

NutriBites Rakshabandhan 2025 Campaign Framework

Brief & Category Analysis

Brief Deconstruction: Launch "NutriBites," a limited edition low-carb biscuit, for Rakshabandhan 2025.

Target health-conscious urban dwellers by promoting it as a modern, guilt-free gifting option compared to competitors like Cadbury Celebrations.

Brand Personality: Caring, innovative, trustworthy, modern.

Category Perception: Consumers in India are becoming more health-conscious but often doubt the taste and cost of healthy snacks, especially during festive giving.

Rakshabandhan Insight: Gifting during this occasion shows care. A healthy gift symbolizes this well, making it more than just a tradition.

Competitive Analysis: Cadbury Celebrations leads the market but has weaknesses in health.

NutriBites can succeed by being the thoughtful, "guilt-free" choice for festivities.

Strategic Questions

Product:

- How much should each NutriBites pack cost, and how does that compare to other brands?
- Do the ingredients and nutrition actually support our "healthy snack" claim?
- Is the packaging appealing enough for people to choose it as a gift?

Consumer:

- What are the main reasons people pick certain gifts during festivals?
- What would encourage someone to choose NutriBites over traditional sweets or snacks?
- Which social media apps or influencers do people trust for food and lifestyle tips?

Marketing:

- Which 2–3 outcomes (like sales, new customers, or online reach) should we track to see if the campaign is successful?
- How should we split our budget between online ads and in-store promotions?
- Do we want NutriBites to be a festive product only or something people buy year-round?

Core Strategy & Messaging

Big Idea: The main campaign idea is #GiftOfGoodness. It positions NutriBites as a thoughtful gift that shows you care about a loved one's health.

Emotional Hook: The campaign will highlight the special, caring bond between siblings during Rakshabandhan. It emphasizes that good health is the most valuable gift.

Key Message: Focus on three pillars: Health (guilt-free indulgence), Taste (deliciously satisfying), and Gifting (the perfect modern, thoughtful present).

Target Audience & Action

Persona: The target is "Ananya," a modern, health-conscious urban professional (age 30-35) who looks for meaningful, progressive options for her family and friends.

Primary Call to Action: The main goal is to drive immediate sales by encouraging consumers to buy NutriBites for gifting during the festive season.

Secondary Call to Action: Expand the product's appeal by encouraging trials and personal consumption as a healthy everyday snack.

Key Channels & Tactics

Social Media Campaign: Launch a targeted digital campaign on Instagram and Facebook. Work with trusted health and lifestyle influencers to build credibility and appeal.

In-Store Experience: Drive trial and awareness at the point of sale with product sampling stations and eye-catching displays in major supermarkets.

Content Marketing: Create and share valuable content, like blog posts and articles about healthy festive recipes and modern gifting ideas, to attract our target audience.