



## **22feet Tribal Worldwide’s Untold and 101 India ink Branded Content partnership**

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[Untold](#), 22feet Tribal Worldwide’s premium content platform, has teamed up with [101 India](#) - a youth portal creating content aimed at urban Indian audiences. This association aims to change the way the industry looks at branded content, by making craft and authenticity an integral part of online storytelling.

Untold and 101India seek out stories that have not been told, scripted or spoken: stories of survival, legacy, culture, history and more, brought alive through powerful narratives. At a time when consumers with diminishing attention spans are overexposed to online content, Untold and 101India’s craft and unique voice leaves a lasting impression through powerful stories and relevant IPs. The combined teams consist of television experts, filmmakers, writers, bloggers, animators, and story tellers.

This synergy will give both the teams an opportunity to tell real brand stories, creating memorable content that will push a brand’s message out to the consumers in various exploratory formats.

Quoting on the partnership, **Cyrus Oshidar, Managing Director, 101 India** said, “Young people today are exposed to over 500 messages from different brands. Not only are we competing with them for eyeballs, we are competing with the world wide web for time. To get our messaging to reach the right audience, it’s important that we cloak the brand in interesting content, ideally a combination of the two. With our experience of understanding and creating content for the millennials, we feel Untold is the right partner for us, where story takes precedence over branding - a strategy that’s also been their key to success with both consumer and client. We look forward to working together and creating a narrative that is entertaining and relatable.”

Added **Deepak Nair, CEO, 22feet Tribal Worldwide & Chief Growth Officer, DDB Mudra Group**, “Untold, over the years, has curated content that is rooted in the real; creating unique brand experiences. The partnership of Untold and 101India will further leverage this depth of knowledge and specialization to create rich immersive content properties for our clients.”

### **About 101 India**

101 India brings you stories of culture, sub culture and counter culture across the Indian subcontinent. From extreme travel to underground music, sex and relationships to irreverent humour.

It allows you to experience this rich and diverse culture through stories from the fringes - surprising untold stories of incredible people doing incredible things, made more vivid and relevant for young people by the experiential journeys of our hosts. Whether it’s immersing



themselves in Epic Adventures or deeper dives into the dark side with Dinner With The Dons, India comes alive through our real stories and fiction based ones. Stories which connect us all.

### **About 22feet Tribal Worldwide**

22feet Tribal Worldwide is a digital solutions provider, where the people, the culture, the work, and the possibilities are as interesting as the '22feet story'. The name '22Feet' was inspired by the human gut, which is 22 feet long. Founded in 2009, and headquartered in Bangalore - with over 260 employees across three offices, 22feet Tribal Worldwide continues to create effective digital solutions with a strong focus on creativity and technology. The portfolio of services includes digital marketing strategy & consulting, usability and customer experience, web design & development, application development, mobile marketing solutions, search engine marketing, social media marketing, studio services and branded content.

**For more information, please connect with:**

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