



The perfect treat  
For any  
moment

## HAVMOR



With Havmor ice cream,  
every day is a special  
occasion, every moment  
is a reason to celebrate,  
and every scoop is a  
taste of pure happiness....





Havmor is a popular Indian ice cream brand known for its wide range of flavours and high-quality dairy products. It was founded in 1944 by Satish Chona in Karachi (now in Pakistan) and later moved to India after Partition. Initially, it started as a small business but has grown into one of India's leading ice cream brands.

### Key Highlights of Havmor:

**Product Range:** Havmor offers a variety of ice creams, including cones, bars, cups, tubs, and ice cream cakes. They also have innovative flavours and premium products.

**Ownership:** In 2017, Havmor was acquired by South Korean food giant Lotte Confectionery, which helped expand its reach and production capacity.

**Manufacturing & Distribution:** Havmor has a strong presence across India, with multiple manufacturing facilities and a widespread retail network.

**Unique Offerings:** The brand is known for its fusion flavours, such as Paan, Raj hog, and Shahi Gulab, alongside classic favourites like Chocolate and Vanilla.

Havmor continues to be a major player in India's ice cream industry, competing with brands like Amul, Vanilla, and Kwality Walls. Let me know if you want details about any specific aspect!



# Comprehensive Digital Marketing Strategy for Havmor Ice Cream.....

A well-structured digital marketing strategy can help Havmor strengthen its brand presence, engage customers, and drive sales. Here's a detailed plan covering key digital marketing aspect:

## 1. Social Media Marketing (SMM)

### Goal:

Increase brand awareness, customer engagement, and conversions

### Platforms & Strategy:

Instagram & Facebook (Primary Visual Platforms)

### Content Themes:

Behind-the-scenes (Havmor's ice cream-making process)

Seasonal & festival-based promotions (e.g., Summer Specials)

User-generated content campaigns (#MyHavmorMoment)

Ice cream pairing ideas (e.g., desserts, drinks)

## Reels & Stories:

- Influencer collaborations
- ASMR ice cream scooping videos
- Ice cream challenges & fun quizzes
- Twitter (X) (Real-time engagement)
- Engage with trending topics & festivals
- Run polls like "Which Havmor flavour is your favourite?"
- Respond to customer queries in a fun, brand-friendly tone
- YouTube (Long-form & Shorts)
- Behind-the-scenes of ice cream production
- "How It's Made" documentaries on unique flavours



- Fun challenges (e.g., "Finish a 1L tub in 5 minutes")
- LinkedIn (B2B Engagement)
- Highlight sustainability efforts & company achievements
- Showcase employee culture & corporate partnerships

## 2. Search Engine Optimization (SEO) & Content Marketing

### Goal:

Improve organic search ranking & drive website traffic

## Website Optimization:

Mobile-friendly UI/UX

Fast loading speed & structured navigation

SEO-optimized product pages with flavour descriptions, nutritional details, & storytelling elements



## Content Marketing:

Blog Topics (targeting high-ranking keywords)

"Best Ice Cream Flavors for Indian Summers"



## "History of Ice Cream:

How Havmor Evolved Over 75 Years"

"5 Unique Ice Cream Pairings You Must Try"



## Local SEO:

"Havmor ice cream near me" keyword optimization

Google My Business (GMB) listings for store locations

Customer reviews & responses to improve trust



## 3. Influencer & Celebrity Collaborations

### Goal:

Build credibility & reach new audiences



### Strategy:

Micro-Influencers (10K-100K followers)

Food bloggers & lifestyle influencers



- Local engagement for specific regions
- Ice cream tasting vlogs & review post
- Macro/Celebrity Influencers
- Bollywood celebrities for mass campaigns
- Collaboration with famous chefs (for ice cream-based recipes)
- User-Generated Content (UGC)
- Run contests like "Make Your Own Havmor Flavour"
- Feature customer photos in social media ads



## 4. Paid Advertising (PPC & Social Ads)

### Goal:

Drive sales & brand recall through targeted advertising

### Google Ads

Search Ads: "Best ice cream brands in India" target

### Display Ads:

Banner ads on food & lifestyle websites

### YouTube Ads:

Skippable ads before cooking & travel videos

### Social Media Ads

Facebook & Instagram Ads

Carousel Ads featuring different flavours

Retargeting ads for website visitors & cart abandoners

Offers & discounts (e.g., "Buy 1 Get 1 Free" on weekends)



# BRAND STUDY ON HAVMOR ICE CREAM



## 1. Brand Overview

Havmor is one of India's leading ice cream brands, known for its premium quality, rich flavours, and innovative offerings. Originally founded in 1944 in Karachi (now Pakistan) by Satish Chona, the brand shifted to India after Partition and grew from a small handcart business into a nationwide ice cream powerhouse.

### Key Facts:

Founder: Satish Chona

Founded: 1944

Headquarters: Ahmedabad, Gujarat, India

Industry: Dairy & Ice Cream

Acquisition: Acquired by Lotte Confectionery (South Korea) in 2017 for ₹1,020 crore

## 2. Brand Positioning & Identity

Brand	Value	Percentage	Quality
Amul	1	85	Very good
Kwality	2	76	Good
Mother Dairy	3	70	Good
Baskin Robbins	4	95	Very good
Naturals	5	90	Good

### Brand Tagline:

"Made with Love" – Emphasizing high-quality ingredients, traditional recipes, and customer satisfaction.

### Brand Values:

Quality & Freshness: Uses premium dairy and high-quality ingredients.

### Innovation:

Continuously launches new and unique flavours inspired by Indian and international tastes.

### Customer-Centric:

Strong focus on engaging customers with new experiences and limited-edition flavours.

## COMPETITOR ANALYSIS & BUYERS

### AUDIENCES PERSONAS

## COMPETITIVE ANALYSIS



### Competitor Analysis

Havmor operates in a highly competitive Indian ice cream market, where established domestic and international brands compete for consumer attention. Here's an analysis of its top competitors:

Brand	Strength	Weaknesses	Market Position
Amul Ice cream	Strong distribution, Affordable pricing, Trusted dairy brand.	Less premium appeal, limited unique flavors.	Market leader, mass Appeal.
Kwality Walls (HUL)	Strong advertising, global backing, diverse product range.	Perceived as artificial, premium pricing.	Wide urban presence.
Baskin Robbins	Premium international brand, exclusive flavors, strong brand image.	Expensive, limited description outside metros.	Niche premium market.
Mother Dairy	Strong dairy brand, good value for money, local trust.	Limited innovation, less aggressive marketing.	Strong in North India.
Naturals	All natural ingredients, unique fruit - based flavors premium appeal.	Limited availability, higher pricing.	Popular in metro cities.

## Buyer & Audience Personas

Havmor's customers vary across demographics and preferences. Below are five key buyer personas:

### The Family Shopper

- 👤 Profile: Parents (30-45 years old), middle to upper-middle class
- 🎯 Needs: Value-for-money, family-sized ice cream tubs, trusted quality

### 💡 Buying Habits:

Prefers bulk purchases for family consumption

Buys from supermarkets (Big Bazaar, D-Mart) or online (Big Basket, Swiggy Instamart)

Loyal to brands that offer consistent quality

### 🛒 Marketing Approach:

Promote family packs & value deals

Retail promotions (Buy 1 Get 1 Free on large tubs)

Digital ads targeting family gatherings & celebrations

Conclusion & Key Takeaways

### Competitive Insights

- Havmor is positioned between Amul (mass-market) & Baskin Robbins (premium).
- It wins with innovation in Flavors & engaging marketing but needs wider distribution.
- Expansion into healthy & vegan categories can attract new audiences.

### Buyer Persona Takeaways

Families → Value & trust (bulk packs, family-friendly deals)

Gen Z → Fun, trendy, limited-edition experiences

## **SEO AUDIT**



An SEO audit of Havmor's official website, [www.havmor.com](http://www.havmor.com), reveals several areas where improvements can be made to enhance search engine visibility and overall user experience.

### 1. Overall, SEO Performance

According to an analysis by SEO Site Checkup, the website received a score of 57 out of 100, which is below the average benchmark of 75. The audit identified 21 critical issues that need attention to improve the site's ranking and performance.

### 2. Common SEO Issues Identified

#### Meta Title Test:

The website's meta titles are not optimized, affecting search engine understanding and ranking.

#### Broken Links:

Presence of broken internal or external links can hinder user experience and SEO performance.

### 3. Recommendations for Improvement

Optimize Meta Titles and Descriptions: Ensure each page has unique and descriptive meta titles and descriptions incorporating relevant keywords.

#### Fix Broken Links:

Regularly audit the site for broken links and rectify them to maintain a seamless user experience.

#### Improve Page Speed:

Optimize images, leverage browser caching, and minimize code to enhance loading times.

#### Enhance Mobile Responsiveness:

Adopt a responsive design framework to ensure the site functions well across various devices.

### 4. Utilizing SEO Audit Tools

Employing comprehensive SEO audit tools can provide deeper insights and ongoing monitoring:

SEMrush: Offers a robust site audit feature to identify and fix SEO issues.

Ahrefs: Provides detailed analysis of backlinks, keywords, and site health.

#### Google Search Console:

Monitors site performance and identifies issues related to indexing and visibility.

Regular audits and timely optimizations are essential to maintain and improve Havmor's online presence, ensuring the website meets current SEO standards and provides an optimal user experience.

# KEYWORD RESEARCH



Conducting comprehensive keyword research is essential for enhancing Havmor's online visibility and attracting potential customers. Below is an analysis based on available data:

## 1. High-Volume Keywords in the Ice Cream Industry

According to Market keep, the following keywords have significant monthly search volumes

"Ice cream near me" – 2,240,000 searches

"Ice cream shops" – 450,000 searches

"Best ice cream near me" – 49,500 searches

"Gelato near me" – 60,500 searches

"Vegan ice cream near me" – 27,100 searches

These keywords indicate a strong consumer interest in local ice cream options, suggesting that Havmor could benefit from optimizing for local SEO terms.

## 2. Long-Tail Keywords Specific to Havmor

Focusing on long-tail keywords can attract more targeted traffic. Potential keywords include

- "Havmor ice cream flavours"
- "Havmor ice cream parlours in [City]"
- "Havmor vegan ice cream options"
- "Havmor ice cream cake prices"
- "Buy Havmor ice cream online"

### 3. Competitor Keyword Strategies

Understanding competitors' keyword strategies can provide insights for Havmor's optimization efforts. A study comparing marketing strategies of Amul, Kwality Wall's, and Havmor highlights that:

Amul emphasizes affordability and quality.

Kwality Wall's targets younger demographics with innovative products.

Havmor focuses on unique flavours and experiential marketing.

This suggests that aligning keyword strategies with brand strengths, such as unique flavour offerings, could be beneficial.

### 4. Recommendations for Havmor's Keyword Strategy

#### Local SEO Optimization:

Incorporate location-based keywords to attract nearby customers searching for ice cream options.

#### Highlight Unique Offerings:

Target keywords related to Havmor's distinctive flavours and products, such as "unique ice cream flavours" or "limited edition ice creams."

#### Content Marketing:

Develop blog posts and articles around trending topics in the ice cream industry, utilizing relevant keywords to drive organic traffic.

## ON PAGE OPTIMIZATION



Improving the on-page SEO of Havmor's official website, [www.havmor.com](http://www.havmor.com), is crucial for enhancing its search engine visibility and user experience. A recent SEO audit revealed that the site scored 57 out of 100, indicating several areas needing improvement.

### Key Areas for On-Page Optimization:

#### Current Issue:

The website's meta titles and descriptions are not fully optimized, which can affect click-through rates from search engine results pages.

#### Recommendation:

Craft unique, keyword-rich meta titles and descriptions for each page to accurately reflect content and entice users to click.

### Content Quality and Keyword Integration:

#### Current Issue:

The site lacks comprehensive content that aligns with high-volume keywords in the ice cream industry.



### Recommendation:

Develop engaging content incorporating relevant keywords such as "ice cream near me," "best ice cream flavours," and "Havmor ice cream specialties" to attract targeted traffic.



### Image Optimization:

#### Current Issue:

Images on the site may not be optimized for faster loading times and search visibility.



### Recommendation:

Use descriptive, keyword-rich file names and alt text for images, and compress images to improve load speed.



### URL Structure:

#### Current Issue:

The website's URLs may not be structured for optimal readability and SEO performance.



### Recommendation:

Ensure URLs are clean, descriptive, and include relevant keywords to enhance both user experience and search rankings.



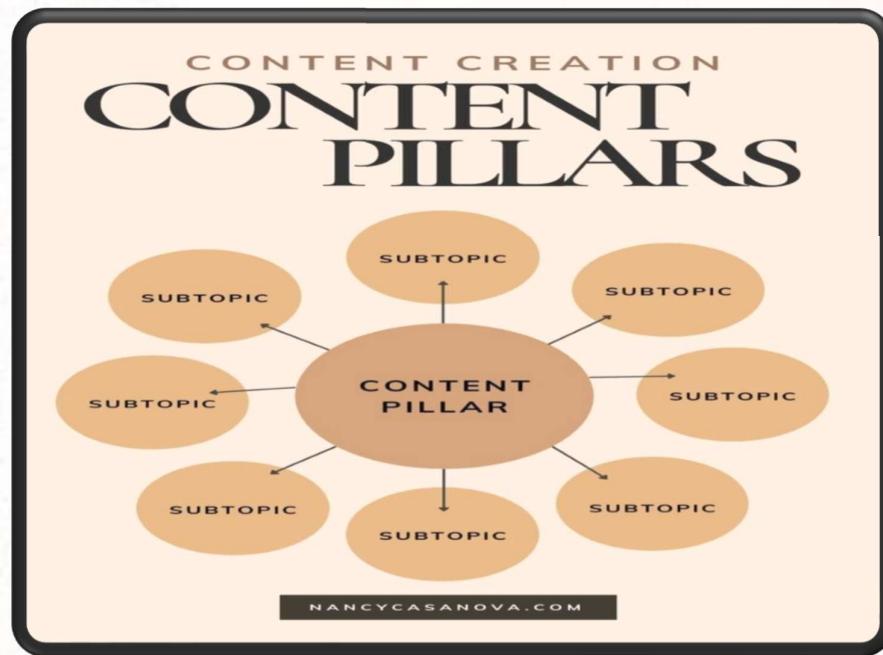
### Internal Linking:

#### Current Issue:

There may be a lack of strategic internal linking, which helps distribute page authority and guides users through the site.



## CONTENT IDEA GENERATION AND STRATEGY



To boost Havmor's digital presence, engage audiences, and improve SEO, a content marketing strategy should focus on brand storytelling, consumer engagement, and seasonal relevance. Below is a structured content plan tailored for Havmor.

### **Brand Heritage:**

The journey of Havmor from its inception to becoming a leading ice cream brand.

### **Behind the Scenes:**

Showcasing how Havmor ice creams are made, focusing on quality and innovation.

### **Unique Flavors:**

Deep dives into special flavours, their inspiration, and food pairings.

Consumer Engagement & UGC (User-Generated Content)

### **My Havmor Moment:**

A campaign encouraging users to share photos/videos enjoying Havmor ice creams.

## Local & Global Trends

### Viral Ice Cream Trends:

Engaging with worldwide trends like rolled ice cream, mochi, or charcoal flavours.

### Cultural Fusion Flavors:

Exploring Indian desserts as ice creams (e.g., Rasmalai Ice Cream).

### Sustainability in Packaging & Sourcing:

1. Showcasing eco-friendly initiatives.
2. Content Formats & Distribution Strategy
3. Monthly Content Calendar (Example)
4. Influencer & Partnership Strategy

**Micro-Influencers:** Engage food bloggers & local influencers for authentic product reviews.

**Chef Collaborations:** Work with chefs to create limited-edition ice cream flavours.

**Food Delivery Partnerships:** Co-marketing with Zomato, Swiggy, and big Basket for exclusive offers.

**YouTube Collabs:** Work with lifestyle YouTubers for "Day in My Life with Havmor" content.

### SEO-Friendly Blog Topics:

- "Best Ice Cream Parlors in [City]" → Boosts local SEO
- "5 Unique Ways to Eat Ice Cream (That You Haven't Tried Before)"
- "The Science Behind Why Ice Cream Makes You Happy!"
- "How to Host the Ultimate Ice Cream Party at Home!"
- "Summer vs. Winter: Why Ice Cream is a Year-Round Treat"

# MARKETING STRATEGIES



Havmor, a leading ice cream brand in India, needs a 360-degree marketing strategy that enhances brand awareness, customer engagement, and sales growth through digital, traditional, and experiential marketing. Here's a comprehensive marketing strategy for Havmor:

## Digital Marketing Strategy

### Seasonal and festive marketing calendar:

Month	Campaign
Jan	New year health focused ice creams.
Feb	Valentines' day ice cream gift packs.
Mar	Holi colourful ice cream special.
Apr - May	Summer coolers and buy 1 get 1 free.
Jun - Jul	Monsoon hot brownie + ice cream.
Aug	Friendship day bring a friend, get a discount.
Sep - Oct	Navratri and Diwali gift hampers.
Nov - Dec	Winter flavours gulab jamun, gajar halwa ice cream.



### Actions:

- Optimize for Local SEO - Target "Havmor ice cream near me" and location-based keywords.
- Blog Content - Publish articles like "Best Ice Cream Flavors for Summer" and "How Havmor Innovates New Ice Creams".
- Recipe Videos - Show creative ways to enjoy Havmor (e.g., ice cream milkshakes, cakes).

### Social Media Marketing

Goal: Drive engagement and brand recall among millennials and Gen Z.

Platforms: Instagram, Facebook, YouTube, Twitter, LinkedIn.



### Actions:

- #MyHavmorMoment Campaign - Encourage users to share their best moments with Havmor ice cream.
- Influencer Collaborations - Partner with food bloggers, chefs, and lifestyle influencers.
- Interactive Content - Polls, quizzes, Instagram Stories (Which Havmor flavor are you?).
- Live Ice Cream Tasting Sessions - Engage audiences with live flavor testing events.



### Video & YouTube Marketing

Goal: Improve brand storytelling and audience engagement.



### Actions:

- Behind the Scenes - Show how Havmor makes its ice creams.
- Challenge-Based Videos - "24-Hour Only Ice Cream Diet" or "Guess the Ice Cream Flavour."
- Customer Testimonials - Feature real stories from happy customers.

# POST CREATION



## 1. Product Showcase Posts

◆ Caption Idea:

"Scoop into happiness with our all-new Mango Cheesecake Ice Cream! 🍌✨ Made with real mangoes & creamy cheesecake goodness. Are you ready to taste summer? 🍉💛 #TasteTheHavmorMagic"

◆ Creative Asset:

📸 A high-resolution close-up shot of the ice cream with a mango cheesecake in the background.

◆ Call-to-Action (CTA):

👉 Tag a friend who loves mangoes! 🍋

## 2. User-Generated Content (UGC) & Testimonials

◆ Caption Idea:

"Happiness is best served cold! 😊 Check out this fun moment shared by @username enjoying their favourite Belgian Chocolate Ice Cream! 🎀🍦 Share your #MyHavmorMoment & get a chance to be featured!"

Creative Asset:

📸 A carousel post featuring happy customers enjoying ice cream.

### 3. Interactive Polls & Quizzes (Instagram Stories & Twitter)

- ◆ Caption Idea:

"The ultimate battle: Choco Chips vs. Strawberry Swirl - which team are you on?

投票 🍓 #HavmorFlavorWars"

- ◆ Creative Asset:

📸 A side-by-side comparison of two ice creams, urging followers to vote.

- ◆ CTA:

🔥 Comment below which flavour wins & why!



### 4. Behind-the-Scenes & Brand Storytelling

- ◆ Caption Idea:

"Ever wondered how your favourite Havmor ice cream is made? 🎉 #FromFarmToScoop" Take a peek inside our ice cream factory where fresh ingredients meet creamy perfection! 🎊 #FromFarmToScoop"



- ◆ Creative Asset:

🎥 A short video showing the production process with engaging music.

- ◆ CTA:

❤️ Double-tap if you love seeing how your ice cream is made!



### 5. Fun Reels & TikTok Content

🎥 Reel Idea: "Ice Cream Personality Test"

🎵 Trendy music playing in the background.



Text overlays:

Choco Chips Lover? You're a risk-taker

Vanilla Fan? You love simplicity & elegance!

Strawberry Swirl? You're the life of the party!



## DESIGNS/VIDEO EDITING

### TOP TIPS 5 FOR VIDEO EDITOR

1

Master video editing software like Adobe Premiere Pro or Final Cut Pro.

2

Learn the basics of video composition and storytelling.

3

Use keyboard shortcuts to speed up editing

4

Understand the importance of pacing in edits.

5

Focus on seamless transitions between clips.



For designs and video editing for Havmor's marketing, here's how you can create eye-catching visuals and engaging videos for social media, ads, and promotional campaigns.

## Design Elements & Brand Identity

- ◆ Colours: Vibrant and refreshing tones like blue, yellow, pink, and white (to represent freshness and fun).
- ◆ Typography: Use playful, modern fonts that evoke joy and indulgence.
- ◆ Imagery: High-quality shots of ice creams, happy customers, and lifestyle settings.
- ◆ Theme: Bright, colourful, and inviting – making every design Instagramable!

## Design Tools for Social Media & Ads

- Canva – For quick and easy social media posts.
- Adobe Photoshop & Illustrator – For high-quality, professional graphics.
- Figma – For UI/UX and design collaboration.
- Crello – Great for animated social media posts.

## Design Templates & Post Types

### Video Editing Strategy for Havmor

🎥 Short-form videos (Reels/TikTok/YouTube Shorts)

"Guess the Ice Cream flavour" Challenge

Making of a New Havmor flavour (Behind the Scenes)

Ice Cream Hacks & Fun Recipes

🎥 Long-form videos (YouTube/Facebook)

Customer Stories & Testimonials

📺 Ad Campaigns (TV & Digital Ads)

Festival Special Ice Cream Ads (Diwali, Holi, Christmas, etc.)

# SOCIAL MEDIA AD CAMPAIGNS



Havmor, a popular ice cream brand in India, has run several creative social media ad campaigns to engage its audience and boost brand awareness. Here are some notable themes and strategies used in their campaigns:

## 1. The Coolest Summer Job

**Concept:** A campaign where Havmor offered people a chance to become an "Ice Cream Taster" for a summer job.

**Impact:** This interactive campaign generated massive engagement on social media, as people shared their applications and experiences.

**Platforms:** Instagram, Facebook, Twitter, and YouTube.

## 2. Happiness Is Havmor

**Concept:** Encouraging users to share moments of happiness while enjoying Havmor ice cream.

**Strategy:** UGC (User-Generated Content) campaign with giveaways for the best entries.

**Engagement:** Increased brand visibility through real customer stories and testimonials.

### 3. Seasonal & Festive Campaigns

Example: Diwali, Holi, and Valentine's Day promotions featuring special edition flavours or discounts.

Tactics: Themed posts, influencer collaborations, and hashtag challenges to boost engagement.



### 4. Influencer Collaborations

Strategy: Partnering with food bloggers and influencers to create trendy content featuring Havmor's ice creams.

Example: Instagram Reels showing innovative ways to enjoy Havmor products.



### 5. Oreo And Havmor Collab

Campaign: Promoting the special Oreo Ice Cream Sandwich through interactive posts, contests, and influencer videos.



### 6. Humorous & Relatable Memes

Theme: Using meme marketing to engage younger audiences with relatable ice-cream cravings and funny moments.

Example: Playful posts about the joy of finishing an entire Havmor tub in one sitting.



### 7. AR Filters & Gamification

Engagement: Using Instagram and Snapchat AR filters where users could virtually "taste" new flavours or play fun ice-cream-themed games.



## EMAIL AD CAMPAIGNS

# Types of Email Marketing Campaigns

News and Updates

Activating Cold Leads

Nurturing Customers

Relationship-Building

Customer Support

New User Onboarding

A strategic email marketing campaign can help Havmor boost customer engagement, loyalty, and sales. Here's a complete email campaign plan, including types of emails, subject lines, design strategies, automation, and performance tracking.

## Email Campaign Strategies & Examples

### A. Welcome Email: "Welcome to the Havmor Family! 🎉"

- ✓ When to Send: Within 24 hours of signup
- ✓ Goal: Build brand awareness & encourage the first purchase
- ◆ Subject Line Examples:

"Welcome! Your first scoop is on us 🍦" (with a discount code)

"Get ready to taste happiness! 🎉"

- ◆ Email Content:

A warm welcome message

A 10% discount code on the first order

Best-selling Havmor flavours to try

Call-to-Action (CTA): "Claim Your Discount"

### B. Product Launch Email:

"Introducing Our New Strawberry Cheesecake Ice Cream! 🍓 🍰"

- ✓ When to Send: 1-2 days before the product hits stores
- ✓ Goal: Create buzz around a new flavour
- ◆ Subject Line Examples:

"The wait is over! Try our new Strawberry Cheesecake Ice Cream"

"Your taste buds will thank you! New flavour inside!"