



**Client:**

**Government of Punjab**



# CLIENT STORY

**Location:**

**Punjab, India**



# WHO

Department of Government Reforms, Government of Punjab.



# WHAT

## WE OFFERED

### Social Media Design Consulting

- Understanding needs
- Designing templates
- Defining calendar

### Design Services

- Designing social media posts for various platforms
- Adapting language & size

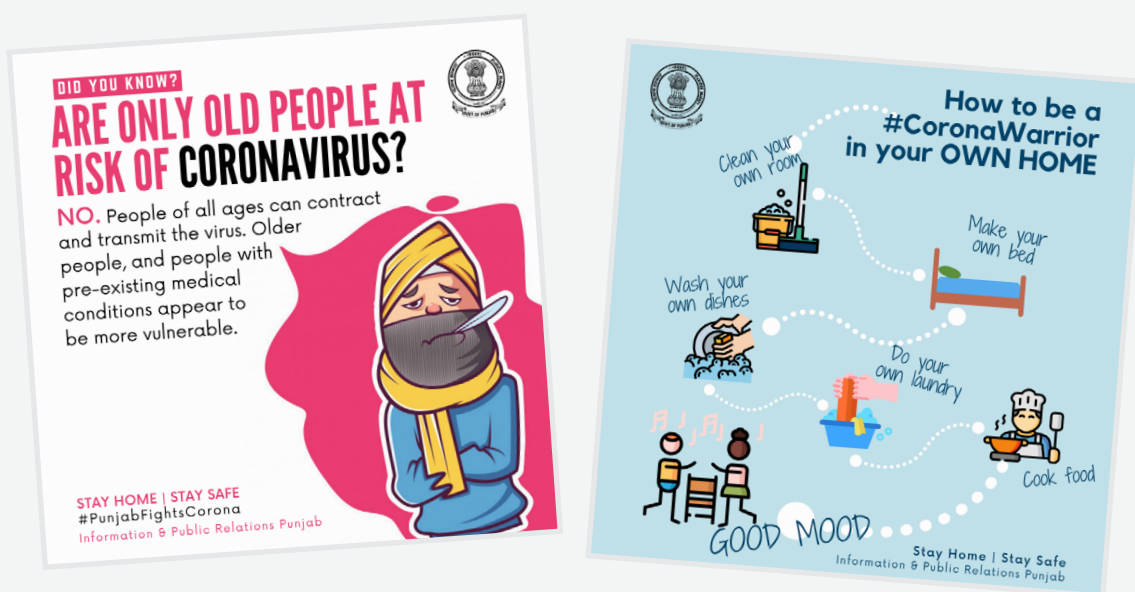
# THE PANDEMIC HIT

Early 2020, the pandemic had just hit. There was a general sense of extreme fear. People were getting affected in more ways than one. Businesses were facing concerns and not knowing what would happen next. That's when the Government of Punjab reached out to Team TTC requesting pro bono services for a crucial digital campaign.

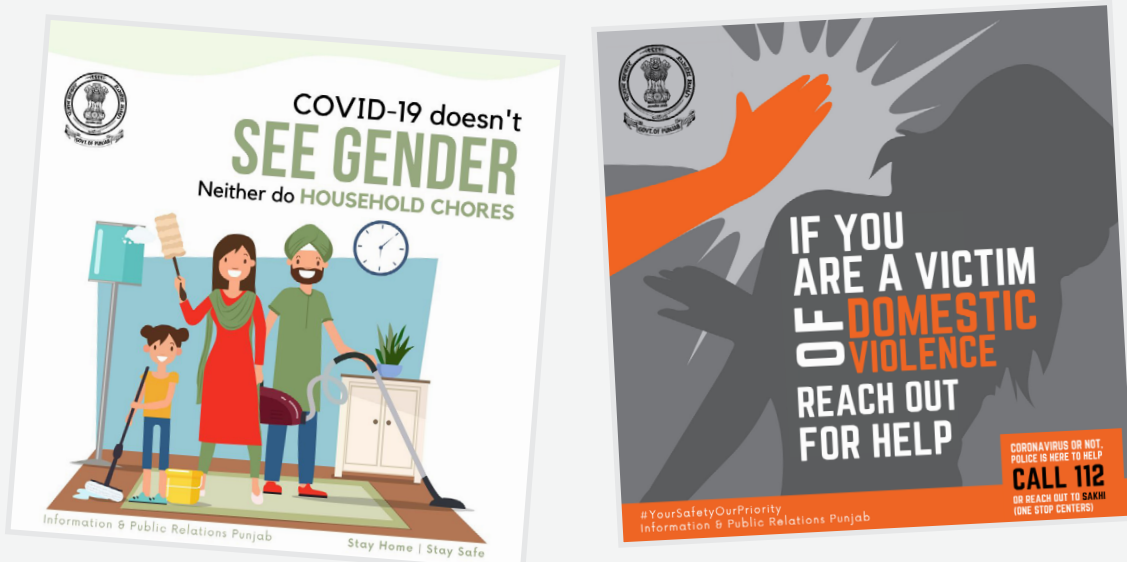
# WE ROSE TO THE OCCASION

Team TTC took up this challenging opportunity which involved quick deadlines. The Government of Punjab wanted to convey genuine information regarding COVID 19. The goal was to make a splash on social media - Instagram and LinkedIn - where the current generation has a strong online presence.

Brainstorming led to many ideas for collaterals that needed to be produced in both English and Punjabi. Team TTC was given the content for the messages and had to come up with powerful designs. The simple and easy to comprehend copies would be ideal for all segments - rural and urban.



Along with COVID 19 awareness, the campaign also touched upon gender violence and discrimination. Further, keeping in line with the target audience, the designs reflected the local Sikh attire that some Punjabis sport. The designs also had non-Sikh representation to resonate with the general public.



# CLIENT HAPPY?

The Government of Punjab was thoroughly impressed and sent a Letter of Appreciation. The response said the drive disseminated authentic information and busted myths; and had been a valuable addition during the critical period of the pandemic. They also mentioned that the eye-catching creative solutions helped to educate the citizens.



**Subject: Letter of Appreciation for pro-bono voluntary support extended to the Government of Punjab during COVID-19**

Dear Ms. Reshma Budhia & Ms. Jennifer Beulah,

The Government of Punjab is grateful for your valuable contribution towards the development of Digital marketing campaign to educate citizens regarding COVID-19 and would like to thank you for your support during the crisis caused by this pandemic.

Your team provided simple, easy to understand and eye-catching creative solutions for the purpose of myth busting and disseminating important, authentic and helpful information to the masses across digital & social channels in this time of need. These have been a valuable addition to the efforts of our team during this critical period.

Best Regards,

**Parminder Pal Singh**  
Additional Secretary-cum-Director

# WE HAPPY?

Team TTC was super ecstatic about the opportunity. This project uplifted the team's moods at a time when everyone was scattered because of the work-from-home arrangement. Collaborating with the Government of Punjab was a new experience and a very fulfilling one as well. Overall, Team TTC was glad to have been roped in for this particular assignment and nailing it!

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