Case Studies

1. Gone Mad

Gery Gone Mad, a popular snack brand, aimed to establish itself as a prominent name in the South Indian market. To create awareness and engage with the target audience, we launched the 'Cracker ko cash karo' campaign. Offering an assured cashback of ₹100 and a chance to win ₹50,000, this promotion captured the attention of millennials. Collaborating with influencers, we crafted a quirky and engaging communication approach. The campaign resulted in 10 lakh Sugar Cheese Cracker sales, 10 million views, and 2 million social media interactions, driving significant business growth in the region.

1. Nandu’s Chicken

Nandu's Chicken, a Bengaluru-based brand with a 60-year legacy in the meat industry, aimed to establish itself as a leading player in the local market. Despite facing competition from established brands and lacking a digital presence, they needed to rethink their strategy. Positioning their products as the healthiest chicken in Bangalore, Nandu's focused on providing hormone and steroid-free options. The "Committed to Deliver" campaign utilised digital mediums, including print ads and digital films, to raise awareness among millennials and a wider audience about the benefits of healthy chicken. Within six months, the campaign resulted in a retail store increase from 4 to 20 and a significant boost in e-commerce sales, rising from 75k to 7 lakhs.

1. Spar Hypermarkets

Spar Hypermarkets, a global retail chain with a rich history, partnered with us to launch their online store and create brand awareness. Our challenge was to attract website traffic and promote "sparindia.com" despite competition from offline grocery shopping and other brands. Our strategy capitalised on Spar's heritage and brand value by targeting existing consumers and establishing the online channel. We utilised print and digital mediums to generate excitement through print ads and broaden the reach with digital posts.

The integrated campaign, "Now Shop Online," yielded remarkable results. Within six months, we expanded the brand's reach across the city, attracting over 10 lakh new customers.

Testimonials:

Testimonial 1:

Kumaran V Thevar

Managing Director – Ergoline

Team RedPencil truly understands the essence of our brand and consistently delivers innovative and impactful campaigns. They have a deep understanding of our target audience and have helped us create a strong brand presence in the market. Also, their level of professionalism, turnaround time and expertise is unmatched.

Testimonial 2:

Vinod P  
Brand Manager – Wrangler

Having partnered with RedPencil for the past few years, I can confidently say that they have played a crucial role in the success of our brand. Their strategic approach to advertising and their ability to create compelling campaigns have significantly contributed to our brand's growth and market share. The team is highly collaborative, responsive, and always goes above and beyond to meet our objectives. They have exceeded our expectations time and time again.

Testimonial 3:

Pankaj Sadhanidhar

Director - Aadornly

We have the responsibility of ensuring that our brand stands out in a highly competitive market. Working with RedPencil Advertising has been an absolute game-changer for us. Their creative team consistently comes up with fresh and unique ideas that perfectly align with our brand identity. Not only do they produce visually stunning campaigns, but they also focus on the message and the story behind it. They truly understand the power of storytelling and know how to connect with our target audience on a deeper level.