

Confectionary Digital advertising landscape analysis & POA for Pulse

Acknowledgement

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About DS Group

- The Dharampal Satyapal Group, is a rapidly growing, multi-diversified conglomerate with presence in diverse industry sectors. The Group has focused on growth & diversification with an undeterred belief in high standard product, reliability and transparency. The product portfolio of DS Group has evolved magnificently over the years and today, it has a strong presence in high growth sectors such as F&B which includes Spices and Beverages, Confectionary, Dairy, Mouth Fresheners, Hospitality, Tobacco, Packaging and Agro forestry.

Objectives

- To understand and analyze the social media strategies adopted by the brands to engage with consumers.
- To understand the target group for different brands basis content on social handles.

Brands Considered

- We considered the brands “Pass Pass Pulse”, “Alpenliebe Juzt Jelly” and “Chupa Chups”.
- We considered these two brands with competition to Pass Pass Pulse because they all have same TG (Target Group) which is (18-34) Age group.
- And the other main reason to select these brands because they are active on social media platforms.
- They all fall in the same category which is “candy”.

Approach

- We will obtain data by going through the social media pages of various confectionary brands and try to understand the type of content mix they are using to engage with the audience.
- It will help us to understand positioning and communication of the respective brand. We will also analyze how brands are using their different social media platforms like Facebook, Twitter, Instagram & YouTube as a part of their digital marketing strategy.

- The study will be conducted by keeping below parameters in the mind: -
 - 1)- Fan following of the page
 - 2)- Frequency of content
 - 3)- Content Mix
 - 4)- Types of content on each platform: - videos, GIFs, Static
 - 5)- Social media contest for engagement

- Moving forward, to understand the effectiveness of their strategies we analyze how consumer is responding to their communication. The effectiveness could be analyzed on the basis of below parameters
 - ✓ Likes
 - ✓ Shares
 - ✓ Comments
 - ✓ UGC (User Generated Content)

Outcome

- This study will help us provide an overview of digital strategy adapted by competition brands and suggest/recommend ways which can be used by Pass Pass Pulse to make most of its social media.

Pass Pass Pulse

- Pass Pass Pulse, the candy from DS Group stormed the hard-boiled candy market with its launch in 2015. A category breaker in the hard-boiled candy segment 'Pulse' is a different experience that begins with the taste of fruity flavor and peaks with a tangy surprise. The unique and innovative combination of tastes has made Pulse stand out and become a nationwide favorite.
- Pulse is available in four flavors - Kachcha Aam, Guava, Orange & Pineapple. Each flavor has the burst of tanginess, a mouth full of fun and peculiarity that is alluring. This irresistible fervor for Pulse candy is extended to the brand communication, with a tag line of 'Pran jaaye par Pulse na jaaye'. Pulse the brand has redefined the candy category, with exceptional fruit flavors combined with a tangy core that's driving consumers to love it so much. A taste that is so irresistible, that it has consumers wanting more.



Alpenliebe Juzt Jelly

- A pulpy jelly made with 25% fruit pulp. Alpenliebe Juzt Jelly with its luscious texture embodies the goodness of real fruit, thereby making it an irresistible offering that's hard to ignore. Over the years Alpenliebe Juzt Jelly has successfully captured the sweet tooth & imagination of kids, adults and teenagers alike!



Chupa Chups

- Chupa Chups is a popular Spanish brand of lollipop and other confectionery sold in over 150 countries around the world. The brand was founded in 1958 by Enric Bernat, and is currently owned by the Italian-Dutch multinational corporation Perfetti Van Melle. The name of the brand comes from the Spanish verb chupar, meaning “to suck”.



Brands Launched Dates

- According to the research
 - Pass Pass Pulse were launched in mid 2015
 - Alpenliebe Juzt Jelly launched in 2012
 - Chupa Chups launched in 2016

Facebook

Why Brands use Facebook

As a medium for Promotion

- Facebook is a low-cost marketing strategy.
- **Viral Promotion**- People can like, share your business page, services, and posts on Facebook. If they're really influenced by your brand message and activities they invite others to like your business page which can have a cascading effect on traffic numbers and make your posts go viral.
- Facebook is mainly a text oriented with a combination of Image and video base social platform as compare to Instagram it is only image or video base platform.
- Targeted Advertising.
- **Provide Customer Support**- Customers can post after-sales questions on your Facebook wall, and your staff can answer them there.

- **Extensive Analytics-** Facebook also doesn't skimp on analytics and reporting for ad performance. Instead of struggling to see your conversion rate and other social metrics, you have it laid clearly out in front of you.
- Facebook can analyze all the information that millions of users enter into their profiles. As the owner of a business page, you can pay to use this information to deliver targeted advertising to a specific group.
- Raise brand awareness and promote positive word-of-mouth.

Brand Pages

PASS PASS PULSE

f Pulse

Pulse

@PulseCandyOfficial

Home Posts Videos

Like Follow Share ...

Shop Now Send Message

Mohak Home 39 ? ▾

ALPENLIEBE JUZT JELLY

Alpenliebe Juzt Jelly

Mohak Home

The image shows a Facebook post from the page 'Alpenliebe Juzt Jelly'. The post features a red background with a central promotional graphic. The graphic displays a box of 'JUZT jelly GOODY BEARS' and a green tiffin box containing a sandwich. To the right, there's a yellow cartoon bear head and the text 'Presenting ALPENLIEBE JUZT JELLY GOODY BEARS'. Below the product image, three bullet points highlight features: 'Made with 47% Fruit Pulp', 'Perfect Tiffin Treat', and 'Enriched with Vitamin C'. At the bottom of the post, there are standard Facebook interaction buttons: Like, Follow, Share, and a 'Shop Now' button.

Alpenliebe Juzt Jelly

@JuztJellyIndia

Home

About

Photos

Like Follow Share ...

Shop Now

Send Message

CHUPA CHUPS

Chupa Chups

Mohak Home

Chupa Chups

@ChupaChupsIndia

Home

About

Photos

Notes

Like Follow Share ...

Learn More

Send Message

Followers of Each Brand

Community

[See All](#)

 Invite your friends to like this Page

 1,051,233 people like this

 1,052,537 people follow this

Pass Pass Pulse Facebook Community

Community

[See All](#)

 Invite your friends to like this Page

 227,159 people like this

 226,924 people follow this

Alpenliebe Juzt Jelly Facebook Community

Community

[See All](#)

 Invite your friends to like this Page

 6,738,495 people like this

 6,739,600 people follow this

Chupa Chups Facebook Community

Frequency of Post by each Brand (Weekly)

Pass Pass Pulse



Analysis-
Pass Pass Pulse is very Active on Facebook Page. They are posting around 3-4 post per week.



Frequency of Post by each Brand (Weekly)

Alpenliebe Juzt Jelly

 Alpenliebe Juzt Jelly
May 1 · 

Introducing Alpenliebe Juzt Jelly Goody Bears, yummy jelly treats with 47% fruit pulp and enriched with Vitamin C. Buy now:
<http://bit.ly/JuztJellyGoodyBears>

Analysis-
Juzt Jelly is not so active on Facebook. They are posting 1- 2 post per week.

 Alpenliebe Juzt Jelly
May 8 · 

Juzt Jelly Goody Bears are enriched with multiple benefits. What are you waiting for? Surprise your kid with yummy Goody Bears now!

 Alpenliebe Juzt Jelly
May 11 at 2:00pm · 

Your kid's lunchtime will be happier and yummier when Goody Bears bring the goodness of Vitamin C along with 47% fruit pulp. Get them for your kid now: <http://bit.ly/JuztJellyGoodyBears>

 Alpenliebe Juzt Jelly
May 13 at 11:30am · 

Alpenliebe Juzt Jelly wishes every mom a very #HappyMothersDay.

 Alpenliebe Juzt Jelly
May 22 at 5:30pm · 

Your kid's perfect lunch is incomplete without Juzt Jelly Goody Bears – an irresistible treat made with yummy mixed fruit flavour and enriched with Vitamin C. Buy now: <http://bit.ly/JuztJellyGoodyBears>

Frequency of Post by each Brand

(Weekly)

Chupa Chups



May 31 at 11:00am ·

It's even tastier when you have it the fun way. #FunKoSeriouslyLo

...

Analysis-
Brand Chupa Chup
is not Active on
Facebook, as they
are posting 1-2
post per week



Yesterday at 11:00am ·

Here's a fun summer getaway for you. Are you ready to chill?
#FunKoSeriouslyLo

...



June 7 at 11:00am ·

Stop when you see three sour bites in a row, take a screen shot and post it
in the comments section.

...

Frequency of Post by each Brand (Monthly)

In the month of
December 2017

17 Post

In the month of
January 2018

17 Post

In the month of
February 2018

16 Post

**Pass Pass
Pulse**

13 Post

In the month of
March 2018

16 Post

In the month of April
2018

22 Post

In the month of May
2018

Frequency of Post by each Brand

(Monthly)

In the month of
December 2017

17 Post

In the month of
January 2018

17 Post

In the month of
February 2018

16 Post

Alpenliebe

13 Post

In the month of
March 2018

16 Post

In the month of April
2018

22 Post

In the month of May
2018

Frequency of Post by each Brand (Monthly)

In the month of
December 2017

6 Post

In the month of
January 2018

1 Post

In the month of
February 2018

4 Post

Chupa Chups

5 Post

No Post

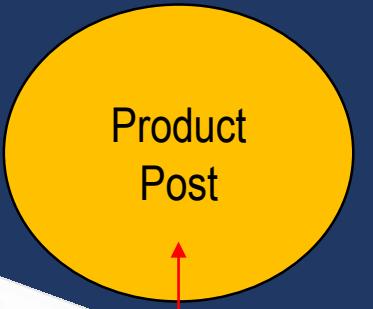
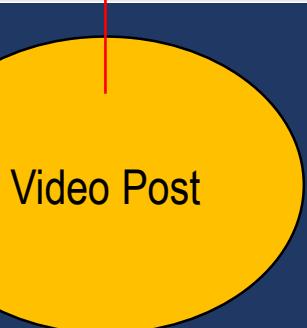
In the month of
March 2018

In the month of April
2018

4 Post

In the month of May
2018

Content Mix (Pass Pass Pulse)







Pulse

January 26, 2017 · 4

Let's unite towards a better nation! #HappyRepublicDay



Topical Post



Topical Post



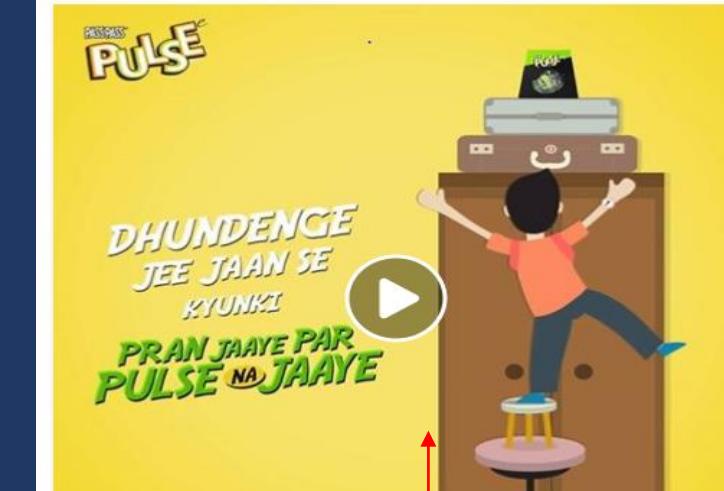
Pulse

April 11, 2017 · 4

If it's for Pulse, then it is worth taking the risk.

Visit <http://passpasspulse.in/> to play the #PranJaayeParPulseNaJaaye challenge and stand a chance to win an iPhone 6 and many more exciting prizes.

T&C apply*



Brand Post
(Promoting
their
Tagline)

Video Section of Pulse



Baba ki chowki
1.9K views - November 20, 2017

<https://www.facebook.com/PulseCandyOfficial/videos/789292737927279/>



Watch RJ Recharge Rohit get more recharged with none...
892 views - April 26, 2016

<https://www.facebook.com/PulseCandyOfficial/videos/519707014885854/>

Content Mix **(Alpenliebe Juzt Jelly)**

Alpenliebe Juzt Jelly
November 7, 2017 ·

They are so tasty that everyone is up for grabbing them. Get your pack of Alpenliebe Juzt Jelly Bears now and enjoy the pulpy fruity taste of Jelly Bears.



Video Post

Alpenliebe Juzt Jelly
October 17, 2017 ·

Can you pause at the perfect Bear Shape? Share your screenshot and enjoy a pack of Juzt Jelly Bears with your friends.



media.giphy.com

Gif Post

MEDIA.GIPHY.COM

Product Post

Alpenliebe Juzt Jelly

February 9, 2017 ·

New taste! New shape! Juzt Jelly in Bottle shape in irresistible Cola & Mango flavours! Grab it now!



Like

Alpenliebe Juzt Jelly
September 5, 2017 ·

Name the famous hockey coach from a famous movie, who inspired the players to win for their country.
Click to see T&C of the contest
http://bit.ly/TermsAndConditions_ThatInspiringTeacher & stand a chance to win exciting Alpenliebe Juzt Jelly product hamper. #ThatInspiringTeacher #Contest

Engagement Post

"70 MIN HAI TUMHARE PAAS"





Alpenliebe Juzt Jelly

September 30, 2017 ·

So, irresistible that makes everyone go deewana. Juzt Jelly wishes you
#HappyDussehra



Topical Post



Product Post



Alpenliebe Juzt Jelly

September 5, 2017 ·

An exciting contest coming your way. Participate and get the chance to win an exciting Alpenliebe Juzt Jelly hamper. #ThatInspiringTeacher #Contest #ContestAlert



Promoting there contest



Alpenliebe Juzt Jelly updated their cover photo.

February 9, 2017 ·

...

New taste! New shape! Juzt Jelly in Bottle shape in irresistible Cola & Mango flavours! Grab it now!



Product Post

Informative Post

Like

Comment

Share

Alpenliebe Juzt Jelly
May 14, 2017 ·

Make your mom feel super special this Mother's Day with JuztJelly Fruity bears. #Happymothersday

#HappyMothersDay

A Mother's Day promotional post. It features a pink background with heart patterns. On the left, there's a stack of Juzt Jelly Fruity Bears packets. In the center, there's a large graphic of red and green gummy bear shaped like hearts, with a pink heart in front containing the text "WE LOVE YOU MOM". The text "Treat your mom to yummy Juzt Jelly Fruity Bears" is displayed above the bears.

Topical Post

Alpenliebe Juzt Jelly
May 31, 2017 ·

Now buy yummy Juzt Jelly treats for your kids at your fingertips!

A promotional post featuring a woman walking while holding a shopping basket, with a smartphone displaying the Juzt Jelly app interface. The phone screen shows "JUZT JELLY BOTTLES" and two flavor options: "Cola Flavour" and "Mango Flavour". To the right, there's a graphic of Juzt Jelly bottle-shaped packets. The text "Now buying Juzt Jelly Bottles for your kids is just a click away" is displayed next to the phone.

Alpenliebe Juzt Jelly Cola Bottles
Attractive Bottle Shaped delicious pulpy Jelly with 25% Fruit Pulp.

AMAZON.IN

Shop Now

Video Section of Alpenliebe Juzt Jelly



<https://www.facebook.com/JuztJellyIndia/videos/1293760650670454/>



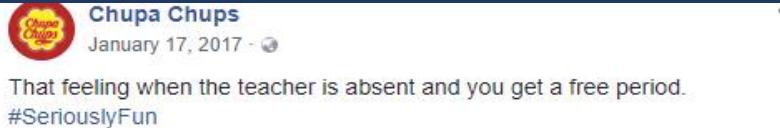
<https://www.facebook.com/JuztJellyIndia/videos/1550974494949067/>

Content Mix (Chupa Chups)

Topical Post



HERE'S TO A
SERIOUSLY FUN
START
2017



Product Post



Gif Post

Chupa Chups
July 20, 2017 ·

Here's to the lollipop that's #SeriouslyFun inside out! So how do you plan to make #LollipopDay fun with the coolest lollipop ever?

Product Post

Chupa Chups
April 13, 2017 ·

It's time to harvest some serious fun! Here's wishing you a #HappyBaisakhi

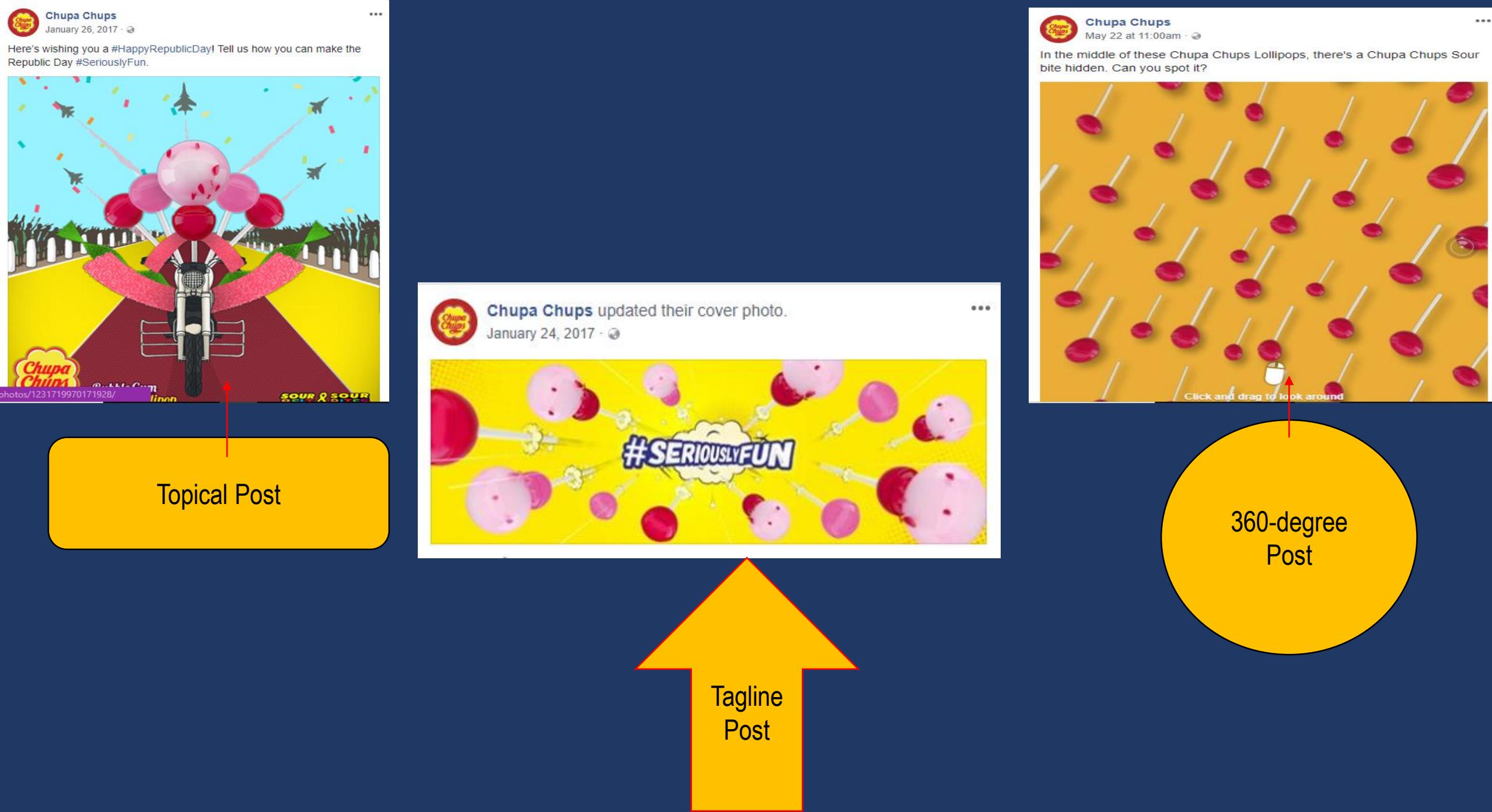
Tagline Post

Chupa Chups
October 31, 2017 ·

Share your craziest proposal and stand a chance to win the Fun Box. Click on the link below.
<https://goo.gl/WY93gi>

Promoting contest

Engagement Post



Video Section of Chupa Chups



Do you love Baba Sehgal as much as we do? Prove it!...
12K views - September 1, 2016



When Baba Sehgal ate Chupa Chups
504K views - September 9, 2016



Fun has landed
1K views - August 23, 2016

<https://www.facebook.com/ChupaChupsIndia/videos/1280370371973554/>

<https://www.facebook.com/ChupaChupsIndia/videos/1287289711281620/>

<https://www.facebook.com/ChupaChupsIndia/videos/1271959876147937/>

Pass Pass Pulse (Comments & reply backs)

Nandha Kishore I thought that they were infinity stones! 😅
Like · Reply · 6w



5

Pulse ✅ We wish we had them too! But
#PranJaayeParPulseNaJaaye
Like · Reply · 6w

This shows that Pulse is very active in replying back to users

Purvang Raval Bahut mast he pulse mujhe bahut pasand hau aur
meri favorite bhi hai

Like · Reply · 19w

Pulse ✅ We are happy to hear this 😊

Like · Reply · 18w

Puran Singh I Love you pulse 😍
Mouth watering.. 😋 😋

Like · Reply · 16w

Pulse ✅ We are happy to hear this 😊

Like · Reply · 15w

Alpenliebe Juzt Jelly (Comments & Reply backs)

Chaina Das Very good item with tasty  1

Like · Reply · 2w

Alpenliebe Juzt Jelly  And Juzt Jelly Goody Bears are perfect tiffin treat too for kids! 😊

Like · Reply · 1w

Amān Siñgh Bear

Like · Reply · 41w

Alpenliebe Juzt Jelly  Which Juzt Jelly bear you like the most Red or Green?

Like · Reply · 41w

Alpenliebe Juzt jelly is good at replying back to the users

Pawan Kumar I think that teacher is from the movie "Taare zameen Pr" >>amir khan #ThatInspiringTeacher

Ram Shankar Nikumbh

Like · Reply · 39w · Edited

Alpenliebe Juzt Jelly  Do you want to give another try? 😊  1

Like · Reply · 39w

Chupa Chups (Comments & Reply backs)

Akriti Sharma Mom I always love u any life time because you are one most mumma for me 

Like · Reply · 4w

1

Chupa Chups Hey Aakriti, did you make the day seriously fun for your mother?

Like · Reply · 4w

1

Arpit Mundra Chupa chup not available in last 3 months jodhpur city

Like · Reply · 1y · Edited

Chupa Chups Hi Arpit! Can you please share your location details in Jodhpur so that we can make sure you're able to grab your share soon?

Like · Reply · 1y · Edited

Chupa Chups is also very active in replying back to the users

Garvit Vij Shrey Gupta Shivam Kumar abe yr chupa chups wale 1:30 ghante me physics chemistry or maths kr lete .. or humse yaha 1:30 ghante me books hi open hoti h

Like · Reply · 14w

3

Chupa Chups A fun break can make all the difference 😊

Like · Reply · 13w

1

UGC (User Generated Content) ON YouTube Pass Pass Pulse



Pulse Candy Success Story In Hindi | Facts | DS Group | Inspiring Story

Live Hindi 695K views • 9 months ago

This video is about Pulse Candy success story in Hindi. Pulse Candy is a product of DS Group. This is a hard boiled candy, with a ...

https://www.youtube.com/watch?v=RUIth_Q9Mc



NEW PASS PASS PULSE CANDY | PASSPASS PULSE TOFFEE ONLINE REVIEW | FOR KIDS

For KIDS 33K views • 2 years ago

The all new PASS PASS PULSE CANDY took Indian Toffee market sky rocketing. Here is an Review for Candy Loving Kids from ...

<https://www.youtube.com/watch?v=Ayu1jQx1Pj0>



Pulse-(Pass Pass Pulse unboxing)

Senaritra Sinha 3.5K views • 2 years ago

It is a video on how to unbox the Pulse container and how much it costs.

<https://www.youtube.com/watch?v=acfkscRTS2M>

UGC (User Generated Content) ON YouTube

Alpenliebe Juzt Jelly



Alpenliebe Juzt Jelly Strawberry Shape

chatpat Review • 1.9K views • 1 month ago

Enjoy the taste of juicy jellies. Strawberry flavoured pulpy jelly with 25% Fruit Pulp; Yummy and ideal for consumption by kids and ...

2:35

<https://www.youtube.com/watch?v=XSASGfwc-TQ>



Jelly ICE CREAM ROLLS

Taste Motto 749K views • 7 months ago

Jelly ICE CREAM ROLLS. Today We tried out Ice Cream Rolls with Strawberry Jelly and then topping it again with Jelly, Check out ...

16:02

https://www.youtube.com/watch?v=J_1AwMCFUyw



Alpenliebe Juzt Jelly Cola Bottles

chatpat Review • 10K views • 2 months ago

Yummy sugar sanded jelly in Cola Flavour. Attractive Bottle Shaped delicious pulpy Jelly with 25% Fruit Pulp.

2:21

<https://www.youtube.com/watch?v=KjOxGfwQAyk>

UGC (User Generated Content) ON YouTube Chupa Chups



Chupa Chups Lollipops Chupa Chups Sour Belt & Sour Bites India,

Candies & Sweets Review kids react

Kyrascope Toy Reviews • 36K views • 1 year ago

Subscribe to our toy reviews videos for free <http://vid.io/xo29> Challenge Toys and Educational Toys from India Reviews and Toy ...

<https://www.youtube.com/watch?v=sL8IzDrNASg>



Unwrapping chupa chups

D CREATIONS • 3.5K views • 1 year ago

Unwrapping chupa chups sour candy and sour belt.....

<https://www.youtube.com/watch?v=AhryPumvn1E>



New Chupachups sour belt

WATCH ME • 15K views • 1 year ago

Hi guys here i'll show u chupa chups sour belt TASTE TEST.

<https://www.youtube.com/watch?v=HJ9uuua-bQLU>

Summary and Suggestions for Pass Pass Pulse

Summary

- After analyzing all the Facebook pages of all three brands:- Pass Pass Pulse, Alpenliebe Juzt Jelly and Chupa Chups we come to know about that Chupa Chups has highest followers followed by Pulse with second highest followers.
- The main reason why Chupa Chups has more followers is may be because they are putting more budget on Facebook for promotion which is ultimately helping them to increase their follower base.
- Chupa Chups made short viral videos using celebrities like Baba Sehgal and Abish Mathew to reach more audience and connect with them.

- Alpenliebe Juzt Jelly is not that active on their Facebook page. Also they are not putting much budget on it for promotion.
- All the three brands are using different type of posts like Static, Image post, Video post, gif post, etc. in their day to day communication.
- The general content mix which they are using is brand post, topical post and product post.
- And all the three brands focuses on replying to the audience comments as it is the basic hygiene of social media platforms which they are following very well.

Suggestions

- Pulse Candy can widen up there target audience and focus on kids and mature individual as well as they also consume the product.
- Pass Pass Pulse can select days like National Youth Day (12th Jan), International Day of Happiness (20th March), World Creativity and Innovation Day (21st Apr), National Sports Day (29th Aug) which are less know in India and promote heavily so as to break the clutter which happens on more topical days like Diwali, Holi etc.
- As pulse has their presence on different e-com platforms like Amazon, they can make post with “Shop Now” button and take the audience to the website and increase their transactions there.
- Pulse candy can focus more on their masala part and create more such posts on that just like Alpenliebe Juzt Jelly shows that their product ingredients have 25% fruit content.

- Pulse is using post format like images, videos etc. for their social media communication but they can also look other available formats like 360 degree, carousel and canvas ad as they are very creative and engaging.
- Pulse can link with some famous celebrities which is liked/ followed by their target audience like Chupa Chups did with “Baba Sehgal” and make more content and viral videos. This will also help in brand recall.
- Pass Pass Pulse can add a shop tab button in the Facebook page itself just to showcase their presence on different e-commerce platforms like the way Alpenliebe Juzt Jelly and Chupa Chups have done.
- Pulse can make more smaller videos of 10 to 20 sec to seek the consumer attention just like the other brands because now a days consumer don't have time to see long videos.

INSTAGRAM

**The Brand “Alpenliebe Juzt Jelly” does
not target users of Instagram.
They don’t have their Instagram Page.**

Why Brands use Instagram As a medium for Promotion

- **Visual Content-** The visual nature of Instagram makes it an ideal platform for showcasing your products.
- **Increased Engagement-** The engagement rate on Instagram is higher than any other social media platform. Latest study by Forrester found that Instagram content generates 58 times more engagement per follower than Facebook and 120 times more than Twitter.
- In terms of ROI and cost, Instagram returns the best results. It's effective and less time-consuming than other online marketing channels.
- You can easily integrate Shopify and sell your products instantly.

- **Feed Other Social Media Efforts-** Instagram allows to share a post on other social media platforms instantly through its built-in feature. This can be done by going into your Instagram settings and enable sharing to Facebook and Twitter. This will ensure that your Instagram visual is reaching users on other sites as well.

Brand Pages

Pass Pass Pulse

Instagram



Search

passpass_pulse

Follow

404 posts 4,215 followers 6 following

Pulse The official account of Pulse, the candy which is always on your mind.
<http://bit.ly/2GDmdBy>
passpasspulse.in



Beat The B...



Pulse Chall...

Chupa Chups

Instagram

Search

Follow

...

98 posts 491 followers 0 following

Chupa Chups India Welcome to the official India page of Chupa Chups. Are you ready to take fun seriously?

chupachupsindia

Follow

...

98 posts 491 followers 0 following

Chupa Chups India Welcome to the official India page of Chupa Chups. Are you ready to take fun seriously?

Rainbow

THINK SERIOUS

THINK SERIOUSLY FUN

E=mc²

EXCITEMENT= MY CHUPA CHUPS

Followers of Each Brand



passpass_pulse [Follow](#) [...](#)

404 posts 4,215 followers 6 following

Pulse The official account of Pulse, the candy which is always on your mind.
<http://bit.ly/2GDmdBy>
passpasspulse.in

Pass Pass Pulse Instagram Followers



chupachupsindia [Follow](#) [...](#)

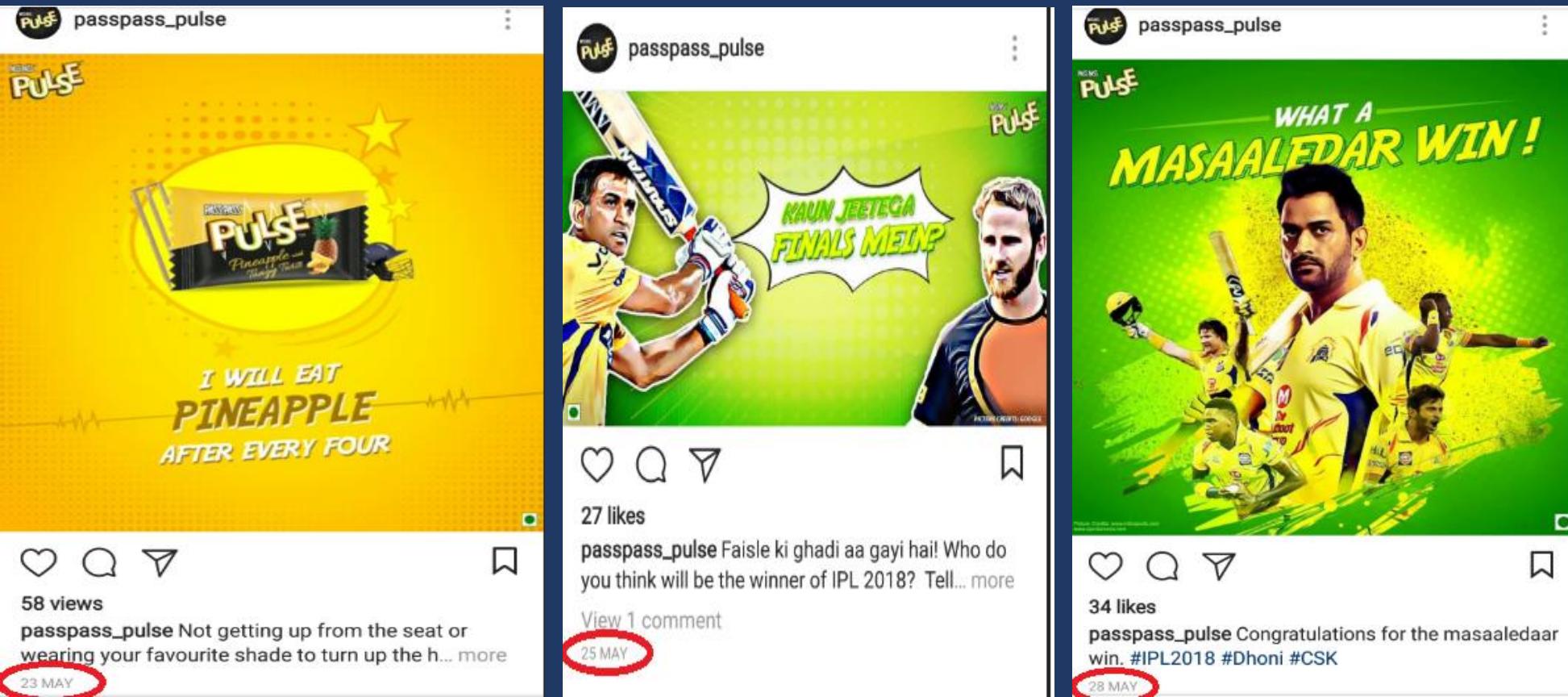
98 posts 491 followers 0 following

Chupa Chups India Welcome to the official India page of Chupa Chups. Are you ready to take fun seriously?

Chupa Chups Instagram Followers

Frequency of Post by each Brand (Weekly)

Pass Pass Pulse



So according to Pulse
is posting 4-5 post
every week.

Frequency of Post by each Brand (Weekly) Chupa Chups



They are posting around 2-4 post in a week.

Frequency of Post by each Brand (Monthly)

In the month of April 2017

14 Post

In the month of May 2017

14 Post

In the month of June 2017

15 Post

Pass Pass
Pulse

14 Post

18 Post

In the month of July 2017

In the month August 2017

10 Post

In the month of September 2017

Frequency of Post by each Brand

(Monthly)

In the month of April 2017

8
Post

In the month of May 2017

7
Post

In the month of June 2017

5
Post

Chupa
Chups

5
Post

In the month of July 2017

5
Post

In the month August 2017

No
Post

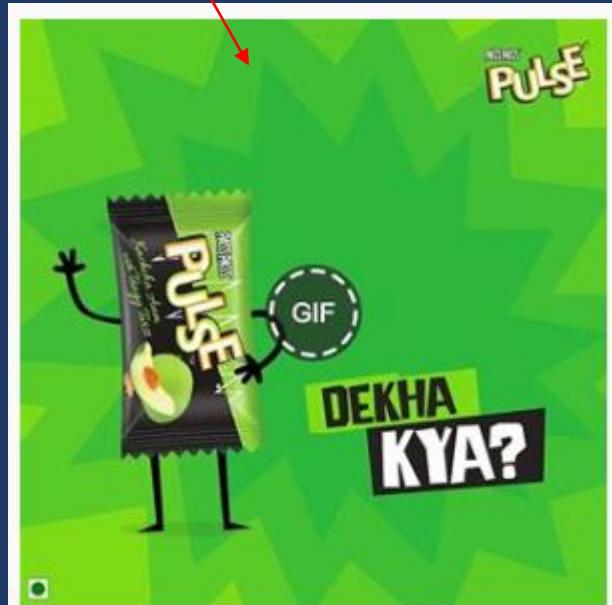
In the month of September 2017

Content Mix (Pass Pass Pulse)

Bollywood Post



GIF &
Product
Post



Topical
Post



 passpass_pulse • Follow

GAME OF PULSE



passpass_pulse • Follow

passpass_pulse Winter & Summer might come and go, but Pulse is here to stay! #gameofthrones #GoT #pulseofindia

mngpt7 Wish to win the pulse ka twist contest admin

mngpt7 Fingers crossed all.things.real Wish to win:) dhee.s @xd_pankaj_xd

17 likes APRIL 25, 2016 Add a comment... ...

Hollywood Serials Post

VAISAKHI DI LAKH LAKH VADHAIYAAN

passpass_pulse • Follow

passpass_pulse Here's wishing all of you a very prosperous beginning to the harvest season! #HappyVaisakhi #Pulse #PulseCandy #FestivalTime #Celebrations #vaisakhi2016

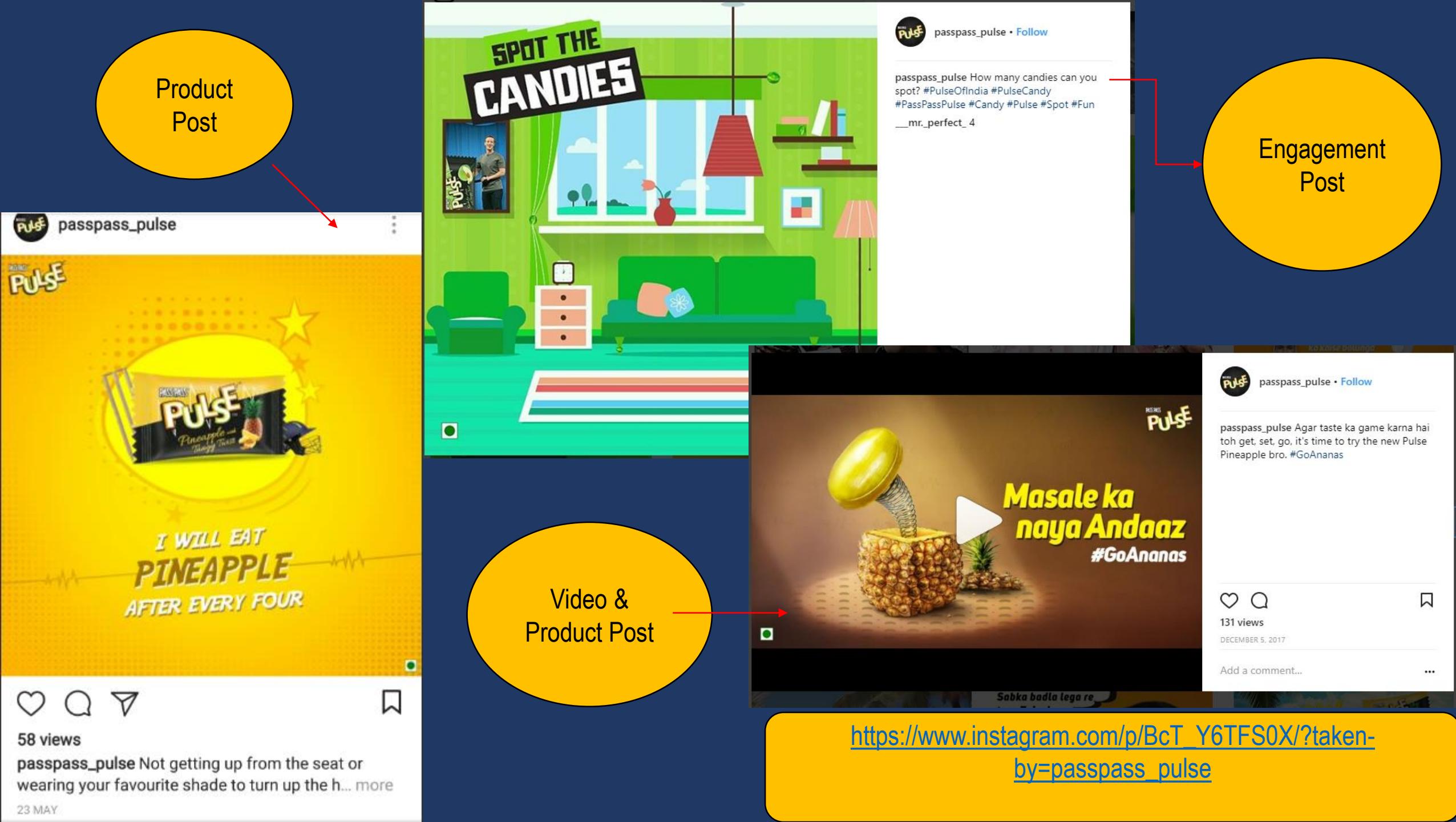
mngpt7 Vaisakhi di vadhai. Happy day

19 likes APRIL 13, 2016 Add a comment... ...

Topical Post



Contest Post



IF YOU HAVE
A PULSE
YOU HAVE
A PURPOSE!

#MORNINGMANTRAS

16 0



0



PULSE

#MorningMantras Post of 2016

WAKE UP.
POP IT.
TASTE IT.
LOVE IT.

#MORNINGMANTRAS

14 0



0

THIS MONDAY
KEEP CALM
AND BE
PULSETASTIC

#PULSEMANTRAS

PULSE

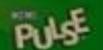
WHEN LIFE GIVES
YOU MONDAY,
ADD A
TANGY TWIST TO IT
WITH A PULSE.

#MORNINGMANTRAS

23 0



0



PULSE

WITH PULSE,
EVERY MONDAY
WILL BE POSITIVE,
POWERFUL AND PERFECT!

#PULSEMANTRAS

PULSE



PULSE



passpass_pulse • Follow

passpass_pulse #YogaDay vibes everywhere!
#InternationalYogaDay #Pulse #PulseOfIndia
#PulseCandy #PassPass #PassPassPulse
#KacchaAam #PulseBaba #Yoga
#YogaDay2016 #CheckThisOut



129 views

JUNE 21, 2016

Add a comment...



...

Change in Tagline



passpass_pulse • Follow

passpass_pulse Are you summer-ready with Pulse? #PranJaayeParPulseNaJaaye



28 likes

MAY 30

Add a comment...



...

Promoting Tagline #PulseOfIndia

Promoting Tagline
#PranJaayeParPulseNaJaaye

Same Content went on Facebook



Pass Pass Pulse (Comments & Reply backs)



passpass_pulse • Follow

passpass_pulse Har din ki zaroorat, puri hoti
hai sirf Pulse ke tangy twist ke saath.
#PranJaayeParPulseNaJaaye
itz_shubham_yadav_sy Love u.pusle
@passpass_pulse #PranJaayeParPulseNaJaaye
passpass_pulse @subhamy06 we are happy to
hear this :)



130 views

JANUARY 11

Add a comment...



...



passpass_pulse • Follow

passpass_pulse #ContestAlert

We are loving the #PulseKaTwist entries! If
you haven't participated yet, wait no more.
Tag us and show us your 'Pulse waala
reaction'.
#PasspassPulse #PulseCandy #Pulse

pepper_dino @passpass_pulse
Do we have to share only videos or photos
will also do?

passpass_pulse @pepper_dino however you
want to express your #PulseKaTwist :)

pepper_dino @passpass_pulse Done.Do
check my entry 😊



20 likes

APRIL 10, 2016

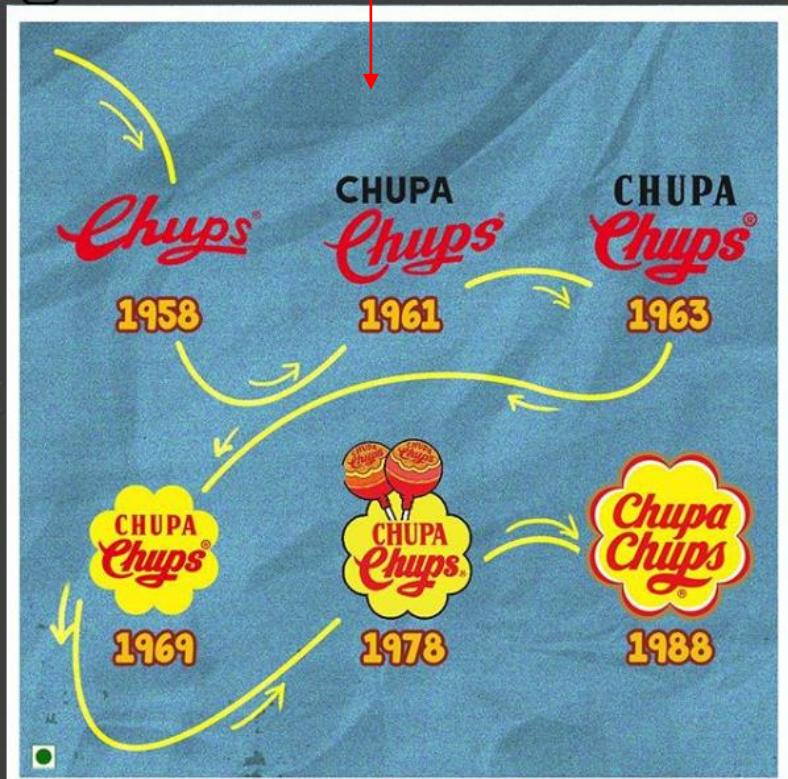


...

This shows that Pulse is very active in replying
back to users

Content Mix (Chupa Chups)

Informative Post



chupachupsindia • Follow

chupachupsindia From Chups to Chupa Chups. The brand started way back in 1958 and gradually evolved to its current form.
#story #evolution #art #arthistory #history
#instadaily #instaaart #illustration #retro #fact
#trivia #instagood #instaaawesome #brand
#factoftheday #design #logos #daisy
#typography #logo #brand #lollipop
#chupachups

rcklss_steven Go to www.InstaFollowersGrams.com to get thousands of followers everyday!!!!!! 😊 211



14 likes

AUGUST 23, 2016

Add a comment...

...

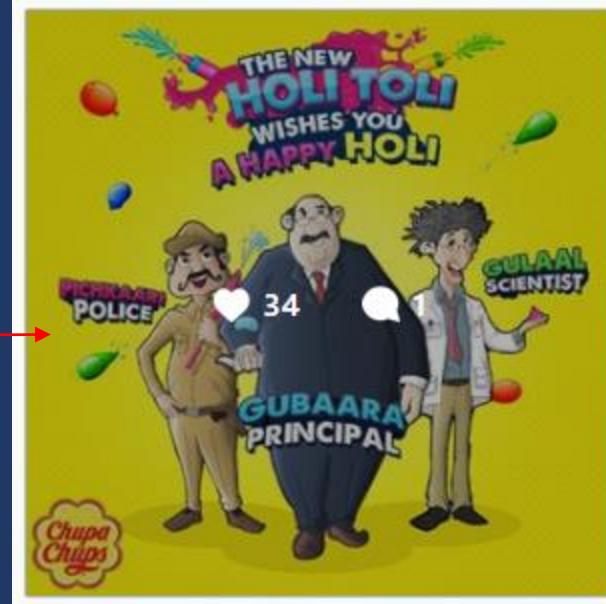
Product Post



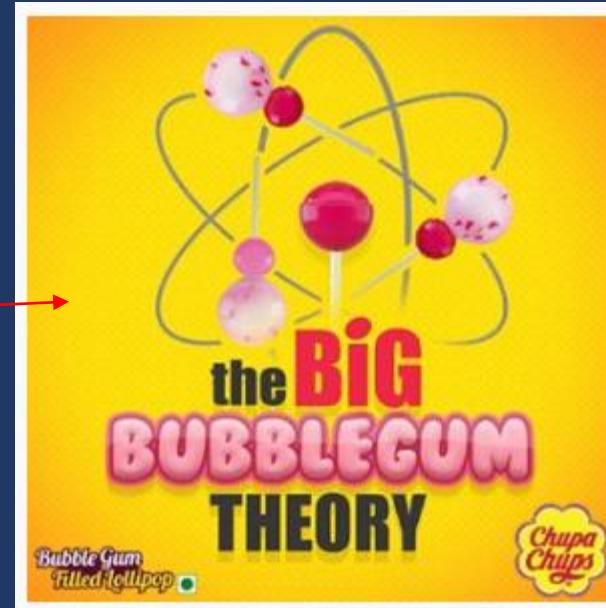
Tagline &
Product
Post



Topical Post



Hollywood
Serials Post

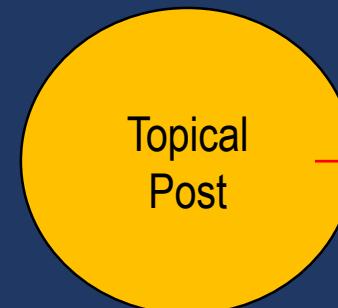
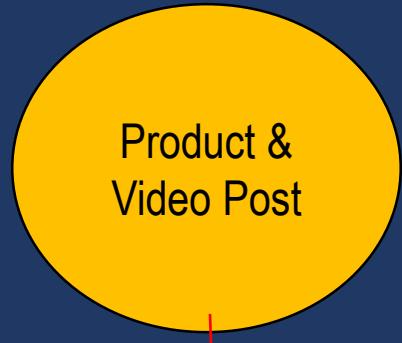




chupachupsindia • Follow

chupachupsindia Who says thinking can't be fun? Serious or Seriously Fun, which one are you? 😊

#FunKoSeriouslyLo #thinking #chewing
#pencilchewing #school #stress #stressbuster
#Instadaily #candy #lollipop #fun
#chupachups #instalike



<https://www.instagram.com/p/BMI4tvxjVab/?hl=en&taken-by=chupachupsindia>



chupachupsindia • Follow

chupachupsindia Is it a bird, is it a plane, is it a super fun lollipop? Brace yourself, the funnest lollipop of them all is here. Chupa Chups is now in India

#superman #superhero #landed #saviour
#super #braceyourself #comic #power
#superpower
#funnest#ChupaChups #lollipop #bubblegum
#candy #strawberry #cherry #pink #instaart
#instagood #instawesome #video #boom
#illustration #burst #seriouslyfun #funny #lol
#change #launch #introducing



_mehtaab_sayyed_, jyotiprakaas,
sonalkapur810, kriti_g17, nisharwt,
parminder_shammi, ritesh.waingankar and
abhilashachhabra like this

AUGUST 23, 2016

Add a comment...

...

Promoting Tagline #SeriouslyFun



chupachupsindia • Follow

chupachupsindia A formula that'll make sure you take fun seriously at all times.
#WednesdayWisdom #FunKoSeriouslyLo
#fun #School #chupachups #teacher #Physics
#Maths #Subjects #StudentLife #studying
#homework #instadaily #candy #sour
plr_air Kpacota!



43 likes

AUGUST 30, 2017

Add a comment...

...

Promoting Tagline
#FunKoSeriouslyLo

Same Content/Posts went on Facebook



Chupa Chups (Comments & Reply Backs)



chupachupsindia • Follow

chupachupsindia When life gives you rainy days, just have some serious fun in the puddles! Tell us your #SeriouslyFun plans for the monsoons!

#Rains #RainySeason #Puddles #paperboats
#rainy #fun #rowyourboat #chupachups
#candy #Lollipop #Instagood #instafun #sail
#PicOfTheDay

yani_babyshop Не плохо 😊

kapurmanan Hahahah !! This is so funny ROFL
chupachupsindia @kapurmanan Thanks, bro!
You seem like a #SeriouslyFun person :D



29 likes

JULY 21, 2017

Add a comment...

...



chupachupsindia • Follow

chupachupsindia If only we had Chupa Chups arrows during ancient times.
#happydusshera #baam #dusshera #boom
#goodvsevil #bammm #ramayan #kapow
#festival
#instadaily #instagood #instawesome
#Indian #desi #india #festive #explosion
#bubblegum #lollipop #gum #crackers
#arrow #bow #seriouslyfun #lol #memes
#tumblr #lel #comic

kriti_g17 😊

capster_dj Yeah!

chupachupsindia Thanks, @kriti_g17 ❤️

chupachupsindia Oh yeah, @capster_dj ☺



26 likes

OCTOBER 11, 2016

Add a comment...

...

This shows that Pulse is very active in replying back to users

Summary and Suggestions for (Pass Pass Pulse)

Summary

- After analyzing all the Instagram pages of the Brands we come to know that Pulse has more followers as compared to Chupa Chups.'
- The main reason for more followers is that they post around 4-5 post in a week as compare to Chupa Chups who are posting around 2-4 post in a week.

- The brand Pass Pass Pulse was first using the tagline #PusleOfIndia from 1st Jan 2017 to 1st April 2017. They then changed their tagline from 6th April 2017 to #PranJaayeParPulseNaJaaye. After that they released their new TVC on 8th April 2017.
- The brand Chupa Chups was earlier using their tagline #SeriousFun which then modified to #SeriouslyFun from 17th Jan 2017 and then they ultimately changed the tagline from 16th August 2017 which is #FunKoSeriouslyLo. Chupa Chups stopped posting from 12th Oct 2017.

- Both the brands (Pass Pass Pulse, Chupa Chups) focuses on all type of post whether it is image post, video post, GIFs, informative post, engagement post, content post etc.
- Pass Pass Pulse and Chupa Chups both are doing same kind of posts on different social Platforms (Facebook, Instagram).
- Pass Pass Pulse came up with new content peg in 2016 on Instagram only with #MorningMantra which gain good organic engagement.

Suggestions

- Pass Pass Pulse should make different content for different social platforms because every social platform has different type core strength and user base as explained earlier.
- As Pulse Instagram followers are low. They can pump more money here in order to increase their reach and engagement which they are not doing now.
- Pulse also can use Instagram Influencers “Bhuvam Bam, Manjima Dutta” as to promote the Brand. By doing this they can improve their brand awareness, get more reach and can also get good return on investment.
- Pass Pass Pulse can also add a shopify button in the post itself to promote their sales.

- Pulse in order to increase their followers can try influencer marketing activities (explained in next slides)
- The brand should make more of #MorningMantra post as it garnered organic engagement.
- Pass Pass Pulse should also include their tagline in the introduction section of Instagram page as done by Chupa Chups.

Instagram Influencer

What is Influencer Marketing ?

- **Influencer** marketing is a form of marketing in which focus is placed on influential people rather than the target market as a whole. It identifies the individuals that have influence over potential buyers (brand target audience), and orients marketing activities around these influencers.

Who is an Influencer ?

- A Social Media Influencer is a user on social media who has established credibility in a specific industry. A social media influencer has access to a large audience and can persuade others by virtue of their authenticity and reach.

There are five different type of influencer which are-

- Celebrity Influencers
- Authority Influencers
- Social Media “Sensations”
- Micro-Influencers
- Bloggers

Mainly all brands aim for Micro influencers as they are relatively cheaper, have lot of followers and a great reach.

Advantages of Influencer

- Return On Investment (ROI)
- Influencers Impact Purchase Decisions
- Custom Tailored To Each Brand & Campaign
- Flexible Pricing
- Immense Reach And Visibility
- Quickly Builds Trust
- Improves Brand Awareness

Influencers on Instagram



Instagram | Search | Following | ...

bhuvan.bam22 • 4.4m followers

769 posts 75 following

Bhuvan Bam Official Musician/Youtuber at BB Ki Vines. Snapchat: bbkv22 Watch my new song SAFAR [youtu.be/Zqv5CBWt9yA](#)



Instagram | Search | Following | ...

manjimadutta • 41.7k followers

Follow

799 posts 462 following

Manjima Artist Delhi • India gratemampyy@gmail.com Little moments : @taxiongear Dance moments : @nrityanaty #minimalist #minimalfood #food #creative www.manjimadutta.com

Influencer Activity on Instagram



Boat and Skybags Influencer activity



Britannia Little hearts, Britannia Good Day & Sunfeast Dark Fantasy influencer activity



Twitter

Why Brands use Twitter

As a medium for Promotion

- Branding
- Establish Stronger Relationships
- Catch your followers' attention
- Following the trends in your Industry and watching your competitors close

Brand Pages

PASS PASS PULSE



ALPENLIEBE JUZT JELLY



Tweets
64

Following
10

Followers
18

CHUPA CHUPS



Frequency of Post by each Brand (Weekly) Pass Pass Pulse

Pulse @PassPass_Pulse · Jun 13

Pulse Ka taste itna masaledar, ek pe rukna mushkil har baar! #PranJaayeParPulseNaJaaye

 Translate Tweet



1 1 1 1

They are posting around 2-4 post a week

Pulse @PassPass_Pulse · Jun 9

When the top chef of India is all praises about you!

Hey @TheVikasKhanna, this made our day! Sending love and positivity :)



Vikas Khanna ✅ @TheVikasKhanna

Uffff. Cant get enough of these. Who invented these. Recipe? Genius. Brilliant.
PassPass Pulse.

1 3 6 1

Frequency of Post by each Brand (Weekly)

Alpenliebe Juzt Jelly

Alpenliebe JuztJelly @JuztJellyIndia · 26 Feb 2015

The Juzt Jelly Lychee flavor is so tasty that no one can resist it! Juzt Jelly boy loves it, do you?!



They are posting 3-5 post per week

Alpenliebe JuztJelly @JuztJellyIndia · 25 Feb 2015

If you think you have an amazing eyesight , #SpotTheJuztJelly now!



Frequency of Post by each Brand (Weekly) Chupa Chups



They are posting 4-7 post per week, which means they were the most active brand on Twitter in 2017

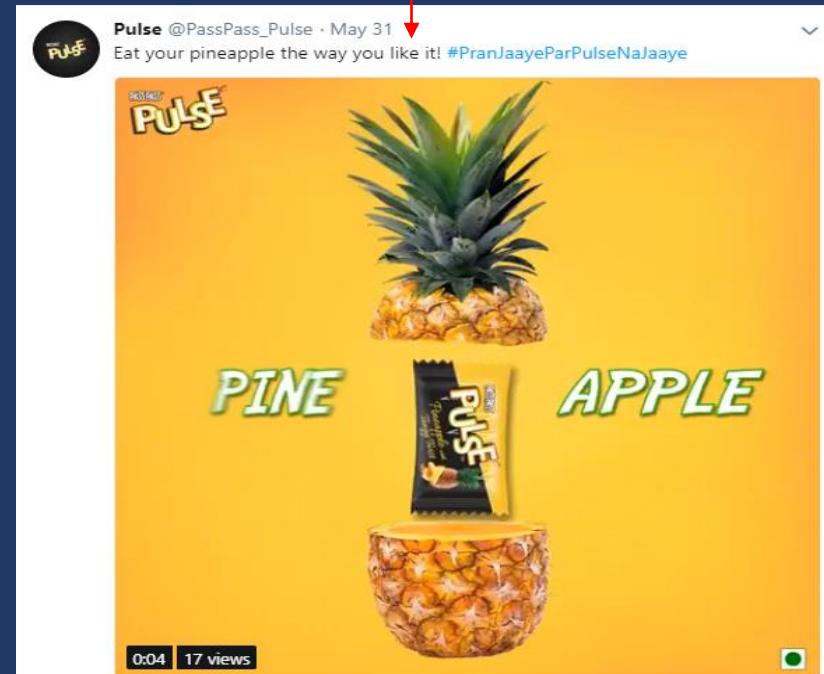


Types of Posts **(Pass Pass Pulse)**

Product Post



Product Post



Topical Post



Topical Post



A meme image featuring a man in a dark suit, white shirt, and red bow tie, holding a black revolver. He has a serious expression and is looking directly at the viewer. The background is a bright green advertisement for 'Pulse' energy bars. The text on the ad reads 'MERI PULSE KO PAKADNA MUSHKIL HI NAI NAMUMKIN HAI'. A small image of a green Pulse bar is shown next to the text. In the top left corner of the ad, there is a smaller text box with the tweet: 'Pulse @PassPass_Pulse · Jan 18 Jab Don ko ho jaaye Pulse se pyar, toh baarah mulkon ki police toh kya koi bhi Pulse ko uss se chheen nahi paayega. #PranJaayeParPulseNalaaye'. Below this box is a 'Translate Tweet' button. In the bottom right corner of the ad, it says 'PICTURE CREDITS: SAYTUNG.CO'. A red arrow points from the top right towards the top of the ad.

Bollywood Post



Engagement Post

Pulse @PassPass_Pulse · 30 Sep 2016

Truth or Dare? We pick Dare today! #PulseKeLiyeKuchBhi Share a picture or video with us completing the dare & win exciting prizes.

GIF

Engagement Post

Pulse @PassPass_Pulse · 25 Sep 2017

Pehle aaya remote, ya laptop, guess the correct sequence where Pulse was hidden and stand a chance to win*. Hint:bit.ly/2o41wkE

12 2 4 5

Retweeted Post



<https://twitter.com/PulseTheVenture/status/839429303519576064>

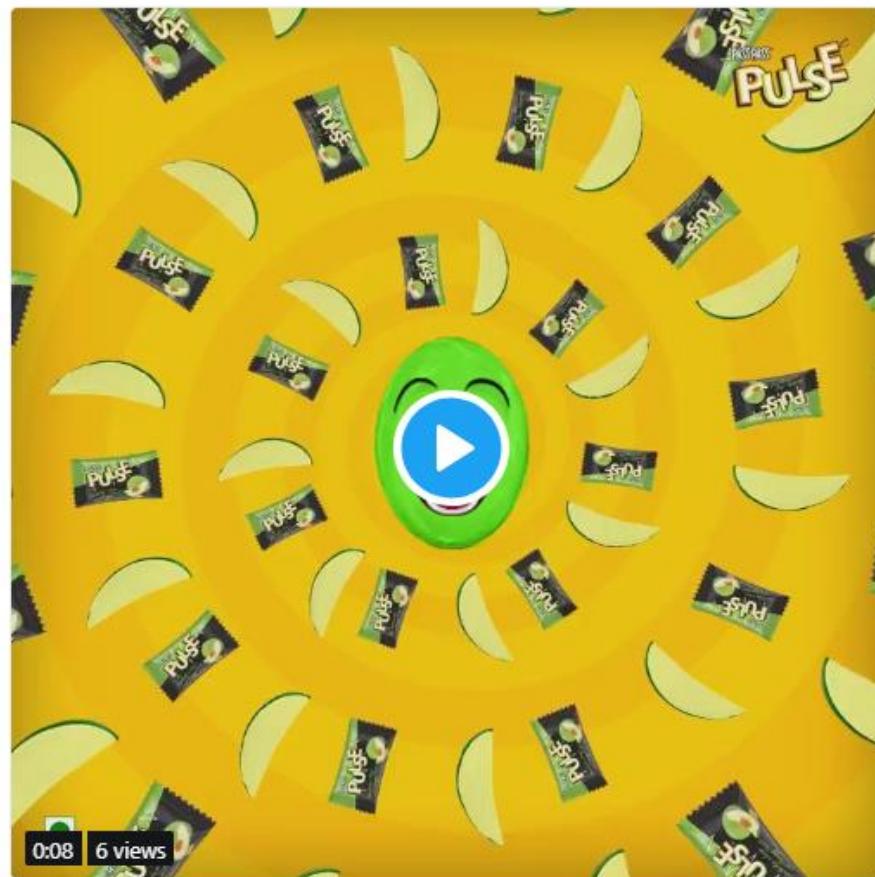
Change in Tagline

Pulse @PassPass_Pulse · 4 Dec 2016

Kho jao Kache aam ki masti mein!

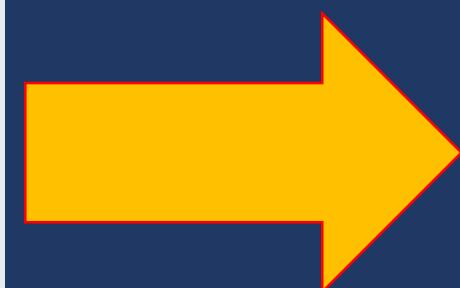
#PulseOfIndia

Translate Tweet



0:08

6 views



Pulse @PassPass_Pulse · 22 May 2017

Pulse ka tangyan kare sabko deewana

#PranJaayeParPulseNaJaaye



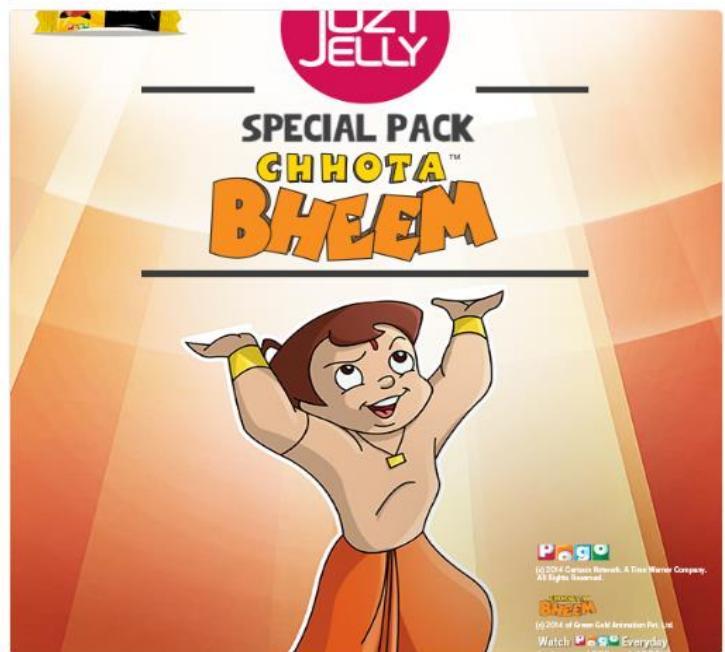
0:04

10 views

Types of Posts (Alpenliebe Juzt Jelly)

Informative Post

Alpenliebe JuztJelly @JuztJellyIndia · 2 Feb 2015
Introducing Alpenliebe Juzt Jelly special Pack! Watch now! #JuztJelly -
youtu.be/ryAcN5jsOAk



Topical Post



Provide the link
for the YouTube
Channel

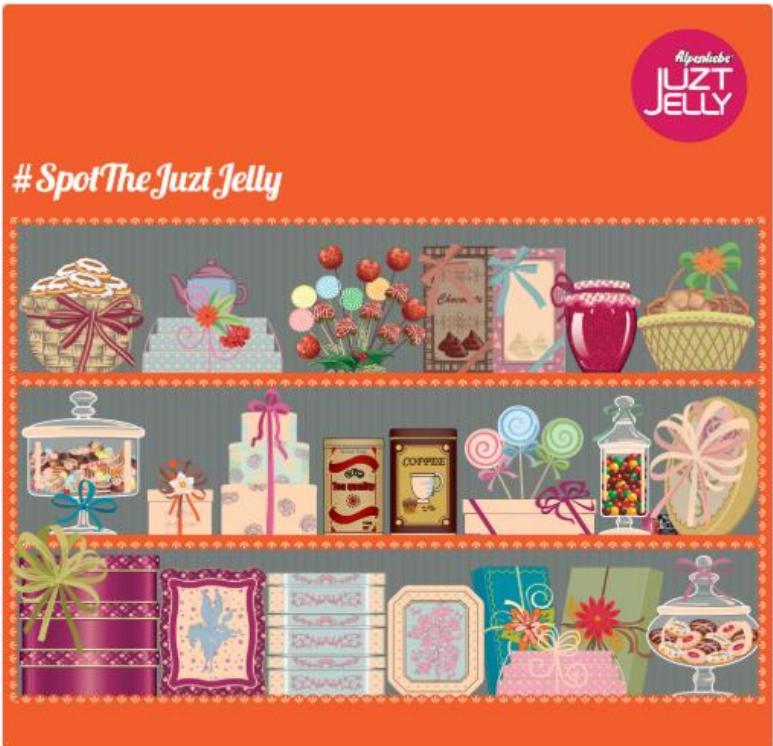
Alpenliebe JuztJelly @JuztJellyIndia · 19 Jan 2015
Introducing Alpenliebe Juzt Jelly special Pack! Watch now! #JuztJelly



Alpenliebe Juzt Jelly Chhota Bheem TVC
Introducing Alpenliebe Juzt Jelly special Pack! Watch the exciting TVC and share your favorite moment!
youtube.com

Engagement Post

Alpenliebe JuztJelly @JuztJellyIndia · 19 Feb 2015
You really have an amazing vision if you can [#SpotTheJuztJelly!](#)
So where is it hiding?



Product Post

Alpenliebe JuztJelly @JuztJellyIndia · 8 Jan 2015
Juzt Jelly in litchi flavor! Enjoy the tenderness of this fruit in the goodness of Jelly!
Try it now!



Few Posts using Caricature



Retweeted Post

Alpenliebe JuztJelly Retweeted

 **Anesh Dangol** @AneshDangol · 24 Oct 2014
I liked a @YouTube video youtu.be/tAdgtES_clw Alpenliebe Juzt Jelly - Jelly Ki Duniya (Bench TVC)

 **Alpenliebe Juzt Jelly – Juzt Jelly Ki Duniya (Bench ...)**
Alpenliebe Juzt Jelly brings alive a visually-stunning Jelly world in which characters are made out of jelly and hence it's possible to do things that aren't...
youtube.com

1 1 1 1 1

Retweeted Post

Alpenliebe JuztJelly Retweeted

 **Gurpreet Singh Tikku** @gurujee13 · 30 Nov 2014
Kids Love Candies & when it's JuztJelly then it's even better.Thanks @JuztJellyIndia for spreading this Warmth@ today's @Bookaroolitfest :-)

1 1 1 1 1

Types of Posts **(Chupa Chups)**

Topical Post

GIFs Post

Product Post





ChupaChups @chupachupsindia · 21 Mar 2017

Dear India, Why so serious? It's time to take fun seriously! #WorldHappinessDay
#SeriouslyFun

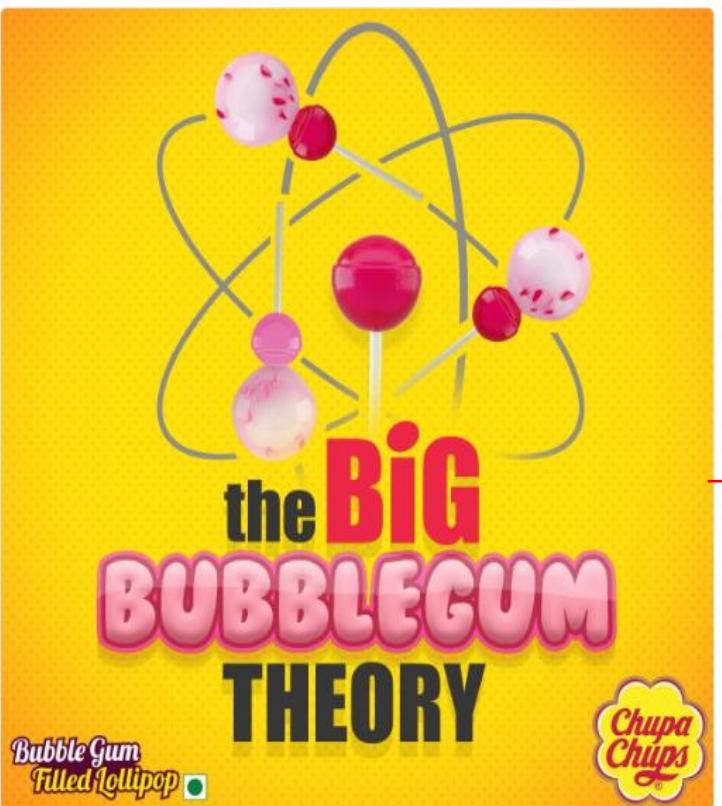


Topical Post



ChupaChups @chupachupsindia · 16 Dec 2016

This is the theory of some serious fun.



Hollywood
Serials Post



Topical Post



ChupaChups @chupachupsindia · 28 Apr 2017

Moonwalk your way to some serious fun! #InternationalDanceDay



Bubble Gum
Filled Lollipop

0:04 | 24 views



Pranks Post



Product Post



Thought for each day of the week

 **ChupaChups** @chupachupsindia · 4 Aug 2017

"I just need you in my life" - Things you say to [#FridayFeeling](#) and serious fun with Chupa Chups. [#SeriouslyFun](#)

   2 

 **ChupaChups** @chupachupsindia · 3 Aug 2017

It hurts like hell when you need to let go, but you can't - While taking the last bite of Chupa Chups. [#SeriouslyFun](#) [#ThursdayThoughts](#)

 **ChupaChups** @chupachupsindia · 31 Jul 2017

E= MC² [Energy = Monday * (Chupa Chups)²] [#MondayMotivation](#)

   1 

 **ChupaChups** @chupachupsindia · 2 Aug 2017

Congratulations! You've survived 90% of the week. Treat yourself to Chupa Chups for some serious fun, because why not? [#WednesdayWisdom](#)

 1  1  1 

 **ChupaChups** @chupachupsindia · 31 Jul 2017

Are you already saying "It's been a long week?" Grab some Chupa Chups to add some serious fun. [#TuesdayThought](#)

Suggestions

- Twitter strategy should be different as compared to Facebook or any other social media platform as twitter is a more real time platform in which current topics are discussed.
- Twitter poll can be used by the brand to gain insights about the product “quality, flavor etc. ” from the consumers. This would help to take consumer feedback as well.
- Pulse can use more @replies/ direct reply to thank audience incase there is any UGC content uploaded by the consumers.

- Twitter promotions can be done to increase reach and followers
- Re-share/ re-tweet brand PR articles.
- Twitter influencer activity to increase followers
- Pulse can make a character/ caricature like Juzt Jelly did it with Juzt Jelly Boy
- Pulse can also provide their link of YouTube Videos in the tweets.
- They should post regularly using trending hashtags

Influencers on Twitter



A screenshot of a Twitter profile for a character named Gabbbar. The profile picture is a cartoon illustration of a man with curly brown hair and a beard, looking slightly upwards. The background of the profile page shows a blurred view from inside a car, with a digital dashboard visible. Below the profile picture, the name "Gabbbar" is displayed. On the right side of the profile page, there are summary statistics: Tweets 175K, Following 1,263, Followers 1.32M, Likes 6,779, and Lists 13. At the bottom, there are three navigation tabs: "Tweets" (which is underlined in blue), "Tweets & replies", and "Media".



A screenshot of a Twitter profile for a user named Sudipto. The profile picture is a photograph of a man wearing a blue cap and glasses, holding a professional DSLR camera up to his eye to take a picture. The background of the profile page shows a scenic outdoor view with buildings, trees, and a body of water. Below the profile picture, the name "Sudipto" is displayed. On the right side of the profile page, there are summary statistics: Tweets 43.5K, Following 481, Followers 202K, Likes 4,761, and Lists 4. At the bottom, there are three navigation tabs: "Tweets" (which is underlined in red), "Tweets & replies", and "Media".



Gabbar @GabbbarSingh · 4h

Truck Drivers have the highest rate of On-Job fatalities. An initiative by @Castrol_India on #InternationalYogaDay2018 - #TruckAasana bringing together truck drivers & guiding them to focus on their mental & Physical health with @YogaInstMumbai. Good stuff bit.ly/2l7F9oH



5



20



“Castrol CRB TURBOMAX” & “HONDA” influencer activity



Sudipto @Roflindian · May 16

I already drive a Honda City. Looking for a car for my wife. #AllNewAmaze at ₹5,59,900 and 19.5 kmpl is a stunner. Great space inside. Bold headlamps and LED position light. No second thoughts now. #TheBigMove @hondacarindia bit.ly/2rLDTSB



30



21



32



YouTube

Why Brands use YouTube

As a medium for Promotion

- Search Engine Optimization Capabilities- In order to reach a wide audience of users and visitors on YouTube, you should take advantage of the website's search engine optimization capabilities.
- Content is King
- YouTube is a top priority for marketers as they have large user base
- Reaching Out to Your Customers
- Capturing Attention

- Viral Marketing.
- You can also showcase your product and tell the audience how to use the product, you can also tells the benefits/ advantages of the product.
- Leveraging events or promotions.



PassPass Pulse

40,982 subscribers • 12 videos

Pass Pass Pulse, the candy from DS Group stormed the hard-boiled candy market with its launch in 2015. A category breaker in ...



Alpenliebe JuztJelly ✅

27,953 subscribers • 10 videos



Chupa Chups India ✅

40,741 subscribers • 18 videos

Welcome to the official India page of Chupa Chups, India. Are you ready to take fun seriously?

So according to this
Chupa Chups has
highest number of
video uploads on
YouTube as compare
to Pass Pass Pusle &
Alpenliebe Juzt Jelly

Pass Pass Pulse



The banner features a man on the left holding a green PULSE energy bar up to his eye, and a woman on the right looking towards the camera. A yellow speech bubble between them contains the text "PRAN JAAYE PAR PULSE NA JAAYE". Below the banner, there are three PULSE energy bars of different flavors.

PassPass Pulse

40,981 subscribers

SUBSCRIBE 40K

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

A red oval highlights the "40,981 subscribers" text. Another red oval highlights the social media links for Facebook, Instagram, Twitter, and YouTube.



<https://www.youtube.com/watch?v=pef1qTPF48U>

This means Pass Pass Pulse upload UGC (User Generated Content) on their YouTube channel. To show users the reaction of Individual when they eat Pulse.



<https://www.youtube.com/watch?v=h3tGmDS3Hs0>

A brief interview of Mr. Shashank Surana with RJ Rohit which means Pass Pass Pulse upload every thing about their product.



<https://www.youtube.com/watch?v=5rslXutpv-M>

This is also a UGC. In this users talk about the pulse, the uniqueness, the flavor.



Pran Jaaye Par PULSE Na Jaaye – Pulse Candy TVC – ...

20M views • 1 year ago

https://www.youtube.com/watch?v=iX3OMn_Efto

Pass Pass Pulse first TVC and they got 20+ million views which shows that users are very excited for the Pulse.

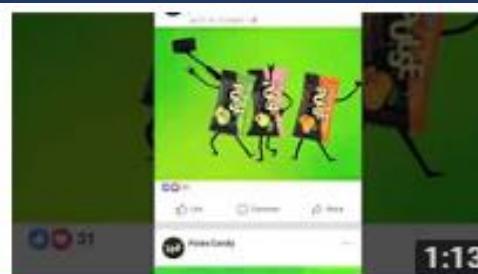


Pulse #BeatTheBeam Challenge

17K views • 1 year ago

<https://www.youtube.com/watch?v=tk47JG2xxDs>

Pass Pass Pulse also upload videos of their offline Challenge #BeatTheBeam. In which they show the reaction of people after completing the challenge.



Pulse Friendship Day Final

2.7K views • 10 months ago

<https://www.youtube.com/watch?v=mmIZQOf3iZE>

This is a topical kind of video about the friendship day. In this video they post the names of the user which are friends with the Facebook page of Pass Pass Pulse.



Pran Jaaye Par PULSE Na
Jaaye - Pulse Candy TVC - ...

6.7M views • 3 months ago

<https://www.youtube.com/watch?v=6YyezSjvKLk>

Pass Pass Pulse second TVC



প্রাণ যায় তবু পাল্স না যায় -
পাল্স ক্যান্ডি টিভিসি - অফিস।

381K views • 2 months ago

<https://www.youtube.com/watch?v=LcDwD0iKzX8>

Pass Pass Pulse same second TVC in different language.



ହୃଦୟ କେବେଳ୍‌ରୁ, ହଲ୍ଦୀ
ବିଦେଶିଲ୍ଲୁ - ହଲ୍ଦୀ କ୍ଷୁଣ୍ଡି...

10K views • 2 months ago

https://www.youtube.com/watch?v=9_uirtp-xLI

Pass Pass Pulse same second TVC in different language.

Alpenliebe Juzt Jelly



NOW AVAILABLE IN
BOTTLE SHAPE

25% FRUIT PULP
BAWAYE 100% DEEWANA

G+

Alpenliebe JuztJelly ✓

28,087 subscribers

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Alpenliebe Juzt Jelly TVC
With The Amazing Spiderman

467K views • 4 years ago

<https://www.youtube.com/watch?v=ytydDjd-hH8>

Alpenliebe Juzt Jelly first TVC in relation with “Amazing Spiderman ”



Alpenliebe Juzt Jelly - Kajol
TVC

6.9K views • 3 years ago

<https://www.youtube.com/watch?v=4Dy34AbsksM>

Second TVC in relation with “Kajol”



Alpenliebe Juzt Jelly – Juzt
Jelly Ki Duniya (Bench TVC)

1.2M views • 3 years ago

https://www.youtube.com/watch?v=tAdgtES_clw

Third TVC of Alpenliebe Juzt Jelly



Alpenliebe Juzt Jelly Chhota
Bheem TVC

34K views • 3 years ago

<https://www.youtube.com/watch?v=ryAcN5JsOAk>

Forth TVC in 1 year with relation with “Chhota Bheem”
Cartoon Character



Alpenliebe Juzt Jelly Mango
TVC - 25 secs

5.9K views • 2 years ago

<https://www.youtube.com/watch?v=fAOYgsCbm68>

Fifth TVC of Alpenliebe Juzt Jelly for Mango flavor



Alpenliebe Juzt Jelly
Hangout Tattoo TVC

22K views • 2 years ago

<https://www.youtube.com/watch?v=TMPwN0wdCac>

Sixth TVC of Alpenliebe Juzt Jelly



Alpenliebe Juzt Jelly
Strawberry

38K views • 2 years ago

<https://www.youtube.com/watch?v=T54bJd4OAKQ>

Seventh TVC of Alpenliebe Juzt Jelly for Strawberry flavor

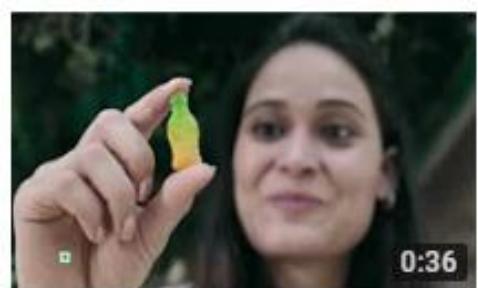


Alpenliebe Juzt Jelly Bears

2.2M views • 2 years ago

<https://www.youtube.com/watch?v=DI11yYvPku8>

Eighth TVC for Alpenliebe Juzt Jelly Bears in two year



Alpenliebe Juzt Jelly Bottles

11M views • 1 year ago

<https://www.youtube.com/watch?v=kk2XHw7CpHs>

Ninth TVC for Alpenliebe Juzt Jelly Bottles

Chupa Chups



The banner features a yellow background with several red and pink lollipops scattered across it. In the center, the text '#SERIOUSLYFUN' is displayed in a stylized font inside a white cloud-like shape. Below the banner, the channel's logo is shown, followed by the channel name 'Chupa Chups India' with a verified checkmark and 40,782 subscribers. A red 'SUBSCRIBE 40K' button is visible. The navigation bar at the bottom includes links for HOME, VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, ABOUT, and a search icon.

Chupa Chups India ✓
40,782 subscribers

SUBSCRIBE 40K

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT >



<https://www.youtube.com/watch?v=isiw9MY2k2Q>

Chupa Chups with “Kenny Sebastian”



<https://www.youtube.com/watch?v=08gfQhaHt3s>

Chupa Chups with “Abish Mathew”



<https://www.youtube.com/watch?v=8puZS0V5q9E>

Chupa Chups with “Baba Sehgal”



Chupa Chups Hostel- Fun Ko
Seriously Lo TVC

462K views • 1 year ago

https://www.youtube.com/watch?v=pfW-m_0zrk0

First TVC of Chupa Chups



Chupa Chups Hostel- Fun Ko
Seriously Lo TVC Telugu

14K views • 1 year ago

<https://www.youtube.com/watch?v=B6a5VO8w6LI>

Same First TVC of Chupa Chups in different language (Telugu)



Chupa Chups | Pout Wali
Selfie

1.3M views • 7 months ago

<https://www.youtube.com/watch?v=DcxiA1BKF7o>

Second TVC of Chupa Chups (Pout Wali Selfie)



Chupa Chups | Love you, Love
You Not

1.4M views • 7 months ago

<https://www.youtube.com/watch?v=Hzf4GfE11FM>

Third TVC of Chupa Chups (Love you, Love You Not)



Chupa Chups Funky Mouth
and Cola flavour

1.2M views • 6 months ago

<https://www.youtube.com/watch?v=b6RimNP2Zmg>

Forth TVC of Chupa Chups for Cola flavor and promoting
their Funky Mouth



Chupa Chups - A Different Ball Game

5.3K views • 1 year ago

<https://www.youtube.com/watch?v=tr4PQ9wGCgE>

Viral video for Chupa Chups



Chupa Chups - That Perfect Shot

2.8K views • 1 year ago

<https://www.youtube.com/watch?v=sj2iGVm5auw>

Viral video for Chupa Chups

Summary and Suggestions for Pass Pass Pulse

Summary

- Chupa Chups posted more videos (18) as compare to pulse (12 videos) and Alpenliebe Juzt Jelly (10 videos).
- Pulse did an offline activity “Beat the Beam” challenge which was very unique.
- Pass Pass Pulse also upload selected UGC (User generated content) on their YouTube channel which other brands are not doing.
- Pass Pass Pulse & Chupa Chups put same TVC in different languages to have wider reach in different regions of India.

- Alpenliebe Juzt Jelly use celebrities like “Kajol” to promote their product & Chupa Chups done the same with “Baba Sehgal, Abish Mathew & Kenny Sebastian”.
- Alpenliebe Juzt Jelly Promote their product with cartoon characters also which no brand (Pass Pass Pulse & Chupa Chups) is doing.
- Pass Pass Pulse & Chupa Chups also provide buttons on their home page of YouTube to go directly on their Facebook, Instagram & twitter pages. Both the brands have added their link website as compare to Alpenliebe Juzt Jelly which only provided Google plus button.

Suggestions

- Both the brands Chupa Chups and Juzt Jelly promote their brand with some celebrities which Pulse is not doing. They should also use Indian celebrity to promote their product to have a brand recall.
- Pass Pass Pulse can make some videos for their different flavors like “Litchi, Orange, Guava, Pineapple” similar to what Juzt Jelly who came up with new TVCs for every flavor like “strawberry, Mango” and for every product like “Bottles, Bears”.
- Pass Pass Pulse can also upload videos of their on-ground activities like “Nucleya, Diljit Dosanjh etc.” which they were associated with.
- Apart from just doing video ads, Pulse can also look into different banner ads on YouTube to take audience to e-com platforms for transactions

Recommendation on Brand Strategy

- Alpenliebe Juzt Jelly came up with “Amazing Spiderman, Chhota Bheem” limited edition product packing for which they launched a video also. Pulse being a Number 1 hard boiled candy can also come up with such limited edition product or packing to increase brand awareness/ loyalty.
- Chupa Chups and Juzt Jelly focuses on TVC content and produce about 4-5 TVCs per year and share them on their channel. In the similar way Pass Pass Pulse can also work upon their TVCs and come up with different TVCs/ short videos for their channel. Both the Brands Chupa Chups and Juzt Jelly promote their brand with some celebrity which Pulse is not doing. They should also use Indian celebrity to promote their product.

Annexure

- <http://www.dsgroup.com/aboutus-overview.aspx>
- <http://passpasspulse.in>
- <https://www.facebook.com/>
- <https://twitter.com/>
- <https://www.instagram.com/?hl=en>
- <https://www.youtube.com/>

Facebook

- <http://www.klientsolutech.com/benefits-of-using-facebook-for-business-marketing/>
- <https://www.matchcraft.com/5-benefits-facebook-advertising/>
- <http://www.marketingtango.com/5-benefits-facebook-business-pages/>
- <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/facebook/benefits>

Instagram

- <https://blogs.constantcontact.com/use-instagram-for-business/>
- <https://www.koozai.com/blog/social-media/6-key-benefits-using-instagram-business/>
- <https://maximizesocialbusiness.com/4-benefits-advertising-instagram-26853/>
- <https://www.lyfemarketing.com/blog/benefits-instagram/>

Instagram Influencer

- <http://mediakix.com/2018/02/benefits-of-influencer-marketing-social-media/>
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- <https://www.socialmediatoday.com/social-networks/6-big-benefits-using-influencer-marketing-your-social-strategy>

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- <https://www.commonplaces.com/blog/5-benefits-of-using-twitters-promoted-products-service/>
- <https://www.business2community.com/twitter/5-benefits-of-using-twitter-for-your-business-0147067>
- <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/twitter/benefits>
- <https://www.itvibes.com/blog/social-media-branding/benefits-of-using-twitter-for-social-media-marketing/>
- <https://martech.zone/twitter-advantages/>

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- <https://www.kartrocket.com/blog/8-simple-tips-promote-brand-youtube/>
- <https://sigilbrand.com/blog/the-importance-of-youtube-in-digital-marketing/>
- <http://blog.marginmedia.com.au/Our-Blog/bid/78075/5-Marketing-Benefits-of-Using-YouTube>
- <https://www.bluleadz.com/blog/7-benefits-of-using-youtube-to-market-your-business-online>
- <https://www.forbes.com/sites/ajagrawal/2016/01/03/3-reasons-why-you-should-be-marketing-on-youtube-and-periscope/>
- <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/youtube>
- <https://wearegrow.com/8-massive-benefits-of-using-youtube-for-business/>