

HEADSHOT

MEDIA CARE

x

HipHop
skin care



Objective

HSM partnered up with Hip Hop to promote and drive product awareness and the usage of the personal care brand

Proposal

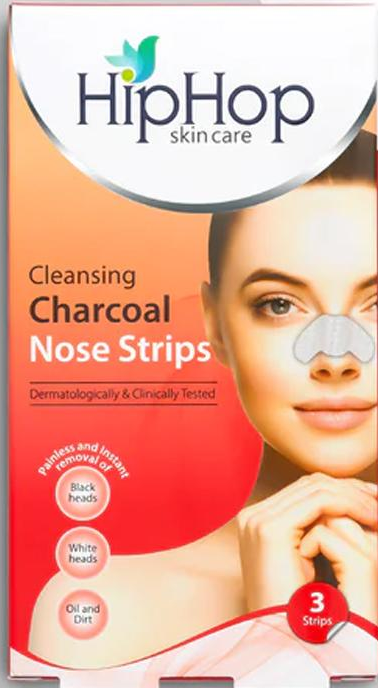
HSM developed 3 unique and engaging thumb stopper videos promoting the USP of the brand thereby highlighting the usage of personal care products

HSM also published the videos on its HSM Filmy page to gauge product awareness



Campaign Highlights





Thank You

