



SOFT LAUNCH CAMPAIGN

**CHOCOCHI**

CHOCOLATIER

# Sweet Beginnings

A Strategic Launch Proposal

LAUNCH DATE

**February 12, 2026**



OUR APPROACH

# The Strategy

A four-pillar approach combining digital influence, celebrity partnerships, local community engagement, and experiential events to maximize your soft launch impact.

**YOUR GOALS**

- Successful soft launch
- Brand awareness
- Online & offline engagement
- Drive purchases



## Influencer Engagement

**AUTHENTIC REACH**

We engage only the best – influencers with organic followers and original content. Pre-launch teasers, launch day coverage, and authentic store experiences.



## PRFlow™

**CELEBRITY COLLABORATION**

Content that appears directly on celebrity feeds. Strategic event partnerships where personalities boost your brand while enhancing their own credibility. Win-win growth.



## StreetSmart™

**LOCAL COMMUNITY**

Your neighborhood is your strongest asset. We activate the local ecosystem – partnering with nearby businesses, engaging resident associations, and tapping into local events.



## Live Experiences

**ON-SITE EVENTS**

Memorable moments that draw crowds and generate buzz. Acoustic performances, live chocolate demonstrations, and Instagram-worthy experiences.

THE COMPLETE PICTURE

## Overview



**Influencers**  
Digital Reach



**PRFlow™**  
Celebrity Power



**StreetSmart™**  
Local Buzz



**Live Events**  
Experiences



**Launch Success**  
Feb 12, 2026

## INVESTMENT

## Financials

## Live Store Launch Package

End-to-end strategy, coordination & campaign management across all four pillars

~~₹50,000~~

₹45,000

10% introductory discount

## What's Included

- ✓ Campaign strategy & planning
- ✓ PRFlow™ celebrity coordination
- ✓ StreetSmart™ local partnerships
- ✓ Content direction & oversight
- ✓ Influencer identification & outreach
- ✓ Instagram collab management
- ✓ Live event planning & logistics
- ✓ Launch day on-ground coordination

## Terms &amp; Conditions

- The service fee covers Edmen Talk's strategy, planning, coordination, and campaign management services only.
- Influencer fees, if any, shall be paid and settled directly between the influencer(s) and Chocochi. Edmen Talk is not a party to such transactions.
- Performer and artist fees for live events shall be paid and settled directly between the performer(s) and Chocochi. Edmen Talk is not a party to such transactions.
- Any third-party costs (venue, equipment, materials, etc.) are borne directly by Chocochi and are not included in the service fee.
- This proposal is valid for 7 days from the date of issue (January 30, 2026). Pricing and availability are subject to change thereafter.
- 50% advance payment (₹22,500) is due upon signing of this agreement. Work commences only upon receipt of the advance.
- Remaining 50% (₹22,500) is due on or before the launch date, February 12, 2026.
- In the event of cancellation by the client after signing, the advance payment is non-refundable as it covers planning and coordination costs already incurred.
- The scope of work is limited to what is outlined in this proposal. Any additional requirements or services will be quoted separately.

FOR EDMEN TALK

## Authorized Signatory

Edmen Talk

January 30, 2026

FOR CHOCOCHI

## Authorized Signatory

Chocochi Pvt Ltd

Signature

Date