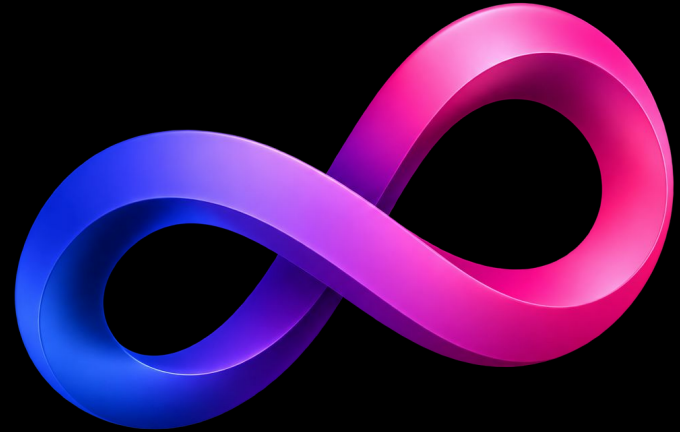


CASE STUDY

EQUENTIS INVESTECH

Making financial education
feel human.

- Social media strategy • Content planning
- Creative direction • Reels



DRONYX

Ideas in Motion.

THE BRIEF

Build an IP people would pay to enter.

Turn a weekend idea into a monetizable event format.

₹500

TICKETED ENTRY

Access to the live music experience.

PAID F&B

BEER + BURGERS

Food and drinks purchased inside.

BRAND BOOTHS

PAID PARTICIPATION

Food & beverage brands became part of the experience.

THE IDEA

A festival for people who love **all three**.

Beer. Burgers. Music.



MYOBB

MYOBB

A playful twist on BYOB.
Turned into an event identity.

Built for Mumbai's **Gen Z & Millennial** crowd, 21+, with live artists, beer, burgers & **interactive challenges**.

THE EXPERIENCE

Not just a stage. Not just food stalls. But a reason to stay.



LIVE MUSIC

Artists across genres



FOOD + BEER

Multiple local brands



CHALLENGES

Spicy burger • Beer • 1-minute

OUR ROLE

From the name to the final post.

Creative direction and event experience, built end-to-end.

IP CONCEPT

Event name, positioning & overall idea

EXPERIENCE DESIGN

Wristbands, ticket booth, stage & on-ground design

BRAND DEVELOPMENT

Prospecting relevant food & beverage brands for participation

CREATIVE DIRECTION

Social content, visual language & campaign direction

CONTENT

Pre-event promotion, event coverage & post-event content

THE RESULT

A live-event IP with multiple revenue touchpoints.

Ticketed entertainment + paid F&B + brand participation.

500+

ATTENDEES

₹500

ENTRY

5

ARTISTS / DJS

MULTIPLE

F&B BRANDS

A new IP was launched, marketed through paid social, and converted attention into an on-ground experience.

Concept • Creative • Content • Experience • Brand Participation