



PLEASE SCAN



IPL-THEMED AD EXPERIMENT:

BOOSTING CUPCAKE SALES
THROUGH CRICKET FANDOM

A Social Media Campaign for Apostrophe Patisserie



apostrophe.patisserie

Follow

Message



366 posts

1,773 followers

255 following

Apostrophe Pâtisserie

Custom Cakes and Desserts 🍰

🍪 Cookies 🧁 Cupcakes 🍫 Brownies 🧀 Cheesecakes 🍷 Dessert Hampers

📍 Bangalore

To order, click Contact or 📞 Call 7676507390

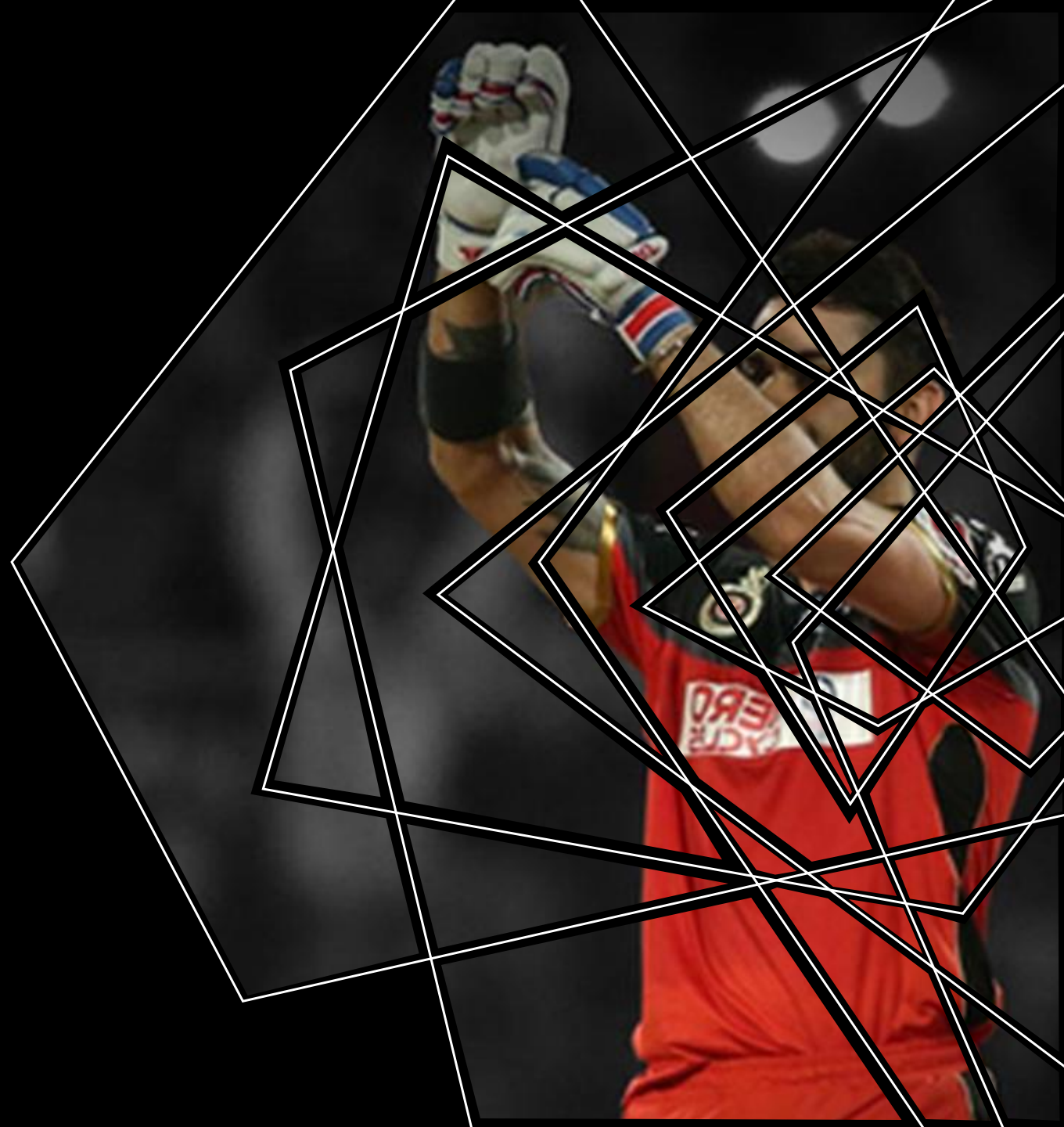
🔗 wa.link/8jb4oj + 2





POLL

Which IPL Team do you support?
Which City are you from?



CULTURE _____ IPL is a cultural phenomenon in India

FANS _____ RCB has a huge fanbase in Bengaluru

SALES _____ Apostrophe Patisserie wanted to boost cupcake sales during IPL

OPPORTUNITY _____ Opportunity to test consumer behavior theories in action

WHY WE DID IT



HYPOTHESES

- Ads aligned with personal interests (like IPL fandom) lead to higher engagement.
- Emotionally charged, identity-relevant ads outperform generic appeals.

CONSUMER BEHAVIOUR CONCEPTS USED

- Social Identity Theory
- Classical Conditioning
- Elaboration Likelihood Model
- Motivational Theory
- Attention and Perception

WHAT WE TESTED?

HOW DOES CULTURAL IDENTITY AND EMOTIONAL CUES AFFECT AD ENGAGEMENT.

RCB-SPECIFIC, EMOTIONAL, IDENTITY-BASED MESSAGING



INCLUSIVE, FUN, VISUALLY COLORFUL WITH GENERAL IPL APPEAL



THE ADS

 APOSTROPHE.PATISSERIE
 +91 7676507390

APOSTROPHE PATISSERIE



EE SALA CUPCAKE NAMDE !

ORDER NOW

BUY 5 GET 1 MANGO CUPCAKE FREE

BECAUSE EVERY BOUNDARY DESERVES A BITE OF SOMETHING SWEET!



 APOSTROPHE.PATISSERIE
 +91 7676507390

APOSTROPHE PATISSERIE



CUPCAKES FOR EVERY JERSEY!

ORDER NOW

BUY 5 GET 1 MANGO CUPCAKE FREE

WHETHER YOU BLEED BLUE, YELLOW, RED, OR PURPLE — WE'VE GOT A CUPCAKE FOR YOUR CREW!



RESULTS – FOLLOWERS

BEFORE

< apostrophe.patisserie ...

 **Apostrophe Pâtisserie**

357 posts 1,294 followers 247 following

Custom Cakes and Desserts 🍰
🍪 Cookies 🧁 Cupcakes 🍫 Brownies 🍰
Cheesecakes 📦 Dessert Hampers
📍 Bangalore more
🔗 wa.link/8jb4oj and 2 more

AFTER

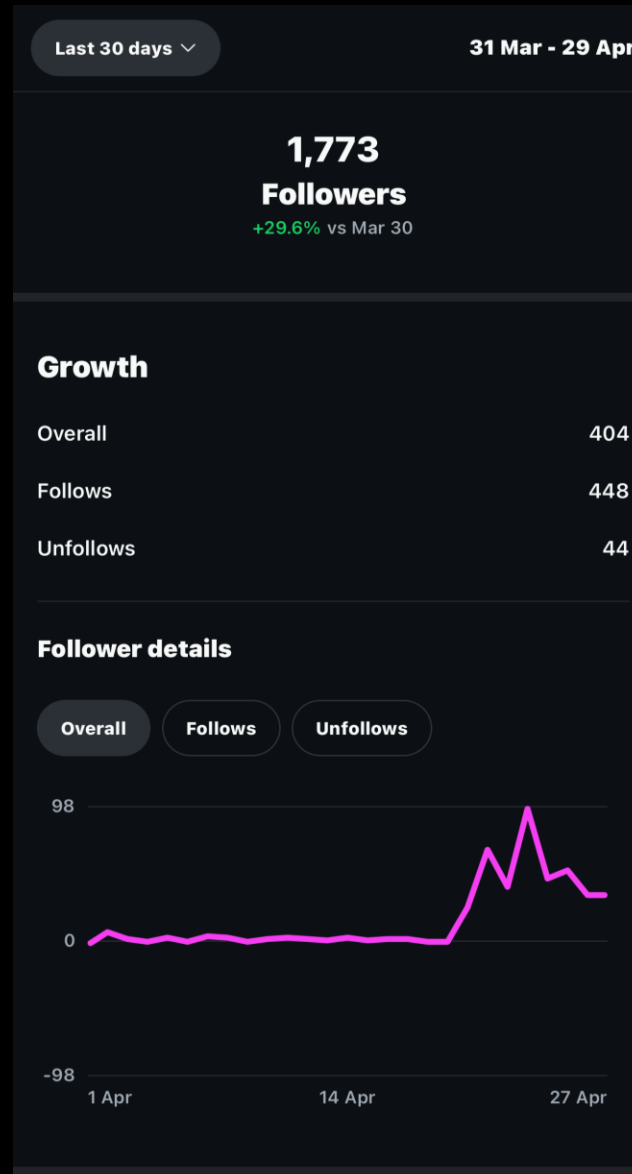
apostrophe.patisserie • @ + ≡

Share a note

 **Apostrophe Pâtisserie**

366 posts 1,773 followers 255 following

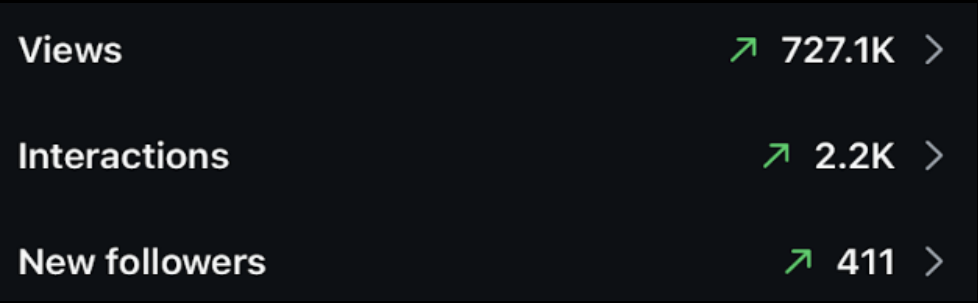
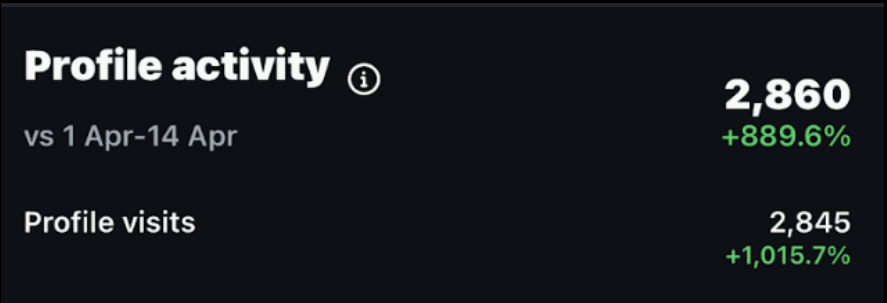
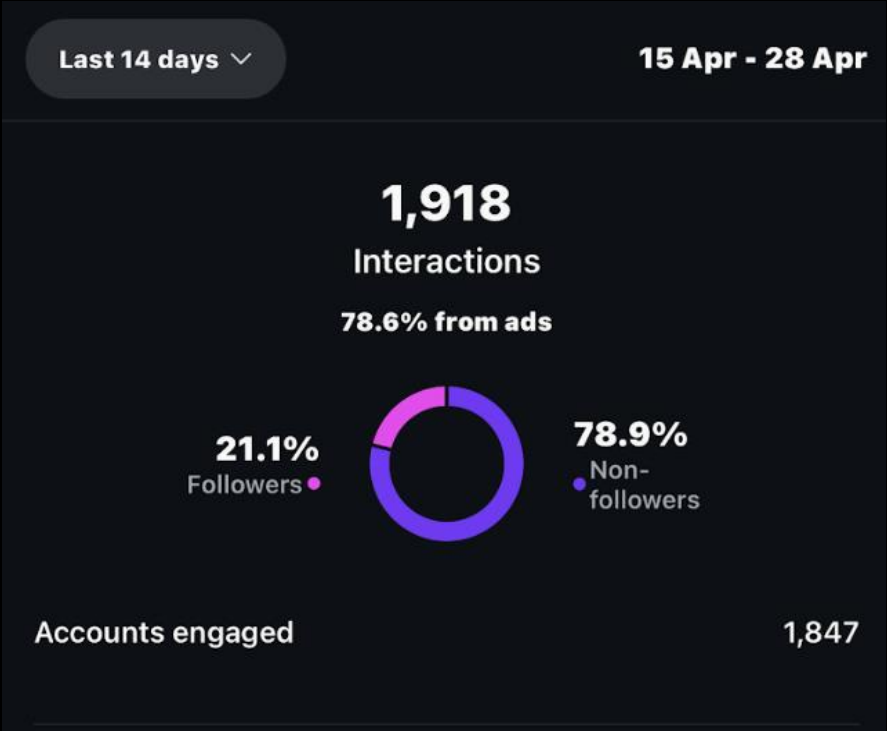
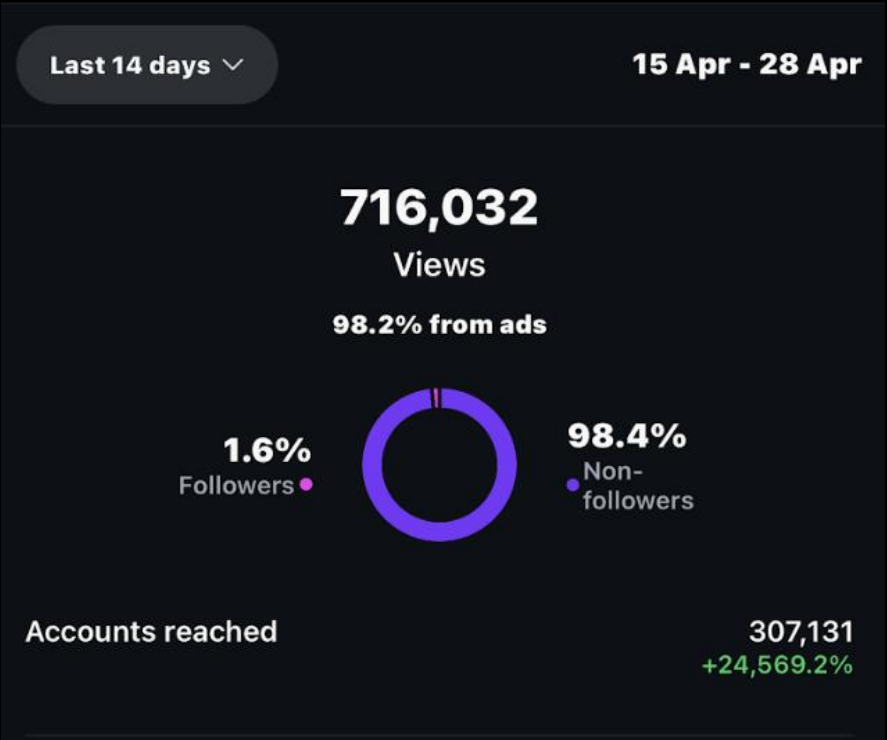
Custom Cakes and Desserts 🍰
🍪 Cookies 🧁 Cupcakes 🍫 Brownies 🍰 Cheesecakes 📦
Dessert Hampers
📍 Bangalore more
🔗 wa.link/8jb4oj and 2 more



OVERALL, AN
INCREASE OF 37%
(479 FOLLOWERS)

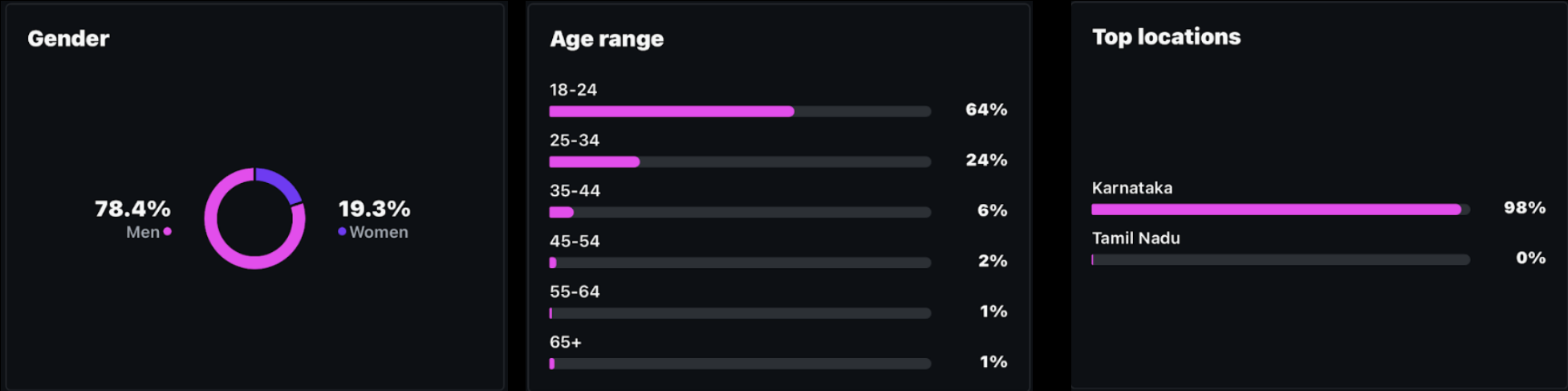


RESULTS – PROFILE GAINS

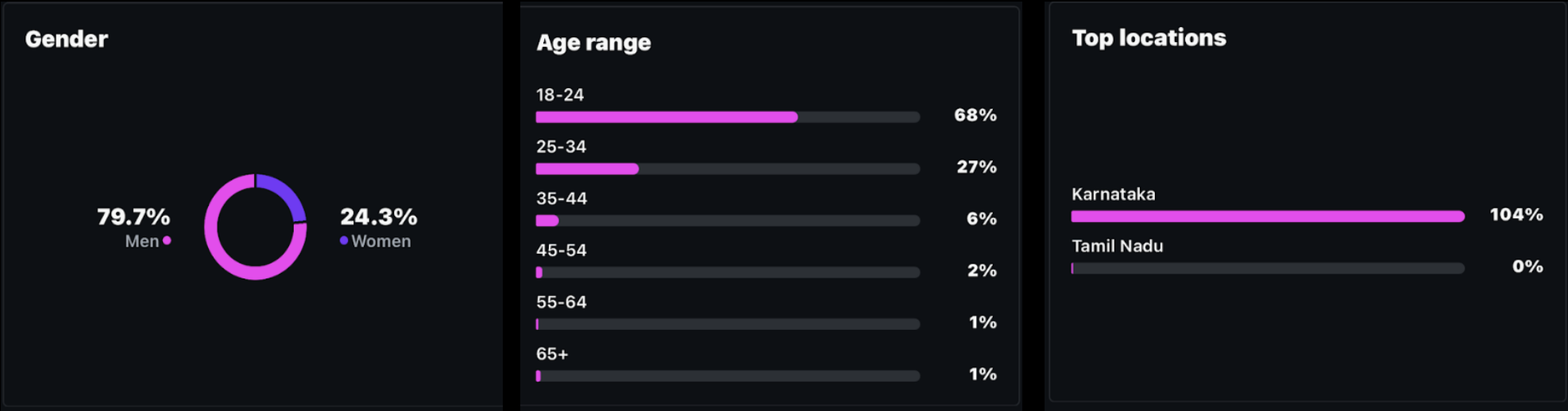


RESULTS – VIEWERSHIP DEMOGRAPHICS

AD – A



AD – B



RESULTS - SUMMARY

Views



Accounts reached



Accounts engaged



Follows



- AD A EXCELS BY CAPTURING THE FERVOR OF LOYAL BENGALURU AND RCB FANS THROUGH TARGETED CULTURAL RELEVANCE
- AD B PROVIDES A BALANCED REACH BY ENGAGING THE CITY'S BROADER, MULTICULTURAL AUDIENCE.
- THIS DEMONSTRATES THAT, ESPECIALLY IN SPORTS MARKETING, LEVERAGING LOCAL PRIDE AND ICONIC PERSONALITIES CAN OUTPERFORM BETTER THAN GENERALIZED CAMPAIGNS, THOUGH BOTH STRATEGIES CONTRIBUTE TO A WELL-ROUNDED MARKETING APPROACH.



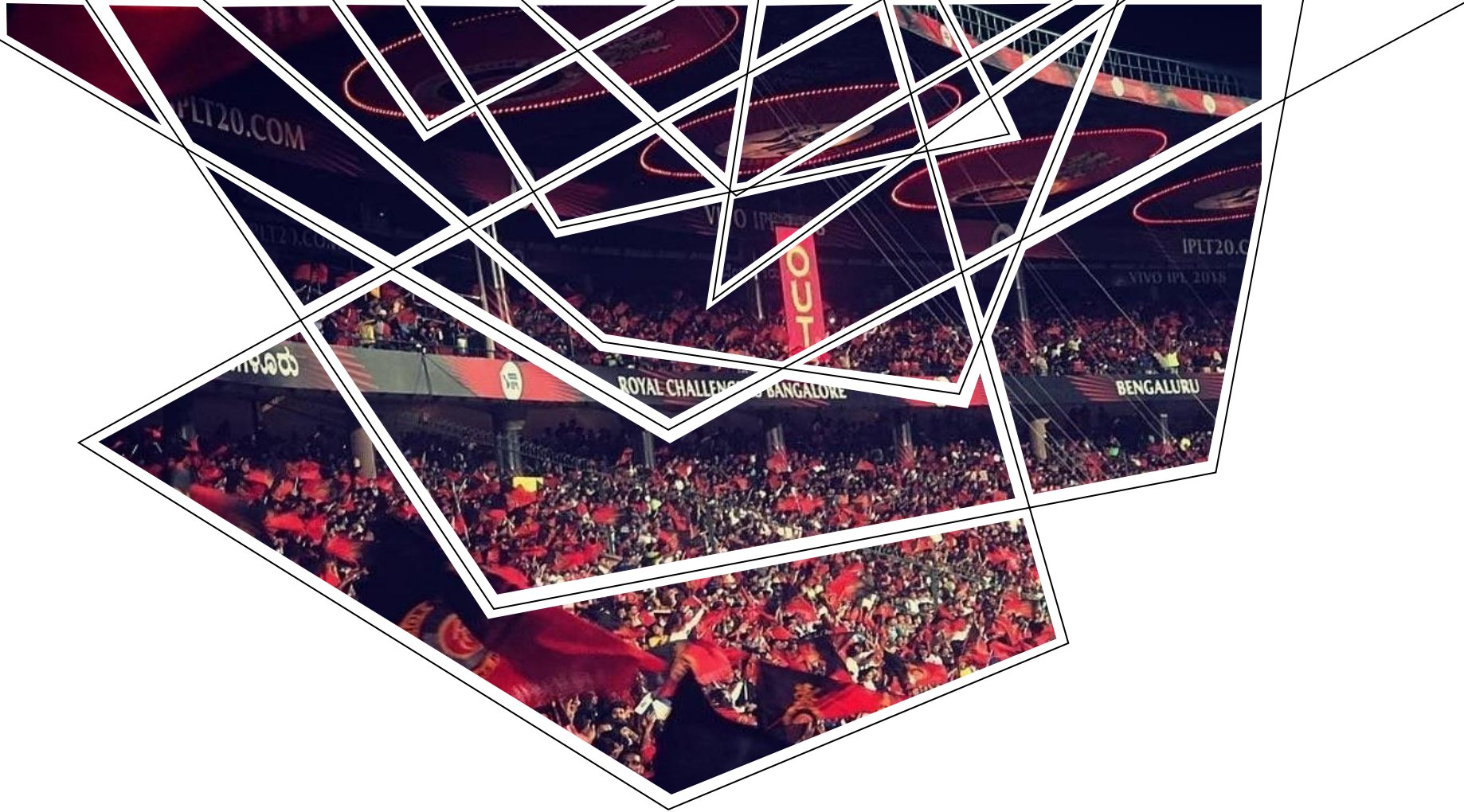
IMPLICATIONS

Local Identity Wins

Emotional Resonance Prevails

Engagement = Visibility

Future Scope



Marketing is most powerful when it reflects who the consumer is.

Q&A

