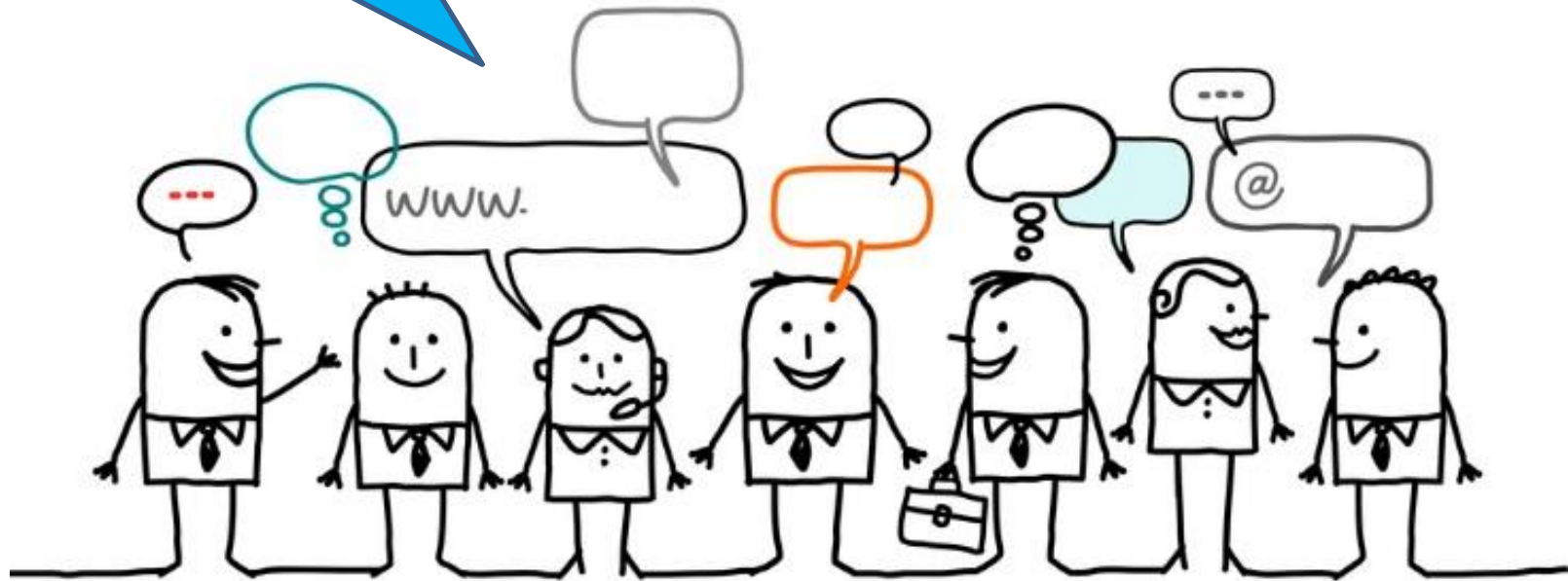


Be-ing Social



CARROT
Technologies Pvt. Ltd.



Education



Entertainment



television . feature films . new media

Business



Public Figure



Beyond Dreams is a Young production house mainly into television production

Lights



Camera



Action



Beyond Dreams has produced over a dozen original television fiction series for leading Indian broadcasters like Star Plus, Zee TV, Sony, Life Ok, Channel V, Disney, Pogo, and others

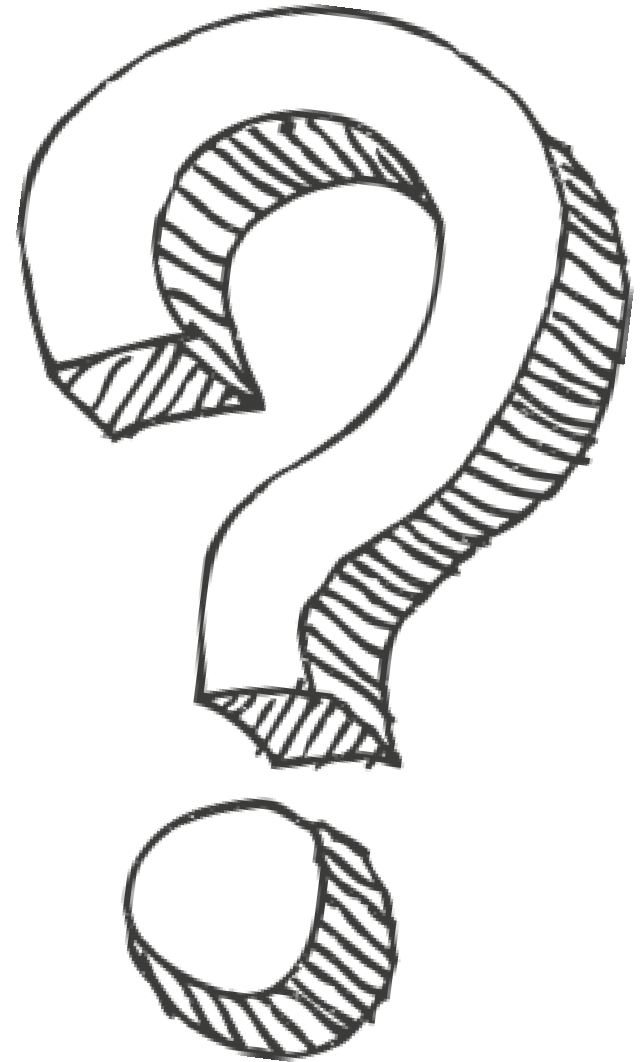
DREAM TO GO BEYOND DREAMS

Social History

Being founded in 2007 Beyond Dreams had not been socially active until 2014, being said that it wasn't until August 2015 they realized the need of a complete digital makeover

This is where we were roped in for entire digital makeover

Being the Social Monkeys of Mumbai we grabbed on the opportunity and designed a complete make over road map



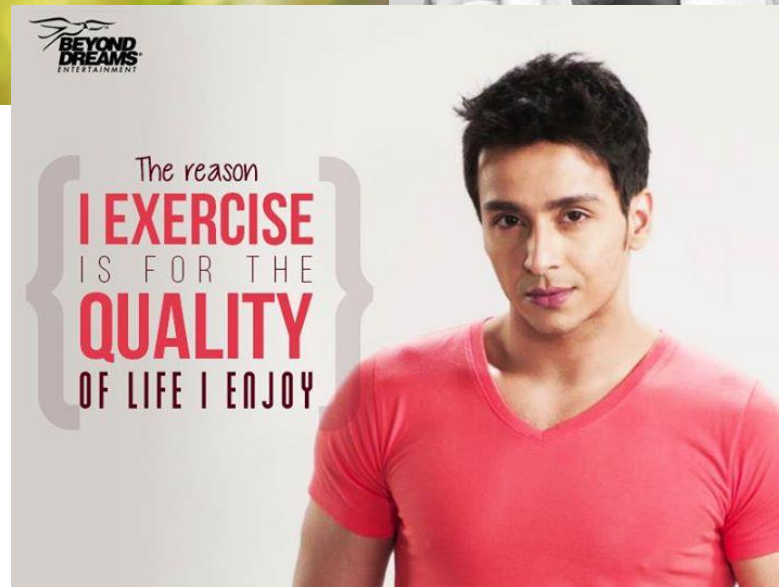
The Road Map

Understanding the need of the hour we immediately worked on redesigning the website and made it more social friendly

We designed a 100 Day Organic Agenda (DOA) for being social with beyond dreams

The agenda was very simple, to leverage on beyond dreams most popular show and drive audience on various social platforms





....& this is how we began!!!

Personifying the leads real side more than reel side

We designed a campaign based around knowing the real star by posting their facts

During this campaign we specifically made creative with their off the sets attire for fresh look and feel

This campaign turned out to be a golden nugget

And this how the audience responded

100 DOA #Week1

Beyond Dreams Entertainment Private Limited
Meet the hunk #ParthKashyap of #SaddaHaq

#AnkitGupta #ChanneIV #ParamSingh #ParamSinghBhatia #HarshitaGaur
#SanyuktaAgarwal #RandhirSinghShekhawat #kripsuri #NishaNayak #VidhushiKumar

Ankit Gupta - Parth Ankit Gupta fan club Harshita Gaur Harshita Gaur aka Sanyukta Agarwal : The Diva Param Singh Param Singh -Lovers Randhir Singh Shekhawat a.k.a Param Singh Bhatia PArAm Singh Fan Club Randhir And Sanyukta Sadda Haq v Sadda haq
Channel [v] India Randhir and Sanyukta - Ranyukta and Sandhir Sadda haq SaddaHaq Harshita Gaur — with Ankit Gupta - Parth.

Like · Comment · Share · Edit · August 12

Ruchita Digarse, Pooja Agarwal, Yash Kapse and **114 others** like this.

3 shares

Beyond Dreams Entertainment Private Limited
Coming from a family of doctors, Harshita aka Sanyukta became an engineer before becoming a successful actress.

...w, this is what I called going "Beyond Dreams"!

...arshitaGaur #SaddaHaq #BeyondDreams #DreamTeam... See More

...e · Comment · Share · Edit · August 10

Ruchita Digarse, Pooja Agarwal, Mohini Patil and **166 others** like this.

11 shares

Free PS Harshita is totally an inspiration to all the girls out here. Not only as Sanyukta but she herself encourages many of us to always give our best. What makes me so proud of her is that she has completed her studies before pursuing her acting career. That just inspires me and makes me an ardent fan of her. Proud fan ❤️

Unlike · Reply · Message · **6** · August 10 at 6:13pm

Yamini RS Wonderful post by you guys! It's amazing to see that television has such a talented actress like Harshita Gaur ❤️ she's indeed an inspiration for me. She inspires me to be like her although I'm way older. She's done electronic engineering and then pursued acting. She excels in what she does, so so proud to be her fan :)

Unlike · Reply · Message · **5** · August 11 at 5:26am

Sonam Tiwari how can meet ankit 😍😍😍
Unlike · Reply · Message · **1** · August 12 at 9:16pm

Arushi Dang Hot 😍😍😍
Unlike · Reply · Message · **1** · August 12 at 5:23pm

Scientist Umi How?????????????
I want to meet him.
Unlike · Reply · Message · **1** · August 12 at 6:00pm

Shura Simran Woaaaaahhhh!! 😍
Unlike · Reply · Message · **1** · August 12 at 8:10pm



Lets roll in the numbers

100 DOA #Week1

3,150 People Reached		
350 Likes, Comments & Shares		
316 Likes	137 On Post	179 On Shares
22 Comments	18 On Post	4 On Shares
12 Shares	12 On Post	0 On Shares
690 Post Clicks		
357 Photo Views	0 Link Clicks	333 Other Clicks ⓘ

3,397 People Reached		
303 Likes, Comments & Shares		
272 Likes	169 On Post	103 On Shares
18 Comments	17 On Post	1 On Shares
13 Shares	11 On Post	2 On Shares
684 Post Clicks		
343 Photo Views	0 Link Clicks	341 Other Clicks ⓘ
NEGATIVE FEEDBACK		
1 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

2,780 People Reached		
248 Likes, Comments & Shares		
229 Likes	117 On Post	112 On Shares
15 Comments	12 On Post	3 On Shares
4 Shares	3 On Post	1 On Shares
384 Post Clicks		
143 Photo Views	0 Link Clicks	241 Other Clicks ⓘ

Total Likes	1003
Total Comments	63
Total Shares	34
Total Reach	10.9K

This had set the momentum for coming weeks to follow



100th Day

	Aug'15	Sept'15	Oct'15	Nov'15
Total Likes	3127	6841	14465	28800
Total Reach	108265	198828	320394	421365
Total Impressions	261709	575534	805665	992400

The 100 Day Organic Agenda spoke about real life people and their reel life differences

Interaction with fans on the shoot

It also created a social brand awareness about the production house.

