

CRAFTED IN-HOUSE:

CREATIVE PRODUCTION WITH
MEASURABLE RESULTS

WittyAdverts: PITCH DECK

WittyAdverts





Welcome To Witty Adverts

From scroll-stopping visuals to performance-driven campaigns
— we are your all-in-one digital growth partner.

Our services include:

- **Social Media Marketing (SMM):** Strategy, content, and community-building that drives engagement.
- **In-House Production Studio:** Professional photography and videography tailored for digital platforms.
- **Performance Marketing:** ROI-focused campaigns designed to convert clicks into customers.

**WE DON'T JUST CREATE CONTENT
— WE CREATE IMPACT.**

Jewellery Brands

we have worked with so far,

- Diva Art Jewellers
- Ram Prakash Jewellers
- Nivara Diamonds
- Amama Jewels

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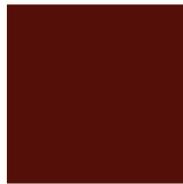
dj

DIVA ART JEWELLERS

Diva Art Jewellers

Diva Art Jewellers is a New Delhi-based design studio and retail brand specializing in fashion and imitation jewelry. Based in Chandni Chowk, they craft elegant, affordable pieces—including earrings, necklaces, bangles, bracelets, and head accessories—produced in-house by skilled artisans. They offer global shipping and same-day local delivery.

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Divya Art Jewellers



Digital Marketing for Diva Art Jewellery:

We're executing a comprehensive digital strategy to build brand presence and drive sales:

- **Meta Ads (Sales Campaigns):**
- Achieving an average 2X ROAS in the first month of performance marketing.
- **Social Media Management:**
 - Curated and maintained a cohesive Instagram grid.
 - Planned and executed photoshoots to elevate content quality.
 - Implemented automation tools for smoother operations
 - **Gained 2.5K+ followers organically** over the last 3 months.

Diva Art Jewellery - Social & Performance Marketing Overview





rpj RAM PRAKASH
JEWELLERS
Trusted for years

Ram Prakash Jewellers

Ram Prakash Jewellers is a South Delhi-based fine jewellery brand known for its bridal and traditional gold, diamond, kundan, and polki pieces. With a legacy of craftsmanship and customization, they offer timeless designs tailored for weddings and special occasions.

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Ram Prakash Jewellers

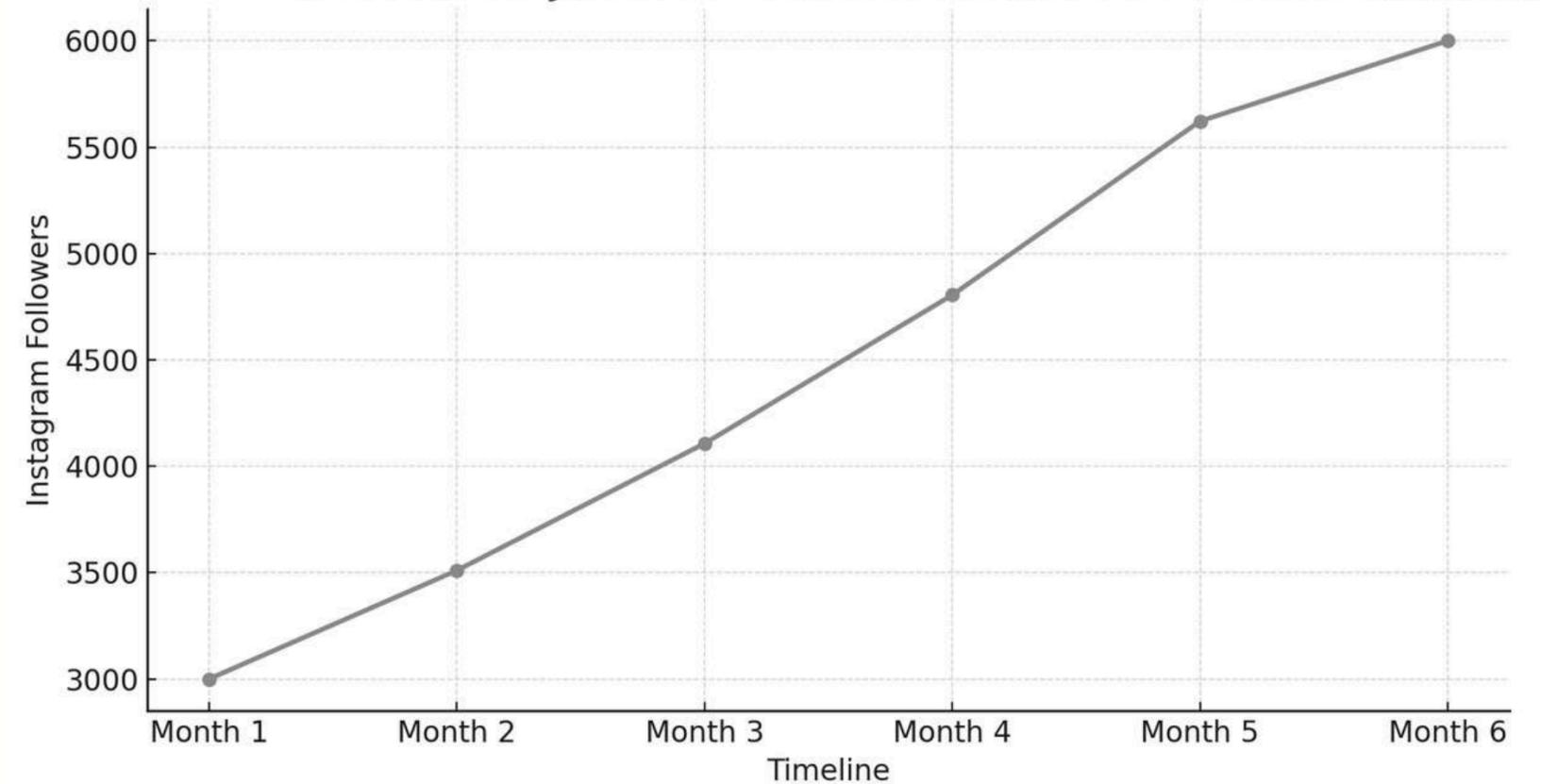


Brand Growth for Ram Prakash Jewellers:

We focused on brand awareness and **audience building through Meta Ads:**

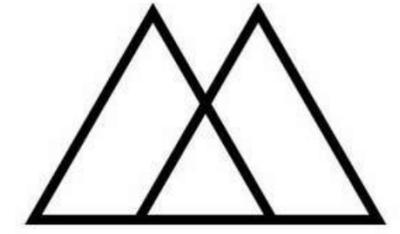
- Achieved a follower acquisition cost of just ₹2, targeting a high-intent audience.
- Doubled their follower base from **3K to 6K** in the last 6 months.
- Maintained an average **17% monthly growth rate**.
- Campaigns continue to deliver daily inquiries with a strong conversion rate.

Ram Prakash Jewellers - Follower Growth Over 6 Months **6K Followers**





Amama is a New Delhi-based jewelry brand known for its handcrafted, statement imitation jewelry—including bold earrings, necklaces, and accessories. Blending traditional craftsmanship with contemporary design, each piece is made in-house using materials like enamel, pearls, and gold-plated brass.



Amama Jewels

**Previous Industry Experience*

Meta Ads Performance for Amama

To drive both sales and social growth, we implemented a two-pronged Meta Ads strategy:

- **Sales Campaigns:**
 - Achieved 2X ROAS in the first month—focused primarily on brand awareness and market seeding.
 - From the second month onward, ROAS scaled up to 5X, and stabilized at an average of 4X over the campaign duration.
- **Engagement Campaigns:**
 - Drove follower growth efficiently, acquiring 4 followers for just ₹0.95.

Clothing Brands

we have worked with so far,

- What She Wears
- Virgio Official

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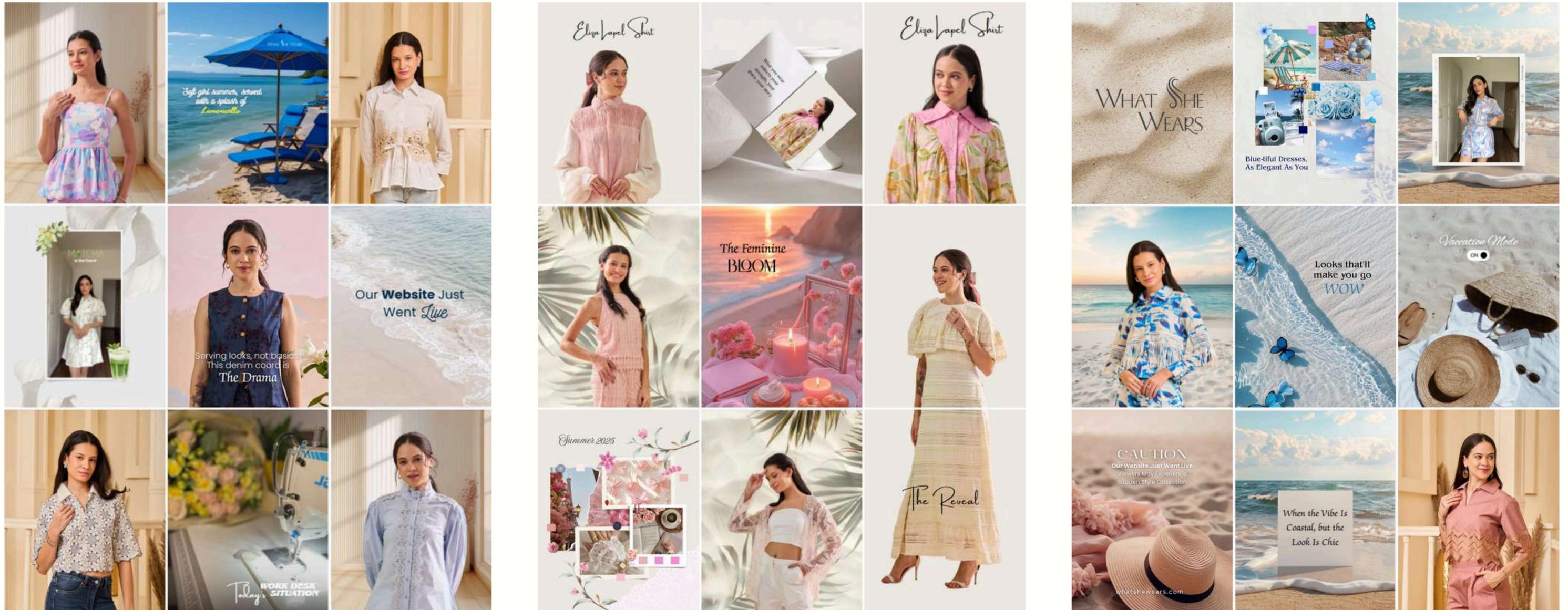




What She Wears

What She Wears Label is an India-based women's fashion label known for its affordable, trend-forward apparel—including dresses, jumpsuits, and tops. The brand's collection features playful styles like neon shirt-dresses, off-shoulder pieces, and printed silhouettes, with most items priced between ₹6,000–₹14,000. Merchandise is exclusively sold online via the brand site with free shipping across India.

What She Wears- Social Media Management





Virgio is a Bengaluru-based fashion-tech brand offering sustainable, circular fashion for Gen Z and millennials. Known for using natural fabrics and smart QR labels on garments, Virgio blends conscious design with style—available online and in stores, including on platforms like Nykaa and Myntra.



Virgio.Official

Virgio – Google Catalog Ads Performance

- Focused on Google **Catalog Ads** to promote Virgio's product lineup.
- This format delivered **better visibility** and **product discovery**.
- The client had a **high daily budget**, allowing us to scale aggressively.
- Achieved a strong **3X ROAS** through strategic ad placements.
- Drove effective and **high-quality conversions** at scale.
- Visual product listings improved click-through and purchase rates.

Real Estate Brands

we have worked with so far,

- Future Concepts
- Mangla group
- Svamanvay group
- Alembic group
- JSW One Homes
- Venus estates, Tamil Nadu

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Future Concepts

Future Concepts by Suraj is a Delhi-based architecture and interior design studio known for creating art-driven, sustainable spaces. Led by Suraj Mittal, the firm blends luxury with conscious design across homes, offices, cafes, and commercial projects.

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Future Concepts- Social Media Management

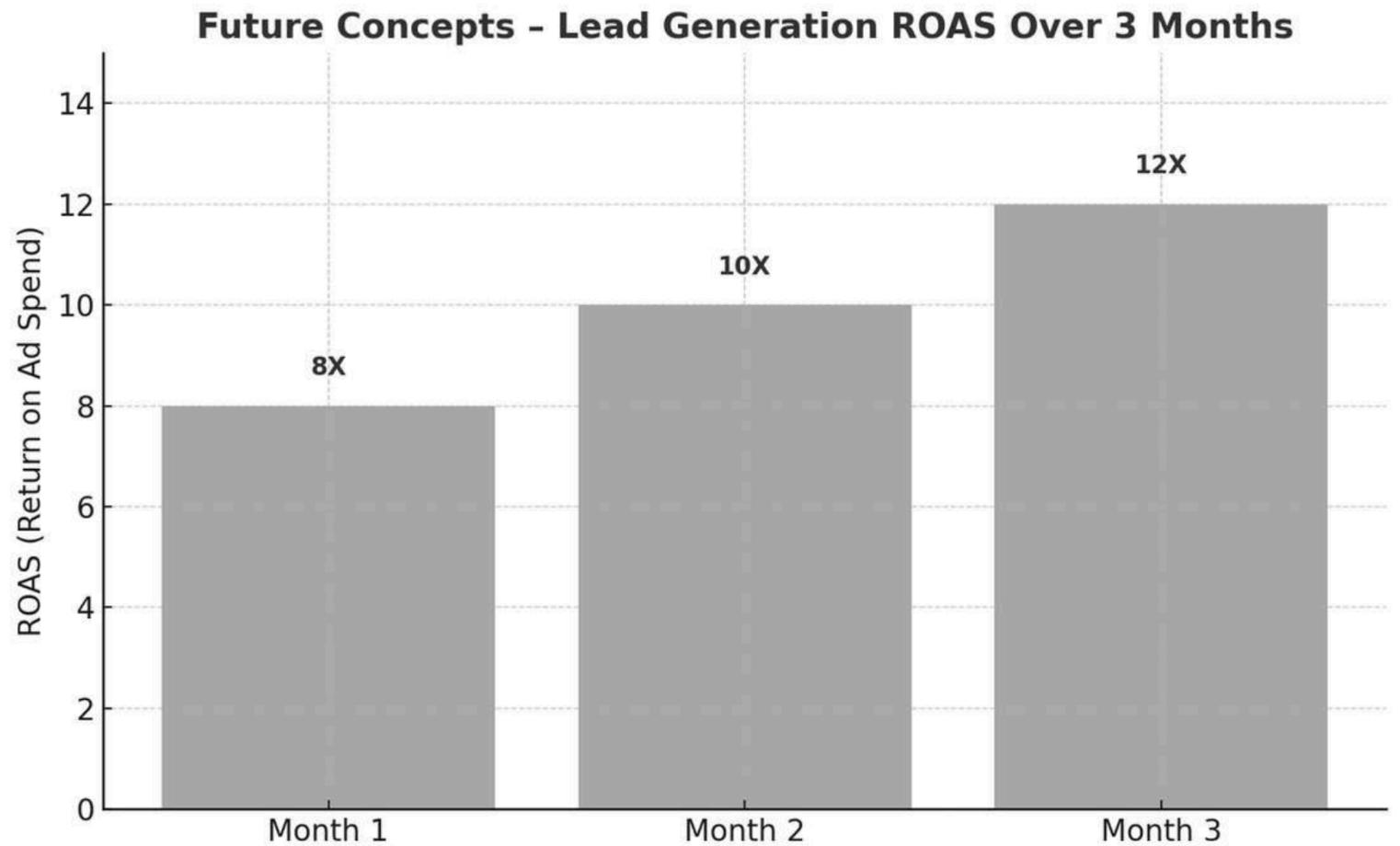




Performance Marketing for Future Concepts

Over the past 3 months, we executed lead generation campaigns tailored to their luxury interior design services.

- Achieved an impressive **10X ROAS**, driven by the brand's high-ticket offerings.
- Targeted a niche, affluent audience—resulting in **qualified leads** and **high-value conversions**.
- Strategy focused on **premium positioning**, visual storytelling, and precise audience targeting.



Brands That Trust Us:

A glimpse at the brands we've collaborated with — spanning diverse industries and impactful partnerships.





THANK YOU

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