

CASE STUDY

 **Dark Fantasy**



Chaotic
Hectic
Stressful
Conferences
Presentations
To do list
Meetings
Training
Busy

Weekdays **Weekends**



#CantWaitWontWait



MARKET DARK FANTASY

Marketing Brief :

- ❑ Dark Fantasy : Premium chocolate filling biscuit from ITC
- ❑ Raising brand visibility and popularity in Karnataka and Kerala.
- ❑ Position it as a key baking ingredient in cake and dessert recipes

Marketing Objective :

- ❑ Increase consumption of Dark Fantasy biscuits in making dessert / cake recipes

Insight :

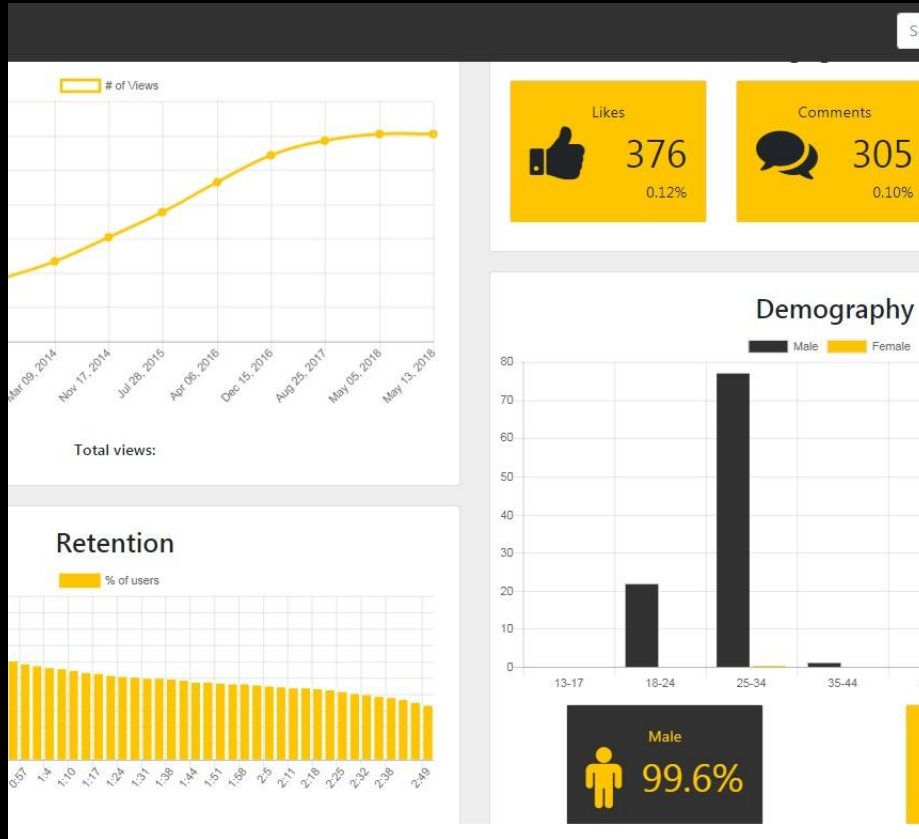
- ❑ Market for biscuits is cluttered. There are other premium biscuits available.
- ❑ People try out recipes using chocolate biscuits.
- ❑ In south India people bake cakes and make various desserts during Christmas and New year.

MARKETING STRATEGY



- Branded content through influencers was the key as
 - It does not look like typical ad.
 - Influencers give authentic voice.
 - Audience can connect to the creators more emotionally.
- Choose 5 creators who have strong target audience in south.
- Creators to bake cake using Dark Fantasy and share it on there various digital platforms.
- UGC based contest : Creators would ask the audience to do same and would reward the best recipe.
- Every deliverable from the creators would be ROI driven in terms of cost, timeline and reach.

EXECUTION

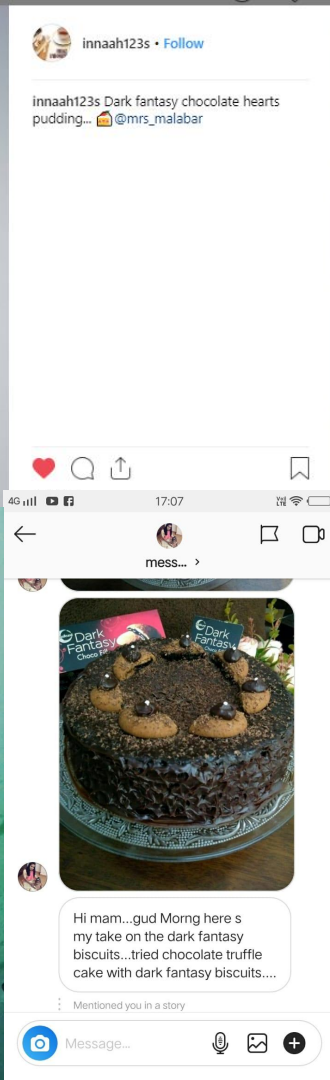


- Managing end to end execution.
- Brand could monitor each creator content at each step: concept -> script -> production -> editing etc.
- So, final product is exactly as per brand's requirement.
- Brand had the campaign tracker which was regularly updated.
- Sheeko provided real-time analytics on the performance of the creators' contents via dashboard.
 - ❑ Video performance & engagement. Eg: Likes, comments, shares
 - ❑ Multi video analysis
 - ❑ Audience analysis: Gender / Age
 - ❑ Fake views tracker



RESULT

- Sheeko has worked with Creators across their multiple platforms.
- Sample creators of the campaign :
 - ❑ [Chef Meghna](#)
 - ❑ [Hebbar's Kitchen](#)
 - ❑ [Mrs Malabar Kitchen](#)
 - ❑ [Sallu Kitchen](#)
 - ❑ [Yummy Tummy Aarthi](#)
- Total views : 3M and counting
- Many followers of the creators joined the contest and participated with creative and innovative recipes.



MULTI LAYERED MARKETING PROMOTION : RIPPLE EFFECT

5 layers of media

- **creator media**

Where creators posted recipe videos from their various social media channels. It was cross platforms promotional campaign.

- **people participating**

The contest created a lot of conversation among audience. As it was UGC based fans of the creators participated too.

- **people posting**

People posting the recipe from their social media channels with brand hashtags tagging the creator.

- **creator announcing winner**

Creators choosing the best winner and making the post from their social media channels further doing brand promotion.

- **people sharing winning moments**

Winners post about their winning moments with dark fantasy hamper from their social media channel.

CONTENT MADE EASY

Sheeko

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