

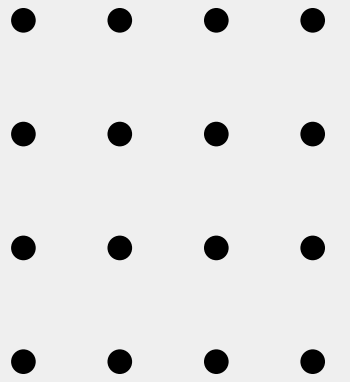
Storia - Campaign

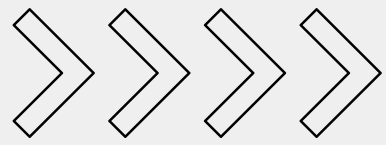


Gresha Shah

Communication Objective

To re-introduce Storia coconut
water as a summer drink this
season





Social media strategy

Instagram, facebook, Twitter

Video Ads

Influencer Tie-ups

Communication Strategy

Offline Tie- ups

Offline Media

Digital Marketing - SEO keyword Strategy



Video Idea

Video idea 1

Shot 1 : A girl drinking coconut water (not with a straw) but water splashing on her face from upside - shot upside down - Transition Shot

Shot 2 - Girl drinking from storia - shot downside up...

Video idea 2

Shot 1 - Two coconuts hitting each other and water splashing with storia in between - a slo mo vide shot, storia emerging out of splashes.

Video Idea

Video idea 3

Shot 1 - Beach view, time lapse sun setting, coconut falling from tree and water splashing on storia bottle - fast video, (water splashing on storia bottle - slo-mo video)

Video idea 4

Shot 1 - A beach and theres too much of heat around, everyone on the beach is sweating except the one who has storia's coconut water in hand. That one person has a cool shadow above his/her head.

Video idea 4 - picture reference



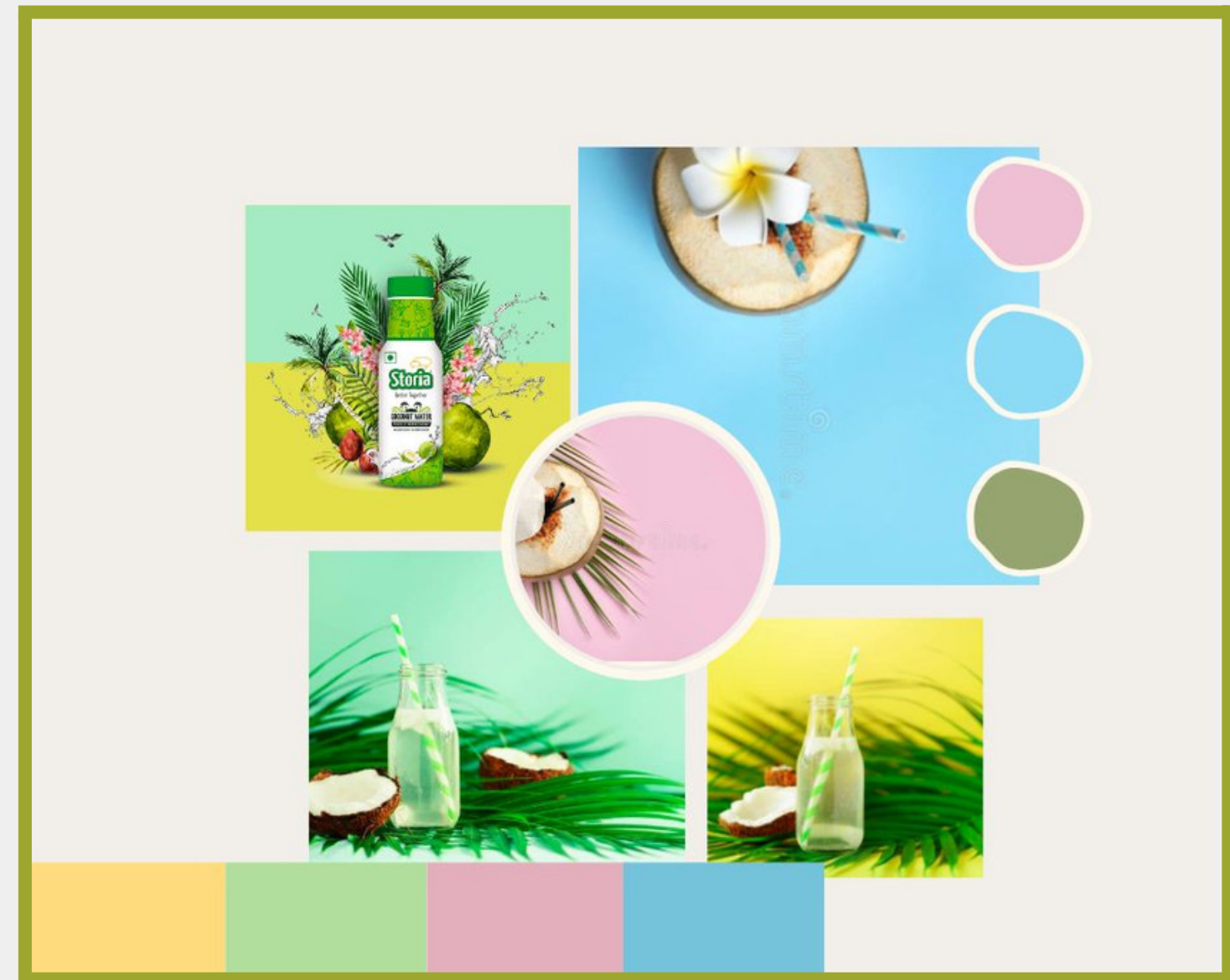
The above picture portrays a barren dessert, in the daylight where a person is walking in the shadow of the ice-cream and could feel as pleasant as the moon light. The above picture is for the purpose of reference and to draw a similar imagination for the Storia coconut bottle - the Storia coconut water can provide a similar solace in the summer heat.

Photoshoot Mood board

Non - pastel mood board



Pastel mood board



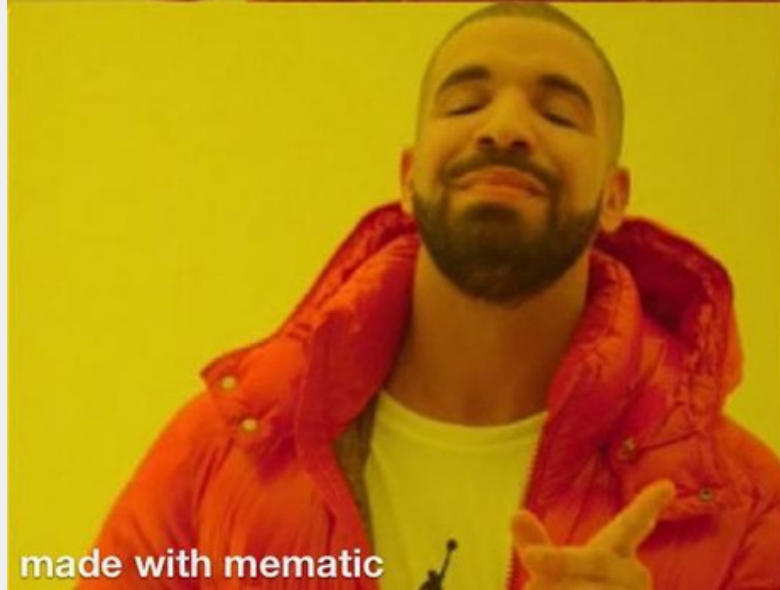
Social Media Content

Date	Day	Platform	Placement (reel/Story/ Post/ Tweet)	Post Copy (Caption)	Content Description	Bucket Type
18th April	Monday	IG / FB	Post/ repost story	Isn't it too hot this summer. Beat the summer heat with Storia's coocnut drink.	Reintroducing coconut drink	Promotional
20th April	Wednesday	IG / FB	Story carousel	The drink for summer	Benefits of coconut water/Aesthetic product picture(next story)	Infomational/ Promotional
22nd April	Friday	IG	Reel	#sipofchange	Influencer promoting the product	Promotional
23rd April	Saturday	TWT/ IG / FB	Picture post - with a tagline	On the layout : - Helps boost immunity, helps in hydration, naturally fat free, sugar free.	Short multiple sentences on benefits of drinking coocnut water in the post itself.	Informational /Promotional
24th April	Sunday	TWT/ IG / FB	Meme and picture Post	#sipofchange	Mocking sugary drinks or junk food instead take sip of change kinda meme// sugary drink on one side tired, dull, restless and coconut drink on the other energetic	Informational /Promotional

Date	Day	Platform	Placement (reel/Story/ Post/ Tweet)	Post Copy (Caption)	Content Description	Bucket Type
26th April	Tuesday	IG	Post	Have a drink #sipofchange	Product picture	
28th April	Thursday	IG	Reel	In the world of carbonated soft drinks, be someones sweet coconut water	different ways of using coconut drink mixing other flavours	Promotional
30th April	Saturday	IG	Post	Happiness is drinking the water straight from the coconut	Aesthetic product picture	Promotional
2nd May	Monday	TWT	tweet	Life happens, coconut helps. take a sip of change from everyday life.		Promotional
4th May	Wednesday	IG	Reel	Give sugary drink a pass balance your electro;ytes after a hard workout with cocnut water	Influencer reel - wavvy video showing all the junk food and then cut to Storia coconut drink reel (mock idea)	Promotional
6th May	Friday	TWT / IG / FB	Post	Its time to change your summer drink	Product Picture - introducing some giveaways or engagement post	Promotional

****The idea is to spreading the content at a constant interval so that the audience dont feel that they are swamped with too much of content at once.**

Meme mock



Influencer Tie - ups

@akshayarora - 19.3k - fashion & lifestyle
@anushkahazraa - 51k - fashion, lifestyle
@chitwangarg - 62.2k - fitness & lifestyle
@diningwithdhoot - 55.8k - food blogger
@theglocaljournal - 117k - Travel, lifestyle, food
@devishimadan - 140k - fashion, lifestyle
@tarini_shah - 328k - fashion, lifestyle

Offline Tie - ups

- Marathons,
- Cyclothons events;
- Kirana Stores
- Medical stores;
- Hypermarket chains - dmart, big bazaar, apna bazaar,
- Reliance smart
- Brick and mortar stores

Digital Marketing Strategy

We can put ads on insta and facebook with the help of ads manager and track the same.

Objective	Increase awareness
Target audience	Travellers, backpackers, working class, teenagers (age : 10 - 50)
Ad placements	IG/ TWT / FB / Messenger / specific mobile devices
Pick a format	Six versatile ad formats, single image, video, multi image format, stories, messenger, carousel, slideshow, collection, playables- interactive review
Email marketing	retargeting old customers – Drink for summer

SEO Campaign Strategy

Page	Short tail keyword	Long tail keyword
Storia coconut water	Coconut	Storia coconut water
	Juice	Refreshing drink
	Summer drink	Sugar free coconut drink

Offline media

The product can have deliverables such as:

- Newspaper Ads
- Radio Spot
- Billboard
- Standee
- Dangler
- Poster



Thank You