splat©

CASE STUDY · 2024–25

Splat Studio;

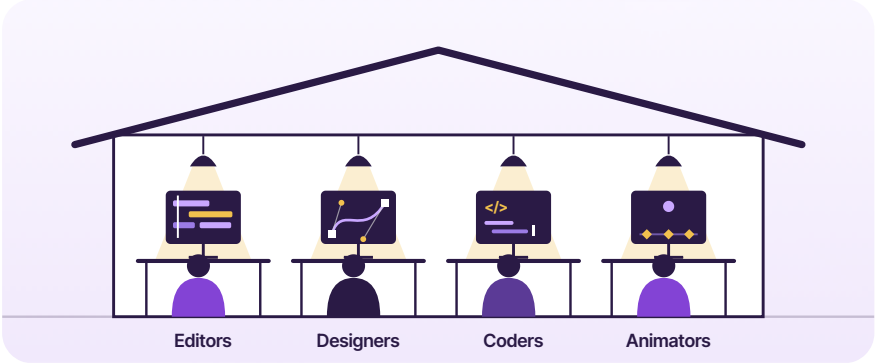
A room full of creative people. A portfolio full of impressive work. And a growth chart that had seemingly decided to take a nap.

Marketing Strategy | Performance Marketing | Social Media | PR | Brand Management | Business Strategy

The story

Splat Studio wasn't short on talent.

They had editors, designers, coders, animators, and enough creative firepower under one roof to make just about anything happen.



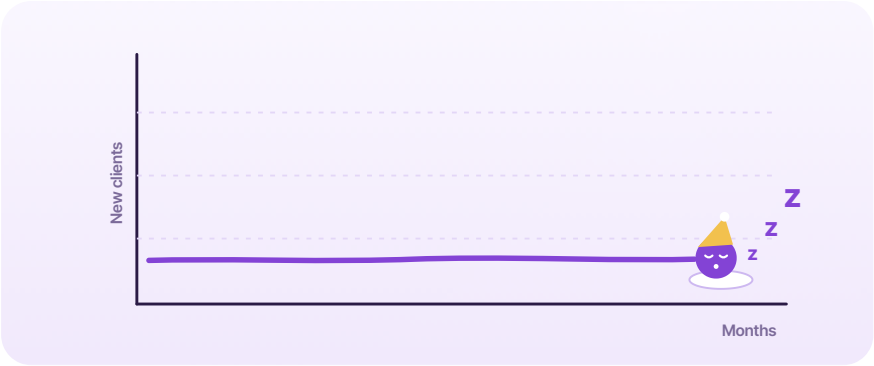
What they didn't have was a steady stream of new clients.

The studio had reached that peculiar stage of business where existing clients kept coming back for occasional projects, but the list of new clients wasn't getting much longer.



> **Now, repeat business is usually a good sign. Until it becomes your only business.**

For the founder, Mr. Hitesh, the problem was simple: the studio had the capabilities, the team, and the experience. What it needed was for the growth chart to stop looking like a straight line.



That's where we came in.

Our first thought was that Splat didn't need to reinvent itself. It needed to make better use of everything it had already built.

We started with the work. Years of creative projects weren't just portfolio pieces; they were proof of what the studio was capable of delivering.

We used that credibility to pursue bigger opportunities, building targeted Google and Meta advertising campaigns aimed at attracting clients with larger projects and budgets to match.

But we also wanted people to see something beyond the finished output.

The people who made it.

So the studio's social media presence began telling two stories: the impressive work leaving the studio, and the wonderfully human, occasionally chaotic creative team producing it.

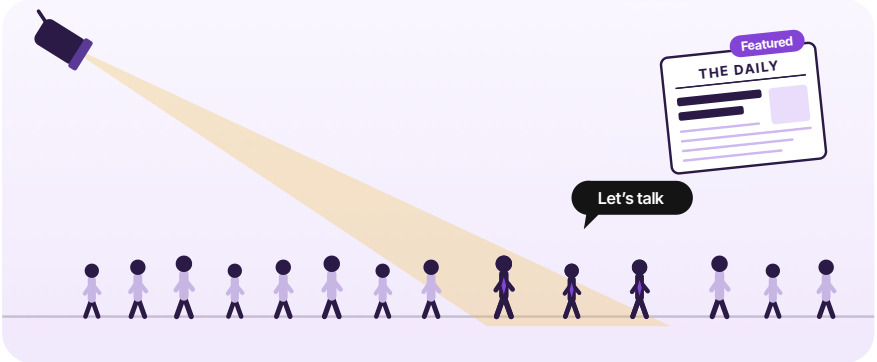
ON INSTAGRAM

One of the reels we made for Splat

instagram.com/reel/DFqBJiET8WG

And because the right kind of visibility matters more than visibility for its own sake, we added targeted PR to put Splat in front of the audiences and decision-makers whose attention could translate into business.

> **The idea wasn't to make more noise. It was to make sure the right people were listening.**



And it worked. Splat started landing more projects.



The numbers: Google Ads, 2024–25

COST PER LEAD **−57%**

~~₹650~~

₹280

MONTHLY LEADS **+276%**

~~10,100~~

38,000



> Because sometimes, growth isn't about becoming something bigger. It's about making sure the market knows how big you've already become.

Your story could be next;

Start with a free marketing audit, or just tell us what you're building.

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