

Mumbai Metro One assigns social media duties to Connect Digital

Account won post a multi-agency pitch

Aug 30, 2022 10:42:00 AM | <https://www.campaignindia.in/author/campaign-india-team-235739>

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RELIANCE Mumbai Metro One

Mumbai Metro One (MMO) has appointed Connect Digital for its social media duties.

The agency will be responsible for building and managing content strategies and creatives for the brand on Facebook, Instagram and Twitter.

The account was won after a multi-agency pitch process.

Shyamantak Choudhury, business head, Mumbai Metro One, said, "Connect Digital demonstrates a strong understanding of the digital category at large. The team is diligent and pays strong attention to detail, something that became evident in the multiple discussions we've had over a period of time. We're thrilled to partner with them as our social partners. This engagement will help us elevate our brand presence with the right strategy, ideation and creative thinking. We are looking forward to creating some good and memorable work."

Haresh Nayak, managing director, founder, Connect Network, said, "We are ecstatic to be working with a legacy brand to help them create visibility amongst the relevant target audience. Our team is confident to shed new light on the brand's social media pages and contribute to their growth."

Charu Rawat, assistant vice president, Connect Digital, added, "We are happy to have the opportunity to partner with Mumbai Metro One, and we can't wait to build a dynamic brand presence for them. Our strategy is to enhance the top-of-the-mind recall that the brand has created by applying creative, new-age thinking and a strong storytelling narrative. The agency looks forward to harnessing the best of their capabilities, talent, and partnerships and helping Mumbai Metro One build even more powerful consumer connections."