

The logo for POND'S is centered on a light pink square background. It features a stylized red outline of a crown or a similar crest. The word "POND'S" is written in a bold, black, sans-serif font across the middle of the crest.

POND'S

CAMPAIGN OVERVIEW



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The renowned brand, [Ponds](#), did a women-centric campaign during Durga Puja.

They wanted to portray the beauty and power of Maa Durga & women who feel the same.

Without comparing, the brand has successfully achieved the vision that they wanted to show.

The brand has not only showcased the beauty and power but had strategically showed their product placement by showing the art of an idol maker.

The brand collaborated with [Ditipriya Roy](#), [Annwasha Hazra](#), [Sauraseni Maitra](#), [Tuhina Das](#), [Debchandrima Singha Ray](#), who are popular celebs from Kolkata.

Apart from these celebs, the brand also collaborated with 4 influencers, [Perna Das](#), [Suhina Chakraborty](#), [Sristi Pradhan](#) & [Suchandra Saha](#).

CAMPAIGN CONTENT



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CAMPAIGN CONTENT



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CAMPAIGN CONTENT



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CAMPAIGN OUTPUT



By effectively onboarding **five celeb & four influencers**, who have their own fan base, the campaign successfully managed to get the desired output through reels.

No. of Celebs/Influencers: 9
Views: 49,47,900
Likes: 1,01,087
Comment: 719



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THANK YOU!