



Hatsun Paneer

CASE STUDY

ADWANTS 2020

ABOUT HATSUN

Hatsun Paneer is a rich and succulent paneer from Hatsun Agro Products. Ltd. When it comes to a delicious vegetarian meal, a desi favourite is paneer! It's so widely loved that it seamlessly transitioned from an indulgence at a restaurant to an absolutely essential in your list of groceries. When it comes to paneer, there's simply none better than Hatsun. Hatsun Paneer is loved by people across the country for its incomparable quality, richness and taste.

ADWANTS CASE STUDY | HATSUN PANEER



CAMPAIGN OVERVIEW

KEY
POINTS
OF FOCUS

Objective

Geography

Challenges

Approach

Execution

Impact

Results

Our Ads

CAMPAIGN OBJECTIVE

Hatsun is already a household name in the Southern Indian region that has built unparalleled credibility over the years, owing to its superior quality. Our digital campaign was strategized to make Hatsun synonymous with paneer. *When someone says paneer, think Hatsun Paneer.*



BRAND RECALL

Create recall in the minds of the customer about the brand and the product by constant reiteration.

INCREASE VISIBILITY

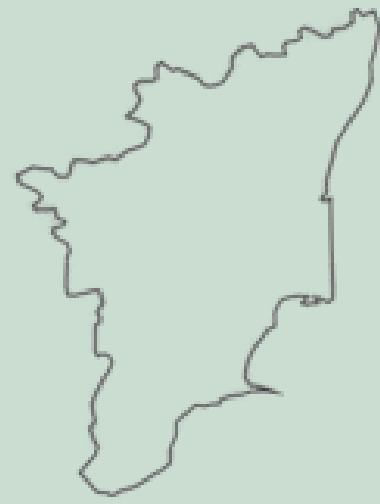
Increase the brand's visibility in the digital space and increase presence in the relevant platforms.

OWNERSHIP OF PANEER

Associate and reiterate the brand alongside paneer and take ownership of the product in the digital space.



KARNATAKA



TAMIL NADU



TELANGANA



ANDHRA PRADESH

Challenges

LIMITED SOCIAL MEDIA ENGAGEMENT

Social media engagement for the brand and the product category itself was limited. To truly create an impactful campaign, we needed to be where the audience were.

MAXIMISING REACH & MINIMISING SPENDS

The second key challenge was optimising our approach to ensure we reached a large number of people while ensuring we manage our spends effectively.

ADWANTS CASE STUDY | HATSUN PANEER



APPROACH

To effectively address these challenges and tailor a coherent and unique campaign strategy that is specific to the brand and its audience. We conducted an independent dipstick research and after extensive perusal and analysis, we identified the right mediums.

ADWANTS CASE STUDY | HATSUN PANEER



EXECUTION STRATEGY

DISPLAY AND VIDEO ADS

We positioned ourselves in the right spaces. Wherever people were seeking recipes and vegetarian dishes, especially paneer, we were certain to advertise there.

REMARKETING CAMPAIGN

We are also running a remarketing campaign, where we draw traffic to the website and display our ads to users who've visited the site, especially alongside relevant content.

INFLUENCER CAMPAIGNS

We have commenced associations with popular chefs who will be creating delicious and unique dishes using Hatsun Paneer, which they will be posting on their social media platforms.

OTT Platforms



ZEE5



SUN NXT



HOTSTAR

IMPACT

Our ongoing campaign has immense reach and is continuing to gain traction. People are constantly looking at a screen, via any digital device at any given point of the day. The content they're confronted with is abundant and through consistent and constant recall, information is etched in their minds. By reiterating our presence, we're occupying space in the minds of the audience, which inevitably influences their buying behaviour. When a consumer walks into a grocery store, they automatically gravitate towards a brand that's on the top of their head. That's the crux of our campaign for Hatsun Paneer.

ADWANTS CASE STUDY | HATSUN PANEER



RESULTS

9.9M

Impressions

10

Days

4

States

We are witnessing an increase in our website traffic and clicks on our ads.

ADWANTS CASE STUDY | HATSUN PANEER



17:59 vegrecipesofindia.com

Breaking down lubricants

SEE MORE y sound like n actually save you money at the pump.

MEDIAVINE Report this ad

To make the paneer recipes, you can either buy ready made cottage cheese from market or you can also [Make paneer at home](#). I always prefer to make paneer at home since its cheaper and also more hygienic. Homemade paneer is softer and better than the store brought one.

Paneer is often made on festive or celebratory occasions. Also when there are guests at home. Some of the paneer recipes mentioned below can be made, when guests arriving or you want to make a special dish for an occasion.

All paneer recipes in this below collection are tried and tested. For ease of reading I have divided this **Cottage cheese recipes collection into 6 categories in the**


Hatsun Paneer Enjoy soft and fresh paneer Close ad

Mobile



15:12 Search vegrecipesofindia.com

Ad




Enjoy soft and fresh paneer
Hatsun brings you incredibly soft and fresh paneer that's rich in flavour

Hatsun Paneer Open

MEDIAVINE Report this ad

4. [Matar paneer](#) – spiced and creamy curry made with green peas and cottage cheese. Its a simple and easy recipe for matar paneer.



Hatsun Paneer Taste fresh and soft paneer OPEN

Our Ads

Here are some of the remarketed ads alongside content related to paneer.

Desktop

The screenshot shows a desktop browser window with two tabs. The active tab is 'paneer pulao recipe | how to ma...' and the address bar shows 'hebbarskitchen.com/paneer-pulao-recipe-paneer-peas-pulav/'. The browser's address bar and search bar are visible. The page content includes a navigation menu with 'HOME', 'BREAKFAST', 'RICE', 'PANEER', 'SNACKS', 'SABZI', 'SWEETS', and 'LU'. Below the navigation menu is an advertisement for Hatsun Paneer. The ad features a couple in a field and a package of Hatsun Paneer. The text of the ad reads: 'Enjoy soft and fresh paneer', 'Ad Experience the freshness and delicious flavour of rich and soft...', 'Hatsun Paneer', and 'Open'. Below the ad is a paragraph of text: 'i have prepared this pulao very similar to my previous [tawa pulao](#) and [matar pulao](#). however i have added paneer cubes in this recipe which gives it a unique taste and flavour. while raw paneer can also be added to this, but i would heavily recommend to pan fry the paneer cubes before mixing it with rice. moreover i have used the [paneer / cottage cheese](#) which was prepared at home and made sure to make it bit hard. otherwise the paneer would loose its shape while frying and mixing it with rice. whilst homemade paneer is ideal for this recipe, you can also use store bought one too.'

Below the text are two images: one showing a bowl of paneer pulao and another showing a bowl of paneer pulao with a side of raita. The text 'paneer pulao' is overlaid on the second image. At the bottom of the browser window, the Windows taskbar is visible with the search bar and several application icons. The system tray shows the time as 11:20 AM and the date as 24.08.2020.

4. [Matar paneer](#) – spiced and creamy curry made with green peas and cottage cheese. Its a simple and easy recipe for matar paneer.

YouTube

Hatsun Paneer Kadaai Visit Advertiser



Your video will begin in 4

Ad • 0:03

Hatsun AD 5 videos

#sanjeevkapoor #ShahiPaneer


Shahi Paneer | शाही पनीर | Sanjeev Kapoor Khazana

399K views

4.3K 484 Share Save Report

 Sanjeev Kapoor Khazana 5.92M subscribers **SUBSCRIBE**

Visit advertiser



Video will play after ad


Ad • 0:03

Hatsun Ad 5 videos

Aloo Paneer Kulcha | #LockdownDiaries | Hemant Seth | #FansAtHome | Sanjeev

9.1K views · 3 months ago

202 13 Share Download Save

 Sanjeev Kapoor Khazana 59.2 lakh subscribers **SUBSCRIBE**

CONTACT ADWANTS

MAILING ADDRESS

New No-45, 2nd Floor, Eldams Rd, Teynampet,
Chennai, Tamil Nadu 600018

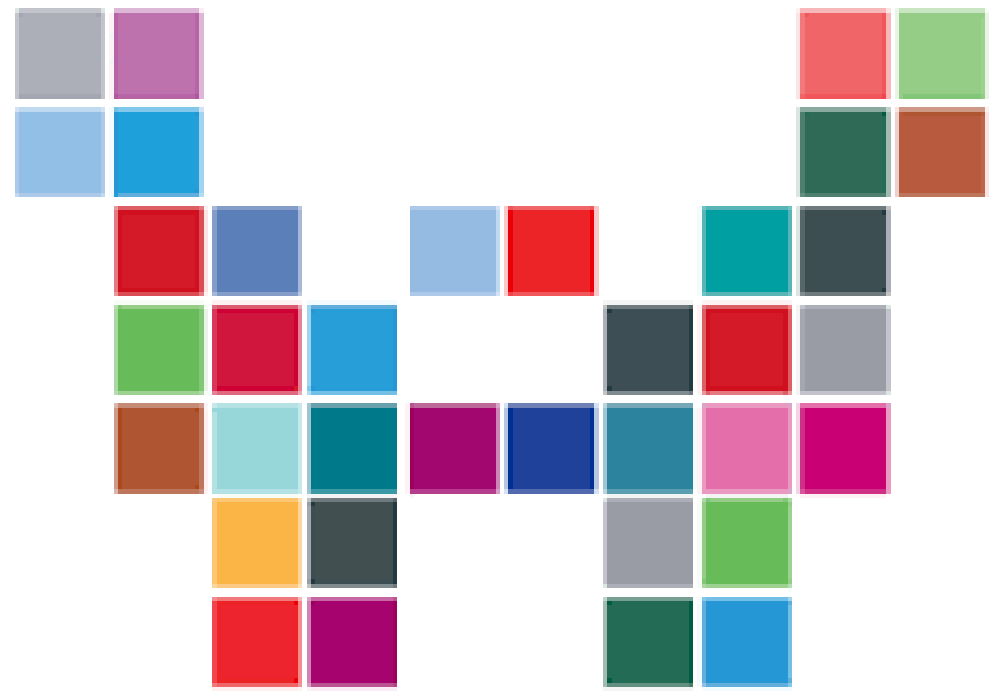
EMAIL ADDRESS

hello@adwants.in

CONTACT NUMBER

044 - 7966 6047





A d w a n t s

HATSUN[®]