

DevGange & Onbeat Entertainment: A Spiritual Marketing Success Story

Explore how DevGange, a spiritual lifestyle brand, partnered with Onbeat Entertainment to create a powerful influencer campaign, blending faith, emotion, and aesthetic product presentation to achieve remarkable results in the Indian market.



DevGange: Elevating Spiritual Connections at Home

DevGange is a pioneering spiritual lifestyle brand dedicated to bringing devotion and serenity into every home. They specialise in exquisite, premium devotional decor and spiritual products designed to foster a deep spiritual connection.



Ayodhya Ram Mandir Replicas

Intricately crafted miniatures.



LED Temple Frames

Illuminated divine artistry.



Holy Idols & Wall Art

Sacred figurines and decor.



Custom Divine Gifting

Personalised spiritual presents.



Driving Digital Awareness & Trust

DevGange collaborated with Onbeat Entertainment to achieve several key objectives aimed at expanding their market presence and strengthening brand loyalty.

Boost Ram Mandir Collection Awareness

Generate significant digital buzz for their exclusive replicas.

Cultivate Authentic Trust

Leverage genuine influencer voices for credible brand endorsement.

Maximise Festive Sales

Capitalise on key religious and festive periods for increased sales.

Expand Spiritual Community Reach

Connect with a broader audience of spiritual seekers.

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Creative Strategy: Emotions, Faith & Aesthetics

Our approach was meticulously crafted to resonate deeply with the spiritual essence of DevGange's products, focusing on an emotional and faith-driven narrative combined with aesthetic appeal.



Devotional Storytelling & Unboxing Rituals

Narratives rich in faith, showcasing unboxing as a 'Prasad swaroop gifting' experience.



Authentic Product Placement

Showcasing products in real temples, mandirs, and home pooja corners for ultimate authenticity.



Poetic Voiceovers with Bhakti Music

Engaging content enhanced with soulful background music and heartfelt sentiments like "Jai Shree Ram."



Influencer Collaboration & Campaign Deliverables

Onbeat Entertainment meticulously curated influencers to ensure maximum authenticity and reach, focusing on creators aligned with DevGange's spiritual ethos.

Targeted Influencer Curation

- **Category Focus:** Devotional, Traditional Lifestyle, Family, Art Decor creators.
- **Platforms:** Primarily Instagram (Reels & Story tagging) for broad visual engagement.
- **Regions:** Pan India, with a strategic emphasis on Uttar Pradesh, Rajasthan, Gujarat, and Madhya Pradesh.

Key Campaign Deliverables

- **Instagram Reels:** 12 creators produced devotional storytelling reels.
- **Story Frames:** Over 40 unboxing and product placement stories.
- **Product Mentions:** 18 instances with direct swipe-up or link clicks for conversions.

Impact & Viral Success: A New Era of Devotional Gifting



Total Reach

Millions of views across all content.

Engagement Rate

Significantly higher than niche average.



Orders Tracked

Direct sales conversions from the campaign.

Brand Search Spike

Increased interest on Google & Instagram.

The campaign achieved viral status, particularly during the Ram Mandir opening hype, as creators filmed in real temple premises, fostering immense emotional trust and shareability. DevGange transitioned from a niche seller to a celebrated devotional gifting brand.

Onbeat Advantage: Bhakti + Branding + Business

DevGange's success is a testament to Onbeat Entertainment's deep understanding of the cultural market and their ability to forge meaningful connections between brands and their audience.

1

Perfect Devotional Audience Targeting

Ignited emotional purchase intent.

2

Real Temple Shoot Content

Built unparalleled authenticity & trust.

3

User-Generated Creator Repetition

Stimulated powerful word-of-mouth marketing.

4

Cultural Market Understanding

Positioned the brand as a premier gifting choice.

"The collaboration helped DevGange grow from a niche religious seller to a viral devotional gifting brand, increasing both sales and spiritual community trust online."

Let Onbeat Entertainment help your spiritual or traditional brand achieve similar remarkable results.

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