

## **CHALLENGE**

A small local café struggled with low brand awareness and engagement on social media.

They needed a budget-friendly marketing strategy to increase foot traffic.



## **STRATEGY**



## TREND-JACKING THE VIRAL #PRAYFORNESAMANI MEME

- I created a fun, timely discount campaign using a meme from a Tamil movie that was trending worldwide.
- Designed a playful poster with the discount code "Nesamani" to capitalize on the meme's popularity.
- S Proposed donating a percentage of sales to a mock "Nesamani Welfare Fund" to drive emotional connection & engagement.

## **IMPACT**



- The campaign went viral within the local community, driving massive organic engagement.
- Increased foot traffic by 35% and sales by 20% in just two weeks.
- Proved that humor + cultural relevance = powerful low-budget marketing for SMEs.





- Real-time, culturally relevant marketing can drive impact without big budgets.
- Emotional connection (in this case, humour + nostalgia) boosts conversions.



