

adwarts

A human-centric impact studio



About Adwants: Introduction

Global Client Portfolio

Strategic, Digital & Creative

Expertise

Proven Processes & Agile

Engagement

End-to-end solutions provider

200+

Brands and
businesses
transformed

3

Global
Locations

50+

Team Strength



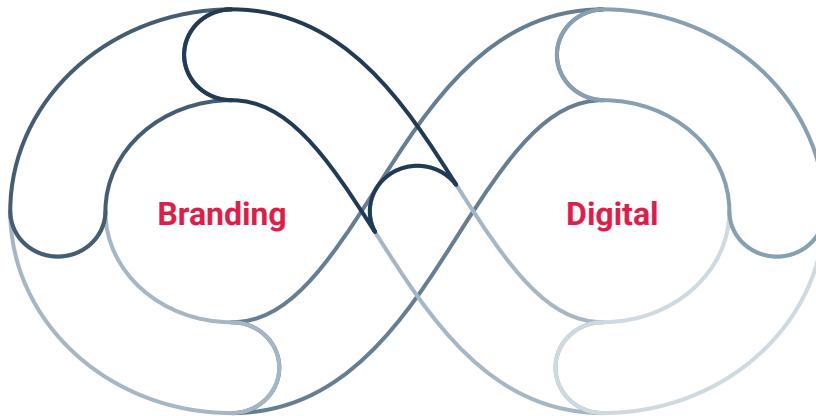
About Adwants: Introduction

- An agency with a global mindset and Indian operations
- Deep understanding of consumer behaviour, strategy and communication principles
- Best of brand marketing and digital strategy for optimised results

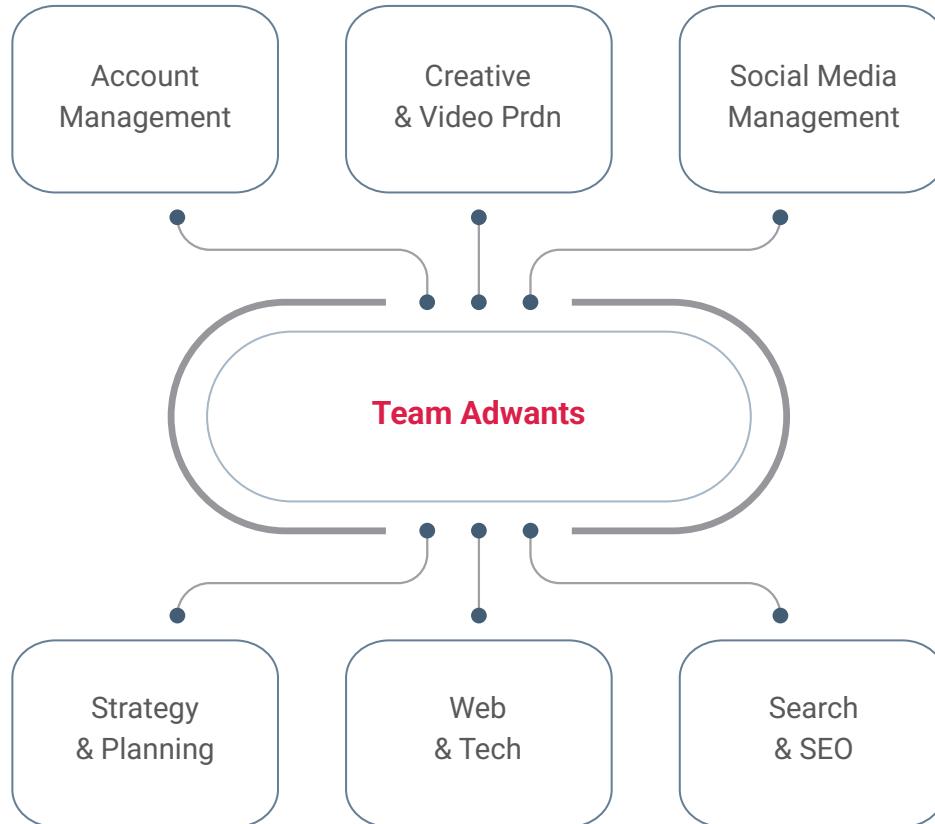


Truly Integrated: 360° Digital Agency

- Brand strategy
- Brand planning
- Creative conceptualisation
- Creative communication
- Design and identity
- Brand campaigns
- Marketing collaterals
- Animation
- Video production



- Digital media buying
- Campaign management
- Website design + development
- Web Analytics
- SEO & SEM
- Content Marketing
- Social Strategy
- Influencer marketing
- Content writing



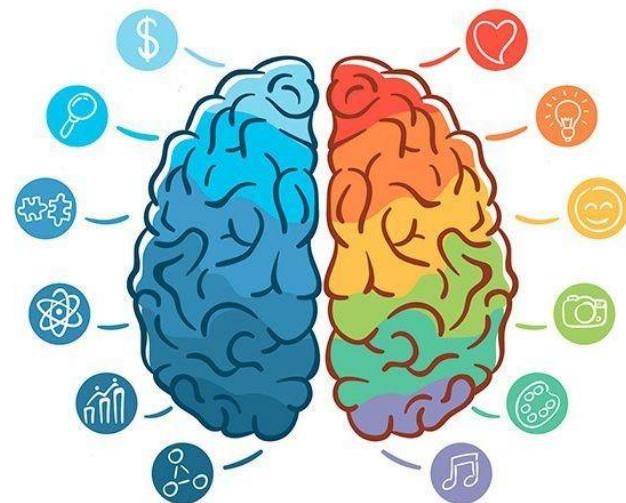
Integrated team
across verticals

Driven by strategy. Powered by creativity.

Building human-centric brand experiences



Driving behaviour change through applied neuromarketing principles



Our Approach

We strive to provide
human-centric brand experiences



Our Key Clientele



Our Key Clientele



Awards & Recognitions



Winner- Best use of Viral marketing



Featured for creative idea,
design and execution

Awards & Recognitions



For creative idea, design
and execution



For creative idea, design
and execution

Awards & Recognitions

PACKAGING OF THE WORLD

For creative idea, design
and execution



WORLD BRAND
DESIGN SOCIETY

For creative idea, design
and execution

Awards & Recognitions



Top OTT digital release
partner in India



Digital
Marketing
Institute

Empanelled member of DMI,
Ireland

TURNED OUT, OUR WORK CREATED SOME WAVES



4
Golds

Public Service:
Nippon Paint: Preserve the green.
Protect the blue.

Packaging Design:
Waft

Social Media Campaign:
Nippon Paint: Don't let the colors
of nature fade away

Best Use of Digital:
Nippon Paint: Pray for Nesamani



2
Bronzes

Website:
Hatsun Agro Products (HAP)

Unpublished Print Campaign:
Footprints: Holiday. Your way.

Adwants at
MADDYS 2021
MADRAS ADVERTISING CLUB AWARDS

SIX RECOG- NITIONS

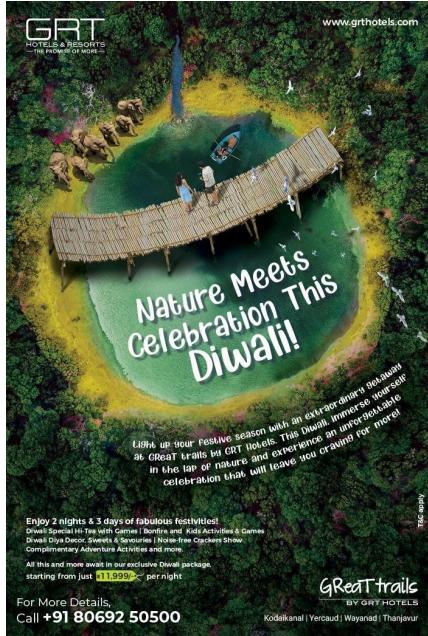


1 SILVER
1 BRONZE
4 FINALISTS

Featured work



GRT - Hotels and Resorts



Featured on

Ads of the World

Campaign Brief Asia

BEST ADS
onzu.com

GRT - Hotels and Resorts

Great Trails
BY GRT HOTELS

TRACING THE GREAT TRAILS OF RAM

Celebrate Ram's victory in the noise-free and enchanting surroundings of Great trails. This Dussehra and Diwali, enjoy with your family and friends in the serene and quiet up nature's embrace.

Enjoy Fun, Festivities and More!

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- Kids Vijayadasami Writing Ritual
- Diwali Storytelling
- Traditional Dandiya & Dandiya Dance
- Traditional Sumanagal Kit

Diwali Specials

- Traditional Puri
- Traditional Diya Lightings, Eco-friendly Fireworks
- Diwali Storytelling
- Diwali Sweet-making Demo

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BY GRT HOTELS

NATURE'S HOLIDAY CHEER!

Join us at Great Trails, where the joy of the season meets a sustainable filled celebration.

HOLIDAY EXTRAVAGANZA:
Holiday Cela Dinner | Hot Chocolate Cinema
Christmas Tree Lighting | Santa's Magic Show & more
Christmas Gifts from Santa Claus | Bonfire | Carnival Games
New Year Countdown

Holiday Cheer starts from:
Dec. 22, 2024, to Jan. 01, 2025

Use Promo Code:
GRTXMAS (or) CRTNWEYEAR
For Offers valid only for bookings through our website

Stay start from
Rs. 15,999
for one night and
Rs. 27,999
for two nights

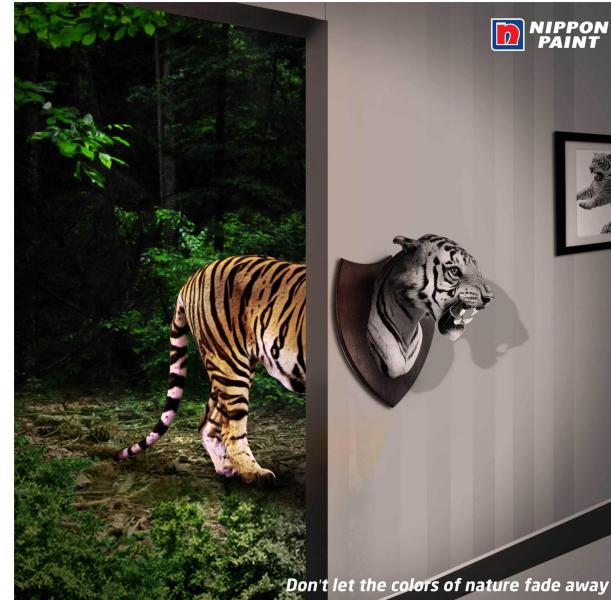
For More Details, Contact:
0 80692 50500

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MADDYS
2024
42nd MADRAS ADVERTISING CLUB AWARDS

Nippon Paint - Brand Campaign



Featured on **Ads of the World** *Campaign Brief Asia* 

**Preserve the green to
protect the blue.**



Deforestation is deadly. It destroys livelihoods and
devastates the habitats of critically endangered beings.
It's time to take action. And by acting together, we can
protect the many shades of Mother Nature.

Issued in public interest by



Forest Habitats
Forest Habitats

Forest Habitats



Don't let the colors of nature fade away

Endangered Species
Endangered Species



Don't let the colors of nature fade away

World's Waters
World's Waters



Don't let the colors of nature fade away

Featured on **Ads of the World**

Campaign Brief Asia



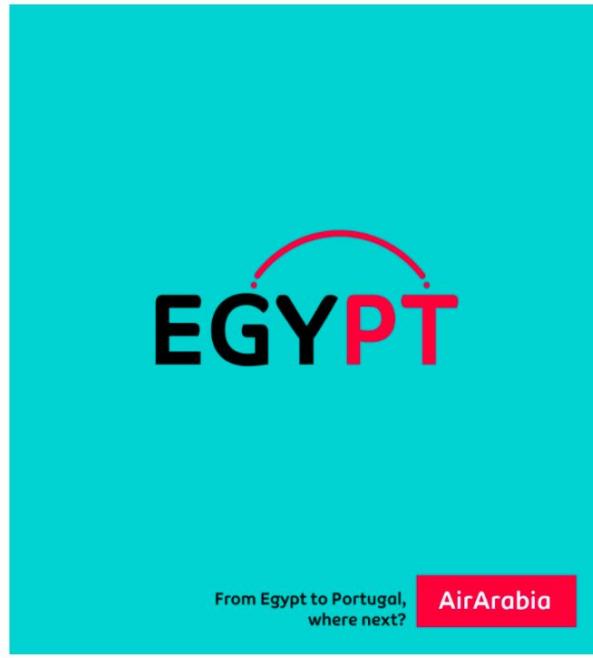
Panasonic Cooking - Brand Campaign



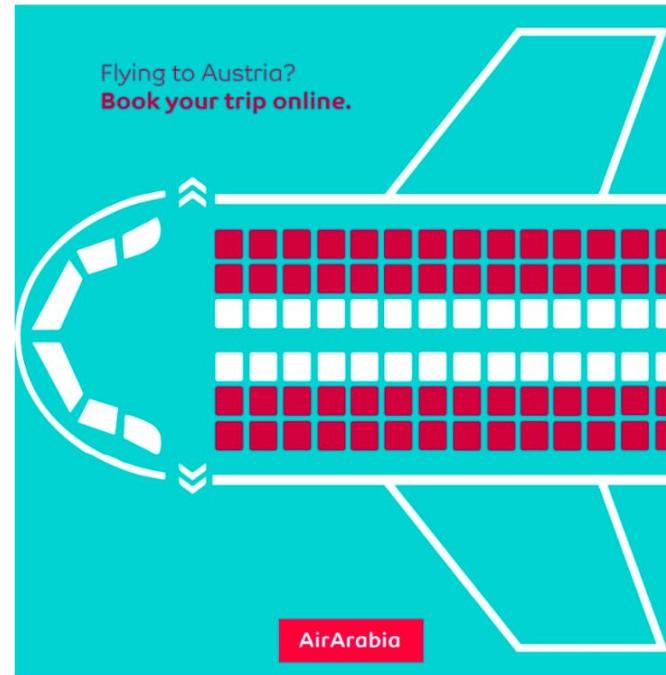
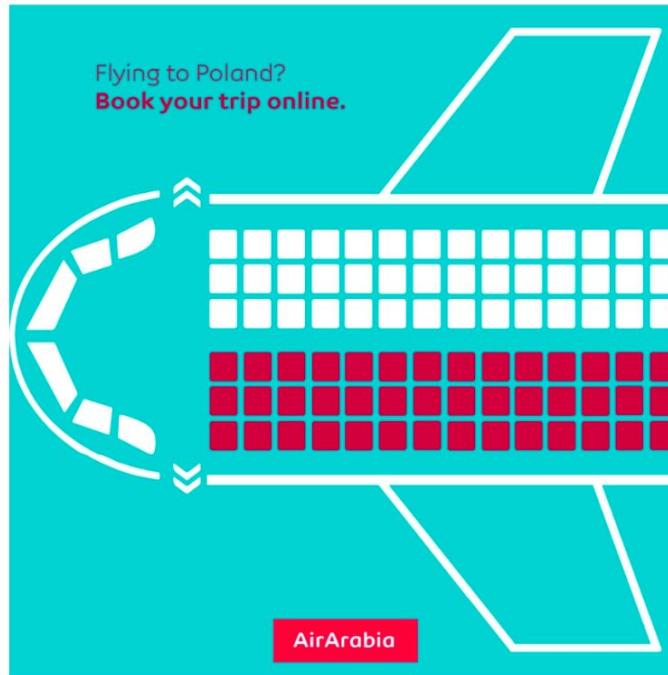
Featured on

MADDYS²⁰²⁴
42nd MADRAS ADVERTISING CLUB AWARDS

Air Arabia Campaign



Air Arabia Campaign





**SANKAR
HOME EXPERT**

கட்டுமான தீர்வு மையம்
தி இண்டியா சிமெண்ட்ஸ் விமிடெட்



India Cements

Reimagining the store,
purchase and brand
experience for Sankar Cement



பார்



The India Cements Ltd

SANKAR
HOME EXPERT

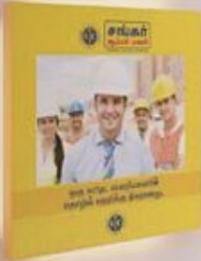
— தீட்டுமளை கீழை மனையாக —
— வாழும் மனையாக வாழும் —





சங்கர்
குப்பர் பவர்

அனைத்து முதிர்த் தொழிலை



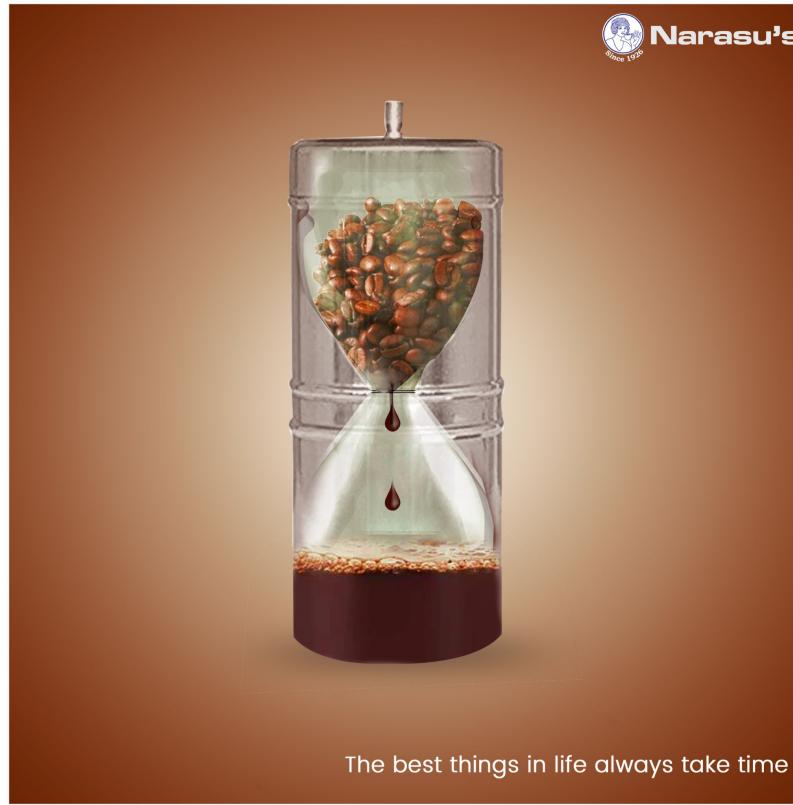
The India Cements Ltd

SANKAR
HOME EXPERT

நடவடிக்கை கீழ்க்கண்ட மூலம்
நடவடிக்கை கீழ்க்கண்ட மூலம்



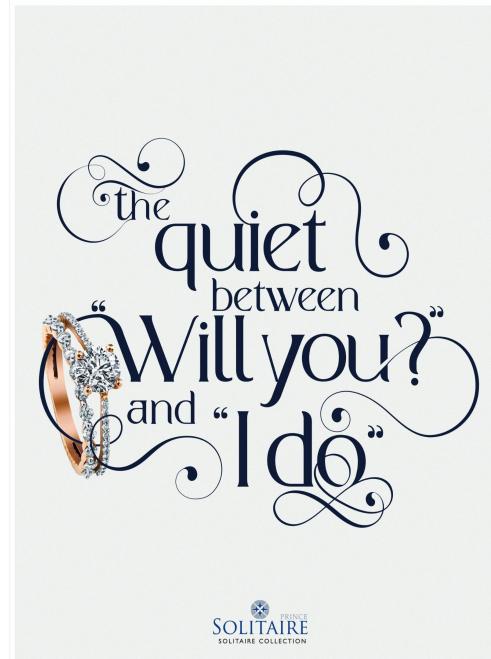
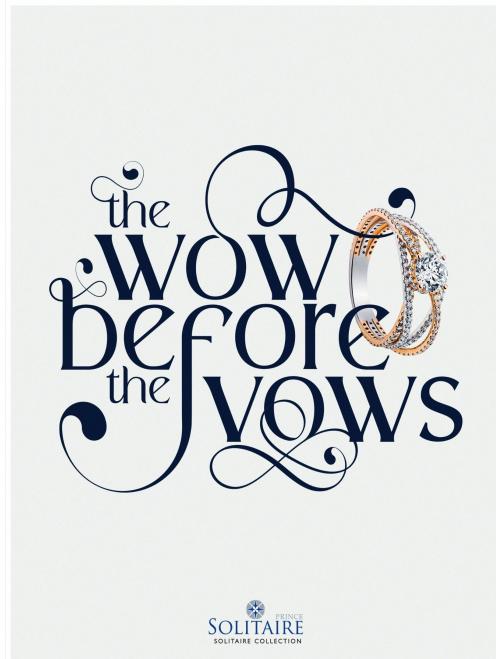
Narasu's



The best things in life always take time

Featured on
Ads of the World

Prince Jewellery



Featured on
Ads of the World

now said on Friday its latest strikes hit 12 IS targets, but most of the areas

Washington and its allies oppose both IS and President Assad, blaming him for attacks on civilians that have radicalised the opposition and insisting that he has no role in a post-war settlement. Russia says Mr Assad's government will be the centrepiece of international efforts to fight militants.—Reuters

Residents in Kunduz, a strategic city of 300,000 that fell to the Taliban in a stunning pre-dawn attack on Monday, said they were held by the fighters.

"Afghan president is committed to legally prosecute the perpetrators of these crimes, and to that end, a civilian commission as a result of the Taliban presence," a statement said.

"Talibans are still here," said the spokesman. "They are using buildings and buildings are still there. They are using human shields."

The Red Cross said it was increasingly concerned about the welfare of people inside the city and the lack of medical supplies and personnel. "It is also Peter Estevan Ewol, a doctor working in the city, cannot get to the hospital because of the fighting and sign for government to contain a grow-

ing militiamen that are in the country, although the b
sides that our forces did not force
loss of Wardi Talibans therefore
retreated." The Taliban said they
soldiers and gained control that ha
checkpoint in a district that ha
Balkhshun province that ha
fought over for years. It occupies a position along a
border with Tajikistan and Pakistan.

The attack started when Taliban
militants raided checkpoints in several
villages, overrunning reinforcements
afternoon, according to a government
report. The police headquar
ters in Wardi Talibans fell at around 6pm it
said.—Reuters

the sparkles before
the fireworks

PRINCE
JEWELLERY



For once, she wouldn't mind
putting on a few extra grams



PRINCE
JEWELLERY

the
WOW
before
the
VOWS

PRINCE
JEWELLERY

FOR EVERY
PRINCESS

★ PRINCE
JEWELLERY



FOR EVERY
PRINCESS

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FOR EVERY
PRINCESS

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UG Application Round 4 Now Open

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DUFLO**

**Illustrious
Entrepreneur,
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Businessman,
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Iverson Steel
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**SAJJAN
JINDAL**

Hablis Hotel - Topical



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Ads of the World

Motion Stories



India Cements- 75th Anniversary Digital Film



Kodaikanal Int'l School - Brand Film



Bobcat Factory - Brand Film



Vijaya Raja Homes - TVC campaign (Part 1 and 3 out of the 6 Part Series



ShyAway - Digital Awareness Campaign



Switch Mobility - EiV12 Launch TVC



Tamil Nadu DIPR - Chief Minister's Breakfast Scheme



VRX Terrace – Commercial Ad



VRX Terrace – Commercial Ad



Donna Rossi - Brand Film



Bobcat B900 - Launch TVC



Tamil Nadu DIPR - Vaikom Campaign launched by the
respective CMs of TN and KL



M2P's Series D Fundraising Power Play - Brand Film



Gold Winner X Frooti - TVC Campaign



Gold Winner - Whatsapp - TVC Campaign



Gold Winner - TVC Campaign



Sriram Finance - TVC Campaign (Part 1 and 3 out of the 5 part series)



Prince Jewellery - TVC Campaigns



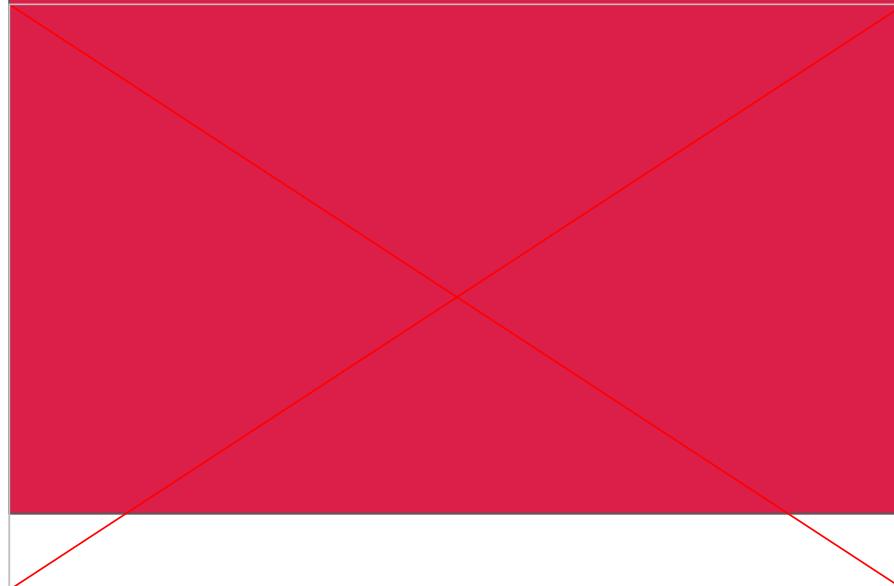
Savorite Pasta - TVC Campaign (Part 1 of the 3 Part Series)



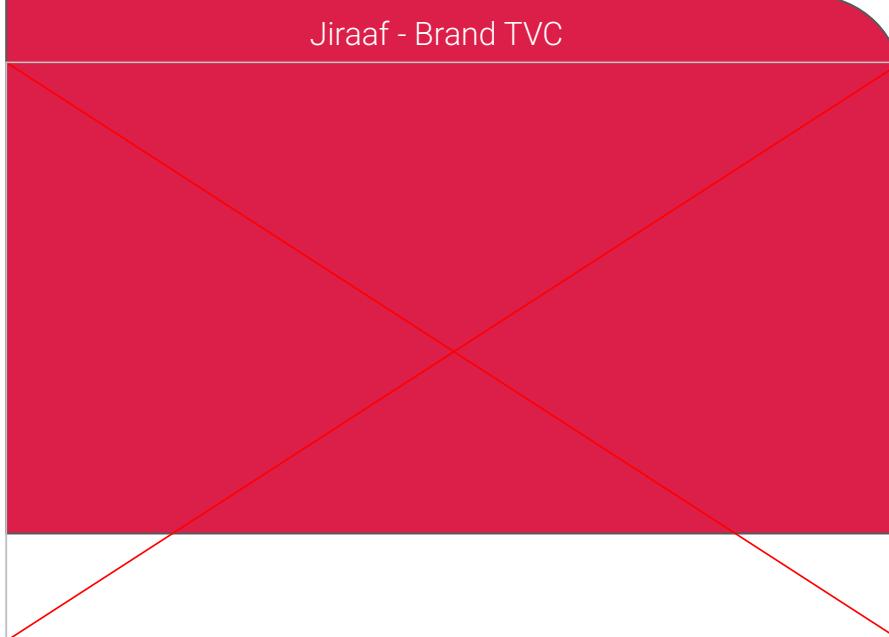
Times of India - Roads So Annoying Campaign

TOI

Panasonic Influencer Campaign



Jiraaf - Brand TVC



Vijaya Raja Homes - Experience Film



VRX 360°
SAY HELLO TO
VIARA

Creatives That Clicked



VRX

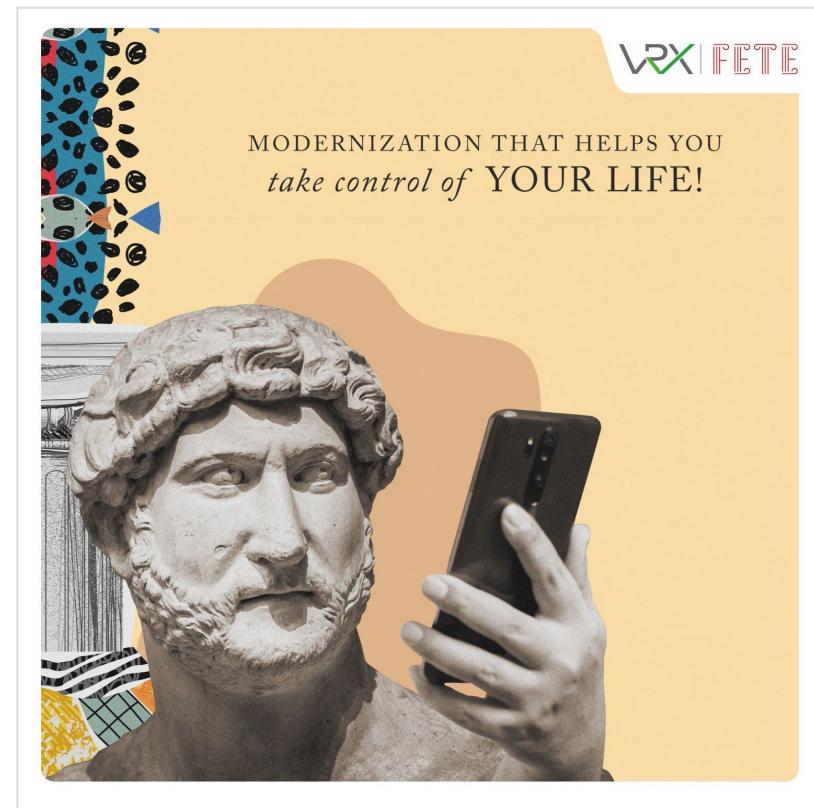
FETE

Open the door to a Roman lifestyle

VRX - Fete Campaign



WHERE INNOVATION
MEETS *timelessness*



MODERNIZATION THAT HELPS YOU
take control of YOUR LIFE!

VRX - Fete Campaign



VRX|FETE

3 TIER SECURITY
to protect YOU AND YOURS

VRX|FETE

WEST CHENNAI'S
FINEST *address*



Move Better

SWITCH

UNMATCHED POWER ULTIMATE EFFICIENCY

Engineered with 310V High Voltage Architecture
for superior performance.



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SWITCH

**HELPING YOU
MOVE BETTER**

With a payload capacity of
1.7 tonne, SWITCH IeV4
allows you to transport
more goods.



**TONNE
PAYLOAD**



 HINDUJA GROUP

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SWITCH

UNLOCK UNMATCHED RANGE
120 KMS* on a single charge.



*Conditions apply

 HINDUJA GROUP

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LESS DOWNTIME,
MORE DELIVERIES.

SWITCH IeV3

Experience unmatched performance
with our **25.6 kWh** advanced
lithium-ion battery.



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Move Better

SWITCH

CLEAR COMMITMENT
TO A CLEANER FUTURE



Join us at **SWITCH Mobility** in making
sustainable choices for a brighter future.



Move Better

SWITCH



ENGINEERED TO STAY COOL ON EVERY DRIVE

With the SWITCH IeV Series, stay powered with our **liquid cooled battery** for a smooth drive.



 HINDUJA GROUP

Move Better

SWITCH

- + - + - + - + - + - + - + - + - + -



SWITCH
EV12

 HINDUJA GROUP

Move Better

SWITCH



ILLUMINATE THIS DIWALI
WITH THE POWER
OF INNOVATION

#HappyDiwali



Colhas
coffee

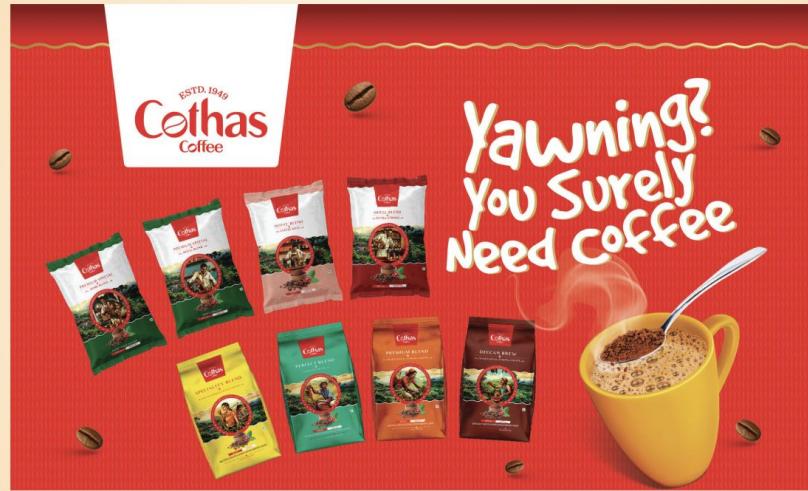
THE REFRESHING TWIST

Beat the heat with
the splash of coffee
and your favourite
flavours.









Macaw Paints from the House of Shyam Steel

LAUNCHING

macaw
PAINTS
Discover Your Color

A PRODUCT FROM

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भारत का
नया रंग!

Photoshoots

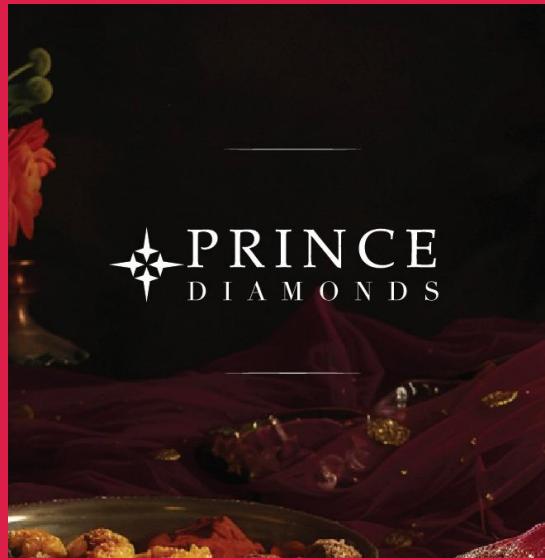
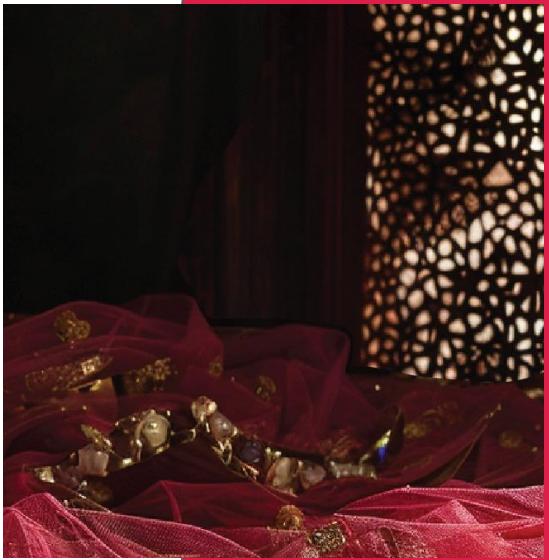


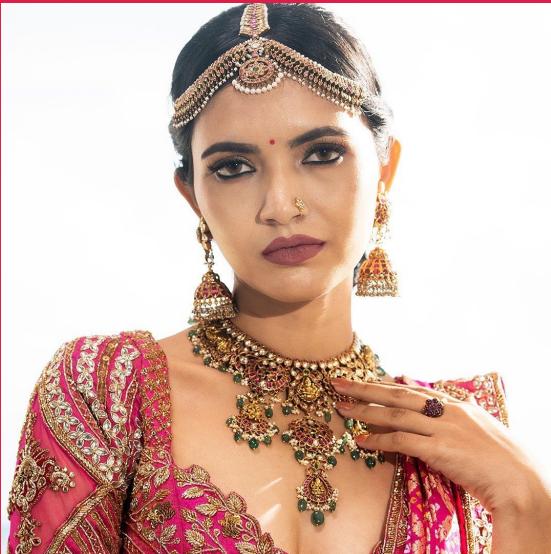
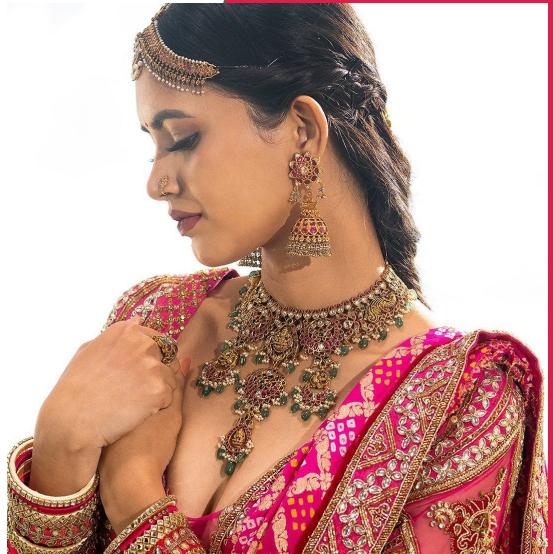
Prince Jewellery



















Donna Rossi











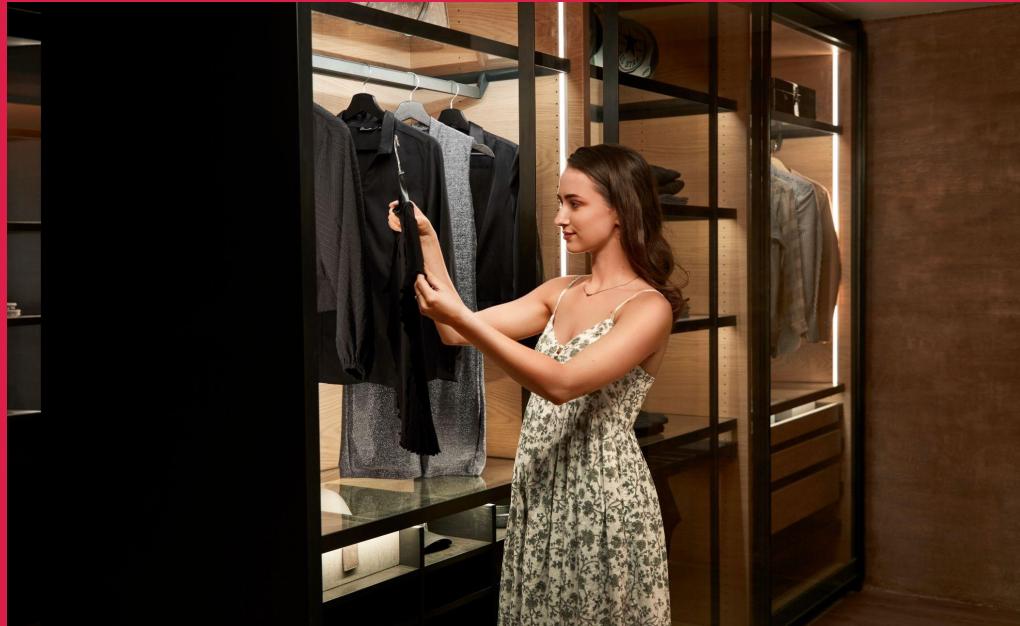
















JKR Resorts





On a clear day,
you'll find yourself



Sometimes,
life's best moments
come out of the blue



Life automatically
slows down here.
Weekends will turn
into long weekends.













Digital Case Studies





Let the celebrations begin



Havia Birthday Offer Campaign 2023: Success Story

A comprehensive analysis of our November birthday campaign performance, engagement metrics, and strategic insights.



CAMPAIGN OVERVIEW

Launching Havia as India's premier luxury chocolate brand through strategic digital outreach and personalized engagement

Campaign Objective

To position **Havia**, the new premium chocolate brand from Hap Agro Pvt. Ltd., as a symbol of luxury and quality among the Indian chocolate/ice cream consumer market.

The campaign aimed to drive brand and product awareness while encouraging users to explore Havia's diverse product range through a personalized birthday offer strategy.



Core campaign elements focused on highlighting Havia's exceptional quality, distinctive taste profiles, and exclusive brand positioning.



HAVIA®
• CHOCOLATES •

Facebook Performance Highlights

17.8M

Total Reach

Extensive audience exposure across
Facebook platforms

17,494

Website Visits

Qualified traffic directed to the Havia
website

Our Facebook strategy successfully delivered broad awareness while
maintaining strong engagement rates. The platform served as an effective
channel for introducing Havia to new audiences across diverse demographics.

A gift
to remember.

Instagram Performance Highlights

25.4M

6,903

205K

Total Reach

Massive audience exposure generating brand awareness

New Followers

Growth in brand community and long-term audience

Website Visits

High-intent traffic from engaged Instagram users

Instagram emerged as our highest-performing platform, demonstrating exceptional engagement with our visually-rich content showcasing Havia's premium chocolate offerings. The visual nature of the platform perfectly complemented our luxury positioning strategy.





Website Performance

663K

Website Visitors

High volume of qualified traffic
exploring Havia products

60K

Registrations

Strong conversion rate from visitors
to registered users

Our website served as the critical conversion point where interest transformed into action. The birthday offer landing page achieved an impressive 9.05% conversion rate from visitors to registrations, significantly above industry benchmarks for luxury food products.

| Session source | Users | Sessions | Engaged sessions | Average engagement time per session | Engaged sessions per user | Engagement rate |
|---|------------|------------|------------------|-------------------------------------|---------------------------|-----------------|
| google | 257,685.00 | 391,116.00 | 87,970.00 | 21.36 | 0.67 | 0.56 |
| (direct) | 152,038.00 | 223,052.00 | 139,680.00 | 84.23 | 0.92 | 0.63 |
| instagram.com | 123,701.00 | 145,449.00 | 112,763.00 | 148.77 | 1.68 | 1.47 |
| facebook.com | 50,070.00 | 55,044.00 | 15,479.00 | 79.37 | 2.20 | 2.00 |
| social | 32,368.00 | 38,914.00 | 16,115.00 | 37.08 | 0.50 | 0.41 |
| espnccricinfo.com | 2,255.00 | 2,514.00 | 412.00 | 9.92 | 1.18 | 1.16 |
| tco | 816.00 | 968.00 | 715.00 | 62.62 | 0.88 | 0.74 |
| youtube.com | 285.00 | 432.00 | 335.00 | 233.73 | 2.47 | 1.54 |
| Times of India | 535.00 | 594.00 | 158.00 | 87.15 | 2.54 | 2.49 |
| m.cricbuzz.com | 39.00 | 40.00 | 12.00 | 6.50 | 0.31 | 0.30 |
| snapchat.com | 22.00 | 33.00 | 23.00 | 56.42 | 1.05 | 0.70 |
| lens.google.com | 19.00 | 49.00 | 30.00 | 61.96 | 1.58 | 0.61 |

Website Traffic Sources

The traffic source breakdown demonstrates the effectiveness of our multi-channel approach. Social media channels delivered the highest volume of visitors, with Facebook and Instagram leading acquisition efforts. Direct traffic indicates strong brand recall from other touchpoints.

Google Ads and organic search results demonstrate increasing brand awareness, while the presence of referral traffic suggests successful partnership strategies.

INFLUENCER POSTS

Strategic partnerships with premium lifestyle influencers amplified our reach
and reinforced brand positioning





Click to view

Influencer #1 Performance

Exceptional Reach

1,791,550 accounts reached
through authentic, engaging
content

High Video Engagement

1,965,338 video plays
demonstrating strong content
resonance

Strong Social Proof

17,412 likes and 14,524 shares expanding organic reach

Influencer #2 Performance

Targeted Reach

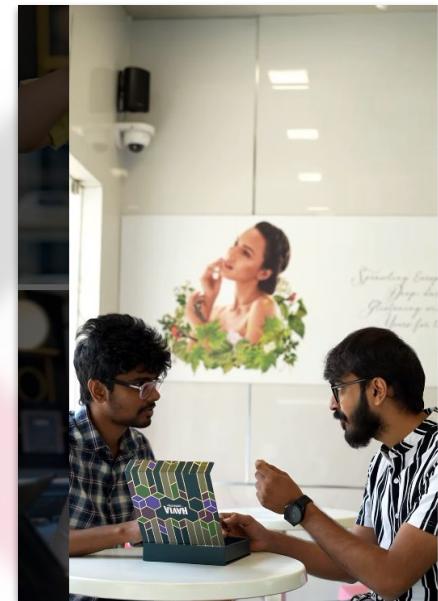
970,896 accounts reached through aspirational luxury content

Exceptional Engagement

1,713,688 video views with 49,534 likes demonstrating strong audience resonance

Viral Sharing

53,839 shares - our highest performing content for viral distribution



[Click to view](#)



[Click to view](#)

Influencer #3 Performance

Niche Audience

465,259 accounts reached with more targeted demographic alignment

Strong Content Performance

640,645 video plays with 29,190 likes showing deep engagement

Active Community

11,668 shares with 135 thoughtful comments demonstrating audience investment

Influencer #4 Performance

Premium Audience

831,260 accounts reached with strong luxury demographic alignment

High Video Completion

1,235,526 video plays with exceptional completion rates

Strong Endorsement

42,307 likes and 29,514 shares amplifying authentic brand advocacy



[Click to view](#)



Click to view

Influencer #5 Performance

Focused Audience

390,916 accounts reached with highly targeted demographic alignment

Strong Engagement

489,682 video plays with 17,794 likes demonstrating content resonance

Authentic Sharing

6,403 shares showing genuine audience connection with brand messaging

Influencer #6 Performance

Micro-Influencer Impact

105,633 accounts reached with highest engagement-to-reach ratio

Deep Engagement

172,676 video plays with exceptional completion rates

Active Community

12,462 likes and 154 comments showing authentic audience connection



[Click to view](#)

CAMPAIGN METRICS

Detailed performance analysis across digital marketing channels



Google Ads Performance

| Platform | Impressions | Avg. CPM | Clicks | CTR | Avg. CPC |
|-----------------|-------------------|----------|----------------|--------------|---------------|
| YouTube | 17,849,111 | \$22.06 | 131,685 | 0.73% | \$2.67 |
| Havia_GDN_oct23 | 8,503,908 | \$29.26 | 494,105 | 5.81% | \$0.50 |
| Search Ads | 481,083 | - | 13,303 | 2.77% | \$7.06 |
| Total | 26,834,102 | - | 639,093 | 2.38% | \$1.28 |

Our Google Ads strategy delivered exceptional performance across multiple platforms. The Google Display Network campaign achieved an outstanding 5.81% CTR, significantly above industry benchmarks. YouTube provided massive reach at scale, while search ads captured high-intent users actively seeking premium chocolate products.

Social Media Campaign Performance

| Campaign Objective | Impressions | CPM | Reach | Frequency | Link Clicks | Landing Page Views | Cost per Landing Page View |
|--------------------|-------------------|---------|-------------------|-------------|---------------|--------------------|----------------------------|
| Awareness & Reach | 14,944,630 | \$4.04 | 14,944,630 | 1.00 | 9,872 | 1,283 | \$47.08 |
| Website Traffic | 1,848,452 | \$30.43 | 1,103,748 | 1.56 | 37,946 | 16,150 | \$3.70 |
| Retargeting | 3,709,449 | \$14.23 | 996,099 | 3.72 | 47,801 | 29,282 | \$1.80 |
| Total | 20,502,531 | - | 17,044,477 | 2.10 | 95,619 | 46,715 | \$17.53 |

Our three-stage social media funnel approach delivered strong results at each level. The retargeting campaign demonstrated exceptional efficiency with the lowest cost per landing page view at \$1.80, showing the value of nurturing interested prospects.

Times of India Partnership

316K

Impressions

Premium placement in India's leading news publication

1,149

Clicks

High-quality traffic from engaged readers

Our strategic partnership with Times of India provided valuable credibility and exposure to an affluent, educated audience segment. This collaboration reinforced Havia's premium positioning through association with a trusted, established media platform.

While delivering a modest 0.36% CTR, this channel's value extended beyond direct response metrics by enhancing brand legitimacy and perception.

Overall Campaign Performance



67.8M

Total Impressions

Massive brand exposure across all digital platforms

60K

Registrations

Opted-in customers for ongoing relationship building

663K

Website Visitors

Qualified traffic exploring Havia's premium offerings

817K

Total Clicks

Strong engagement across all campaign touchpoints

The campaign achieved exceptional reach and engagement metrics, successfully establishing Havia as a premium contender in India's luxury chocolate market. Our integrated approach across Facebook, Instagram, and YouTube created multiple touchpoints for consumer discovery and engagement.



POST PROMOTION METRICS

Content format performance analysis across social platforms

Static Post Performance



Facebook

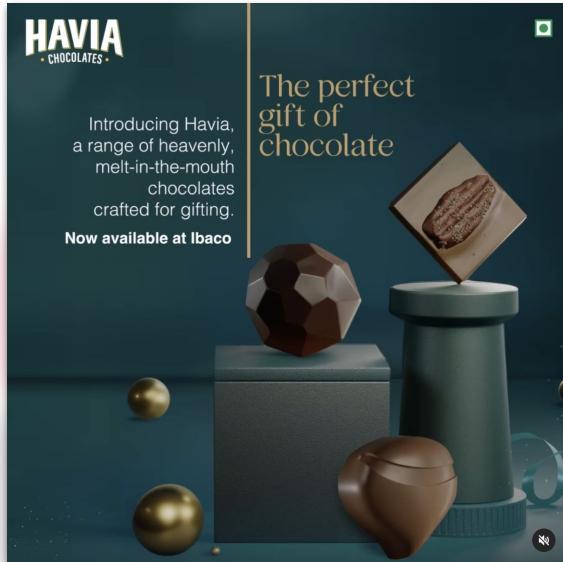
- 355,360 Impressions
- 289,344 Reach
- 1,315 Engagements
- 1,878 Clicks

Instagram

- 303,900 Impressions
- 281,919 Reach
- 5,041 Engagements
- 198 Clicks

Static posts delivered strong reach but showed platform-specific engagement patterns. Facebook users were more likely to click through to the website (0.65% CTR), while Instagram users demonstrated higher engagement with the content itself (1.79% engagement rate) but were less likely to leave the platform.

Video Post Performance



Facebook

- 396,957 Impressions
- 359,743 Reach
- 53,087 Engagements
- 1,360 Clicks

Instagram

- 764,849 Impressions
- 673,788 Reach
- 57,034 Engagements
- 401 Clicks

Video content significantly outperformed static posts across all engagement metrics on both platforms. Facebook videos generated a remarkable 13.37% engagement rate (vs. 0.45% for static), while Instagram videos achieved 7.46% engagement (vs. 1.79% for static). These results clearly demonstrate that video content was the optimal format for communicating Havia's premium positioning and product quality.



Indulgence, inside-out.



THE PATH TO SUCCESS

Key strategic elements that drove our campaign performance

Effective Multi-Platform Execution



Social Media Excellence

Optimized platform-specific content strategies for Instagram and Facebook, leveraging each platform's unique strengths. Instagram's visual focus showcased product quality, while Facebook's community features drove engagement and sharing.



Precision Targeting

Implemented sophisticated audience segmentation across Google Ads and social platforms. Display network achieved 5.81% CTR through precise targeting, while retargeting campaigns delivered landing page views at just \$1.80 each.



Strategic Partnerships

Collaborated with Times of India and carefully selected influencers to reach premium audiences and build credibility. Influencer content generated over 4.5M combined video plays and 30K+ shares.

Strategic Campaign Design

Premium Brand Positioning

Positioned Havia as a premium chocolate brand, focusing on exceptional quality, exquisite craftsmanship, and exclusive appeal. Every touchpoint was designed to reinforce luxury positioning.

Emotional Connection

Leveraged the emotional significance of birthdays to create a personal connection with consumers. The birthday offer provided a meaningful reason to engage with the brand and sample products.

Visual Excellence

Developed visually stunning content that showcased product details, textures, and craftsmanship. High-quality production values reinforced premium positioning at every touchpoint.

Measurable ROI

Data-Driven Optimization

Implemented comprehensive tracking across all channels, enabling real-time performance analysis and campaign optimization. This agile approach allowed for budget reallocation to highest-performing tactics and audiences.

Cost-Effective Engagement

Achieved exceptional efficiency with overall Google Ads CPC of \$1.28 and social media cost per landing page view as low as \$1.80 for retargeting campaigns. These metrics demonstrate strong ROI for premium product marketing.

Conversion Success

Generated 60,042 registrations from 663,445 website visitors - a 9.05% conversion rate significantly above industry benchmarks for luxury food products. This success indicates strong audience-message alignment.

Key Takeaways

Storytelling Drives Premium Brand Positioning

The campaign successfully established Havia as a luxury chocolate brand through compelling narrative and visual excellence. Emotional storytelling around birthdays created meaningful connections with consumers, encouraging product exploration.

Multi-Channel Approach Maximizes Reach & Impact

Our integrated strategy across social, search, display, and influencer channels created multiple touchpoints for discovery and engagement. Each platform played a distinct role in the consumer journey, from awareness to conversion.

Video Content Delivers Superior Engagement

Video formats significantly outperformed static content across all platforms, with up to 13.37% engagement rates compared to 0.45-1.79% for static posts. Future campaigns should prioritize video content for maximum impact.

Arun Ice Creams | Happy 100 - Regional Campaign Strategy 2025

Welcome to our comprehensive analysis of the upcoming 2025 regional campaign performance projections. This presentation outlines our strategic approach across four key South Indian markets and provides actionable insights to maximize market penetration and brand engagement in the coming year.



Campaign Overview: Our Regional Approach

Our 2025 campaign strategy targets four distinct South Indian markets with customized approaches reflecting local consumer preferences and competitive landscapes:

- Telangana - Urban-focused with digital-first engagement
- Andhra Pradesh - Rural expansion with traditional media mix
- Karnataka - Premium positioning in metropolitan areas
- Goa - Tourism-aligned seasonal promotions

Each region requires unique tactical execution while maintaining our core brand promise of **authentic South Indian flavors with modern innovation.**



Telangana Market: Digital-First Growth

37%

Market Share Target

Projected increase from current 28%
share

₹42M+

Impressions

3.8x

ROAS

Projected return on advertising spend

Our Telangana strategy leverages **Hyderabad's tech-savvy demographic** with targeted social media campaigns and influencer partnerships focusing on our premium flavor lines. We'll expand distribution in IT corridors and implement QR-driven sampling programs at tech parks.

365,677

0.87%

Link Clicks

CTR

42,147,812

23,301,483

Impressions

Reach

frun[®]
ICECREAMS

HAPPY 100 OFFER

FREE Bars and Bites worth ₹100!

Taste India's most innovative ice creams. Try our uniquely shaped ice cream bars made with extrusion technology and share them with your friends.

Offer valid exclusively for ages 13-19.
Click the link below.
Registration closed soon

Andhra Pradesh: Traditional Media Mix

Regional TV Dominance

42% of budget allocated to regional Telugu channels with highest viewership during prime family viewing hours

Retail Expansion

Adding 1,200 new point-of-sale displays in tier-2 and tier-3 cities focusing on our affordable family packs

Festival Activations

Targeted campaigns around Ugadi, Sankranti and regional harvest festivals with specialized limited editions

Our Andhra strategy focuses on **cultural authenticity and family traditions**, emphasizing our locally-sourced ingredients and traditional South Indian flavors.

Andhra Pradesh: Competitive Analysis

| | |
|-------------------|-------------------|
| 261,620 | 0.70% |
| Link Clicks | CTR |
| 37,122,574 | 20,660,399 |
| Impressions | Reach |

Market Share Battle

The Andhra market presents our greatest competitive challenge, with established local brands commanding significant loyalty.

Our research shows:

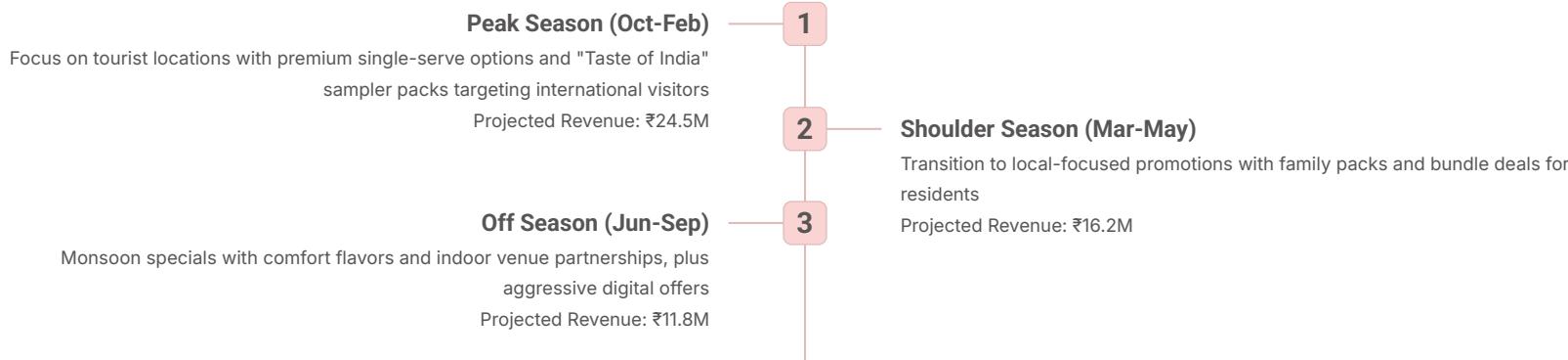
- Current share: 22% (vs. 34% for leading competitor)
- 2025 target: 30% market share
- Key battleground: Family-size take-home packages

Price sensitivity remains higher in AP than other regions, requiring strategic pricing tiers and value-focused messaging.



| | |
|-------------------|-------------------|
| 141,964 | 0.50% |
| Link Clicks | CTR |
| 28,604,473 | 16,065,604 |
| Impressions | Reach |

Goa: Tourism-Driven Seasonal Strategy



Our unique [dual-market approach](#) in Goa balances tourist appeal with year-round local customer loyalty, requiring distinct messaging and product positioning throughout the calendar.

Karnataka: Metropolitan Premium Positioning

| | |
|-------------------|-------------------|
| 455,055 | 1.02% |
| Link Clicks | CTR |
| 44,578,341 | 24,871,854 |
| Impressions | Reach |

Current market penetration with 2025 growth targets

Premium Product Innovation

Launching 6 new artisanal flavors exclusive to Bangalore and Mysore, featuring farm-to-cone traceability and sustainable packaging

Experience-Based Marketing

Opening 3 flagship "Arun Scoop Studios" in high-traffic urban centers with interactive flavor creation stations and Instagram-worthy design

Tech Integration

New mobile app with loyalty program, personalized flavor recommendations and delivery partnerships with Swiggy and Zomato

Karnataka represents our **innovation laboratory** where we test new concepts before potential national rollout. The urban centers provide ideal demographics for premium positioning and digital engagement.

Overall Regional Performance Targets

| | |
|--------------------|-------------------|
| 1,224,316 | 0.80% |
| Link Clicks | CTR |
| 152,453,200 | 84,899,934 |
| Impressions | Reach |

Our 2025 strategy projects **31% overall market share** across all four regions, with projected revenue growth of 24% year-over-year.

The integrated approach balances regional customization with brand consistency.

592,331
Total Registrations

Digital Performance Metrics

2.28M

64.6%

2:12

Web Visitors

Projected annual traffic
to Arun digital
properties

Engagement Rate

Target for meaningful
site interactions

Avg Session Time

Duration of typical
website visit

Our digital strategy focuses on **conversion optimization** rather than just traffic volume. Key initiatives include:

- Enhanced product locators with real-time stock updates
- Region-specific microsites with local flavor profiles
- Mobile-first user experience for on-the-go discovery
- Personalized recommendations based on regional preferences

Implementation Timeline



Q4 2024 (Oct-Dec)

Finalize regional budgets, complete creative production, conduct market testing



Q1 2025 (Jan-Mar)

Full campaign launch across all regions with heavy initial push in Karnataka and Telangana



Q2 2025 (Apr-Jun)

First performance review, tactical adjustments, begin Andhra Pradesh expansion phase

Each regional marketing manager will receive detailed tactical playbooks by September 30th. Please submit any specific regional insights or competitive intelligence by September 15th to be incorporated into the final strategy.

Eldia Pure Coconut Oil

Eldia Pure Coconut Oil Case Study

ADWANTS 2020

Our campaign was set to break ideals and false promises of beauty and spelled out the importance of self care, and the induction of our new brand ambassador amplified that message.

As an impact of our unique SMO strategy and digital PR, we saw 5.5 million impressions.

[Click the image to view the case study.](#)

Hatsun Paneer

Hatsun Paneer Case Study

ADWANTS 2020

Our objective with this campaign was aimed to increase brand recall, increase visibility and claim ownership of paneer in the digital space.

Over the course of 10 days across fours states, Hatsun Paneer made 9.9 Million impressions.

[Click the image to view the case study.](#)

Capstone Clinic

Capstone Clinic Case Study

ADWANTS 2020

With the structured vision to filter out fake news, we created @capstonesays on Instagram as an initiative to build an interactive and informative space to offer you verified and authentic information on COVID-19.

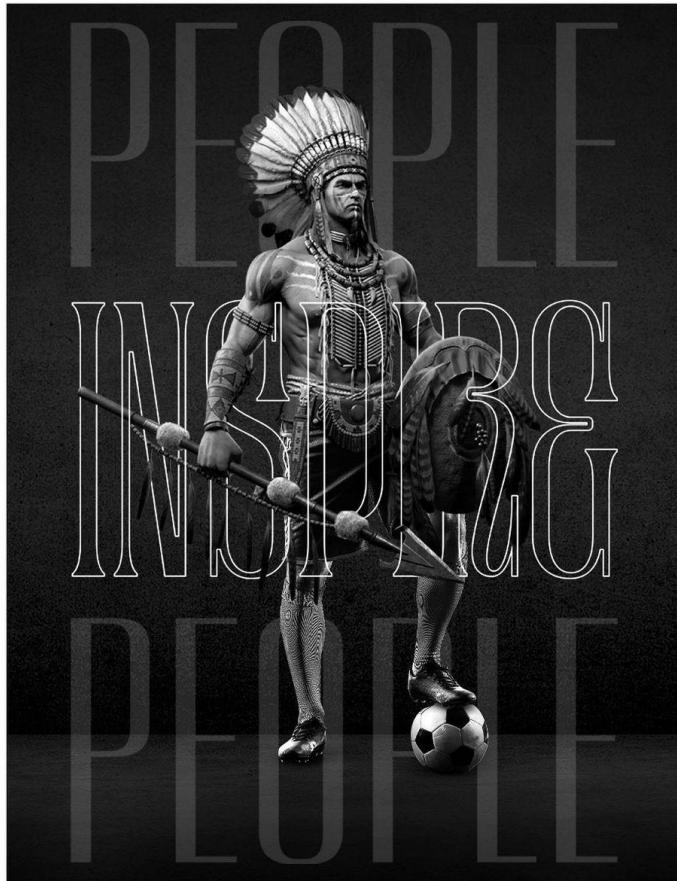
Authentic information from a reliable and trustworthy source helped create phenomenal content and paved the way for tremendous reach.

[Click the image to view the case study.](#)

And we'd love to tell you more,
but this deck has its limits.....

Let's catch up in person or over a
call and take you through the rest—
promise it's worth it!





Reach out for building
human-centric brand experiences