

LIKE FOR MOST OF US, mango is an emotion for our celebrities too! They have been missing this quintessential king of fruits and [Lucknow](https://timesofindia.indiatimes.com/city/lucknow/after-embarrassment-up-tweaks-order-banning-cell-phones-in-covid-19-whospitals/articleshow/75944335.cms) (<https://timesofindia.indiatimes.com/city/lucknow/after-embarrassment-up-tweaks-order-banning-cell-phones-in-covid-19-whospitals/articleshow/75944335.cms>) ► Mumbai (<https://timesofindia.indiatimes.com/city/mumbai>), Delhi (<https://timesofindia.indiatimes.com/city/delhi>), Be the #SliceKiPeti campaign got them sharing their mango-missing experiences and how Slice has been their favourite drink to quench this craving. The brand engaged with Bollywood celebrities like Arjun Kapoor, along with content creators such as Kusha Kapila, Dolly Singh, Shehnaaz Gill, and Avaneet Kaur, and a host of micro-influencers across several cities and towns to celebrate the love for mangoes in some unique ways.

The 'mangolicious' conversation between Katrina Kaif and Arjun Kapoor started brewing when Arjun posted on Instagram saying how he was missing having mangoes and how the fruit always reminds him of Katrina. Katrina decided to play along, asking Arjun to be patient, and voila, two days later, his mango craving was quenched when Slice and Katrina got together to gift him the new thick and delicious mango goodness of #SliceKiPeti!



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arjunkapoor



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Tag a mango lover Iss summer mein aise aam ke sapne dekhna ab band..

get your #SliceKiPeti turant . . #SliceThickestMangoDrink @slice_india

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arjunkapo0r

Aam ka Mausam ban gaya awesome. Thank you @katrinakaif for my tasty Slice ki peti!

#SliceKiPeti #sabrkapalmeethahotahai
#SliceThickestMangoDrink @slice_india

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Shehnaaz Gill, another popular celebrity, revealed how the #SliceKiPeti is the way to her heart during summers!



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 **shehnaazgill** ([@shehnaazgill](https://timesofindia.indiatimes.com/city/lucknow)) from IGTV · 4.9m followers

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0:00 / 1:27

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278,293 likes

shehnaazgill 

Oye... Iss summer koi aam romantic gesture ke liye settle mat karna. Dikhao apni jaan ko ki vo sachmuch khaas hai with the all new, thickest & tastiest #SliceKiPeti! Aur enjoy karo aam ke mausam ko! 😊😊😊 #SliceThickestMangoDrink
@slice_india

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Within the same day, if this wasn't enough, a mimic test also began among the fans online: (<http://tiny.cc/meyarw>) ► Lucknow (<https://timesofindia.indiatimes.com/city/lucknow>) Mumbai (<https://timesofindia.indiatimes.com/city/mumbai>) Delhi (<https://timesofindia.indiatimes.com/city/delhi>) Be



Shehnaz gill @AKokma · 19h

Shehnazian going to buy mango slice after
shehnaz promotion #SliceWithShehnaaz



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5

Content creator Dolly Singh went down the memory lane and recounted how mangoes mean different things for different members of the family, and how all of it can be revived with #SliceKiPeti!



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dollysingh What do you miss the most about summers?

I miss swimming in the pool, night strolls for ice cream and mangoes.. 🍇 don't forget to try the new Slice with your family for all your mango cravings. Get your #SliceKiPeti now..! #SliceThickestMangoDrink
@slice_india

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The man Viliav Pillai who worked as a labourer in Kochikode, Kerala had by mistake boarded a train to U.P instead of a train to

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Comedian Bharati Singh paid her ode to her favourite fruit with some sad songs, until she remembered that #SliceKiPeti is the go-to option wherever the juicy mango deliciousness is missed!



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To complete the consumer journey, the campaign is also integrated online to direct consumers to major grocery sites like Grofers and BigBasket, setting an example on how brands can create integrated digital campaigns that drive salience and purchase. What made the campaign truly interesting is the fact that it tugged at the nation's love for mangoes in the most creative ways and certainly at the right time when each one of us was missing this summer delicacy. The content creators also came up with brilliant stories revolving around mangoes that were funny, nostalgic and definitely relatable.



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