

CASE STUDY

# Eldia Pure Coconut Oil

ADWANTS 2020



# Eldia Pure Coconut Oil

## What you should know about the brand

Eldia Pure Coconut Oil is a 100% pure and natural coconut oil made from the finest hand picked copras. Coconut oil may not be something you think of actively but you know when you're raiding the cupboards in your house, you'll find one tiny bottle without a doubt. When your hair looks a little too unmanageable before a wash you scramble to find a bottle of coconut oil to moisten your hair, even if it's just to rinse it off. What about when you get a sunburn or extremely chapped lips? Even if you have never seen coconut oil as a self care essential, it's always been a household essential. The benefits of coconut oil have stood the test of time and we don't even have to list out the versatility of its uses. It's not just a hair oil, it's always been much more. That's exactly what we're saying with Eldia Pure Coconut Oil. It's not just a coconut oil, it's so much more.



# Campaign Overview

**Building the campaign**

Campaign Objective  
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# Campaign Objective

**BRAND AMBASSADOR REVEAL**

**BRAND REPOSITIONING**

We ran a very unique campaign for Eldia Pure Coconut Oil. We set out to announce the brand ambassador, who would go on to be the face and as extension, the identity of the brand. When our product could be so much more, why shouldn't our brand ambassador reveal campaign be? Raashi Khanna is now all set to endorse Eldia Pure Coconut Oil as a pure and 100% natural product, but why stop there. We endorsed self care. Our first-of-its-kind campaign, positioned self care at the crux of our communication. We packaged not what our product is, but what it could be for you. Amidst the lockdown, when morale is low and routine is lost, we rekindled the idea of self care as a primary responsibility to yourself. In times like these, more than ever, the gentle persuasion towards caring for and dedicating time to oneself was absolutely essential.



# Approach

## Setting the context

Our campaign was set to break ideals and false promises of beauty and spelled out the importance of self care, and our brand ambassador amplified that message. Inducting this association of Raashi Khanna with Eldia Pure Coconut Oil was received with a lot of warmth and appreciation. She endorsed and spoke out about the importance of self care, emphasised her commitment to herself and encouraged everyone to embrace their well deserved “me-time”.

# Execution Strategy

**Social Media Optimisation**

**OTT Platforms**

**Digital PR**

**Content Strategy**



# EXECUTION

## *Phase 1*

The announcement of the brand ambassador was a campaign that unfolded step-by-step. A new perspective requires a clean slate. As a part of our SMO strategy, we established a fresh social media presence. We laid the foundation for the reveal campaign with a series of “Guess Who” posts that would build curiosity and create a buzz.

Following this build phase, our grand reveal was all set to unfold. We commenced the announcement with Raashi Khanna herself speaking of the association and setting the context about self care, which would become the focal point for the brand’s communication.

Our key social media platforms are Instagram and Facebook that house a receptive audience, spread across various demographics, which make them the ideal space to venture into for a product, which in itself is so versatile and widely used and loved.

# EXECUTION

## *Phase 2*

To amplify the reach of the association and to set the precedent for the campaign, we utilised several Digital PR platforms such as JFW and Vikatan to ensure the message reaches the relevant audience.

OTT platforms such as Behindwoods and OneIndia were also an integral part of the campaign that created a buzz amongst the right people. With a collective of these platforms backing our campaign, we were able to reach out to a wide and diverse audience. These are top-performing digital forums that were carefully curated in specific for this campaign to optimise our reach and impressions for the same.

Riding the momentum of this extensive reveal campaign, we continued to create and post content that explored the realms of our theme and emphasised the importance of self care. We continued to leverage the brand ambassador's voice to address various self care and holistic wellness queries.



# RESULTS



**5.5M**

**Impressions**

**8**

**Platforms**

**26**

**Days**

**4**

**States**

The background of the slide is a solid teal color. On the left side, there are several silhouettes of palm trees of varying heights and orientations, creating a tropical aesthetic. The text is overlaid on this background.

# Results

## CAMPAIGN REACH

Our campaign received a lot of love and appreciation from the audience at large. With 23 posts, we set out what would become the building blocks and cemented the foundation of this communication route that addressed a pivotal perspective, all while seamlessly inducting the new face of the brand. We had a flood of enquiries about the benefits and the availability of the product across the state. As an extension of the awareness campaign we set out to run, we have driven sales for the product as well.



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