

ENCOMPASS IDEAS

A PUREPLAY AGENCY

For Beauty, Wellness & Nutraceutical Industry



Feeling your Company from Within

WHERE DIGITAL CAMPAIGNS FIND A SOUL

Brands who made us proud :

Beauty / Skincare Brand Segment



General Wellness Segment

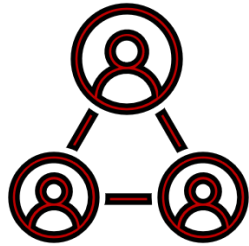


And Counting.....

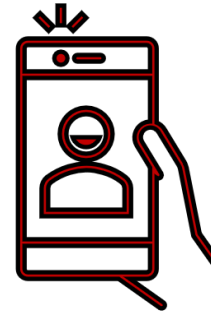
Sports Nutrition Segment



Our Services :



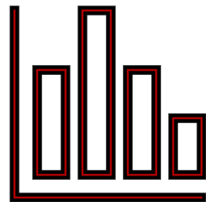
Social Media Marketing



Influencer Marketing



Digital Marketing



Data Analytics



**Facilitate Market Expansion
(SEA + GCC + Europe)**

Why Us ?

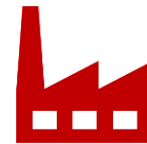
A **Full Service Model** fuelling your commercial objectives and growth by aligning Digital and Social Media Marketing; around the globe.



10+ years of domain knowledge /
expertise



Consumer
Insights



Industry
Insights



Ideate to Execute Brand
Campaigns



Audit based relevant
Influencers



Current Trends



Brand Story Telling Marketing
Strategy

Sample Case Studies

Client Brief : Brand Awareness and drive DTC traffic

Industry : Nutritional Lifestyle Supplements

Approach : Brand Mega Campaign involving Influencers PAN India

Results : 40% growth in Organic likes on SM.
300% growth in web traffic on DTC.
300 + unique customer leads.



Client Brief : Brand Awareness

Industry : Sports Nutrition

Approach : Mega Influencer led campaign for 90 days

Result : Over 650 contest entries + 80,000 new engagement + 2.8 million impressions + 300,000 views



Client Brief: Increase Traffic to website and increase in organic growth on social media.

Industry : Sports Nutrition

Approach : Influencer led Brand Campaign + Social Media Give-Away Contests.

Result : 35% increase in Organic growth + 20% increase in traffic to D2C website.

Client Brief : Brand Awareness and drive DTC traffic

Industry : Skincare

Approach : Influencer content used as conversion adverts on Social Media

30 days Results : 200 + Transactions.
ROAS : 2.5X


SEX PACK
NUTRITION
LEARN YOUR PHYSIQUE

Client Brief : New Product Launch

Industry : Sports Nutrition

Approach : Live Sessions + launching during Mother's Day

Result : 30% increase in organic growth.
100 new leads generated.
12-15 % conversion rate


ISOPURE
WE'RE ALL MORE THAN MUSCLE

Client Brief: Brand Awareness and re-positioning.

Industry : Sports Nutrition

Approach : Influencer led Brand Campaign + Social Media Give-Away Contests.

Result : 700% organic growth.
5000 new customers.





Client Brief : Brand Recall in other parts of India

Industry : Goat Milk based Skincare Products

Approach : Influencer Marketing

Results from only paid influencers : (Total 5 paid + 20 Barter)

April 14, 2022 - @vilvah_

5	16	10.9k	4.31%
Influencers	Media posted	Total engagements	Avg. engagement rate



Client Brief : Brand Recall and Organic growth on Social Media

Industry : Anti Aging Skincare

Approach : Brand Mega Campaign involving 150 Influencers PAN India

Results : Acquiring 200 unique customers organically.
30% growth in web traffic on DTC.
Total participants : 30+



Off/On	Ad set	Impressions	Cost per result	Amount spent	Ends	Schedule
<input type="checkbox"/>	Skinsvio_Purchase_AddtocartLookalike_Purch...	68,027	₹81.61 [2]	₹2,366.61	31 Jan 2021	24 Nov 2020-31 Jan 2021 68 days
<input type="checkbox"/>	Skinsvio_Purchase_Add_Payment_Info_Looka...	176,759	₹108.19 [2]	₹6,599.61	31 Jan 2021	12 Nov 2020-31 Jan 2021 80 days
<input type="checkbox"/>	Skinsvio_Purchase_Add_Payment_Info	152,200	₹120.67 [2]	₹4,585.42	31 Dec 2020	27 Oct 2020-31 Dec 2020 65 days
<input type="checkbox"/>	Skinsvio_Purchase_Purchase	36,263	₹59.47 [2]	₹1,486.67	4 Nov 2020	21 Oct 2020-4 Nov 2020 14 days
<input type="checkbox"/>	Skinsvio_Purchase_Retargeting_Campaigns_I...	86,740	₹3.57 [2]	₹1,482.67	4 Nov 2020	10 Oct 2020-4 Nov 2020 31 Oct 2020, 14:54-19 Nov 2020, 03:35
<input type="checkbox"/>	Skinsvio_Purchase_Purchase - Copy	7,697	₹269.29 [2]	₹269.29	19 Nov 2020	31 Oct 2020-19 Nov 2020 19 days
<input type="checkbox"/>	Skinsvio_Purchase_Purchase_Owns_Updation	4,373	₹73.06 [2]	₹146.11	4 Nov 2020	26 Oct 2020-4 Nov 2020 9 days
<input type="checkbox"/>	Skinsvio_Purchase_Add_Payment_Info_	1,505	₹148.23 [2]	₹148.23	4 Nov 2020	30 Oct 2020-4 Nov 2020 5 days

Off/On	Ad set	Impressions	Website purchases	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on...)
<input checked="" type="checkbox"/>	Skinsvio_Purchase_AddtocartLookalike_Purch...	1,556	48 [2]	6.79 [2]	6.79 [2]
<input checked="" type="checkbox"/>	Skinsvio_Purchase_Add_Payment_Info_Looka...	4,642	123 [2]	5.27 [2]	5.27 [2]
<input type="checkbox"/>	Skinsvio_Purchase_Add_Payment_Info	2,636	77 [2]	5.01 [2]	5.01 [2]
<input type="checkbox"/>	Skinsvio_Purchase_Purchase	537	25 [2]	4.49 [2]	4.49 [2]
<input type="checkbox"/>	Skinsvio_Purchase_Retargeting_Campaigns_I...	1,834	26 [2]	4.42 [2]	4.42 [2]
<input type="checkbox"/>	Skinsvio_Purchase_Purchase - Copy	145	4 [2]	4.08 [2]	4.08 [2]
<input type="checkbox"/>	Skinsvio_Purchase_Purchase_Owns_Updation	103	2 [2]	3.08 [2]	3.08 [2]
<input type="checkbox"/>	Skinsvio_Purchase_Add_Payment_Info_	49	2 [2]	3.04 [2]	3.04 [2]
<input type="checkbox"/>	Skinsvio_Purchase_Retargeting_Campaigns_I...	77	2 [2]	2.93 [2]	2.93 [2]
Results from 29 ad sets		13,458 Total	351 Total	4.16 Average	4.16 Average

Paid Performance Insights

Sample Creatives

#scientificallyproven

MITCHELL USA

Skin·vest·ment

INVESTING TIME AND MONEY FOR YOUR SKIN.

Be Ageless Be You.

SHOP NOW



Be Ageless

WWW.MITCHELLUSA.CO.IN

MITCHELL USA

www.mitchellusa.co.in

6-steps to get your skin saturday prepped

- Exfoliate
- Cleanse
- Tone
- Protect
- Eye care
- Hair care



ENCOMPASS IDEAS
Feeling your Company from Within

SEXPACK NUTRITION

SORE TODAY STRONG TOMORROW

3000 MG* CREATINE

300 MG* CAFFEINE

500 MG* TAURINE

1500 MG* ALANINE

2000 MG* L-CITRULLINE



SEXPACK NUTRITION

FAT BURNING WHEY ISOLATE

25 g* WHEY PROTEIN ISOLATE

5.7 g* BCAA

ZERO SUGAR

ZERO FAT

CHOLINE BITARTRATE

GREEN COFFEE BEAN EXTRACT



L-CARNITINE

GREEN TEA EXTRACT

CONJUGATED LINOLEIC ACID (CLA)



**BENEFITS OF
APPLE CIDER
VINEGAR**
>>>

#NewResolutionWithPN
www.pure-nutrition.in

Women's Multi Vita
With 39 Vital Nutrients
With Immunity Health
for you

#GoodnessOfPureNutrition

ON | OPTIMUM NUTRITION

GUARDIAN PHARMACY

STORE LAUNCH OFFER
FLAT 20% OFF

NEW STORE LAUNCH
19 TH OCT
EAST PATEL NAGAR, NEW DELHI |
ARJUN MARG, GURGAON |
VASHI, MUMBAI



ON

HAVE YOU GOT IT?

DAY TIME NIGHT TIME

100% WHEY
WHEY PROTEIN ISOLATE • PRIMARY SOURCE

100% CASEIN
SLOW DIGESTING PREMIUM MICELLAR CASEIN PROTEIN

BSN
FINISH FIRST™

NUTRITION • LEAN MUSCLE • RECOVERY

ULTRA PREMIUM PROTEIN MATRIX

SYNTHA-6
AN ULTRA PREMIUM LEAN MUSCLE PROTEIN POWDER

PROTEIN PER SCOOP 22g
USE ANYTIME, DAY OR NIGHT

ESSENTIAL AMINO ACIDS (EAA) PER SERVING 10g
NET WEIGHT 5.0 lb (2.27 kg) • PROTEIN POWDER DRINK MIX

YOU ARE MADE TO SUCCEED

alltime NUTRITION

PhD PERFORMANCE NUTRITION

BLACK FRIDAY SALE
COMING SOON

JAW-DROPPING DISCOUNTS
ASSURED GIFTS WORTH UPTO
₹2000/- ON EVERY PURCHASE

UK'S MOST PREMIUM BRAND

MUSCLETECH

THIS
2022

REDEFINE YOURSELF.
#HAPPYNEWYEAR

MUSCLETECH

CLEAR YOUR DOUBT

CLEAR THE WAY FOR BETTER NUTRITION.

PhD

DID YOU KNOW?

Whey protein is effective at moderating blood sugar levels, and may help treat type 2 diabetes.

PhD PERFORMANCE NUTRITION

TIPS FROM DR. ASHISH JAIN

WORK FROM HOME IS THE NEW NORMAL AND WITH THIS NEW NORMAL COMES ANOTHER CHALLENGE - BACK AND NECK PAIN.

Dr Ashish Jain says we can fight this by :

- * Being aware of our posture.
- * Regular home exercises and stretching.
- * Taking regular breaks.
- * Proper nutrition

PhD PERFORMANCE NUTRITION

PHD DIET WHEY

30% OFF

TITANIUM WHEY

24g Protein Per Scoop

WPI 80:20 WPC

PhD WHEY PROTEIN

58 24g 4g 5.5g

No Soy No Malto Filler-free



ZERO SUGAR

LOW FAT & CARB

DOUBLE RICH CHOCOLATE

25 gms Protein

6.1 gms BCAAs

11.5 gms EAAs

4 gms Glutamine



www.nutristar.in @nutristar contact@nutristar.in



Just a change in product today

HAPPY EASTER !!

www.nutristar.in @nutristar contact@nutristar.in



OUR WHEY TO MAKE YOU STRONGER !



www.nutristar.in @nutristar contact@nutristar.in



MY LIFE MY WHEY



www.nutristar.in @nutristar contact@nutristar.in



FOR THOSE WHO REFUSE TO SETTLE



www.nutristar.in @nutristar contact@nutristar.in



MICROS MATTER



www.nutristar.in @nutristar contact@nutristar.in

Influencers Content Reels



<https://www.instagram.com/p/CDjEOrMJcuA/>



<https://www.instagram.com/p/CdJDnFkIV4J/>



https://www.instagram.com/reel/Cc0RvT5JOLL/?utm_source=ig_web_copy_link



https://www.instagram.com/p/CcXM_I-AVud/

Influencers

(Mega + Macro + Micro)

Sample Mega Influencers



meenakshiduttmdm

Follow



4,348 posts 657k followers 1,383 following

Meenakshi Dutt

Public figure

MDM in Delhi | NOIDA | Lucknow | Agra | Bikaner | Chandigarh | Meerut | Jammu | Moradabad

Enquiry: +918826963239/+919560704164

Snapchat : minidutt

meenakshiduttmakeovers.com



yasminkarachiwala

Message



3,026 posts 1m followers 368 following

Yasmin Karachiwala | Fitness

Fitness Trainer

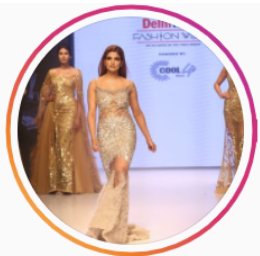
👤 Celebrity Trainer|Owner @yasminsbodyimage

🏋️ Pilates/HomeWorkouts/HIIT/Rehab

📺 Balanced Body,BASI,Fletcher,TRX,Bosu

📧 Biz:@the.social.median

www.youtube.com/watch?v=-4zH3gncK-E&list=PLsV3n1q21g-XoCzPexDC



guneetvirdimua

Message



4,563 posts 810k followers 1,207 following

Guneet Virdi

Artist

BeautyInfluencer/MUA/ @gvhair_

📞 +91-9810177359(11am-7pm)

Studio 1,2,3,4 mehar chand market,Lodhi road, New Delhi

For collab 📧 collab@guneetvirdi.com



sonu_sood

Follow



1,755 posts 14.1m followers 178 following

Sonu Sood

Followed by kaashishvohra, joygeeks, official_vaishnavi_boora +106 more

Beauty/Skincare Influencers



makeupaddict_jazz

Follow



3,282 posts

163k followers

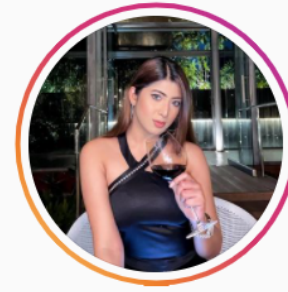
2,142 following

🚫 Jazz Wahan 🚫

MAKEUP ARTIST / ADDICT 🎨

BOOKINGS: 📧 Email:jazzwahan@gmail.com New Delhi

www.news18.com/news/lifestyle/future-of-indian-weddings-in-t



missflorocina

Follow



246 posts

45.7k followers

993 following

Florocina ❤️

Public figure

Mastering the art of being extra ✨

Fashion & Beauty

Don't forget to check my reels section ❤️

📍 Kolkata, IN



kanikachandamakeupstories

Follow



2,338 posts

123k followers

1,979 following

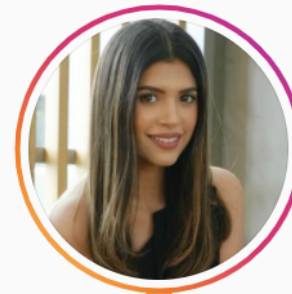
KANIKA CHANDA

Makeup Artist | Educator | Mother

BOOKINGS 📞 9899322789

GURGAON / DELHI / GLOBAL

kanikachanda.com



ishakhannamakeup

Follow



2,803 posts

104k followers

1,934 following

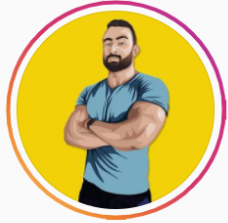
Isha Khanna | Makeup Artist

Makeup Artist

🎨 Pro Makeup Artist | Educator

📍 Gurgaon | Travels Globally 🌍

Fitness/Wellness Influencers



bbullfitness

Follow



1,604 posts 51.9k followers 1,673 following

Arun Bhattacharyya

Nutritionist

Founder : @builtbybbfit

Sports Nutritionist

Personal Trainer

Tedx speaker

Hyderabad/Bangalore/Mumbai



lilrocket

Message

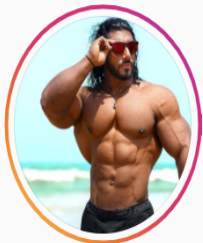


342 posts 85.4k followers 1,065 following

NAVREET JOSAN

IFBB Bikini Pro

Followed by m_cube_, shruti_fit, jiten_ifbbpro +58 more



sangram_chougule_official

Follow

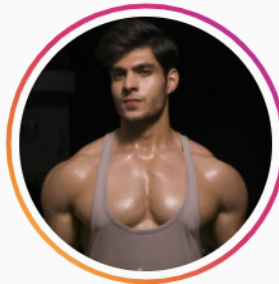
2,333 posts 1.4m followers 273 following

sangram B chougule

👑 2X WORLD CHAMPION 👑

🏠 OWNER @phycs_gym

🏆 @sangramclassic



vasu_bindra

Message



316 posts 59.6k followers 229 following

ONLINE_TRAINER

Fitness Trainer

Servant of KRISHNA ❤️

Online PT 🦵

Co Founder: @ikons.fit

AND

5000 + Micro and Nano Influencers.

300+ confirmed Influencers to run a Campaign with a TAT of 72 hrs.



**Happy to answer any
Questions 😊**

Just connect to us and lets TALK