

| We claim:

1. A method for targeted brand campaigning using a platform, the method comprising:
 - determining one or more content hooks based on one or more preferences
5 received from a user and behavior of the user while using the platform;
 - enabling the one or more determined content hooks, wherein each of the determined one or more content hooks comprises an executable link;
 - directing the executable link to an advertisement playlist, the advertisement playlist comprising one or more descriptor videos and influencer videos curated for
10 the user based on one or more parameters.
2. The method as claimed in claim 1, wherein the platform is configured to receive the one or more preferences from a user terminal of the user.
3. The method as claimed in claim 1, wherein each of the one or more content hooks represent a video providing a factual news about a product or a service.
- 15 4. The method as claimed in claim 1, wherein the one or more parameters to determine the one or more descriptor videos and the influencer videos comprise a user profile, the preferences, user's location and the behavior while interacting with the content hooks, the descriptor videos and the influencer videos, a viewing history of the content hooks by the user, a viewing history of the descriptor videos by the
20 user, a viewing history of the influencer videos by the user, a frequently visited category of the content hooks, a frequently visited category of the descriptor videos, a frequently visited category of the influencer videos, a history of products purchased by the user and/or user clicks on the content hooks, the descriptor videos and/or the influencer videos.
- 25 5. The method as claimed in claim 2, wherein the behavior of the user further comprises using one or more gestures while interacting with the one or more content hooks, the descriptor videos and/or the influencer videos on the user terminal.

6. The method as claimed in claim 1, wherein the one or more preferences received from the user comprise an age, a gender, a location, interest/s of the user, a weather season at a location of the user, an occasion at a location of the user, a popularity of a content hook, priority and interests of a content provider, a product of interest, a price range of the product, and/or a brand of the product.
7. The method as claimed in claim 1, wherein the platform determines the descriptor videos and the influencer videos based on the one or more parameters using artificial intelligence (AI)/machine learning (ML) techniques to create the advertisement playlist.
8. The method as claimed in 1, wherein the platform determines the descriptor videos and the influencer videos on executing the executable link.
9. The method as claimed in claim 1, wherein the one or more descriptor videos and the influencer videos determined by the platform are arranged differently for different users based on the one or more preferences and the behavior of each user or on a probability that the descriptor videos and the influencer videos are useful for the user as determined by the one or more parameters and AI/ML techniques.
10. The method as claimed in claim 2, wherein the platform transmits the advertisement playlist comprising the descriptor videos and the influencer videos to the user terminal when the user interacts with the executable link provided in the one or more content hooks.
11. The method as claimed in claim 1, wherein the one or more content hooks, the descriptor videos and the influencer videos are associated with at least one hash tag.
12. The method as claimed in claim 1, wherein the one or more descriptor videos comprise a brief introduction of a product or a service and one or more features of the product or the service providing an ability to the user to make an informed buying decision.
13. The method as claimed in claim 1, wherein the one or more influencer videos comprise a review of a product or service and/or a description of the product or the

service by an expert, wherein the expert records his/her opinion or a comment on the product or service.

14. The method as claimed in claim 1, wherein the each of the descriptor video and/or the influencer video direct the user to an interactive e-commerce portal or
5 any other landing page for buying a product.

15. The method as claimed in claim 1, wherein the platform enables a content provider to upload a descriptor video of a product and enables an influencer to upload an influencer video of the product using respective user credentials.

16. The method as claimed in claim 1, wherein the platform enables a content
10 provider to select one or more hash tags from a content repository.

17. The method as claimed in claim 11, wherein the influencer is capable of sharing the influencer videos on different social media platforms.

18. The method as claimed in claim 1, wherein the content hooks and/or the advertisement playlist is determined based on the one or more preferences for a new
15 user.

19. A platform for targeted brand campaigning, the platform comprising:

a determination unit configured to determine one or more content hooks based on one or more preferences of a user and behavior the user while using the platform; and

20 an execution unit configured to:

enable the one or more determined content hooks, wherein each of the determined one or more content hooks comprises an executable link; and

direct the executable link to an advertisement playlist, the
25 advertisement playlist comprising one or more descriptor videos and influencer videos curated for the user based on one or more parameters.

20. The platform as claimed in claim 19, wherein the platform is configured to receive the one or more preferences from a user terminal of the user.
21. The platform as claimed in claim 19, wherein each of the one or more content hooks represent a video providing a factual news about a product or a service.
- 5 22. The platform as claimed in claim 19, wherein the one or more parameters to determine the one or more descriptor videos and the influencer videos comprise a user profile, the preferences, user's location and the behavior while interacting with the content hooks, the descriptor videos and the influencer videos, a viewing history of the content hooks by the user, a viewing history of the descriptor videos by the
10 user, a viewing history of the influencer videos by the user, a frequently visited category of the content hooks, a frequently visited category of the descriptor videos, a frequently visited category of the influencer videos, a history of products purchased by the user and/or user clicks on the content hooks, the descriptor videos and/or the influencer videos.
- 15 23. The platform as claimed in claim 20, wherein the behavior of the user further comprises using one or more gestures while interacting with the one or more content hooks, the descriptor videos and/or the influencer videos on the user terminal.
24. The platform as claimed in claim 19, wherein the one or more preferences received from the user comprise an age, a gender, a location, interest/s of the user,
20 a weather season at a location of the user, an occasion at a location of the user, a popularity of a content hook, priority and interests of a content provider, a product of interest, a price range of the product, and/or a brand of the product.
- 25 25. The platform as claimed in claim 19, wherein the platform determines the descriptor videos and the influencer videos based on the one or more parameters using artificial intelligence (AI)/machine learning (ML) techniques to create the advertisement playlist.
26. The platform as claimed in claim 19, wherein the platform determines the descriptor videos and the influencer videos on executing the executable link.

27. The platform as claimed in claim 19, wherein the one or more descriptor videos and the influencer videos determined by the platform are arranged differently for different users based on the one or more preferences and the behavior of each user or on a probability that the descriptor videos and the influencer videos are useful
5 for the user as determined by the one or more parameters and AI/ML techniques.

28. The platform as claimed in claim 20, wherein the platform transmits the advertisement playlist comprising the descriptor videos and the influencer videos to the user terminal when the user interacts with the executable link provided in the one or more content hooks.

10 29. The platform as claimed in claim 19, wherein the one or more content hooks, the descriptor videos and the influencer videos are associated with at least one hash tag.

30. The platform as claimed in claim 19, wherein the one or more descriptor videos comprise a brief introduction of a product or a service and one or more features of
15 the product or the service providing an ability to the user to make an informed buying decision.

31. The platform as claimed in claim 19, wherein the one or more influencer videos comprise a review of a product or service and description of the product or the service by an expert, wherein the expert records his/her opinion or a comment on
20 the product or service.

32. The platform as claimed in claim 19, wherein the each of the descriptor video and/or the influencer video direct the user to an interactive e-commerce portal or any other landing page for buying a product.

33. The platform as claimed in claim 19, wherein the platform enables a content
25 provider to upload a descriptor video of a product and enables an influencer to upload an influencer video of the product using respective user credentials.

34. The platform as claimed in claim 19, wherein the platform enables a content provider to select one or more hash tags from a content repository.

35. The platform as claimed in claim 33, wherein the influencer is capable of sharing the influencer videos on different social media platforms.

36. The platform as claimed in claim 19, wherein the content hooks and/or the advertisement playlist is determined based on the one or more preferences for a new user.

37. A user terminal for receiving targeted brand campaigning, the user terminal comprising:

a transmitting unit configured to transmit a request comprising one or more user preferences to a platform, wherein the platform is configured to:

10 determine one or more content hooks based on the one or more preferences received from a user and behavior of the user while using the platform;

enable the one or more determined content hooks, wherein each of the one or more determined content hooks comprises an executable link; and direct the executable link to an advertisement playlist, the advertisement playlist comprising
15 one or more descriptor videos and influencer videos curated for the user based on one or more parameters; and

a receiver configured to receive the advertisement playlist from the platform.

38. The user terminal as claimed in claim 37, wherein the one or more preferences received from the user comprise an age, a gender, a location, interest/s of the user,
20 a weather season at a location of the user, an occasion at a location of the user, a popularity of a content hook, priority and interests of a content provider, a product of interest, a price range of the product, and/or a brand of the product.

39. The user terminal as claimed in claim 37, wherein the platform determines the descriptor videos and the influencer videos based on the one or more parameters
25 using artificial intelligence (AI)/machine learning (ML) techniques to create the advertisement playlist.

40. The user terminal as claimed in claim 37, wherein the one or more content hooks, the descriptor videos and the influencer videos are associated with at least one hash tag.
41. The user terminal as claimed in claim 37, wherein the one or more descriptor
5 videos and the influencer videos determined by the platform are arranged differently for different users based on the one or more preferences and the behavior of each user or on a probability that the descriptor videos and the influencer videos are useful for the user as determined by the one or more parameters and AI/ML techniques.
- 10 42. A computer readable medium storing instructions to be executed by one or more processors, the one or more processors configured to:
- determine one or more content hooks based on one or more preferences received from a user and behavior of the user while using a platform;
- enable the one or more determined content hooks, wherein each of the determined
15 one or more content hooks comprises an executable link;
- direct the executable link to an advertisement playlist, the advertisement playlist comprising one or more descriptor videos and influencer videos curated for the user based on one or more parameters.