



The Lost Project

Founded in 2016, The Lost Project is a dynamic video and design agency that empowers brands to connect with their audiences in meaningful ways.

Our team of seasoned experts, each with unique strengths in social media design and video production, collaborates seamlessly to deliver innovative and impactful marketing solutions. We believe in the power of creativity and strategic thinking, and we strive to help our clients achieve their marketing goals through a combination of captivating visuals, engaging storytelling, and data-driven strategies.

The Lost Project is a unique blend of traditional ideas and cutting-edge execution strategies. We bring a youthful energy and a fresh perspective to every project.

100+

CLIENTS

10+

YEARS

20+

TEAM



Real Estate



Hospitality



Events



Corporate

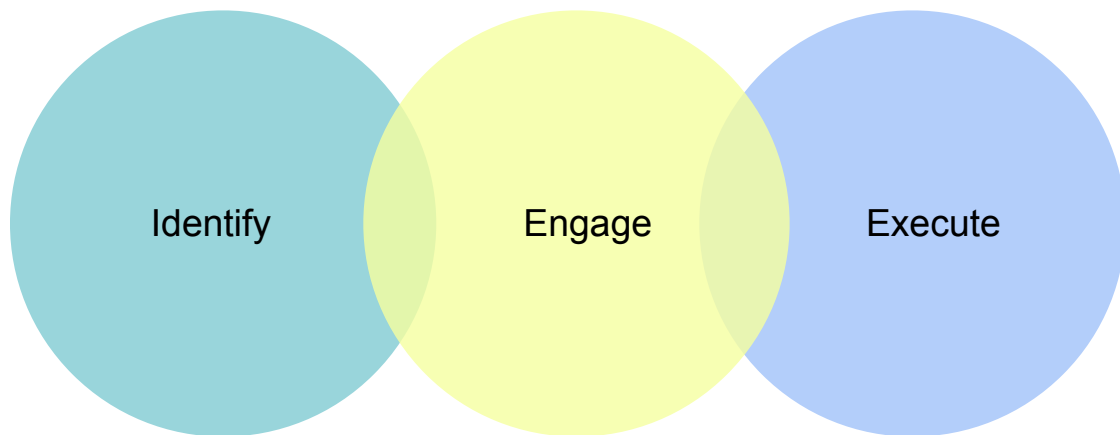


Brut.

THE PAVILLION



Our solutions enable us to **solve problems through our** **workflow**



The Context

As a leading media house in India, Lokmat recognizes the growing importance of digital influencers. The Digital Influencer Awards are a testament to Lokmat's commitment to celebrating and supporting the dynamic voices that are shaping the digital landscape

The Approach & Impact

Lokmat Dia's brand identity was established in Year 1, followed by strategic social media campaigns. Year 2 saw amplified engagement through video and performance marketing. In Year 3, personalized winner experiences and a compelling sponsor pitch deck drove further growth. This resulted in increased participation, boosted social media presence, and successful sponsor acquisition."



3
EDITIONS

600+
Applications

90
Winners

10 MILLION Impressions

2 PLATFORMS

THE LOST
PROJECT

The Context

Ark by Shivani is a renowned natural skincare brand committed to providing effective and sustainable skincare solutions. To further strengthen their brand identity and appeal to a wider audience, they sought to rebrand their new product range. The goal was to create packaging and branding that aligned with their existing brand guidelines while conveying a fresh and modern aesthetic.

The Approach & Impact

Ark by Shivani's rebranding, emphasizing minimalism and natural ingredients, successfully elevated its brand image. This resulted in increased brand awareness, enhanced brand perception, improved sales, and positive customer feedback. The rebrand effectively positioned Ark by Shivani as a premium, natural skincare brand, setting the stage for future growth.



Sessions by landing page	
Homepage - /	8,018
Collection - /collections/all-products	1,464
Product - /products/aquabalance-face-serum-30ml	130
Product - /products/aquabalance-moisturiser	104
Product - /products/cocoi-aqua-whipped-soap	98
None - /author/admin/	73
None - /shop-2/feed/	73
Product - /products/aquaglow-whipped-soap	59
Product - /products/aquaglow-face-wash-50-ml	52

**178
THOUSAND
VIEWS**

**1000+
ADD TO
CART**

2 PLATFORMS

THE LOST PROJECT

The Context

Since its inception in 2017, we have played a crucial role in the success of the Pune Comedy Festival. Our journey began with the inaugural edition, where our targeted digital campaigns and engaging social media content effectively drove 10,000 ticket sales. In subsequent years, we consistently achieved 10,000-15,000 ticket sales per edition through a multi-pronged approach, including compelling promotional videos, impactful static launches, and strategically executed performance marketing campaigns.

The Approach & Impact

We employed a multi-channel marketing strategy, including social media, SEO, and targeted campaigns, to reach a wider audience. Creative content, strategic partnerships, and data-driven insights drove consistent ticket sales of 10,000-15,000 per edition, establishing the Pune Comedy Festival as a prominent city event.



20 MILLION VIEWS ACROSS ALL PLATFORMS

5 MILLION VIEWS

Across BMS Site



6 MILLION VIEWS

Across PCF social channels



THE LOST PROJECT

The Context

This case study exemplifies the power of strategic video content development and the importance of adapting to changing market dynamics. By leveraging our video expertise and understanding Ivoomi's evolving needs, we helped them overcome a sales challenge and achieve a positive sales trajectory. The additional visual content further strengthened Ivoomi's brand presence across various marketing channels.

The Approach & Impact

To boost Ivoomi's sales, we created a targeted video campaign highlighting their eco-friendly and innovative electric vehicles. This, combined with high-quality photography for their marketing materials, successfully reinvigorated sales and refreshed their brand image.



The Context

Atmabodh is a renowned wellness retreat center associated with Patanjali, a leading name in Ayurveda and holistic living. The campaign aimed to increase brand awareness and drive bookings for Atmabodh retreats among individuals seeking holistic wellness experiences.

The Approach & Impact

The campaign successfully increased brand awareness among the target audience seeking wellness getaways. Social media efforts and targeted ads generated a significant number of leads, averaging 100-150 qualified leads per month, with a closing rate of 15-20%, translating into successful bookings for Atmabodh wellness retreats. Moreover, the campaign resulted in the creation of a valuable asset: a library of nearly 120 high-quality videos that can be repurposed for future marketing initiatives, ensuring long-term brand impact and sustained growth for Atmabodh.



100-150

Quality Leads

110%

Increase in call traffic

120

High Quality Videos

2 PLATFORMS

THE LOST
PROJECT

Tata Mutual Fund

(Unpublished)

TEAM



YOU CAN'T GO WRONG

Call 1-800-209-0101, SMS 'TAM' to 57575 | www.tatamutualfund.com

**TATA
MUTUAL
FUND**

Experience that's trusted.

Mutual fund investments are subject to market risks, read the offer document carefully before investing.



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**TATA
MUTUAL
FUND**

Expertise that's trusted

Mutual fund investments are subject to market risks, read the offer document carefully before investing.



AIM:

To announce and inform investors about the TATA Gold ETF Fund and highlight the fact that it's safer than traditional gold.

DISRUPTIVE IDEA:

When is gold safe? When it is in the bank lockers. The idea is to do the reverse i.e place suitcases filled with bars of gold or just bars of gold in open, crowded public places and commercial complexes. The unguarded gold will arouse a lot of curiosity while the message "Gold that is safe even outside the lockers" announces to the passerbys what the TATA GOLD ETF Fund can add to their investments.



Karur Vysya Bank (Unpublished)

TEAM



officialkarurvysyabank

Be Fraud
SMART



* * * * *

Never provide
your personal
information
to anybody

Call: 1860 258 1916 for more info



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What a pleasant
surprise!

Unlock the Festival
of happiness this diwali.



Call: 1860 258 1916 for more info



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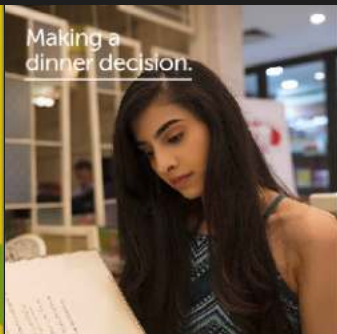
2.99%
of happiness
with lowest
rate of interest



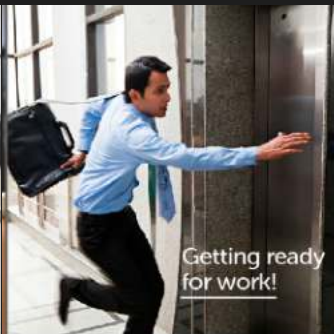
Call: 1860 258 1916 for more info

Things
you can get
done in
15 mins!

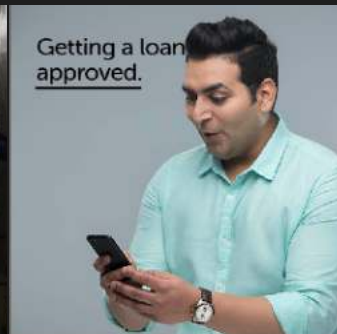
Making a
dinner decision.



Getting ready
for work!



Getting a loan
approved.



It's true!
At KVB,
loan approvals
take as little
as 15 minutes.

What a pleasant
surprise!





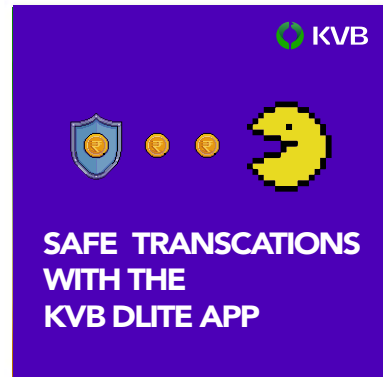
officialkarurvysyabank



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Adwait Parchure

Adwait Parchure is a seasoned marketing and content creation professional with a decade of experience, despite his young age. He graduated with a BBA in Film & Media from prestigious institutions like DY Patil School of Film & Media and Whistling Woods International. Adwait founded "The Lost Project," a leading platform connecting freelancers with clients worldwide. This initiative has successfully collaborated with over 100+ clients across the globe, including renowned brands like Abu Jani-Sandeep Khosla, TATA, and Asian Paints.



Avani Awasthee

Avani is a trailblazing adventurer and social media marketing expert. As the youngest Indian to reach Antarctica twice, she embodies a spirit of exploration and a deep connection to the natural world. With over 6 years of experience in social media marketing, Avani leverages her own successful influencer career (boasting nearly 100k Instagram followers) to create impactful campaigns for brands. She has collaborated with global brands like Its A Girl Thing, UN Women, and has delivered impactful messages through 5 TEDx talks. Her impressive client roster includes PNG, Azorte, Pavillion, Seen TV, and Ketto India, showcasing her ability to develop and execute winning social media strategies.



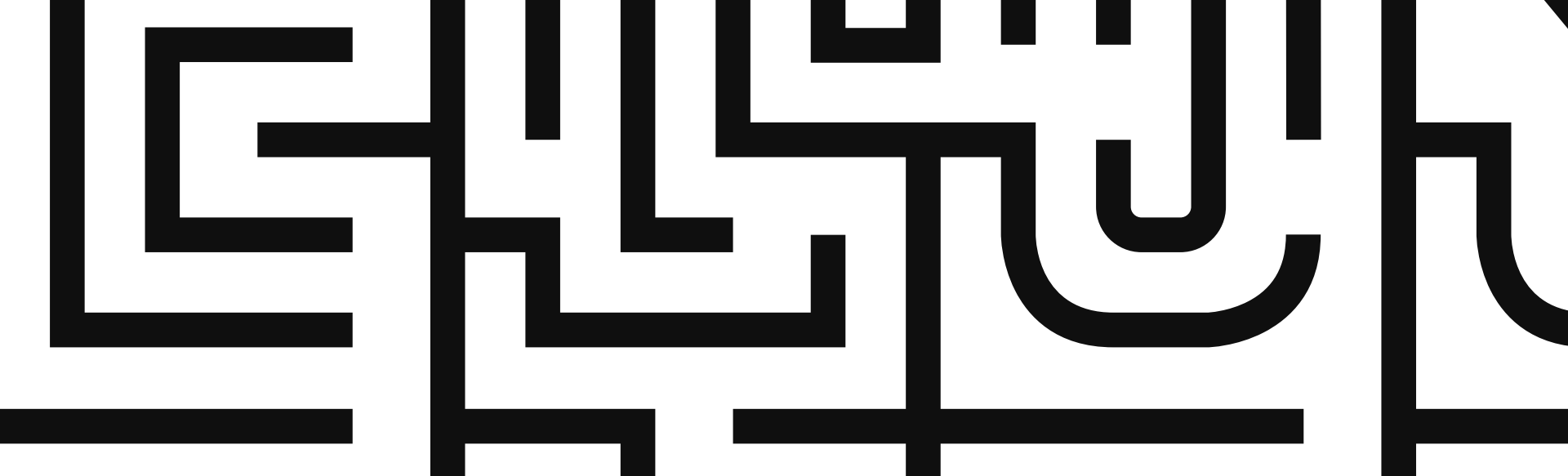
Amit Patankar

Amit Patankar is a seasoned design and creative professional with nearly two decades of experience. He has a proven track record of success, having collaborated with esteemed clients such as Tata Mutual Funds, Nippon Paints, A2B, Godrej, PNG Jewellers, General Mills, and Fabindia across various industries globally. Amit joined The Lost Project to lead the integration of design and video production, bringing his expertise and innovative vision to enhance the company's creative offerings.

TEAM



TEAM



Connect with Us

Adwait Parchure

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www.thelostproject.in

THANK YOU

