

100K+ **IEWS**

3K+ **LIKES**

25+ **COMMENTS**





Objective

Promote Castrol POWER1's "Scan & Win" consumer offer, highlighting the chance to win exciting prizes, including a Superbike. Inform consumers about the refreshed packaging with QR codes and the simple steps to participate in the contest.

Strategy

Ocean Sharma, a credible voice in the lifestyle and gaming community, was chosen to amplify the campaign's reach and add authenticity to the messaging. He created an Instagram Reel showcasing the thrill of owning a superbike and explained the simple steps to participate in the contest using the refreshed Castrol POWER1 packaging.

250K+
Views

800K+
Impressions





CLOSEUP X PAYAL TOSYAN

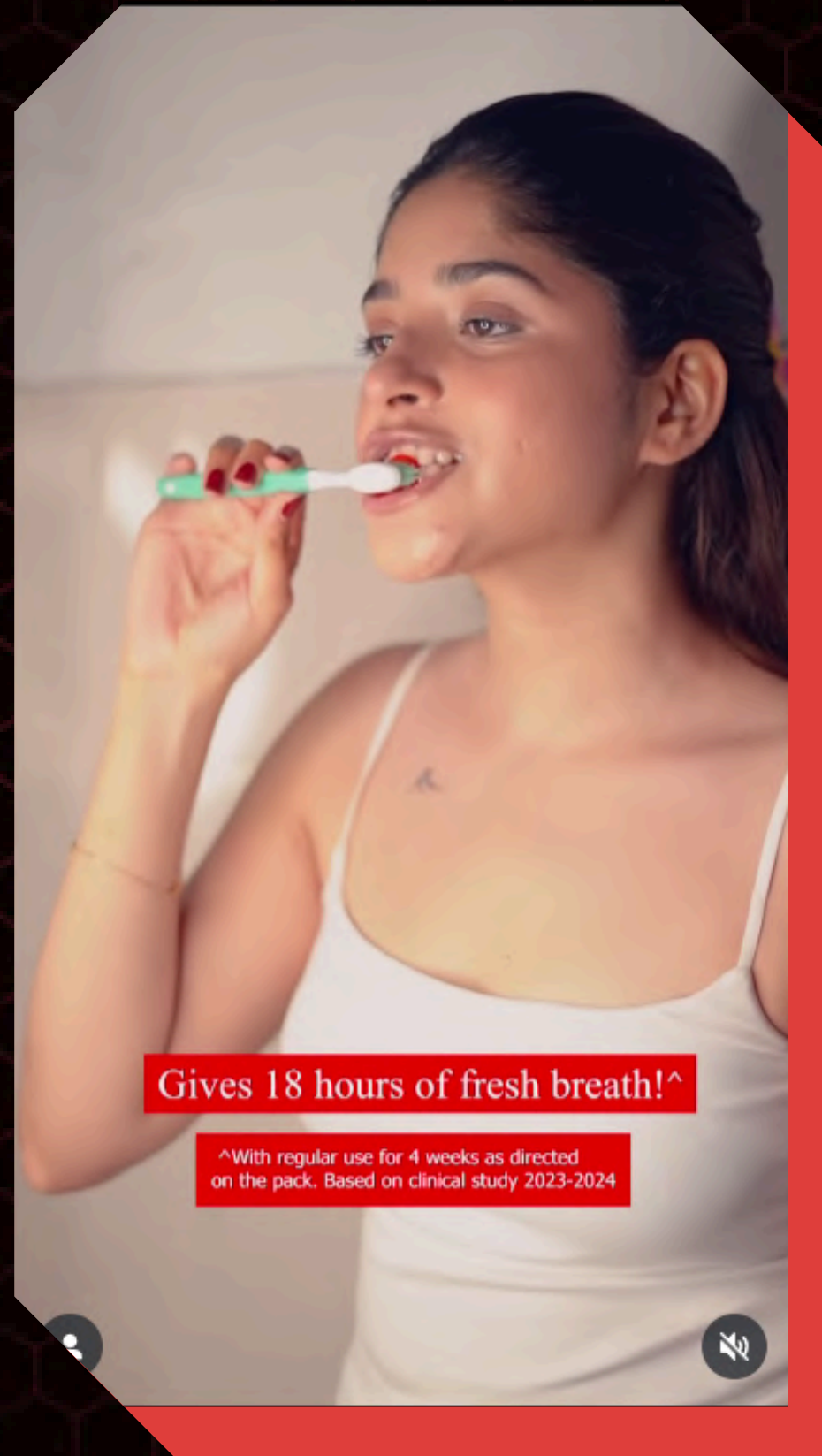
Connect long-lasting freshness to festive confidence by placing Closeup at the heart of high-energy celebrations.

STRATEGY



- Partnered with Payal Tosyan
- Created a Durga Puja-themed Reel full of energy and color
- Tied Closeup to confidence in everyday social settings

“Framed Closeup as the go-to for festive freshness”



closeup[®]

RESULTS

90K+

VIEWS

2.5K+

LIKES

35+

COMMENTS





INNISFREE X PAYAL TOSYAN

Drive summer visibility and urgency for the No Sebum Mineral Powder by pairing seasonal relevance with a limited-time sale hook.

STRATEGY



- Partnered with Payal Tosyan
- Showcased oil control and lightweight finish for hot weather
- Tied in with Nykaa's Slash & Save for immediate action

“Positioned the product as a must-have summer essential”



innisfree

RESULTS

339K+ **VIEW**S

3K+ **LIKE**S

30+ **COMMENT**S





AJIO X ASOS X RUBAL WADHWA

Create buzz around ASOS's India debut by spotlighting AJIO as the destination for global fashion made locally accessible.

STRATEGY



- Partnered with Rubal Wadhwa
- Styled a UK-inspired fashion reel with clean, global visuals
- Framed AJIO as a bridge to international style

“Boosted AJIO’s image as a trend-forward global fashion hub”



AJIO

RESULTS

75K+

IEWS

700+

LIKES

20+

COMMENTS





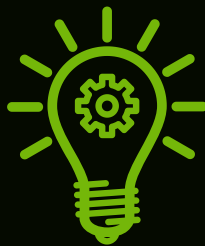
CROCS X PAYAL TOSYAN

crocstm

Showcase Crocs as a festive-season essential that blends comfort with bold, personalized styling.



STRATEGY



- Partnered with Payal Tosyan
- Styled holiday looks with classic clogs and custom Jibbitz
- Focused on comfort, expression, and clean visuals

RESULTS

4K+

LIKES

30+

COMMENTS



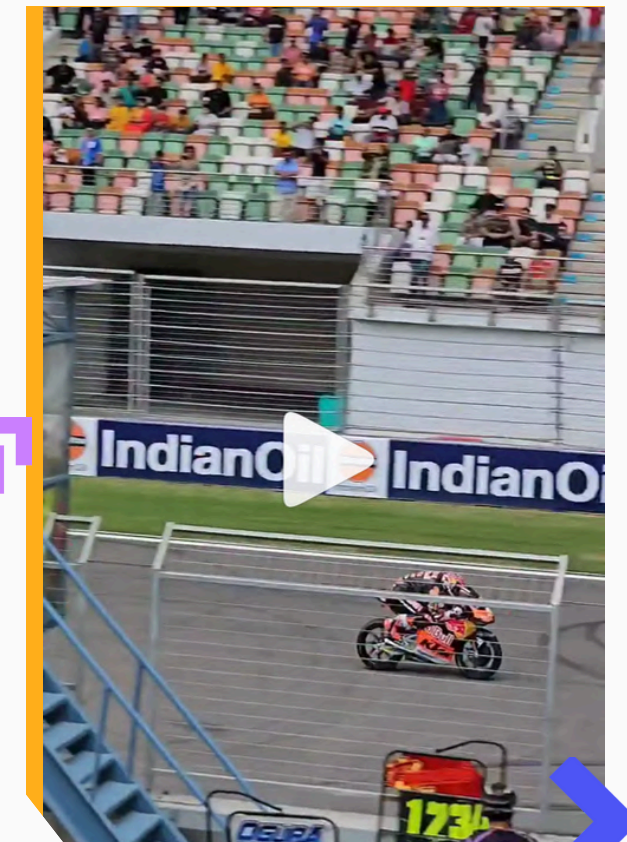
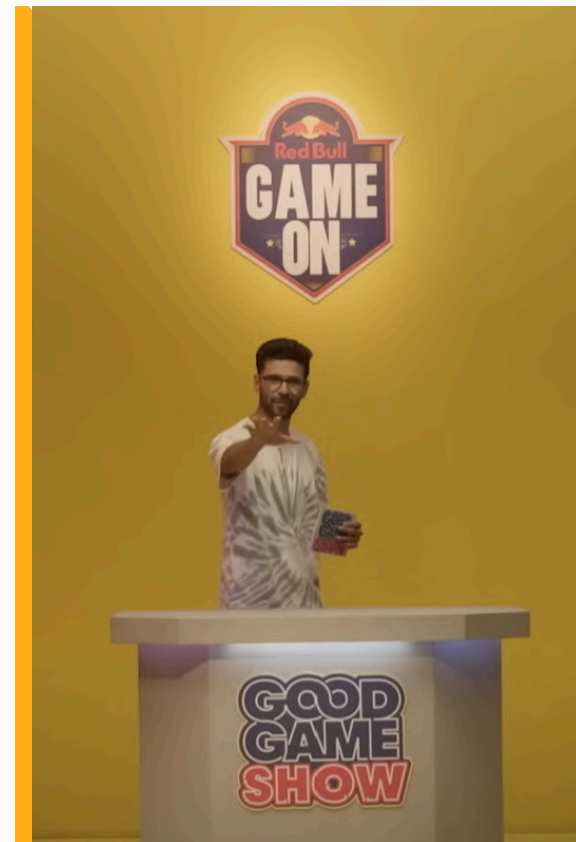
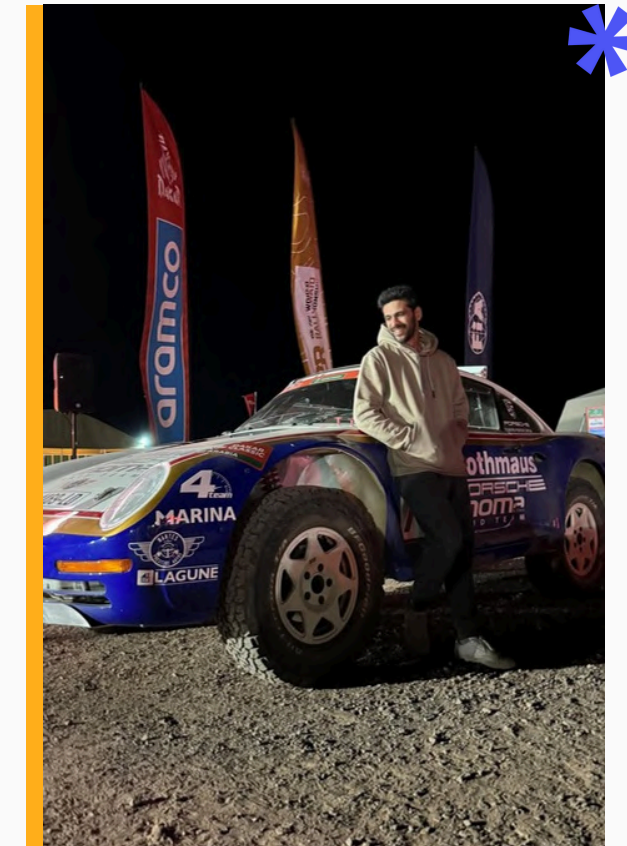
“Positioned Crocs as a playful choice for holiday fashion”





Ocean Sharma x Red Bull: A Thriving Partnership

- **Red Bull Partnered Creator:** Ocean Sharma has been closely associated with Red Bull, contributing to its gaming, motorsports, and lifestyle campaigns.
- **Key Collaborations:** Featured in events like Red Bull Game On Show, Dakar Rally, MotoGP India, Red Bull Basement, Red Bull Showdown, Red Bull MEO, Red Bull Dance Your Style and many more.
- **Mutual Growth:** This partnership has amplified Red Bull's reach while providing Ocean with unique opportunities to create impactful content.
- **Strengthened Relationship:** Over the years, their collaboration has grown stronger, setting a benchmark for mutually beneficial brand-influencer partnerships.





DOT & KEY X PAYAL TOSYAN

DOT & KEY

SKINCARE

Drive direct skincare conversions by combining relatable routines with strong visual storytelling and trackable codes.



STRATEGY



- Partnered with Payal Tosyan
- Highlighted Strawberry Dew Strobe Cream and Barrier Repair Lip Balm
- Used visual-first content with a personalized coupon code

RESULTS

83K+

IEWS

2K+

LIKES

20+

COMMENTS



“Drove purchase intent through trusted creator-led skincare”

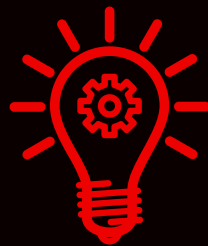




MCDONALD'S X STYLEDWITHBAANI

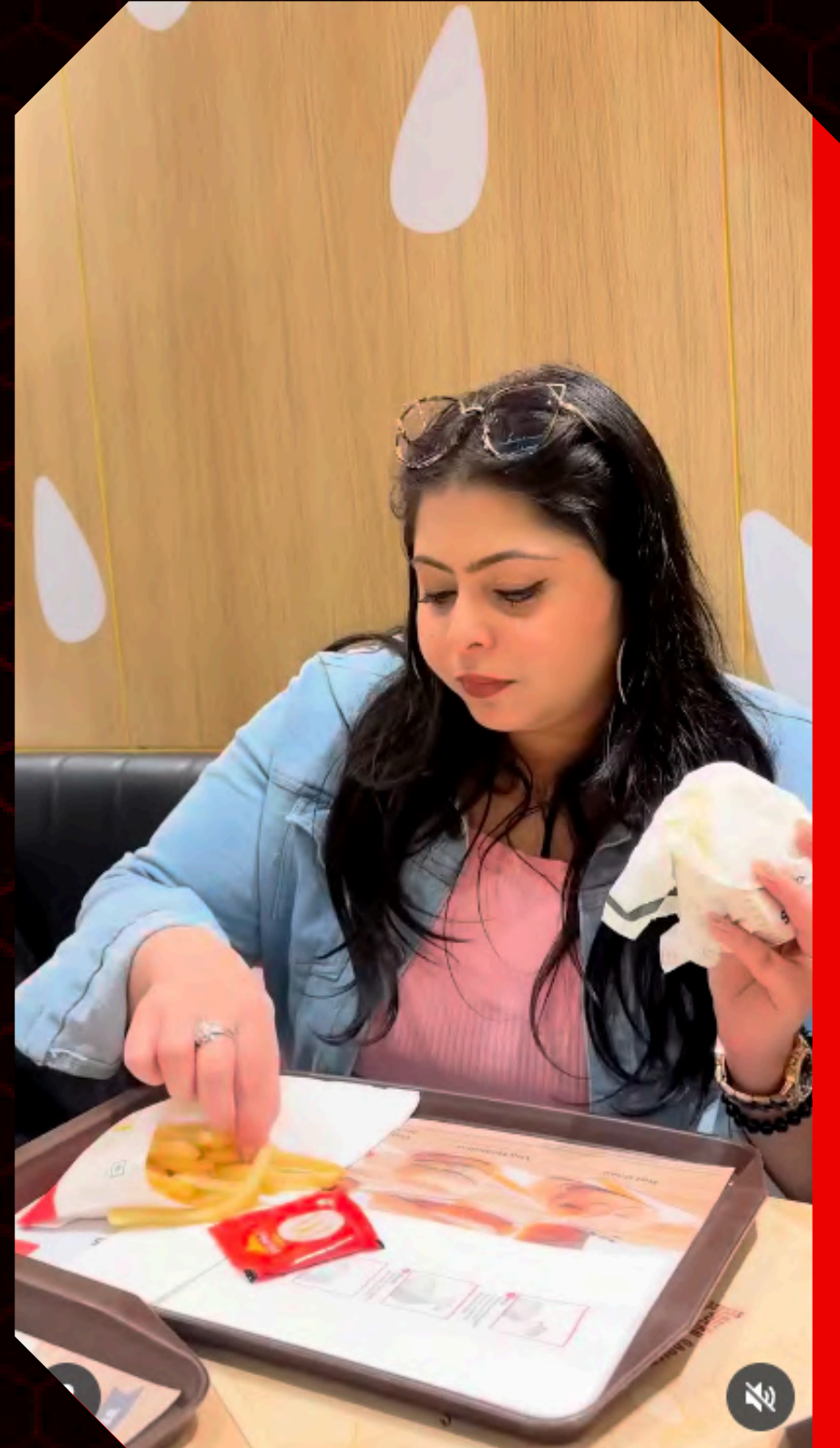
Create buzz around the Shaka Shaka experience and McDeal Value Offers through snackable content and Gen Z-friendly pricing.

STRATEGY



- Partnered with STYLEDWITHBAANI
- Captured playful in-store moments and budget-led appeal
- Drove visits with a clear call to action

“Reinforced McDonald’s as a fun, affordable hangout for Gen Z”



RESULTS

61K+

VIEWS

3K+

LIKES

20+

COMMENTS





L'ORÉAL PARIS X BRIGHTFOX

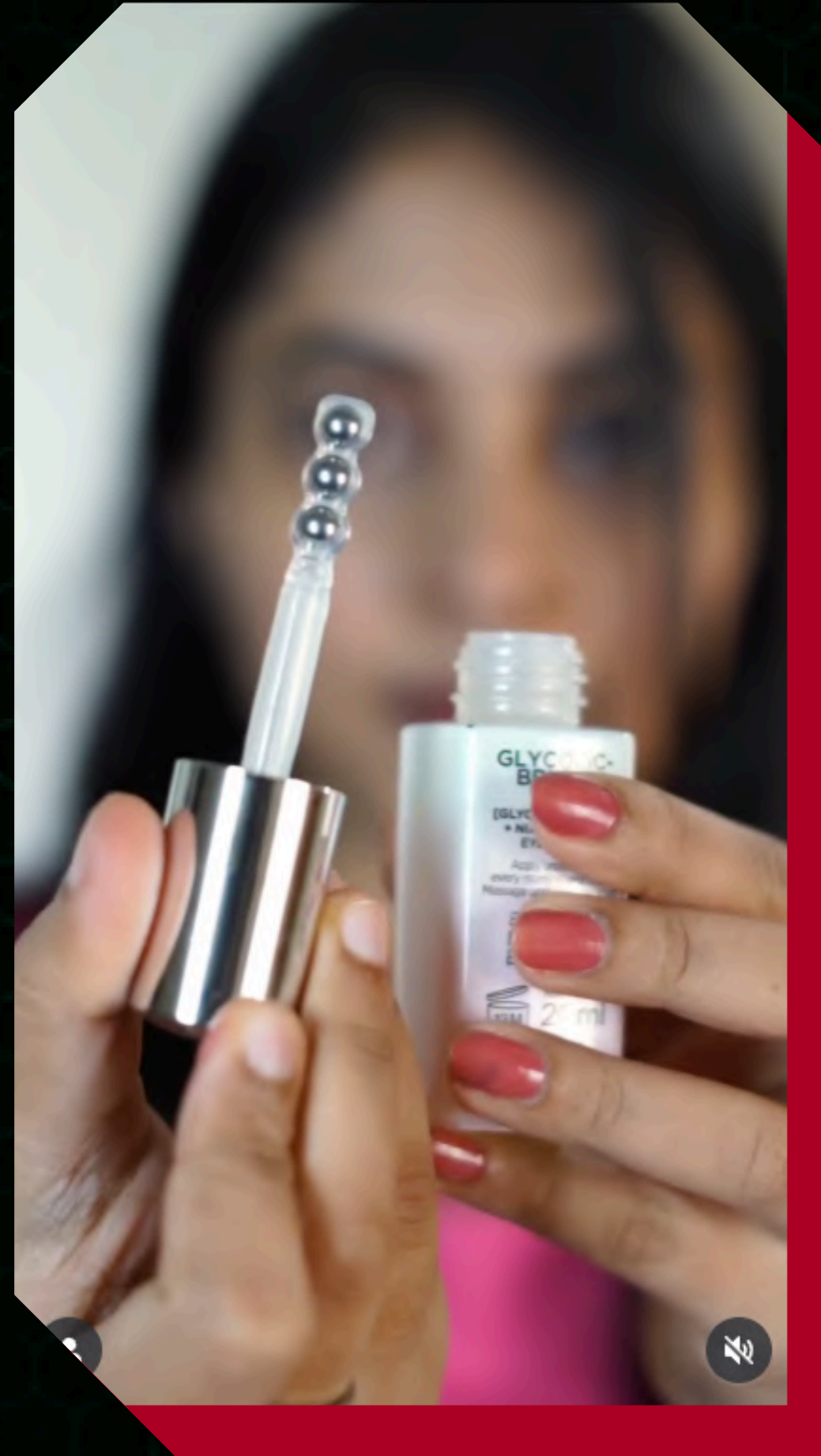
Promote the Glycolic Bright Eye Serum as a dark circle solution for Gen Z gamers with a relatable, lifestyle-first narrative.

STRATEGY



- Partnered with Brightfox
- Highlighted late-night gaming impact and eye fatigue
- Showcased before-after results with glycolic acid efficacy

“Made L'Oréal's eye serum a go-to fix for gamer skincare needs”



L'ORÉAL PARIS

RESULTS

291K+

VIEWS

18K+

LIKES

400+

COMMENTS





SAREGAMA X OCEAN SHARMA

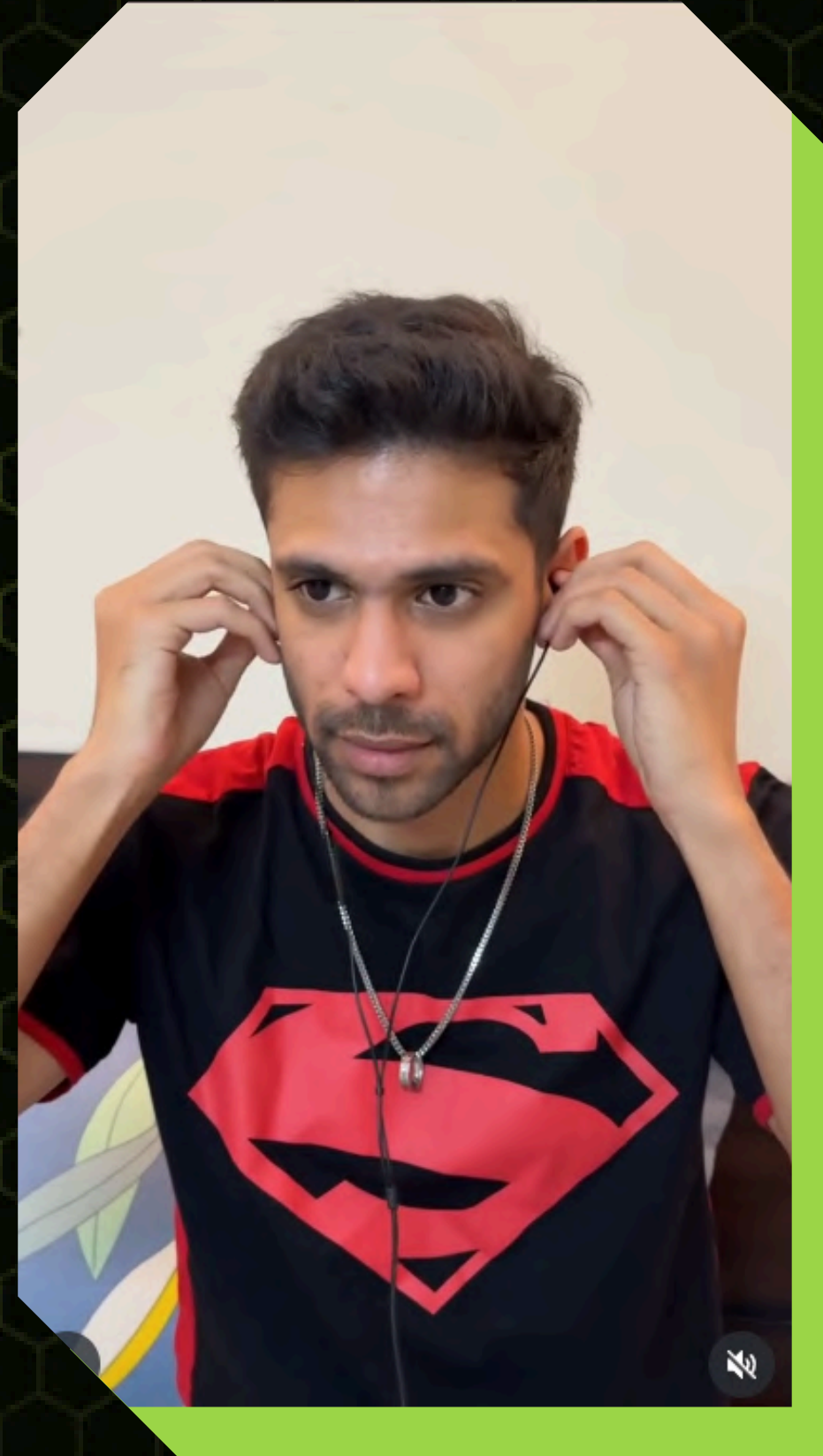
Position "Restart" as a motivational anthem for gamers and digital-first youth through a powerful comeback story.

STRATEGY



- Partnered with Ocean Sharma
- Created a Reel showing a gaming low followed by a comeback moment
- Rooted the narrative in resilience and emotional reset

"Framed "Restart" as a relatable anthem for comeback culture"



soul of India

RESULTS

295K+ VIEWS

25K+ LIKES

80+ COMMENTS





L'ORÉAL PARIS X RUBAL WADHWA

Position the Extraordinary Oil range as an effortless summer essential for frizz-free, nourished hair with visible results.

STRATEGY



- Partnered with Rubal Wadhwa
- Showcased the Oil Serum, shampoo, and conditioner in a summer routine
- Focused on simple steps and results-first messaging

“Reinforced L’Oréal as a go-to for easy, effective hair care



L'ORÉAL PARIS

RESULTS

36K+

VIEWS

700+

LIKES

15+

COMMENTS

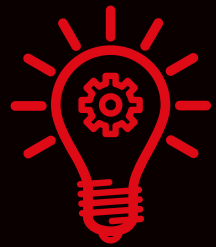


L'ORÉAL PROFESSIONNEL X PAYAL TOSYAN

L'ORÉAL PARIS PROFESSIONNEL

Celebrate Women's Day 2025 by highlighting transformation through rich, no-ammonia brown shades with INOA.

STRATEGY



- Partnered with Payal Tosyan to spotlight the Toffee Brown INOA makeover experience at An John Salons
- Framed hair color as a form of personal expression and transformation
- Emphasized INOA's no-ammonia, oil-based formula for shine, scalp comfort, and hair health

RESULTS

165K+

VIEWS

9K+

LIKES

25+

COMMENTS



“ Positioned INOA as the leading professional hair color for vibrant, long-lasting results with a focus on hair health and transformative confidence ”

REALME P3 PRO 5G X OCEAN SHARMA



Launch the realme P3 Pro 5G as the ultimate gaming phone by spotlighting power, speed, and creator credibility.



STRATEGY

- Partnered with Ocean Sharma
- Highlighted smooth gameplay, long battery, and bold visuals
- Drove urgency around the Flipkart launch offer

RESULTS



"Positioned realme P3 Pro 5G as a must-have for mobile gamers"





TITAN X OCEAN SHARMA



Spotlight Titan's horological innovation with the limited-edition Stellar collection, blending craftsmanship with collector appeal.



STRATEGY



- Partnered with Ocean Sharma
- Showcased the Titan Caelum Titanium and its standout features
- Positioned Stellar as a wearable piece of horological art

RESULTS



"Established Titan Stellar as a collector's must-have through expert storytelling"



OPPO X STYLEDWITHBAANI

Showcase the Reno 13 Series as a design-forward smartphone with next-gen AI camera features for Gen Z users.

STRATEGY



- Partnered with STYLEDWITHBAANI
- Highlighted the phone's sleek design and AI-powered photography
- Positioned Reno 13 as a style and content essential

“Boosted OPPO’s appeal among fashion-first digital creators”



oppo

RESULTS

123K+ **VIEWS**

3K+ **LIKES**

25+ **COMMENTS**





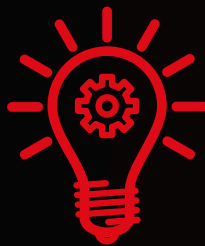
VCT X OCEAN SHARMA



Bring the global scale of VCT closer to Indian fans through a creator-led lens capturing tournament excitement.



STRATEGY



- Partnered with Ocean Sharma
- Showcased VCT South Korea through behind-the-scenes moments
- Focused on crowd energy, player interactions, and personal storytelling

RESULTS

750K+

VIEWS

85K+

LIKES

100+

COMMENTS



“Strengthened Valorant’s cultural relevance among Indian esports fans”



OPPO K13 X GAMERS

Position OPPO K13 as the top choice for mobile gamers by spotlighting power-packed performance and gamer-friendly features.

STRATEGY

- Partnered with Dreamer Gaming, Menatarms, Gtxpreet, Blind Rebel, and TXA Gaming
- Delivered features-first content focused on smooth gameplay and zero lag
- Leveraged Instagram and YouTube to engage competitive mobile gamers across platforms



RESULTS



“Cemented OPPO K13 as the go-to device for serious mobile gaming performance”



CUP NOODLES X MEDHAVIINII X THATSASSYBEAUTY X ALPHA CLASHER



Position Cup Noodles as the ultimate post-game snack by tapping into flavor, convenience, and Gen Z energy.

STRATEGY

- Partnered with Medhaviinii and ThatSassyBeauty, Alpha Clasher
- Created Reels showing post-match hunger and fast recharge moments
- Focused on bold flavor and instant snacking vibe

“Reinforced Cup Noodles as a gaming-ready Gen Z snack”

RESULTS



CASE STUDY

ARGOS X OCEAN SHARMA

ARGOS[®]

PHILIPPINES

Launch India's first mechanical watch with the Seagull TY2530 movement — combining heritage, innovation, and precision storytelling.

STRATEGY

- Partnered with Ocean Sharma
- Blended watch heritage and storytelling in an Instagram Reel
- Highlighted key features: 40-hour power, sapphire crystal, 50m water resistance

“Positioned Argos Olympus as a breakthrough in Indian horology”

RESULTS

77K+

VIEWES

3K+

LIKES

35+

COMMENTS

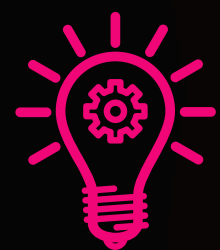


COLLEGE RIVALS S2

COLLEGE RIVALS 2



Drive registrations and awareness by connecting campus esports with trusted gaming voices and clear calls to action.



STRATEGY

- Partnered with Sahara YT and Bright Fox
- Created CTA-led Reels highlighting prize pool and format
- Focused on traffic, sign-ups, and local discovery

“Positioned College Rivals as a go-to platform for student gamers”



RESULTS

10M+

VIEWS

80K+

LIKES

10K+

COMMENTS

HIDESIGN X PAYAL TOSYAN



Spotlight the On The Road collection as a premium travel essential that balances craftsmanship, style, and everyday function.

STRATEGY

- Partnered with Payal Tosyan
- Created a cinematic Reel with smooth transitions and travel-led visuals
- Highlighted design, detail, and practical elegance

“Reinforced Hidesign as a stylish pick for modern explorers”



RESULTS

94K+

IEWS

3K+

LIKES

40+

COMMENTS

CORSAIR X GAMERS

Drive visibility for Corsair products during the Amazon Holi Sale through targeted creator-led Instagram stories.



STRATEGY

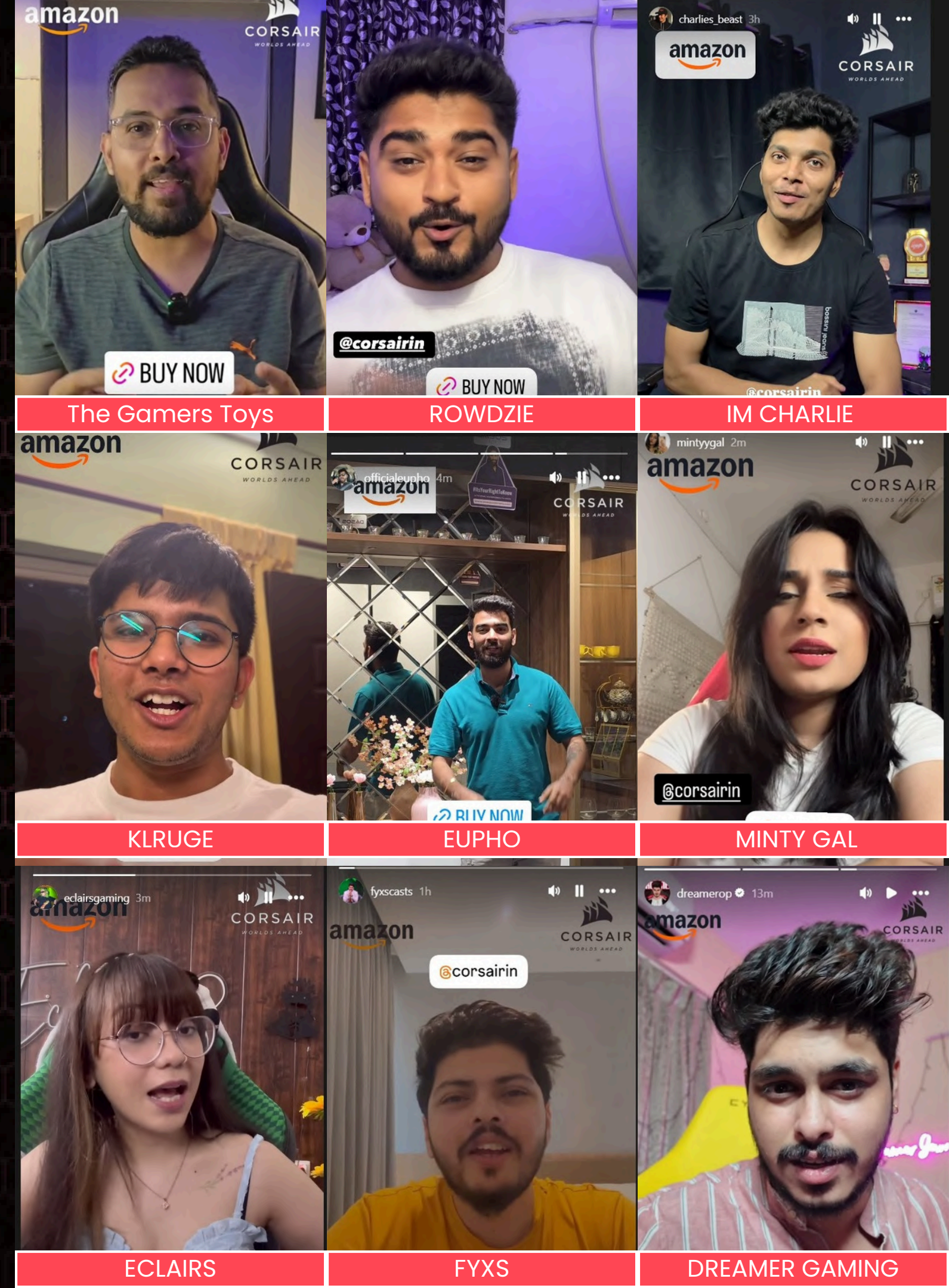
- Each creator posted a swipe-up story featuring top Corsair products available during the Holi Sale
- Focused messaging on performance, reliability, and value for gamers
- Timed rollout around the Amazon Holi Sale window for maximum impact

RESULTS

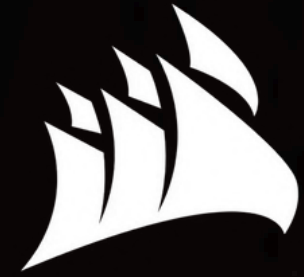
50K+
VIEWS

45K+
REACH

“Boosted campaign traction by bridging food and gaming culture”



CORSAIR X GAMERS



CORSAIR

Amplify awareness and drive traffic to Corsair product listings during Amazon Prime Day Sale through targeted creator stories.



STRATEGY

- Executed single-frame swipe-up stories directing traffic to Corsair's Prime Day deals
- Emphasized Corsair's reliability and competitive pricing during the limited-time sale
- Deployed creators across different languages and regions to maximize national reach

RESULTS

72K+

VIEWS

67K+

REACH

“Reinforced Corsair’s position as a high-performance brand trusted by top creators”

Strong story CTR during the 48-hour Prime Day window

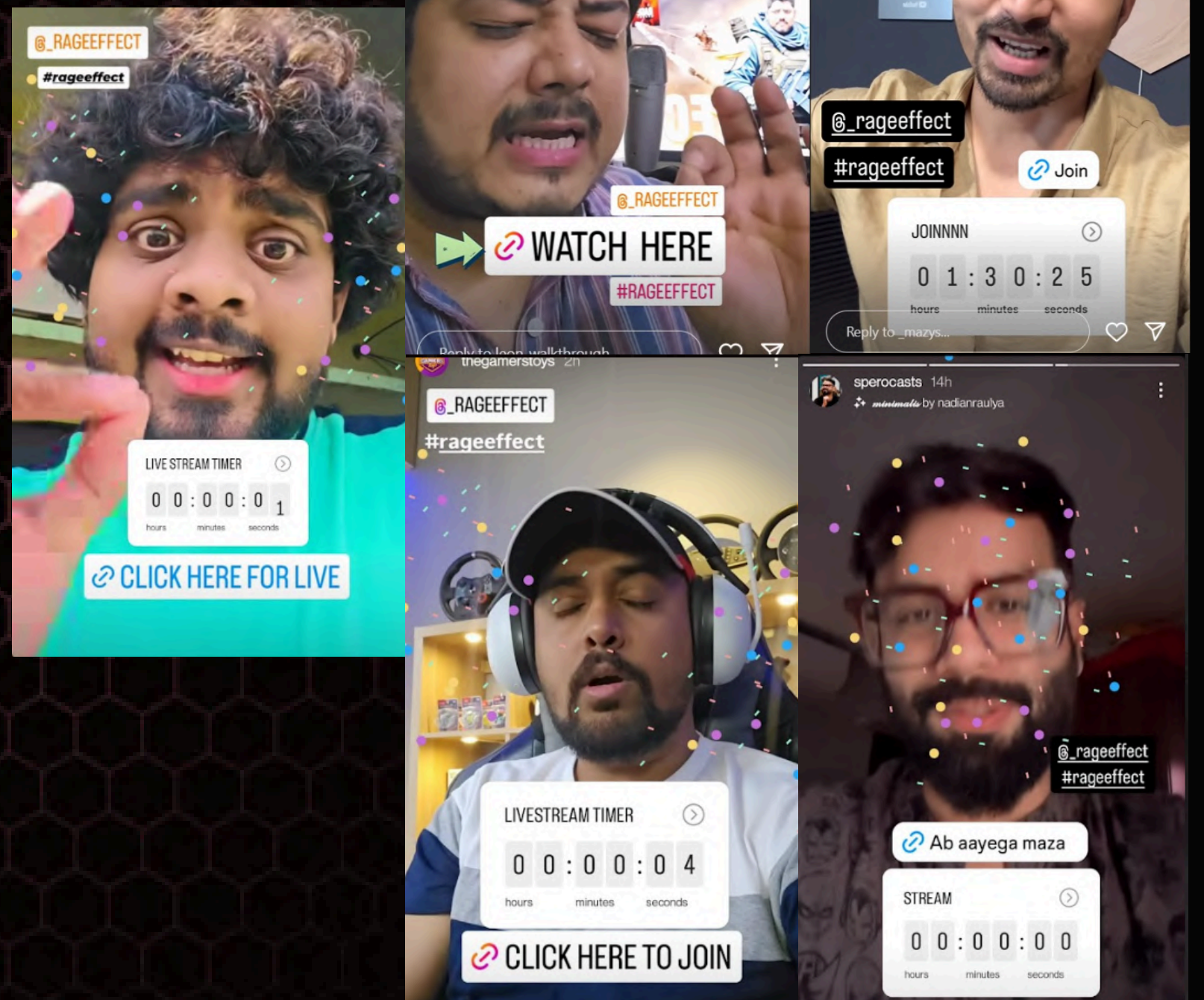


RAGE EFFECT X GAMING CREATORS

Promoted Rage Effect mobile game through a multi-creator campaign driving awareness and engagement across YouTube and Instagram.

STRATEGY

- Collaborated with 11 gaming creators including Sahara YT, Hi5 Gamer, Arnav Gaming, Lady Predator, Faceme Gaming, Leonwalkthrough, Spero, Mazy, Alexa Gaming, Blind Tuborg, and The Gamer Toys
- Delivered content through 2 high-energy livestreams showcasing gameplay and mechanics
- Amplified visibility with 1 Instagram Story per creator for direct audience outreach
- Blended authentic creator influence with interactive gameplay sessions to maximize impact



RESULTS

115K+
VIEWS

7K+
LIKES

530K+
IMPRESSIONS

“Drove strong engagement and visibility within India’s mobile gaming communitye”



ACER X OCEAN SHARMA

Drove awareness and sales for Acer's Back to School offers through creator-led storytelling that highlighted the upgrade from "jugaad" setups to pro-level gear

STRATEGY

- Partnered with Ocean Sharma to create a relatable narrative around laggy streams, poor mic quality, and outdated gear
- Showcased Acer's Back to School offers as the ultimate solution to level up gameplay and streaming setups
- Drove retail footfall by positioning Acer Exclusive Stores as the one-stop upgrade destination

"Boosted OPPO's appeal among fashion-first digital creators"



acer

RESULTS

75K+

VIEWS

2.5K+

LIKES

10+

COMMENTS



ACER X MRSNEAK

Promoted Acer's big AI laptop and monitor reveal at Computex 2025

STRATEGY

- Partnered with MrSneak to cover Acer @ Computex
- Spotlight on new AI laptops (Swift, Aspire, Predator, Pro Creator)

“Positioned Acer as a leader in AI-powered laptops and monitors”



acer

RESULTS

53K+

VIEWS

1.5K+

LIKES



BRIGHTFOX X AIRTEL

Raise awareness about online safety and highlight Airtel's role in blocking suspicious links through a relatable creator-led reel

STRATEGY

- Partnered with Brightfox to create a showing the fear of falling for a suspicious link
- Showcased Airtel's Safe Network feature, which automatically blocks harmful or phishing links before they cause damage
- Blended entertainment and education to make cybersecurity messaging relatable for young, digital-first audiences

"Positioned Airtel as the trusted network that keeps users safe online while engaging audiences through relatable storytelling"



RESULTS

320K+ **VIEWS**

24.5K+ **LIKES**

300+ **COMMENTS**



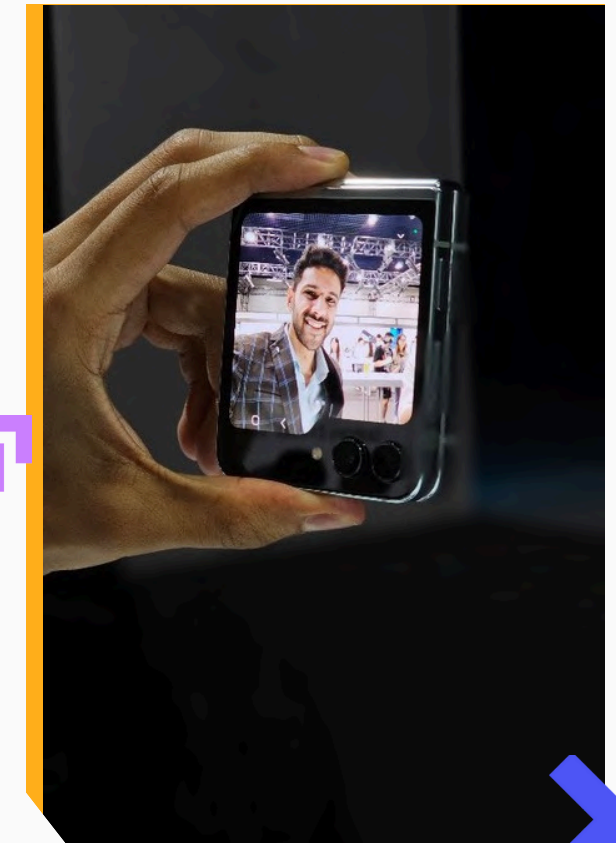
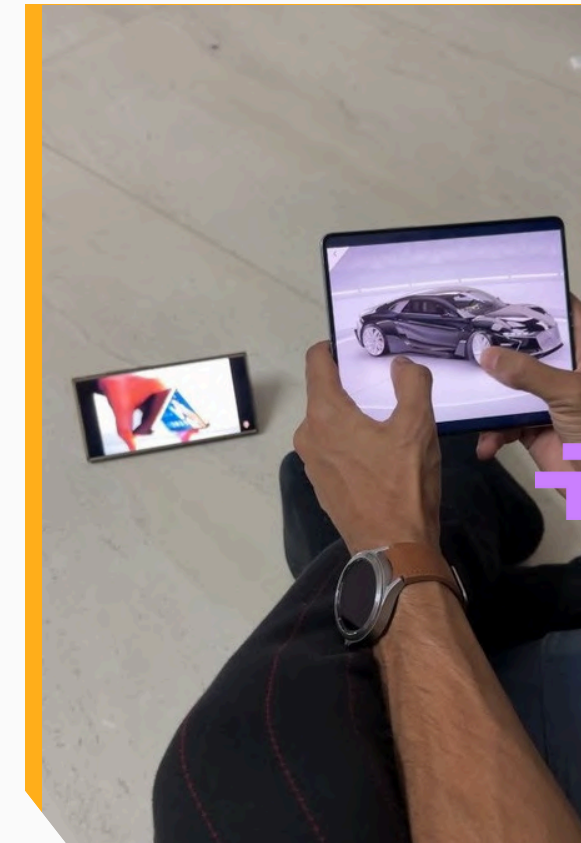
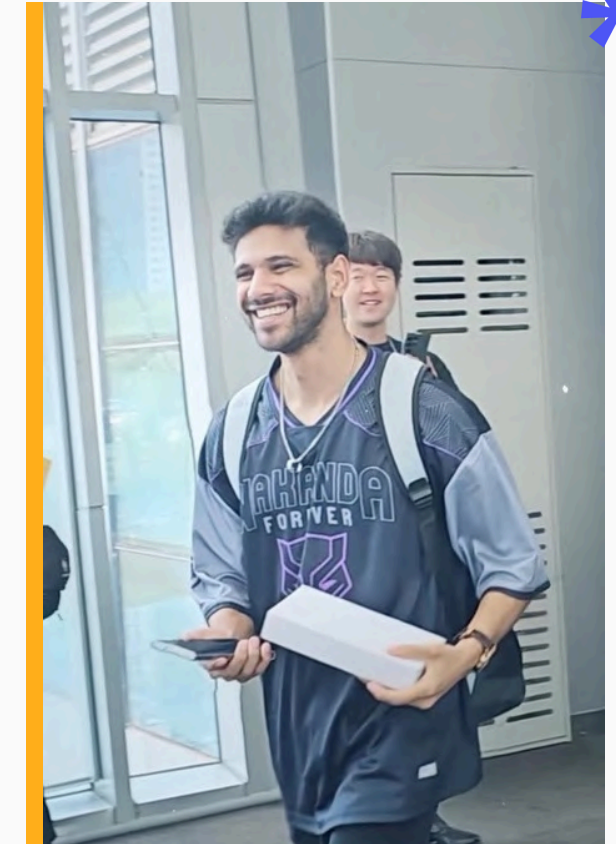


SAMSUNG

Overview

Ocean Sharma's collaboration with Samsung India for the Galaxy S23 Ultra, Galaxy Z Flip 5, and Galaxy Z Fold 5 has been a remarkable success over the span of one year.

- Created content around gaming and lifestyle, showcasing the phones' capabilities in both areas.
- Drove sales and awareness among his audience, effectively promoting Samsung's Galaxy range.
- Represented the Indian team in Seoul, South Korea, for a global gaming tournament featuring Samsung teams from various countries.
- Enhanced Samsung India's brand visibility and fostered a stronger connection with his audience.





Overview

To promote the Realme Narzo 70 Turbo, leveraging Ocean Sharma's passion for motorsports and his ability to create engaging, relatable content. The campaign aimed to highlight the phone's design inspired by Lamborghini, positioning it as a premium, high-performance device.

Ocean created engaging content where he imagined a device designed for motorsports enthusiasts like himself. His inner conscience then introduced him to the Realme Narzo 70 Turbo, highlighting its design inspired by Lamborghini, perfectly aligning with his love for motorsports.

≡ **1M+**
Views

≡ **1.5M+**
Impressions



Pearl Academy

Objective

To showcase Pearl Academy's Portfolio 2024 annual event and its innovative creations by graduating student through influencer marketing, amplifying awareness of its cutting-edge courses in fashion, design, gaming, business, and film.

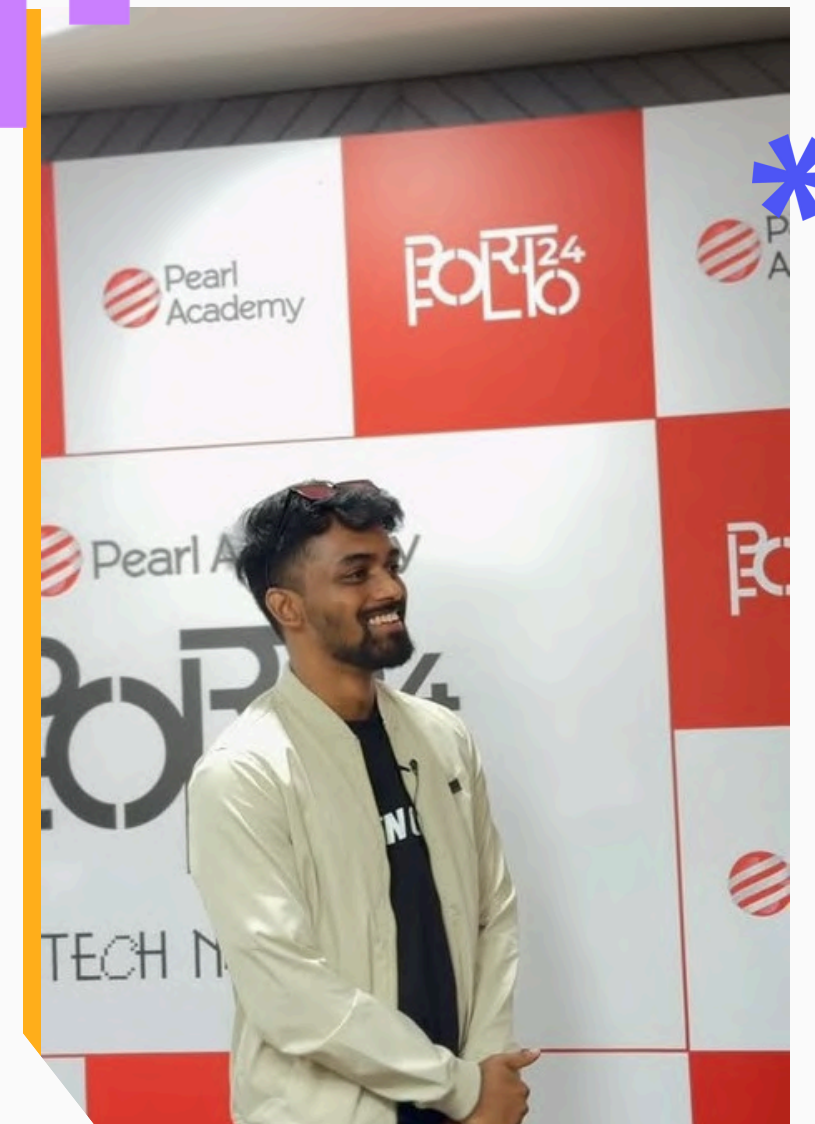
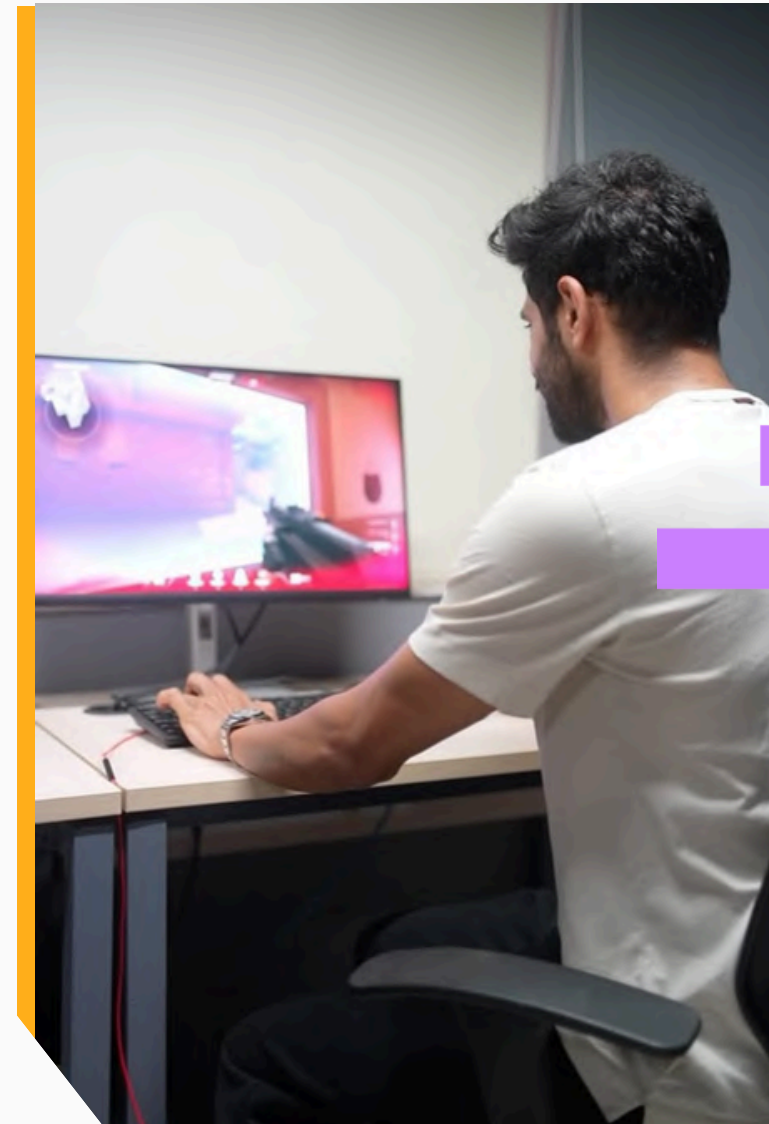
Strategy

To engage with Pearl Academy's target audience – Gen Z and young creatives – we collaborated with popular influencers with gaming & lifestyle content to attend the event in different cities.

Influencers were selected based on their strong engagement, creativity, and ability to connect with the young audience.

📉 **700K+**
Views

📉 **2.5M+**
Impressions



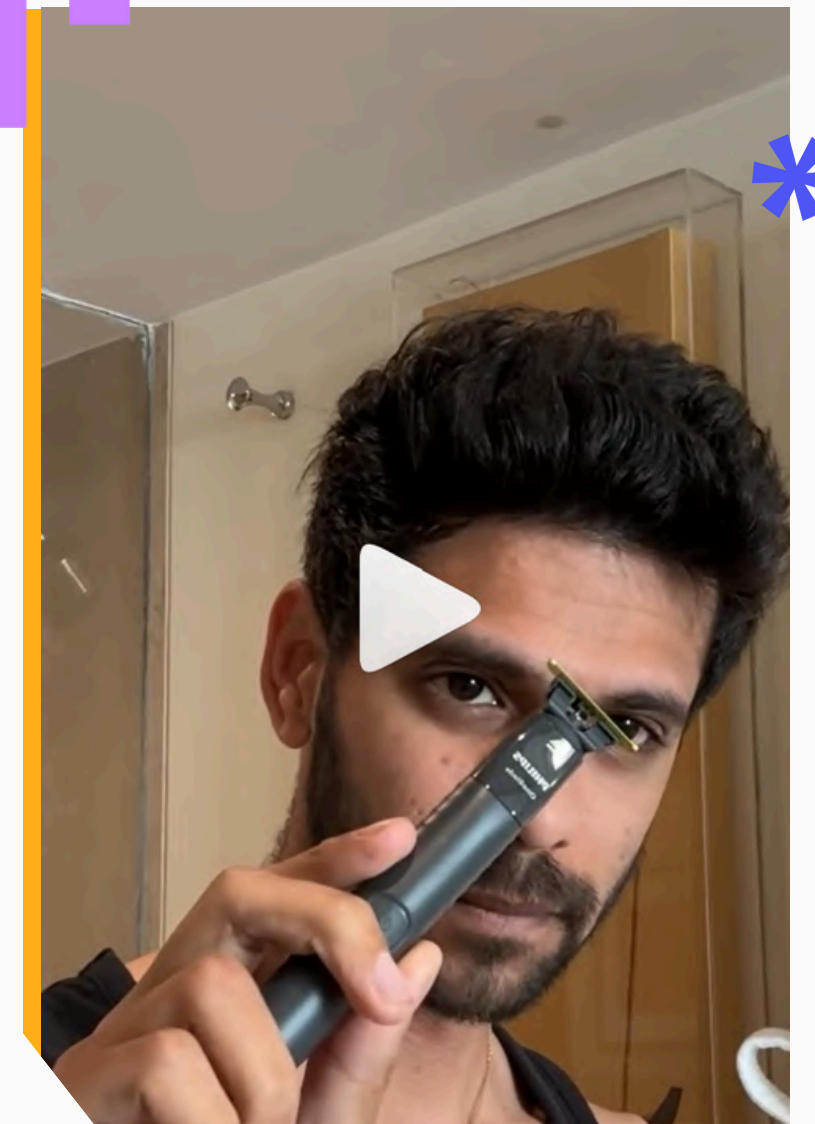


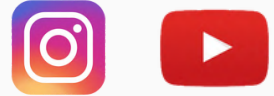
PHILIPS

Objective

To establish Philips OneBlade as the ultimate grooming tool for men by showcasing its precision, versatility, and smooth performance in extreme and everyday scenarios. The collaboration aimed to inspire confidence in the product's "fearless grooming" capabilities through engaging and authentic content.

- **Partnership:** Ocean Sharma, a long-term collaborator with Philips, created dynamic content to demonstrate the unique features of Philips OneBlade.
- **Messaging:** Highlighted the product's benefits—no nicks, no cuts, clear shave—reinforcing the "Be Fearless" tagline.
- **Creative Concept:** Ocean showcased OneBlade's versatility by shaving while gaming and in adrenaline-filled scenarios, proving its precision in unconventional situations.





Objective

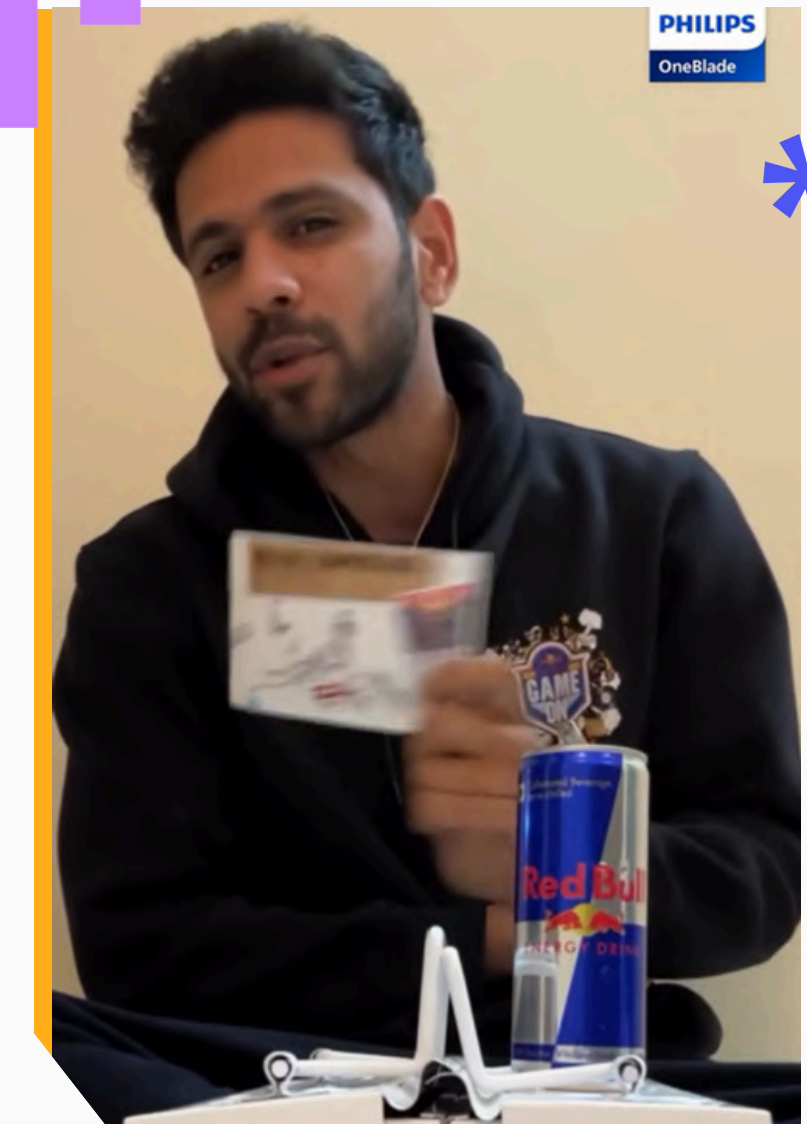
To highlight the precision and smooth performance of Philips OneBlade through an innovative and daring activation, showcasing its ability to deliver a smooth trim with no nicks and no cuts, even in extreme conditions

Strategy

As a long-term partner for both Red Bull and Philips, Ocean Sharma was the perfect fit to take on a bold and unconventional challenge during the Red Bull Soapbox Race. The campaign featured Ocean attempting to trim his beard while co-driving in an engineless, downhill soapbox car shaped like a Philips OneBlade razor. The event combined the adrenaline of Red Bull's high-energy Soapbox Race with the cutting-edge innovation of Philips grooming solutions.

500K+ Views

1.4M+ Impressions





VASELINE X PAYAL TOSYAN



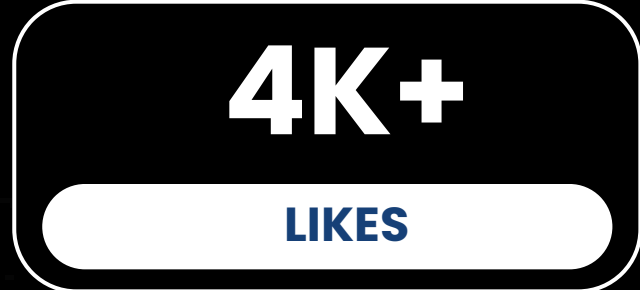
Reinforce Vaseline's authority in winter skincare through glow-focused, solution-led content for cold-weather routines.

STRATEGY

- Partnered with Payal Tosyan
- Focused on deep nourishment and long-lasting moisture
- Tackled seasonal concerns with a relatable approach

"Positioned Vaseline as a trusted fix for winter skin"

RESULTS





DOVE X PAYAL TOSYAN

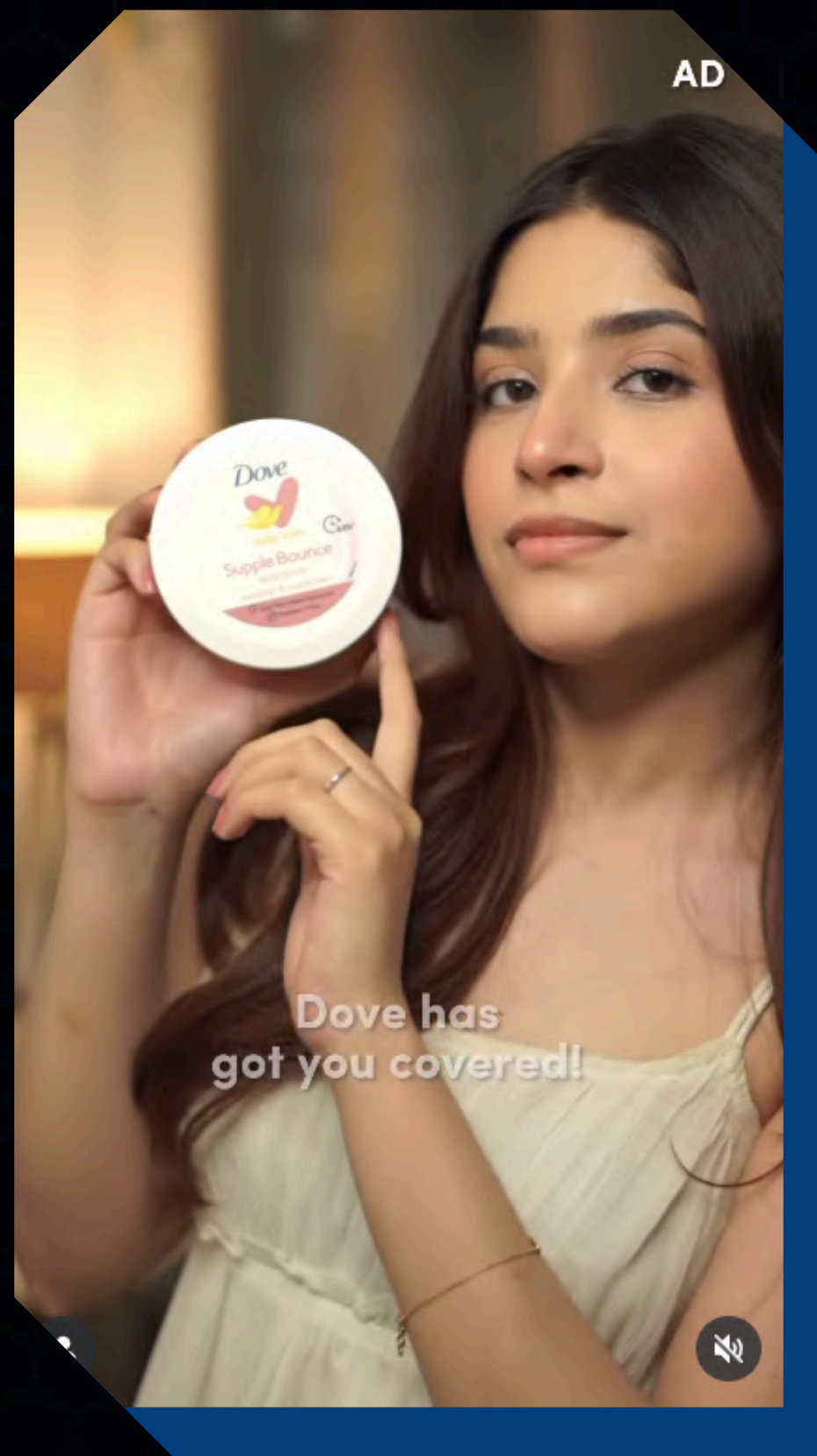
Position Dove Supple Bounce Body Butter as a deeply moisturizing self-care essential for dry skin, rooted in comfort and inclusivity.

STRATEGY



- Partnered with Payal Tosyan
- Showcased 48-hour hydration and plant-based care
- Routine-led Reel positioned for every skin type

“Reinforced Dove as a trusted choice for soft, nourished skin”



Dove



RESULTS

80K+

VIEWS

1K+

LIKES

10+

COMMENTS





SUNSILK X PAYAL TOSYAN

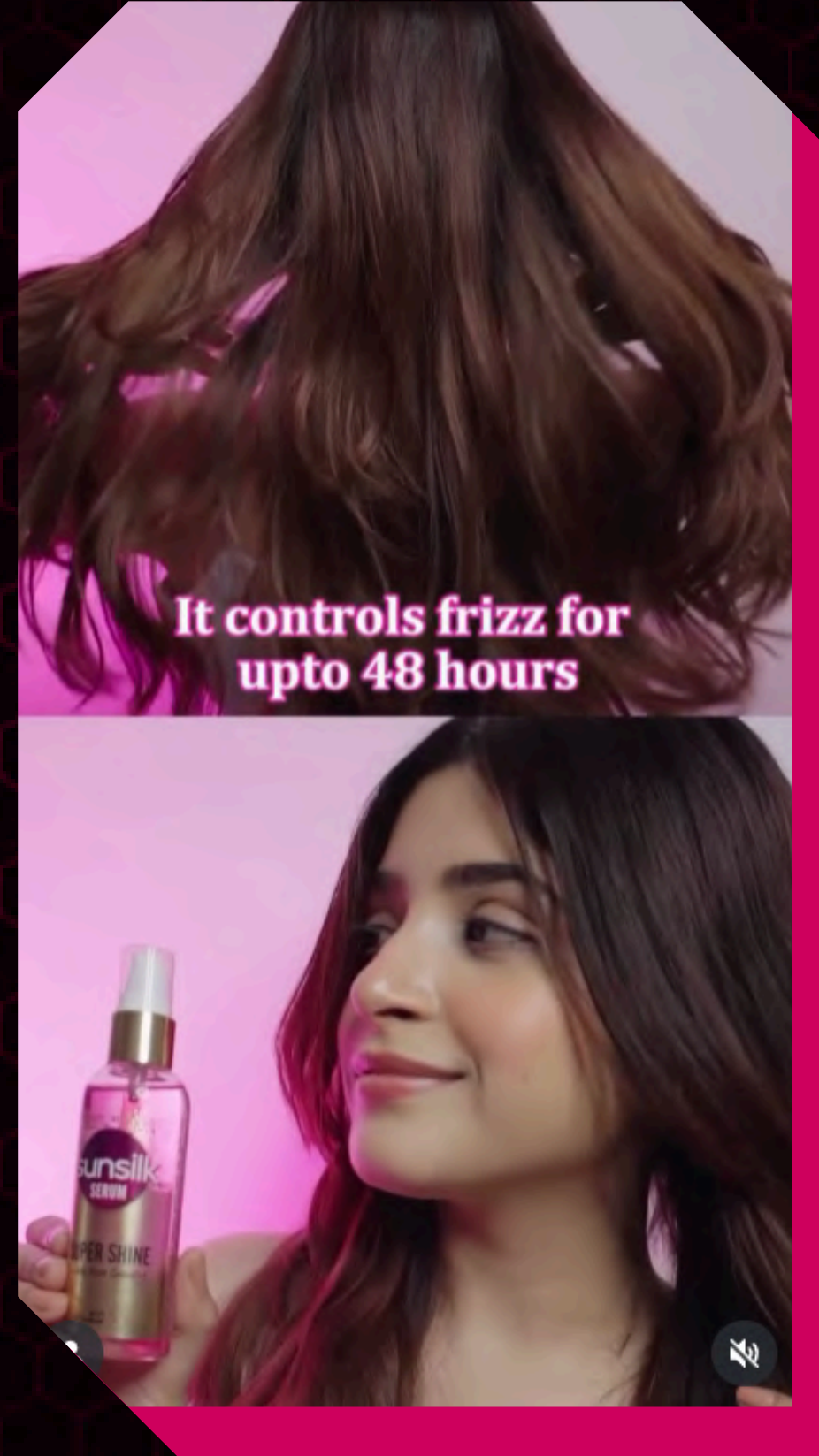
Launch the Super Shine Serum as a go-to styling essential with 48-hour frizz control for active Gen Z routines.

STRATEGY



- Partnered with Payal Tosyan
- Created a college farewell-themed Reel
- Highlighted Vitamin E shine boost and long-lasting smoothness

“Positioned Sunsilk serum as a daily must-have for glossy hair”



sunsilk®

RESULTS

115K+

VIEWS

2K+

LIKES

20+

COMMENTS



ICONIC X RUBAL WADHWA

iconic

Showcase Iconic's Spring Summer '25 collection as a celebration of effortless style and individuality on Women's Day.



STRATEGY

- Partnered with Rubal Wadhwa
- Styled key SS'25 pieces with minimal captions and clean visuals
- Focused on elegance and self-expression

RESULTS

146K+

IEWS

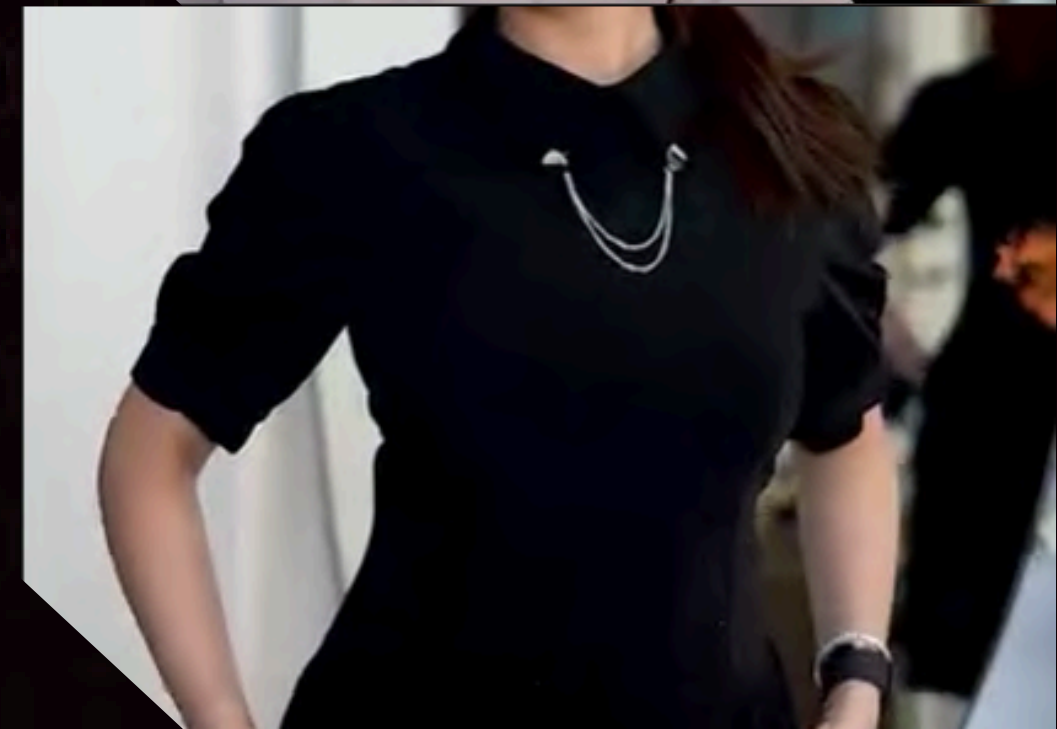
500+

LIKES

15+

COMMENTS

"Positioned Iconic as a seasonal style leader for modern women"

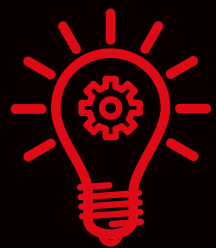


L'ORÉAL PARIS X PAYAL TOSYAN

L'ORÉAL PARIS

Introduce the Revitalift Water Cream to young skincare users by spotlighting its dewy finish, science-backed ingredients, and ease of daily use.

STRATEGY



- Partnered with Payal Tosyan to showcase the product's texture and results through a visually engaging Instagram Reel
- Highlighted hero ingredients like Hyaluronic Acid and Ceramides for hydration and skin barrier support
- Positioned the cream as a science-powered solution for healthy, plump skin

RESULTS

87K+

VIEWS

2K+

LIKES

20+

COMMENTS



"Framed Revitalift Water Cream as a go-to pick for dewy, hydrated skin backed by the power of science"

LAKMÉ X PAYAL TOSYAN

LAKMÉ

Position Lumi Smooth as a glow-boosting skincare range tailored for oily skin with gentle, effective exfoliation.



STRATEGY

- Partnered with Payal Tosyan to create relatable, skincare-first content
- Featured AHA+ Gel Cream, Foaming Cleanser, and Shimmer Lotion in daily-use Reels
- Spotlighted 2% Salicylic Acid and Lactic Acid benefits with a focus on glow, oil control, and clean formulation

RESULTS

280K+

IEWS

4K+

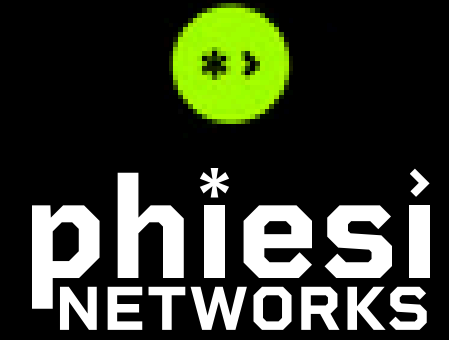
LKES

50+

MENTS



“Reinforced Lumi Smooth as a trusted exfoliation solution for oily, glow-seeking skin”



**THANK
YOU**

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