

INTRODUCTION

- HAVMOR'S BRAND IDENTITY IS ROOTED IN A RICH HISTORY AND A FOCUS ON QUALITY AND CUSTOMER DELIGHT. HERE'S A BREAKDOWN OF KEY ASPECTS:
- HISTORICAL ROOTS: FOUNDED IN 1944, HAVMOR HAS A LONG-STANDING PRESENCE IN THE INDIAN ICE CREAM MARKET. ITS ORIGINS TRACE BACK TO SATISH CHONA'S ENTREPRENEURIAL VISION, WITH SIGNIFICANT DEVELOPMENT IN AHMEDABAD, GUJARAT.
- CORE VALUES: THE BRAND EMPHASIZES "ACCHAI, SACCHAI, AND SAFAI" (GOODNESS, TRUTHFULNESS, AND PURITY), REFLECTING A COMMITMENT TO QUALITY AND INTEGRITY. THE CORE PURPOSE OF THE BRAND IS "TO CATALYZE MOMENTS OF DELIGHT EVERY DAY" IN ITS CONSUMERS' LIVES.
- BRAND PERCEPTION: HAVMOR IS KNOWN FOR ITS DIVERSE RANGE OF ICE CREAM FLAVORS AND ITS FOCUS ON CREATING MEMORABLE CONSUMER EXPERIENCES. THEY HAVE WORKED ON CREATING BRAND BUZZ THROUGH CAMPAIGNS THAT LEVERAGE FESTIVE AND CELEBRATORY TIMES.
- MODERN DEVELOPMENTS: FOLLOWING ITS ACQUISITION BY LOTTE CONFECTIONERY IN 2018, HAVMOR HAS CONTINUED TO GROW AND EVOLVE. THEY WORK ON THERE PACKAGING TO REFLECT THE DIVERSE INDIAN CULTURE.
- MARKETING AND BRANDING: HAVMOR UTILIZES VARIOUS MARKETING STRATEGIES, INCLUDING ON-GROUND ACTIVATIONS, SOCIAL MEDIA CAMPAIGNS, AND A FOCUS ON PRODUCT INNOVATION. THEY HAVE WORKED ON CAMPAIGNS THAT CENTER AROUND FESTIVE FEELINGS, AND THE FEELINGS OF LOVE.IN ESSENCE, HAVMOR'S BRAND IDENTITY BLENDS ITS TRADITIONAL VALUES WITH MODERN MARKETING APPROACHES, AIMING TO PROVIDE HIGH-QUALITY ICE CREAM AND CREATE JOYFUL MOMENTS FOR ITS CUSTOMERS.

SOCIAL MEDIA AD CAMPAIGNS



Havmor
ICE CREAM

INDIA'S FAVOURITE FLAVOURS,
IN A KULFI
TRY ONE TODAY

RAJBHOG KULFI
PAAN KULFI
MAVA TILLEWALI KULFI
GULKAND KULFI
MATKA KULFI

Eid
MUBARAK

RANGE STARTING AT ₹20 (50ml)

INDIA'S 2nd REAL ALMOND BRAND

Instagram: /Havmoricecreams #MadeOfMilk

Creative Visualization / Serving Suggestion Only



Havmor
ICE CREAM

UNIQUE ICE CREAM
FOR UNIQUE TASTES
TRY ONE TODAY.

FRUIT CUSTARD
BLACK FOREST
CHAI BISCUIT
SANDWICH ICE CREAM
SLICE CASSATA

RANGE STARTING AT ₹20

Instagram: /Havmoricecreams #MadeOfMilk

Creative Visualization / Serving Suggestion Only

SOCIAL MEDIA AD-CAMPAIGN

- SOCIAL MEDIA NETWORKS HAVE BECOME POWERFUL PLATFORMS FOR ADVERTISING. HERE ARE SOME KEY INSIGHTS FROM RESEARCH:
- EFFECTIVENESS ASSESSMENT FACTORS; RESEARCHERS IDENTIFY VARIOUS FACTORS THAT INFLUENCE THE EFFECTIVENESS OF ADVERTISING CAMPAIGNS ON SOCIAL MEDIA NETWORKS.
- **BENEFITS OF SOCIAL MEDIA ADVERTISING:**
 1. BRAND AWARENESS: SPREAD THE WORD ABOUT YOUR BRAND, PRODUCTS, AND SERVICES.
 2. WEBSITE TRAFFIC: DRIVE MORE TRAFFIC TO YOUR WEBSITE BY SHARING SNIPPETS OF ARTICLES OR USING CALLS-TO-ACTION.
 3. SALES AND REVENUE: EXPERIMENT WITH PROMOTIONAL TECHNIQUES TO GENERATE REVENUE.