



The Daily Star has started a new method of digital marketing solution for its advertisers. It is named 'star collab' which means collaboration.

Star Collab offers the best mix of digital communication solutions that can elevate your brand to reach the target audience while also creating a horizon of opportunities through collaboration.



#### Branded Video Content

Video content can boost the lead by up to 66%. **Branded Video Content** made by Star Collab tells the amazing story of your brand.



#### User-Generated Content

The heart of social media is content, and what is better than content that comes from the audience. Star Collab can provide **User-Generated Content** campaigns that provide direct engagement between the brand and their audience.



#### Online Dialogue Session

Star Collab has all the resources to craft an **Online Dialogue Session**. Our professional studio setup has the capability to create wonders.



#### Social Media Campaign

Currently, there are 3.78 billion social media users worldwide. This is where we can tap in to collaborate and co-create an engaging **Social Media Campaign**.



#### Branded Documentary

Bring to light your products and services through a **Branded Documentary**. Let cinematography talk for your brand.



#### Multimedia Studio Setup

Star Collab offers a **Multimedia Studio Setup** that can cover your spectacular events, live or recorded shows to tell the stories of your brand.



#### Live Webinar

With Star Collab, your brand can be part of a **Live Webinar** that has the power to create an impact.



#### Data Visualisation

**Data Visualisation** is a specialisation of Star Collab which will make your informative content accessible to the audience.



#### Knowledge Initiative

To expand the horizon of knowledge, Star Collab arranges **Knowledge Initiative** where your brand can reach the specific target audience effectively.



#### Impact Creator Recognition

The Daily Star is known for **Recognising Impact Creators**. You also have the opportunity to be a part of this wonderful initiative.



#### Policy Dialogue

Star Collab's **Policy Dialogue** allows your brand to be a part of a discussion among stakeholders where they raise issues, share perspectives, find common ground, and reach agreement or consensus.



#### Branded Content

**Branded Content** allows a brand to be visible to the audience. Star Collab can provide support to create wonderful branded content that will make the brand stand out.



#### Impact Driven Community Engagement

Star Collab and The Daily Star have the power to create **Impact Driven Community Engagement**. With your brand on our side, we can create an impact on society.



#### Gamification

**Gamification** is a fun way to engage with the audience. With Star Collab, you can create gamified campaigns that will lead to more engagement.



#### Live Talk Show

The digital adaptation of a **Live Talk Show** can have a great impact. With Star Collab, your brand can collaborate with us to be the talk of the town.



#### Platform Sharing

The power of a platform that has an audience base is immense. Star Collab's **Platform Sharing** service gives brands the opportunity to reach their target audiences.



#### Branded Microsite

Microsites enable brands to engage with their audience through various activities. Star Collab offers **Branded Microsite** to represent your brand effectively.



#### Mobile First Content

Star Collab's **Mobile First Content** allows the brand to come up with an interactive campaign that is "User Focused."



#### Multimedia News Content

We have taken news into a whole other dimension. With Star Collab, there are various opportunities for product placement and branding in terms of **Multimedia News Content**.



#### Quiz

Who do you contact if you want to create an engaging **Quiz**?  
(a)Star Collab (b)Star Collab  
(c)Star Collab (d)Star Collab



#### Innovation Challenge

The youth are the future of our country and for their future to shine, Star Collab arranges an array of **Innovation Challenges** where you can also take part.



#### Photo Story

Photos can express amazing stories! Star Collab provides a platform for a **Photo Story** which will allow your brand to be a part of the life of your audience.



#### Product Placement

The new trend is for products to show up at the scene through Product Placement. With Star Collab, we can collaborate and explore multiple scopes of **product placement**.



#### Digital Supplement

**Digital Supplements** have the potential to make a brand flourish in the digital space. Star Collab can provide the support to create great supplements in the digital space.



#### Interactive Campaign

To create audience interaction, **Interactive Campaigns** can be quite effective. Star Collab can help your brand to create amazing campaigns.

For brand collaboration

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Let's Co-Create!

