

THE *Yuvaa* MENU



CONTENT

Carefully marinated insights that create unforgettable campaigns on social media

ITEMS AVAILABLE

- **Hero Videos**
flagship campaign videos such as social experiments, listicles, spoken words.
- **Reels**
Under 1 minute videos on Instagram's fiery algorithm that conveys a lot in less time through popular music
- **Static Posts**
for those who like carousel posts and a more permanent presence-conscious content that is made directly from the chef's heart
- **Content Creator Intervention**
Yuvaa's speciality item that combines the reach of influencers with nuanced conversations around the campaign
- **Toolkits & Websites**
curated content with resources, helplines, guides around sensitive issues (tip: ask the chef for recommendations based on your campaign)
- **The Yuvaa Special**
a carefully curated campaign that is a detailed combination of the most relevant dishes- with customized flavours, wholesome synergies and accurate representation

Add ons: *humour, sensitivity, influencers*

REACH (Organic)

500K to 1 Million

300K to 500K

150K to 300K

2M to 100 Million
(depending on desired scale)

Based on footfall

1M to 1.5 Million



400K
FOLLOWERS

10.2M+
WEEKLY
REACH



1,40,000+
SUBSCRIBERS

300K+
AVG. ORGANIC
VIEWS



COMMUNITY

Curated from our rich and diverse community pan India- from Haryana to Hyderabad

ITEMS AVAILABLE

- **Open Heart Mics**
flagship Yuvaa initiative where students are provided a safe space to express their vulnerabilities and feelings through prompts
- **Workshops**
series of sessions designed by Yuvaa to target students in colleges with an aim to upskill across knowledge and behaviour
- **Townhalls and Conversations**
where we use the power of celebrities and influencers to communicate important things across young communities
- **Campus Ambassadors Outreach**
if you want to reach out to colleges pan India- whether that's an IIT or Symbiosis, this is the perfect recipe for spreading awareness

Add ons: *diverse communities, Tier 2&3 reach*

EACH ITEM SERVES

35+ stories

300 to 500 students

100 to 1,000 students

100 to 1,000 students

150+
COLLEGES

75+
CITIES



A student talking about choosing fashion design over engineering at the Yuvaa Open Mic



RESEARCH

Proven methodologies to help you mine insights around a research problem

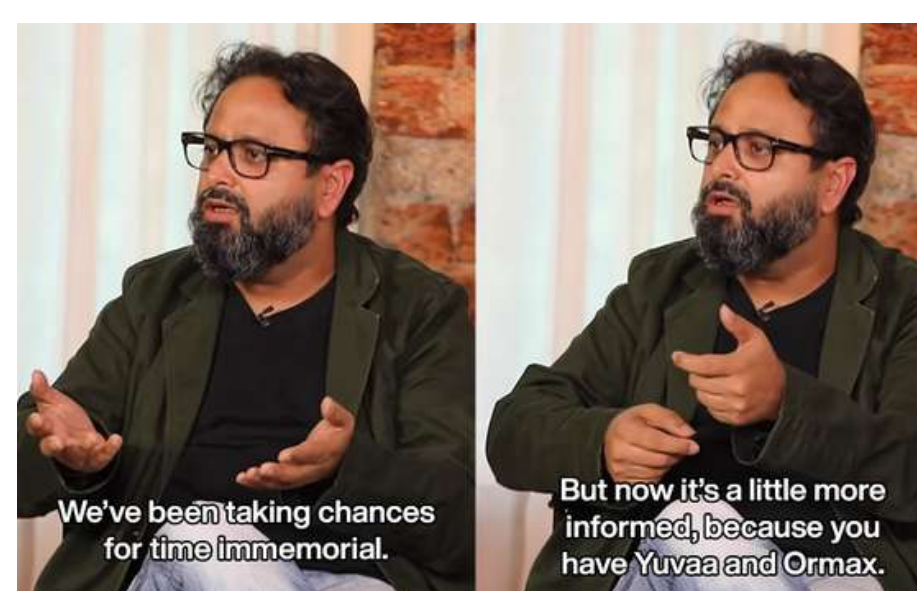
ITEMS AVAILABLE

- **Manifesto or White Paper**
a concise report that reflects the demands that young people have from society- whether that's the government or media
- **Quantitative Research**
surveys, polls, infographics that will help you solve a research question
- **Qualitative Research**
research to bring out insights, trends and evolving behaviour across your target segment
- **72-hour Research**
if you're here for a quick meal, the 72 hour research will satisfy your hunger pangs within 3 days- a quick dipstick research
- **Content Research**
if you've created any content (movies, OTTs, short films, ads) and want to understand if it strikes the right tone with your TG, we're here to help

Add ons: *speed, sensitized insights*



Karan talking about Yuvaa's market research capabilities



Nikkhil talking about Yuvaa's script research and pre-screening research

Source: The Film Companion Producers' Roundtable, December '21

Placing the perfect order at Yuvaa



PICK AND CHOOSE

feel free to mix and match and pick items that you like from content, research and community

OR



ASK FOR THE YUVAA SPECIAL and we'll make the perfect recipe for you within 72 hours!

BEST DAYS TO DROP IN FOR A COLLAB

FEBRUARY
Valentine's Day | Safer Internet Day

MARCH
Women's Day

JUNE
Pride Month | Father's Day

AUGUST
Friendship Day | Youth Day | Independence Day

SEPTEMBER
World Suicide Prevention Day | Sexual and Reproductive Health Awareness Week

NOVEMBER
International Men's Day | 16 Days of Activism against Gender-Based Violence