

## Savit Interactive Honoured for Best FMCG Digital Campaign at Drivers of Digital Awards 2024



### INKSPELL DRIVERS OF DIGITAL AWARDS 2024

Has recognized **Savit Interactive** as the

**"Best Digital Strategy/ Campaign by/  
for an FMCG/C&IP Enterprise"**

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**Mumbai, Maharashtra May 25, 2025 ([IssueWire.com](https://www.issuewire.com))** - Savit Interactive, a leading Digital Marketing agency headquartered in Mumbai, India, has been recognized with the prestigious ‘**Best Digital Strategy/Campaign by/for an FMCG/C&I Enterprise**’ title at the **Inkspell – Drivers of Digital Awards 2024**.

The Drivers of Digital Awards, held annually by Inkspell Media, recognize outstanding innovation and performance in the digital marketing and advertising landscape. The 2024 edition brought together industry pioneers, marketers, and creative professionals to honour campaigns and strategies that have demonstrated tangible impact and excellence across sectors.

Savit Interactive received this recognition for its exceptional **Performance Marketing Campaign for Daily Life Forever52**, a renowned cosmetics brand. The campaign leveraged an integrated digital strategy focused on performance-driven advertising, audience targeting, and conversion optimization. The result was a significant boost in traffic, brand visibility, and e-commerce sales for Daily Life Forever52, further demonstrating Savit’s expertise in building high-impact digital journeys for lifestyle and FMCG brands.

From SEO to data-led [performance marketing](#), Savit Interactive continues to craft measurable, high-performing campaigns that help brands grow in an ever-evolving digital landscape. This award further reinforces the company’s position as a trusted partner for businesses looking to scale with precision and creativity.

**Bhavin Thakkar, Founder and Managing Director of Savit Interactive**, said,

*“We are honoured to receive this recognition for our campaign with Daily Life Forever52. It’s a testament to our team’s strategic thinking, executional excellence, and the trust our clients place in us. Awards like these motivate us to keep pushing the boundaries of what’s possible in digital marketing.”*

### **About Savit Interactive:**

Savit Interactive is a Mumbai-based [Digital Marketing agency](#) offering a comprehensive range of services including SEO, paid media, social media marketing, and content strategy. With a global clientele and proven track record, Savit is known for driving measurable growth through customized digital solutions. Their commitment to delivering measurable results and driving innovation has earned them recognition from top industry bodies, including the MSME Awards and the Global Excellence Awards.

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