

## OPPO partners with Instagram

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### **INVC NEWS** **New Delhi,**

OPPO, the leading global smart device brand, today announced its partnership with Instagram to launch its quest for the next generation of emerging videography creators across India. This is slated to take place through a campaign titled #EveryEmotionInPortrait with #RenoShowReels, which will leverage branded content with creators on Instagram, and showcase the newly launched Reno6 series.

As part of the partnership, OPPO will engage with Instagram's 'Born on Instagram' community, an initiative kick-started in 2019 to discover and grow the next generation of content creators across India. Experts at OPPO would identify videography enthusiasts from the community and mentor them, sharing mobile videography tips and tricks that would enable them to scale up their videography skills altogether, helping them capture engaging and captivating videos on Instagram.

OPPO #RenoShowReels campaign encourages content creators to unleash their creativity and imagine the possibilities by expressing their happiness, joy, and positive emotions through portrait videos. #EveryEmotionInPortrait with #RenoShowReels believes in the power of the creators' imagination and wants the world to witness the brilliance of new-age content creators.

The #EveryEmotionInPortrait with #RenoShowReels campaign will begin with a challenge on Reels with 'Born on Instagram' creators. It will also feature one of the Instagram's prominent content creators, Niharika NM, and others like Ganesh Vanare, Aakash Malhotra, Radhika Nommlers using the Bokeh Flare Portrait Video feature of the newly launched OPPO Reno6 series. The challenge will provide a platform for content creators to express their emotions through portrait video or reels, and share it on their respective accounts, using #RenoShowReels #EveryEmotionInPortrait and #OPPOReno6Series, making way for wide reach across vast audiences. The challenge will include star creators, along with representatives from

Instagram and OPPO India. #EveryEmotionInPortrait challenge will culminate with recognition for 25 winners and ten of them will get an opportunity to become OPPO brand ambassadors.

**Speaking about the campaign, Damyant Singh Khanoria, Chief Marketing Officer, OPPO India, commented,** "We are thrilled to launch, 'Reno Showreels', with Instagram to assist new-age video content creators in showcasing their talent across a wider audience, using the unmatched videography capabilities of the OPPO Reno6 series. The devices are designed to cater to the specific videography needs of new-age content creators. In fact, the Reno6 series will redefine smartphone videography with its industry-first Bokeh Flare Portrait Video that captures professional-grade videos and many other such ace imaging technologies that make the devices nothing less than your personal studio."

**Prsanjeet Dutta Baruah, Vertical Head - Tech, Telecom, Education, Health and Automotive, Facebook India, further said,** "Content creators thrive on Instagram and programmes like 'Born-on-Instagram' reflect our intent to enable and support this ecosystem. We are delighted to partner with OPPO, providing a platform where the brand can share its expertise with the Indian creator community. This partnership with creators is fuelled by branded content and is being leveraged by OPPO to showcase the all new Reno6 series. It is a great example of how brands can use Instagram to authentically engage with their audiences."

OPPO had recently launched the Reno6 series smartphones - Reno6 Pro 5G, and the OPPO Reno6 5G, with the industry-first Bokeh Flare Portrait Video feature. The hallmark feature of the series that grabs the spotlight entails a cinematic Bokeh Flare Effect that captures professional-grade quality videos which shall be celebrated by the 'Reno Showreels' campaign. At the end of the campaign, the most joyful video clips, moments, or expressions from across all the submitted video entries would be chosen and then stitched together to result in a happy mashup video, one assigned to each emotion they represent, in a collage type treatment.

The Reno6 series also boasts of other ace videography features such as the industry-first AI Highlight Video feature, powered by Ultra Night Video and Live HDR algorithms, Focus Tracking, Colour Temperature sensor, Full Dimension Fusion (FDF) Portrait Video System, and AI Palette, amongst others.

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