



Turning office drama into product discovery with video

How Zoho Workplace's character-led brand videos earned it a 12% brand lift in the US while strengthening awareness and consideration in India.



**Zoho
Workplace**

Location: Chennai, India | Employees: 10,000+ | Industry: Software Development



The objective was very clear. We wanted to address common business frustrations with disconnected office apps, complex contracts, and privacy violations and highlight Zoho Workplace as a better, unified alternative. LinkedIn's targeted B2B audience and video first innovation like Connected TV allowed us to scale our message in a brand safe environment.”



Ganesh Kiran
Head of Growth and Digital Marketing
Zoho Workplace

Challenge

Zoho Workplace is Zoho's integrated suite of productivity and collaboration apps, bringing together email, chat, file storage, office tools, and meetings into one unified platform.

As a cornerstone of Zoho's SaaS portfolio, Zoho Workplace empowers organisations to streamline communication and collaboration in a secure, cost-effective way.

To stand out in a category dominated by well-entrenched players, Zoho Workplace set out to:

- **Strengthen awareness in India:** Reinforce Zoho Workplace's positioning as a key enabler of unified workplace productivity, particularly among enterprise customers.
- **Grow brand presence in the US:** Establish credibility among business decision-makers through high-impact storytelling.

Zoho Workplace tackled everyday workplace frustrations like disconnected apps and privacy concerns through creative storytelling, choosing video as the most effective medium to make its message resonate.

Solution

Zoho Workplace reimagined how productivity software could show up in B2B marketing, leaning into character-led storytelling with emotional punch on LinkedIn.

Creative strategy

Instead of evangelising product features, Zoho Workplace dramatised the everyday moments that make office collaboration harder than it needs to be, from spam-filled inboxes to apps that refuse to work together.

Zoho Workplace turned these universal pain points into a series of mini office sitcoms. Each video was short (30-40 seconds), spotlighted one frustration, and delivered a clear contrast between everyday dysfunction and the ease of an integrated platform with Zoho Workplace.

This creative strategy humanised the brand, differentiated it from its competitors, and made Zoho Workplace's value proposition stickier and more memorable.

Media strategy

Zoho Workplace paired its character-led creative with a media strategy designed to maximise impact.

In its home market of India, Zoho Workplace led with a video-first approach on LinkedIn. At the top of the funnel, Video Ads were served a broad-based audience to maximise brand reach. This was complemented by a mid-funnel consideration campaign that used Single Image Ads to drive quality traffic to its landing page. By warming audiences with video, Zoho Workplace earned 10% higher clickthrough rate.

In the US, Zoho Workplace expanded its reach by leveraging LinkedIn Connected TV Ads for large-screen impact. The same target audience was nurtured with Video Ads and Single Image Ads on LinkedIn, culminating in a 12% brand lift for Zoho Workplace.

Across both markets, Zoho Workplace demonstrated how video can anchor a full-funnel B2B journey, turning attention into valuable business impact.

Results

Zoho Workplace's LinkedIn Ads campaign achieved:

+12%

Aided brand awareness lift in the US

6M+

Impressions in the US (East Coast) and India

>35%

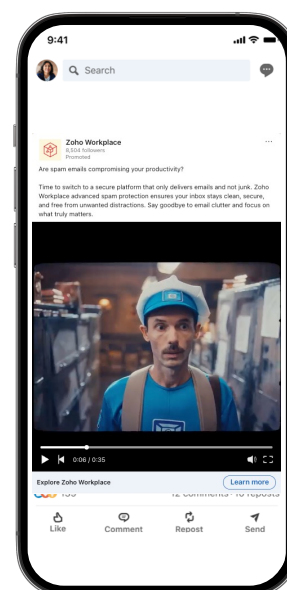
Target audience penetration (US + India)

25%

Higher engagement rate than platform benchmarks



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