

SAHI x KINFLUENCE

LinkedIn First Creator Led Brand Awareness Campaign

HOW THE CAMPAIGN CAME TO LIFE

- Sahi launched a high intensity ad film that captured the frustration traders feel when slow platforms cause delays, losses and missed opportunities.
- To scale the film organically, we activated 7 credible Indian creators from finance, business, marketing and top IIM communities.
- Each creator used only the ad film. No additional assets. No branded creatives. This ensured authenticity, consistency and a unified narrative across all posts.
- Creators interpreted the film through their own real experiences with lagging platforms, outdated interfaces and broken workflows.
- The campaign built momentum quickly and achieved 2 Lakh impressions and an engagement rate of almost 1.5-2% percent across all creator posts.

WHAT WE SET OUT TO ACHIEVE

Primary

Drive organic awareness for Sahi by leveraging the ad film as the central conversation starter on LinkedIn.

Secondary

Highlight the inefficiencies of slow trading platforms and position Sahi as a high performance alternative that understands these pain points.

Tertiary

Generate application level interest by showcasing the sharp contrast between old trading tools and Sahi's fast decision flow.

Additional

Create emotional and professional resonance with audiences beyond finance.

THE MARKET REALITY WE NEEDED TO SOLVE

Traders lose time, money and confidence because their tools lag.
Interfaces distract more than they support.
Charts load slowly.
Orders freeze.
The experience is noisy and inefficient.

In a category where speed decides outcomes, platforms often become obstacles.

Sahi needed real professionals to articulate this frustration honestly and show why the film is not fiction but a lived reality for many.

OUR PLAN OF ATTACK

Emotion Led Storytelling

Creators unpacked the emotion behind the film and connected it with their own experiences of being slowed down by outdated platforms.

Cross Industry Voices

Instead of limiting the narrative to traders, the campaign involved professionals from finance, marketing, business, IIM networks and strategic roles.

This broadened the conversation and increased organic reach.

Ad Film as the Only Asset

The film became the hero.

All creators used the same visual foundation, which maintained consistency and strengthened recall.

Interpretation Over Promotion

Creators interpreted the film in their own language.

This made the content honest, relatable and naturally viral.

THE OUTCOME WE DELIVERED

Campaign Achievement

Activated 7 creators who shared deep, personal and industry aligned interpretations of the ad film.

Key Results

- Achieved X million organic views across all posts.
- Generated a collective engagement rate of X percent.
- Reached over X million professionals on LinkedIn without paid support.
- Sparked high intent comments and shares around performance, reliability and product choices.
- Broke out of finance circles and entered business, tech and productivity conversations.

Strategic Impact

The film did not remain a piece of advertising.

It became a shared emotion.

A reflection of how slow tools impact modern traders.

The campaign amplified Sahi's positioning as a product built for speed and clarity.

WHY OUR CONTENT APPROACH WORKED

- Every post was driven by the creator's lived experience.
This eliminated the need for heavy explanation and made the stories relatable.
- The narrative combined emotion, user behaviour and product thinking.
- Each creator added a unique perspective such as decision flow, productivity, mental load, visual clutter or platform inefficiency.
- Since the ad film was the only asset used, the message stayed sharp, consistent and instantly recognisable.
- The engagement quality was significantly higher than typical branded content, leading to 2 times more comments.

HOW WE BUILT VISUAL TRUST

- The ad film was the core visual anchor across all posts.
- Creators used frames from the film, clean screenshots or personal images for relatability.
- This approach kept the visual story authentic, grounded and free from over branding.
- Simple, high context visuals allowed the story to take center stage.

THE CREATOR BLUEPRINT WE CURATED

Finance Creators

Explained how slow platforms affect decisions and outcomes.

Business and Marketing Creators

Interpreted performance, product design and user experience.

IIM and Consulting Voices

Added systems thinking, efficiency and mental load perspectives.

Corporate Professionals

Focused on productivity, clarity and smooth workflows.

This blend ensured reach across different mindsets while staying rooted in the central message of speed and performance.

THE EDGE THAT MADE THIS CAMPAIGN WIN

- A film that expressed a universal frustration.
- Creators who brought authenticity instead of promotion.
- Use of only one unified asset which created brand consistency.
- Diverse voices that widened the conversation.
- High traction with X million views and X percent engagement.
- Strong awareness created without a single paid booster.