

**NETFLIX**

**x**

**HEADSHOT**

MEDIA



*Objective:*

*Netflix wanted to create a topical video around Teacher's Day*

*Utilizing existing shows and films inventory of Netflix, the ask was to create an engaging social media asset for Netflix, integrating influencers which are relatable to the young audiences*

*Proposal:*

*HSM leveraged its wide network of influencers and produced a Teachers Day Special video with social media sensation Thugesh*

*HSM focused on keeping the content entertaining and engaging utilizing Thugesh's style of content, reacting and utilizing Netflix content and creating a social media asset for Netflix*

*MASS BUNK Ft. THUGESH*



*Objective:*

*Netflix wanted to create a topical video for SRK's Birthday*

*Showcasing how SRK's die hard fans come together at mannat to wish the superstar & how SRK acknowledges the fans wishes.*

*Proposal:*

*HSM with social media sensation Thugesh created created a very interactive video*

*HSM with Thugesh created a quiz video wherein the fans were asked some question, recite dialogues and were gifted for the correct answers.*

*SRK's Birthday Ft. THUGESH*



*MUMBAI COUPLES Opinions On Love, Romance and BOLLYWOOD! Ft. THUGESH*

