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HEADSHOT

MEDIA



Objective:

Commodity Trading being a complex subject to understand, NCDEX wanted to spread awareness about the different topics that falls under the umbrella commodity trading and help their target audience make aware of the trading avenues.

Proposal:

HSM helped NCDEX with a series of DVCs highlighting various avenues of commodity trading.

HSM created 6 highly engaging & information driven videos which directly caters to NCDEX's target audience and further helping them understand in depth about commodity trading.



Trading in commodity derivatives

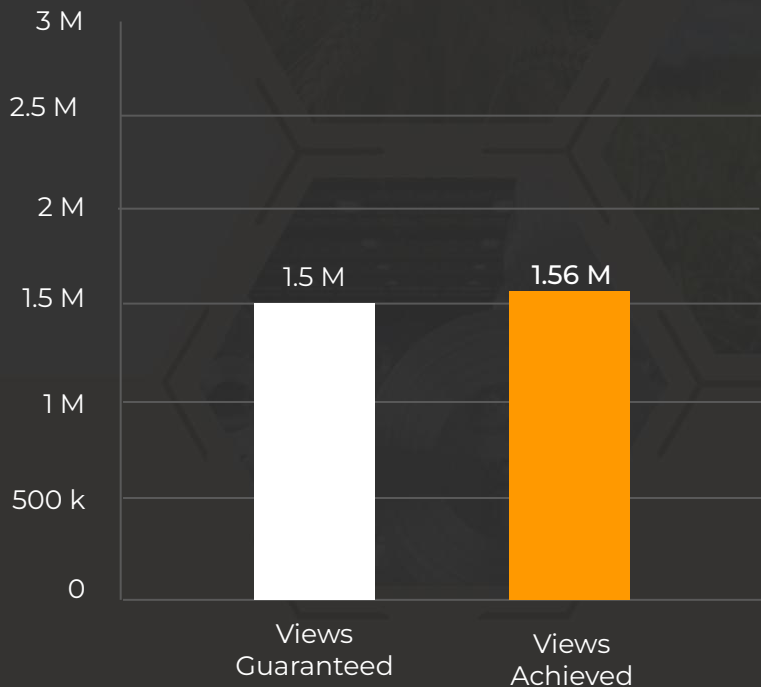


Price Risk Management



What is Dabba Trading?

Campaign Summary



6

Total Content Pieces

2.94 M+

Total Reach






1.56 M+

Total Views

**4.3%
Over Achieved**

Social Media Management For World Investor's Week

Organic Traction

| Media Coverage | Impressions | Reach | Number of views | Engagement |
|---|-------------|---------|-----------------|------------|
|  | 15,096 | - | 2,415 | 1,097 |
|  | 277,230 | 105,935 | 11,851 | 5,597 |
|  | 35,300 | 1,300 | 24,120 | - |
|  | 8,044 | 4,046 | 1,443 | 377 |
|  | 4,249 | 3,862 | 726 | 268 |

| | | | | | |
|---------------------|--------------------------|--------------------|--------------------|-------------------------|------------------------------------|
| 215 | 340K | 115K | 40K | 7.3K | 349 |
| Total Output | Total Impressions | Total Reach | Total Views | Total Engagement | Total Increase in Followers |



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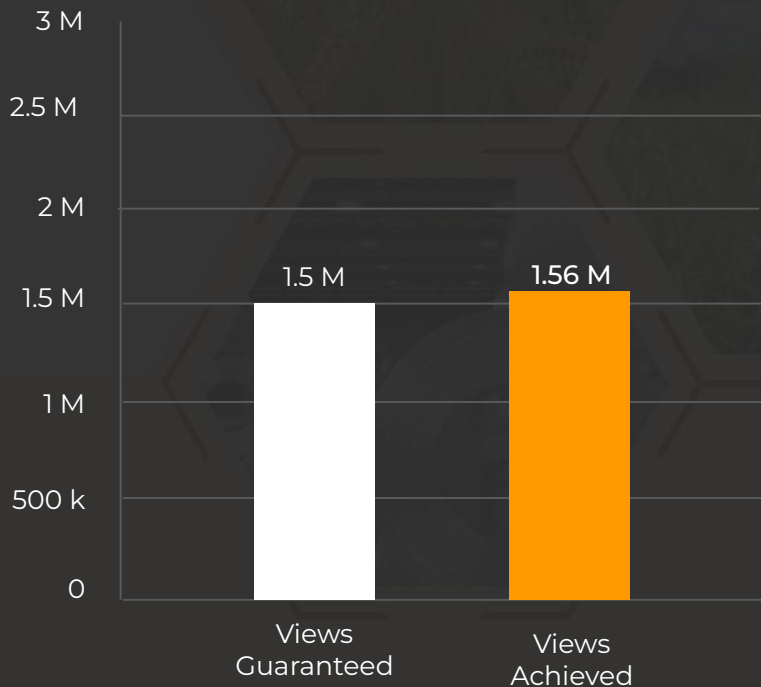


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MEDIA



Objective:

Given the knowledge about Commodity Trading, NCDEX aimed to raise awareness regarding various aspects.. The goal was to educate the target audience on the diverse topics encompassed by commodity trading and facilitate a deeper understanding of the available trading avenues.

Proposal:

For our second campaign, HSM teamed up with NCDEX to create a bunch of videos explaining different parts of commodity trading. We made four videos that were interesting and gave useful information. HSM carefully made the content to connect with the people NCDEX wanted to talk to. The goal was to help people really get what commodity trading is all about, so everyone could learn more and know more.



Buying in Futures vs Buying in Physical Markets



Price discovery & visibility



Basis Trading Part 1



Basis Trading Part 2

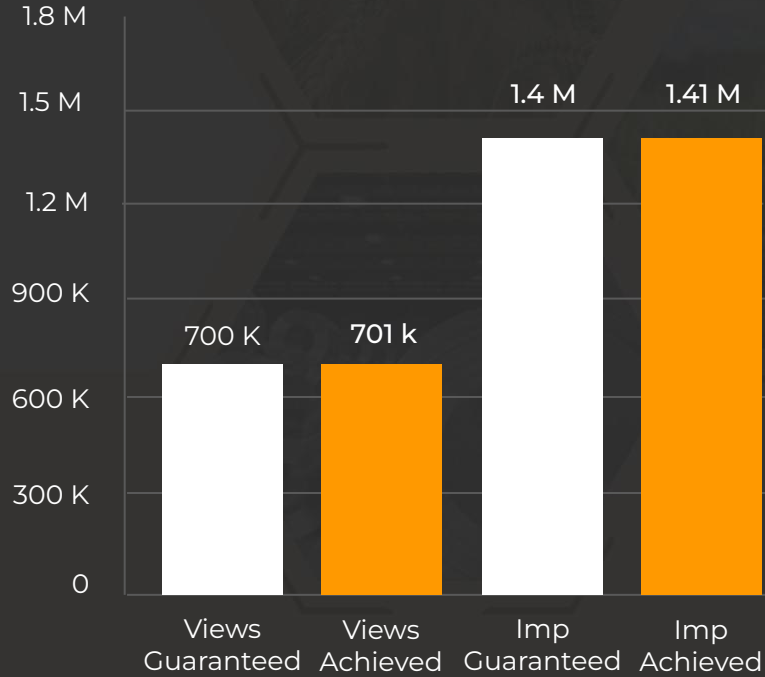


Spread Trading & its types Part 1



Spread Trading & its Types
Part 2

Campaign Summary



4

Total Content Pieces

1.25 M+

Total Reach

1.41 M+

Total Views

Over Achieved

Social Media Management For World Investor's Week

Organic Traction

Media Coverage



LinkedIn

YouTube



Impressions

12,636

1,24,000

88,290

4526

3,125

Reach

-

-

-

4588

5,399

Number of views

1,170

6,781

5,469

275

1,619

Engagement

460

17,518

511

377

258

54

232K

9.8K

15K

19K

4390

**Total
Output**

**Total
Impressions**

**Total
Reach**

**Total
Views**

**Total
Engagement**

**Total Increase in
Followers**



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HEADSHOT

MEDIA

Oct - 2024



Objective:

The objective of NCDEX was to create Investor Awareness during World Investor Week and to educate and empower investors by promoting informed decision-making in the commodity derivatives market. NCDEX aimed to enhance understanding of the importance of risk management, financial literacy, and the dangers of fraudulent schemes.

Proposal:

HSM helped NCDEX with a series of DVCs highlighting various Investor awareness topics.

HSM created 4 highly engaging & information driven videos which directly caters to NCDEX's target audience and further amplifying the same on HSM Plus.



A MALICIOUS LINKS

A Malicious Link



DEEP FAKE VIDEOS

Deep Fake



QUICK RICH SCHEMES

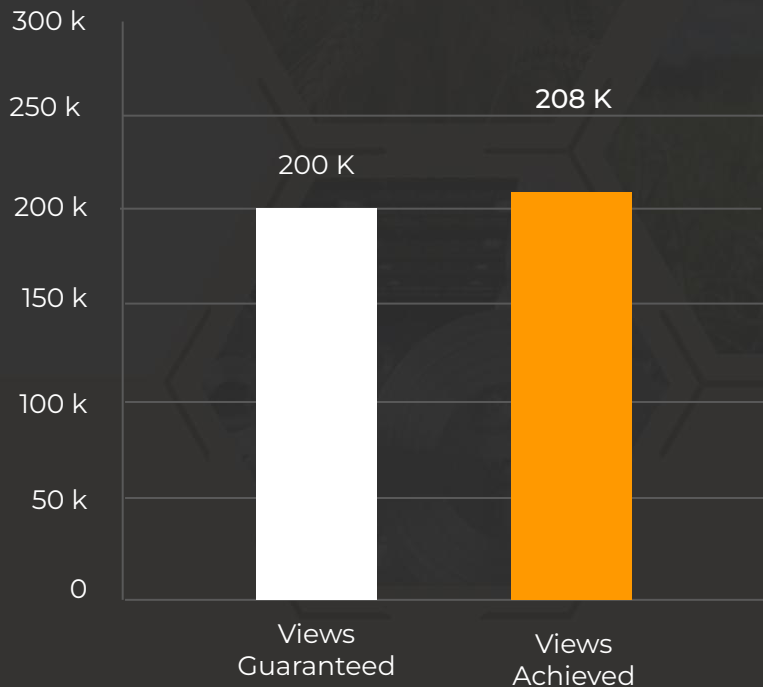
Quick Rich Scheme



THE SMARTEST INVESTOR!

The Smartest Investor

Campaign Summary



4

Total Content Pieces

668 K+

Total Reach

207 K+

Total Views

3.86%
Over Achieved



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HEADSHOT

MEDIA

Oct - 2024



Objective:

The objective of NCDEX's campaign was to raise awareness about safe and informed investing by addressing three critical challenges faced by today's investors: the temptation of fraudulent quick-rich schemes, the dangers of blindly trusting unverified investment tips, and the rising influence of misinformation on social media. By highlighting these issues, the campaign aimed to promote financial literacy, encourage responsible investing in the commodity derivatives market, and empower individuals to make decisions based on verified and credible sources.

Proposal:

To bring these themes to life, HSM conceptualized and executed three highly engaging Digital Video Commercials (DVCs) using relatable, humorous, and culturally iconic references.

Each DVC was crafted to emotionally connect with NCDEX's target audience while delivering a strong educational message:



Hera Pheri



PK



Chatur