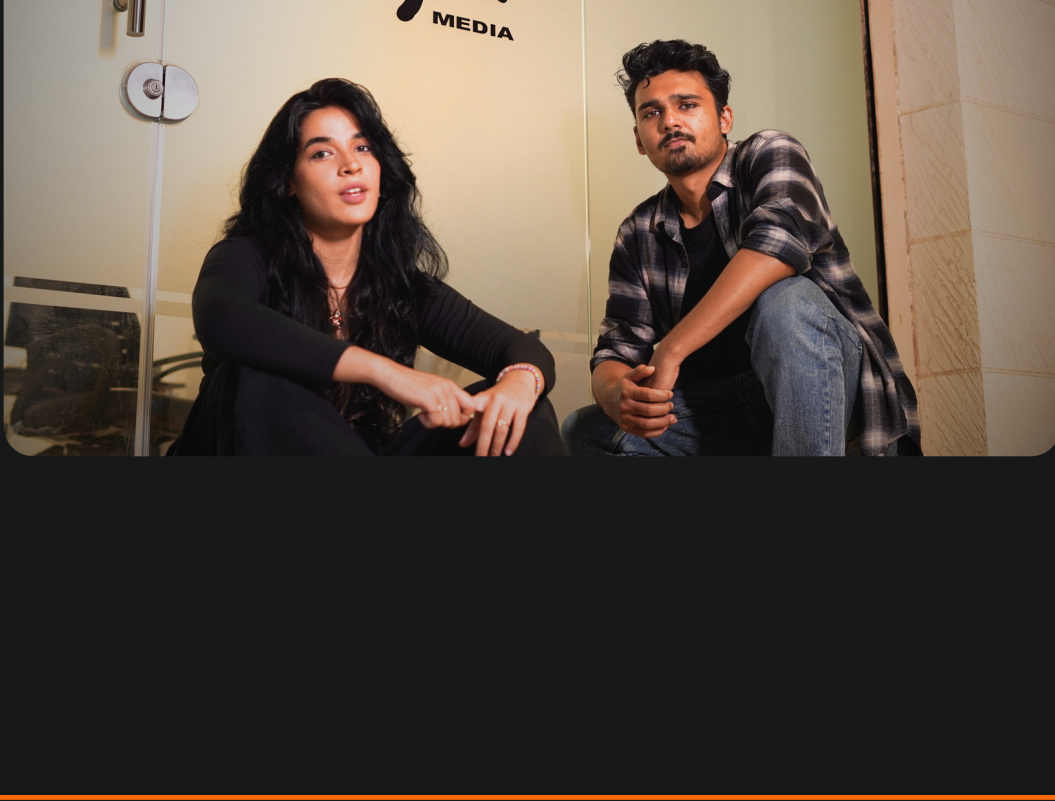


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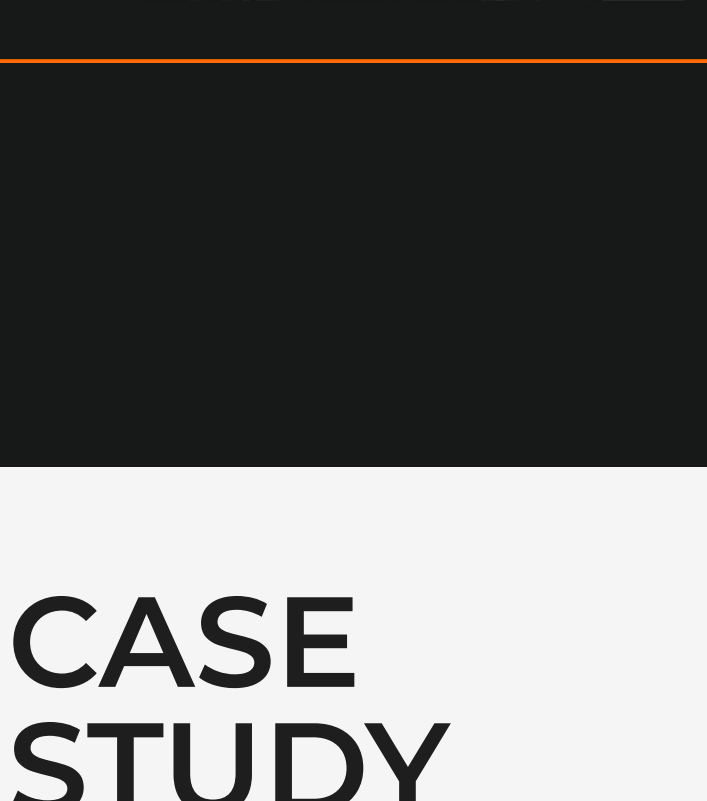
CREATIVE AGENCY



Founders know what makes their business special. We help them communicate it in a way that reaches the people who are already looking for it.



CONTENTS



01/ Case Study

02/ What We Found

03/ The Results

04/ The Impact

05/ About us

06/ What We Do

07/ How We Work



Before we tell you **who we are**,

we'd rather show you **what we can do**.

CASE STUDY

FINDING THE STORY OF

Prajapati Bhakhri Shak

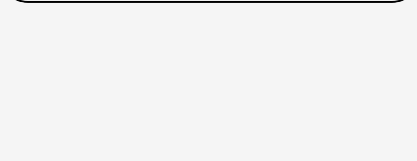


A CHALLENGE WE CHOSE.

When PBS came to us, we weren't sure how we could help. The restaurant was new, busy, and unapologetically local. Instead of forcing a content strategy onto it, we spent our time understanding what made people love the place in the first place.

So we stopped looking for ideas. And started looking at the restaurant.

They had almost no online presence.



WHAT WE FOUND

It wasn't about creating something new. It was about recognizing what was already special.



01

The Owner

He enjoyed being on camera. We saw an opportunity to let his personality take centre stage and connect with more people.

02

The Customers

When customers speak from experience, people listen. We turned those genuine moments into content that built trust.

03

The Culture

The food already carried emotion. We paired it with Gujarati music, language and nostalgia that instantly felt familiar to the audience.

THE RESULTS

The Owner

He became the face of the brand.

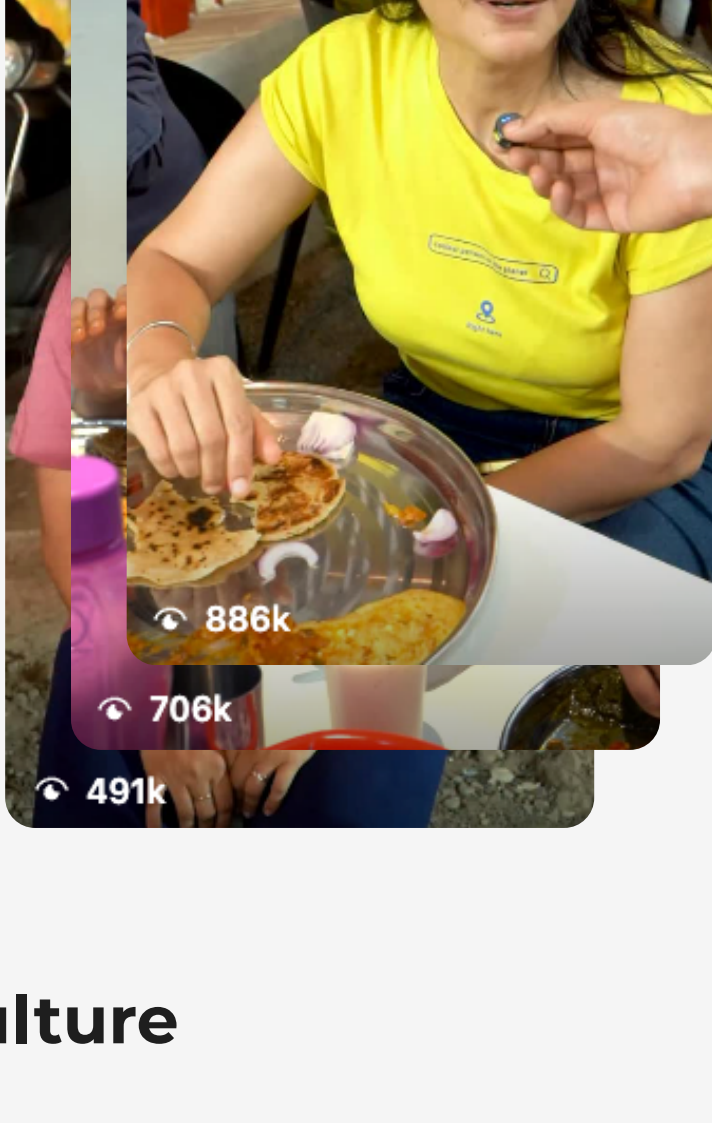
He didn't need to become someone else. We let authenticity lead, and shaped it in the edit so more people could connect with the person he already was.



The Customers

They became the reason people believed.

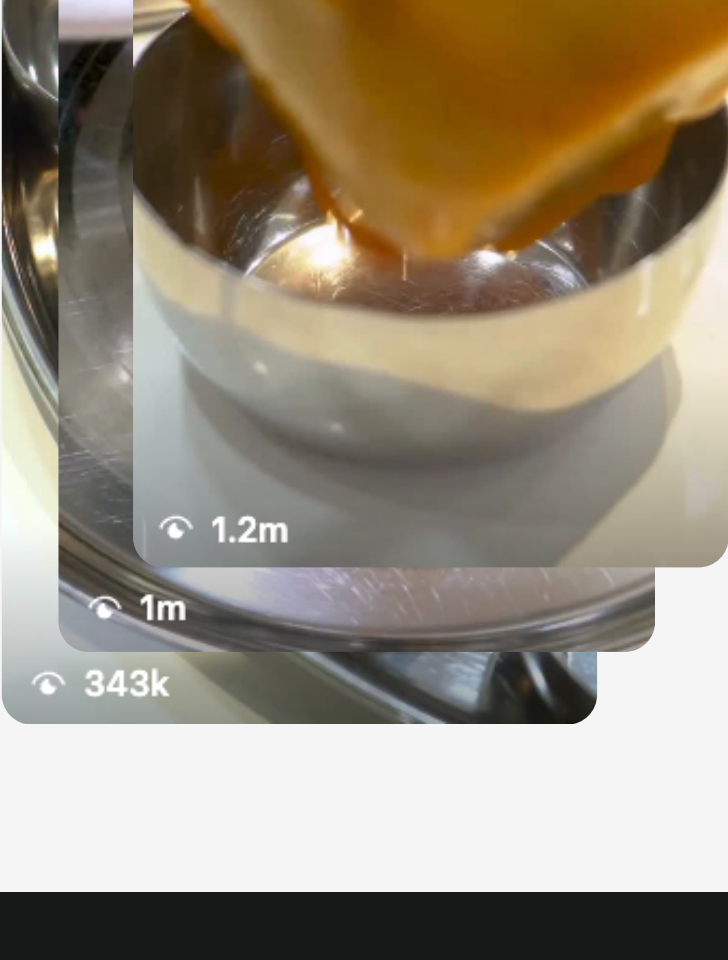
We didn't tell people how good the restaurant was, we captured honest, unscripted reactions and let real customers tell the story.



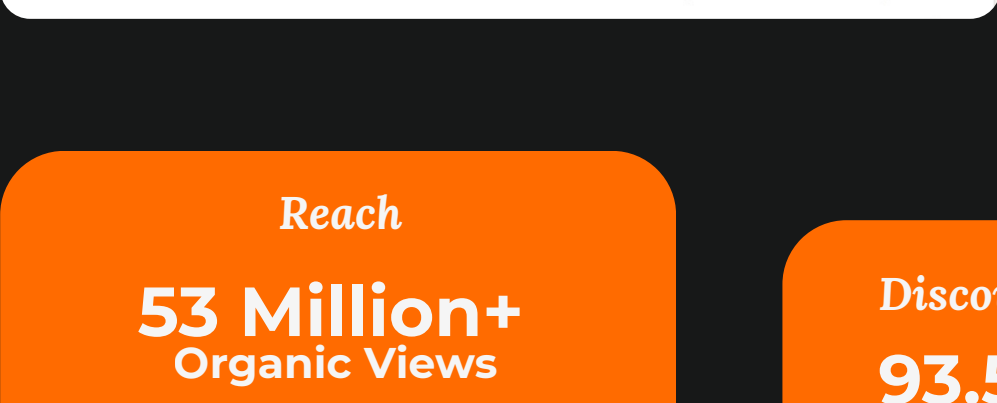
The Culture

The food felt like home.

It wasn't just about what was on the plate. It was about capturing the memories, music and emotions that every Gujarati instantly understood.



THE REAL IMPACT



Reach

53 Million+ Organic Views

38M+ Instagram Views
15M+ Facebook Views

Discovery

93.5%

Views from Non-Followers

Content

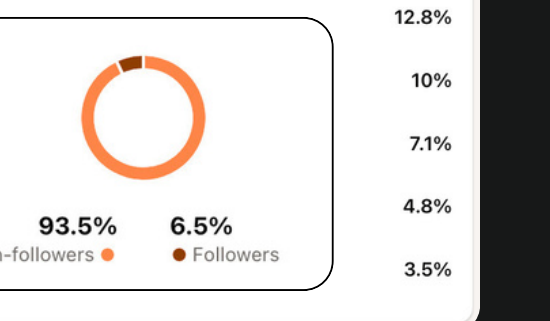
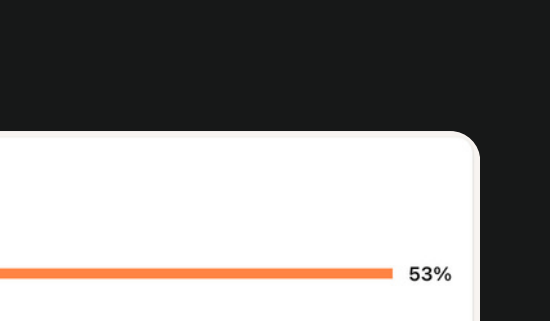
Shared over 200 Reels

25% Reels with 100K+ Views



Audience 48.9K+ Organic Followers

19.9K+ Instagram Followers
29K+ Facebook Followers

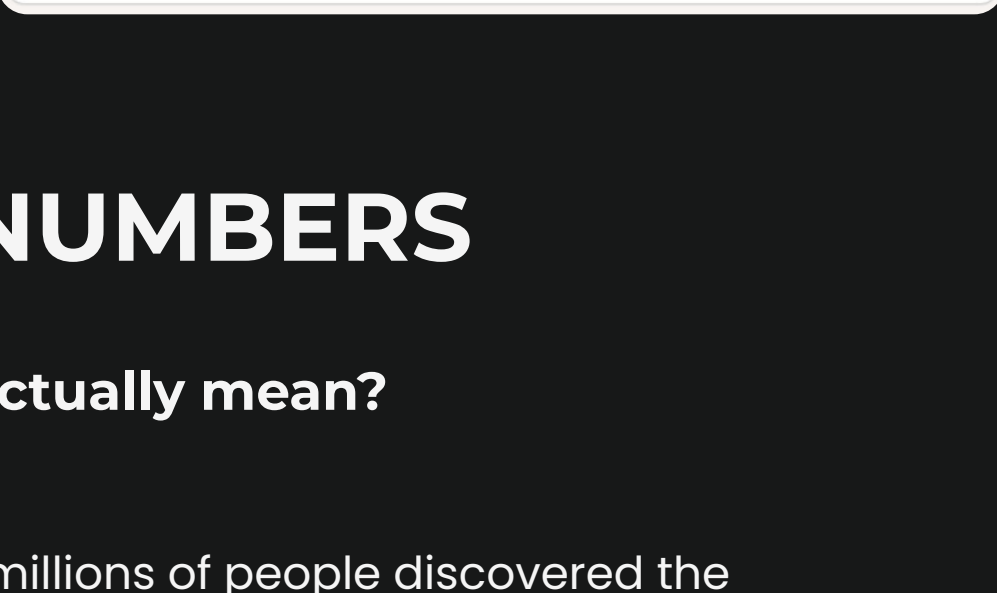


Audience Quality

53%

Audience from Ahmedabad

88% Audience from Gujarat



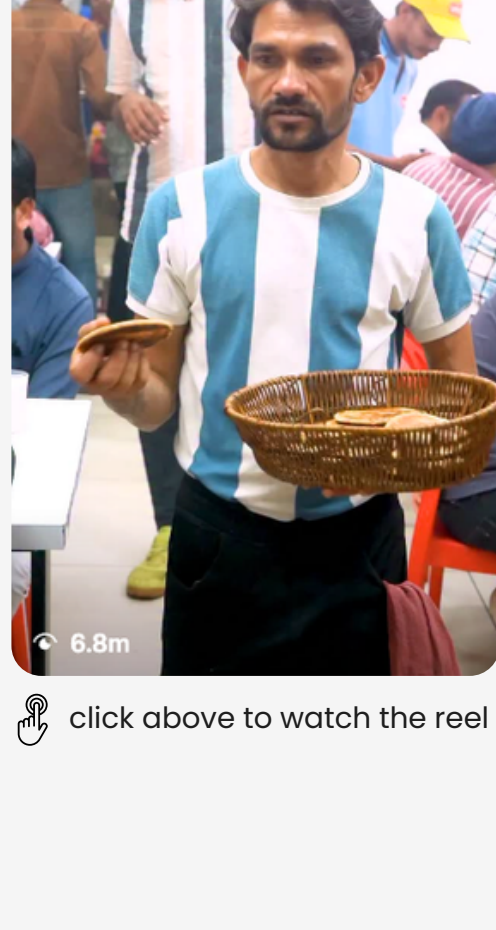
BEYOND THE NUMBERS

What do these numbers actually mean?

- 53M+ Organic Views meant millions of people discovered the brand without paid promotions.
- 48.9K+ Followers brought together a community that genuinely chose to stay connected.
- 53% Ahmedabad Audience meant the content reached the people most likely to become customers.
- 93.5% Non-Follower Views meant the content consistently introduced the brand to new audiences.
- 202 Reels brought consistent visibility through regular storytelling, not one-off viral moments.

DIFFERENT BRANDS SAME OUTCOME

Every result on this page was achieved **organically.**



FOR
PRAJAPATI BHAKHRI SHAK
Gujarati Restaurant



6.8M ORGANIC VIEWS

There was no script. No actors. Just a genuine moment we spotted while filming. We built a story around it, and it became the restaurant's biggest reel, reaching millions across India.

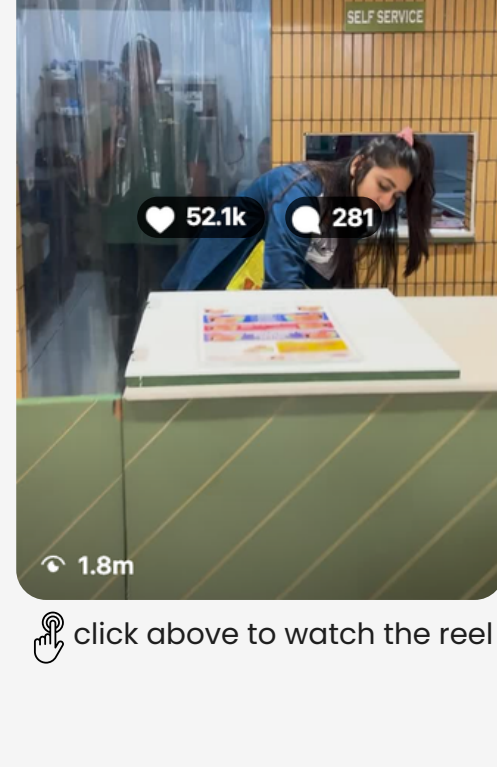
click above to watch the reel



FOR
BURGERITO
Burger & Fast Food Brand

1.8M ORGANIC VIEWS • 52K LIKES

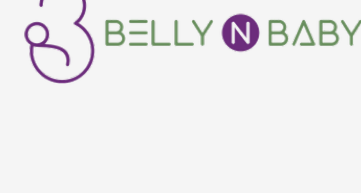
Knowing Burgerito's audience was mainly office-goers, we built a story around their everyday life. The response was immediate, organic, and beyond expectations.



click above to watch the reel



FOR
BELLY N BABY
Pregnancy Wellness Brand



217K ORGANIC VIEWS

Pregnancy classes are often imagined as quiet yoga sessions. We showed something different, a space filled with music, dance, laughter, and community. The response wasn't just views; people started asking how they could join.

click above to watch the reel

neharohanand Where is your studio
9 w 1 like Reply ...

kusum___1001 Can anyone pls tell me the address
9 w Reply

s.kaur075 How to join?
9 w 1 like Reply

We don't create personalities for brands.
We uncover the ones they already have.

ABOUT US



Bushra Mehdi
Co - founder
Operations & Communications

We spent years making films and creating content for businesses. Somewhere along the way, we realised that most brand content looked the same. Different logos, same ideas. We wanted to do it differently.

So we started Orgnl.

We don't believe great content
can fix a bad business.

And we don't believe agencies build brands.

*We think **founders do that.***

We believe brand is built through every customer interaction, every product, every conversation, and every experience people have with a business.

Our role is much simpler:

find what's already special, tell that story honestly, and make sure it reaches the people who'll care about it.



Kartavya Rana
Creative Direction

WHAT WE DO

01 Content Creation

- > Content Strategy
- > Content Planning
- > Scriptwriting
- > Photography & Videography
- > Editing & Post-Production
- > Final Content Delivery

02 Social Media Management

- > Publishing & Scheduling
- > Caption Writing & SEO Optimization
- > Community Management
- > Monthly Performance Reports

03 Growth Marketing

- > Meta Ads Management
- > Campaign Strategy
- > Audience Targeting
- > Performance Optimization
- > Monthly Ad Reports



→ End-to-end services that help your brand create, connect, and grow.

HOW WE WORK



01

Listen

(Day 1-3)

We understand your business, audience, goals, and what you want your content to achieve.

02

Obsess

(Day 4-7)

We dig into your industry, audience, competitors, and culture to find the opportunities worth building around.

03

Create

(Day 8-12)

We turn those insights into concepts, then script, shoot, edit, and shape every piece of content.

04

Review

(Day 13-14)

You review the content, share your feedback, and we make the final refinements before anything goes live.

05

Launch

(Day 15 onwards)

Approved content is ready to go. We either deliver everything to you or take care of publishing and optimization, depending on your plan.

06

Review & Restart

(1st-3rd of Every Month)

We look at what worked, what didn't, and what we learned, then use those insights to make the next month better.

Every business begins with someone taking a chance on an idea.

We believe every founder deserves a team that takes the time to understand what they're building.

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