

TAKING THIS MOMENT TO ACKNOWLEDGE YOUR IMMENSE SUPPORT IN OUR ENDEAVOURS IN 2021 ❤️

Here's celebrating some of our heartwork with you by our side:

IMPACT

1 KICKASS website on consent created with Tinder
www.letstalkconsent.com

20+ training sessions conducted with Gen Z cohorts on using social media for good



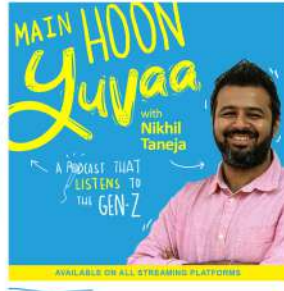
110 Instagram + MX Takatak content creators engaged with #YouthCanDoThis campaign

100M+ reach
800k+ likes
660+ reels



Announced our first podcast that listens to the Gen Z

Listen here: linktr.ee/MainHoonYuvaa



COMMUNITY

500+ student champions onboarded
100+ colleges partnered with on digital activations
5,00,00 students reached online



Hosted **30** farewell parties with **30** influencers in **30** colleges

3.4M+ reach
100k+ students reached



CONTENT+SOCIAL

65M+ people reached and **100K+** new followers added
35+ social campaigns
50+ pieces of media coverage
1200+ original content created
130K+ likes received on a single post
165+ content creators collaborated with



Partnered on two campaigns focused on mental health- #SunoSamjhoSaathDo and online gender safety- #SafeStree and created over 100+ content pieces.



PARTNERSHIPS

40+ partnership with various brands and NGO on multiple projects
100+ influencers engaged



Hosted the second season of #TeachMeSomething with Nikhil Taneja with 3 remarkable entre-influencers and top leaders at IBM India.

1000+ live attendees
300K+ reach (so far)



RESEARCH

10,000+ students participated in online surveys
150+ Listening sessions done in **30+** cities with **2500+** students
600+ hours of research conducted

Karan Johar and Nikhil Advani mentioned Yuvaa in the context of movie research projects in a recent interview with Film Companion



Conducted multiple researches for their upcoming releases to gauge audience sentiment through community research and social media analysis.



THANK YOU FOR CHOOSING US!



WE WISH YOU A HAPPY AND AN OMICRON-FREE YEAR!

JOIN US @WEAREYUVAA

LET'S CREATE SOME AWESOME WORK TOGETHER

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