**Paper Boat: Marketing Strategy**

Paper Boat is an Indian beverages brand that produced traditional, indigenous drink range from Aam Ras to Jaljeera. Started in 2013, with an aim to retain the Indian flavours with a fusion of new innovation. Paper boat shows tremendous growth over the year, due to strong marketing hold.

The marketing strategy of Paper Boat revolves around the old memories and ethnic recipes, to develop emotional contact with the targeted audience. Paper Boat has established a good emotional contact with the customer over a very short span of time. The tagline of Paper Boat ‘Drinks and Memories’ focus on connecting the customers to their childhood with the essence of the traditional flavours.

Paper Boat use various social media platforms like Facebook, Instagram, Twitter and Youtube to run a storytelling campaign. It personifies the meaning of life to enrich the organic reach. Paper Boat also released various campaign to get the right audience in the competitions like #FloatABoat campaign & Multi-media campaign.

Paper Boat’s television advertising campaign consisted of a series of simple ads that reflected the brand idea of childhood memories. The brand has also released a range of short films like ‘Ride Down the River of Memories’, ‘Waiting for Ma’, ‘My Struggles with the Treasure Chest’ and ‘Hum honge kamyab’. Paper Boat has also ventured into book publishing like Three Men in a Boat and Jungle Book, Half Pants Full Pants by Anand Suspi.

Content Marketing Strategy:

* Digital Comics
* The Teller of Tales
* Visual Theory
* Animated raconteurs
* Drinks, memories and individualistic content