

PROJECT REPORT

-: INTRODUCTION :-

Digital marketing:

Digital marketing, also known as Online marketing. It helps to do the promotion of brands to connect with potential customers using the internet and other forms of digital communication.

As a part of Digital marketing internship we got to do a project in a team of 5 members. The goal of Digital marketing internship is to increase the brand awareness, drive website traffic, generate leads and ultimately boost sales and business growth of the company allocated to us.

Overview:

As a part of our digital marketing internship from the smart bridge. We ought to do a comprehensive project for 'Digital marketing' in which we were allotted the objectives, strategies, result and challenges of project conducted by our team for McCain.

The comprehensive digital marketing for "McCain" includes brand study, competitor analysis and audience persona. It is also consisting SEO & keyword research analysis, Content ideas, marketing strategies, content creation and curation.

Purpose of the project:

The main goal of this project is to increase the online visibility, attract audience bringing awareness on our products and brand. We use various strategies and tools such as SEOptimer, social media, email marketing, content creation, SEMrush tool and analyze them to achieve the goals. We also monitored & measured the performance and impact of our digital marketing efforts using key metrics and indicators.

This project will help to increase audience, engage existing ones, and grow the business in the competitive digital landscape.

Literature Survey:

A literature survey of digital marketing project is a systematic review of the existing research and publications on the topic of digital marketing. It aims to the topic of digital marketing. Identify the main themes, methods, challenges and opportunities in the field, as well as to provide a critical analysis of the strategies, strengths, weakness of the current knowledge. A literature survey of digital marketing project can help to define the research problems, formulate the research questions, and justify the research objectives & methodology.

Existing problems:

One of the main challenges in the digital marketing project is to increase the conversion rate of website visitors, we purpose to implement a personalized recommendation system that will suggest relevant products or services to each visitors based on their browsing history, preferences & behaviour. This way, we can increase the engagement and loyalty of our customers as well as revenue of our business.

Other problems may include lack of clear and consistant communication among the team members. This leads to confusion, delays and errors in the execution of the tasks.

Proposed Solutions:

A possible solution for the existing problem of digital marketing project is to use a data-driven approach that leverages the latest tools and techniques in the field. By analysing the customers behaviour preference and feedback, we can design & implement a personalized and effective marketing campaign that meets their needs and expectations. This way we can increase the conversion, as well as reduce the cost and time of the project.

To address the issue, we need to establish a regular and effective communication channels.

Theoretical analysis:

Block diagram

Comprehensive digital marketing for McCain

→ Brand study, Competitor analysis & buyer's persona.

- Research brand identity
- Competitor analysis
- Buyer's persona.

→ SEO and Keyword research.

- SEO audit
- Keyword research
- on-page optimization.

→ Content ideas & marketing strategies.

- Content calendar
- Content ideas
- Marketing strategies

→ Content creation and curation.

- Post creation
- Blog article
- Video editing
- Social media ad campaign
- Email ad campaign.

Result (Estimated)

The result of McCain's digital marketing efforts will have been significant. Some of the key finding includes:

- Increased brand visibility & awareness on digital platforms.
- Growth in online sales & website traffic.
- Higher engagement rates & interactions with the target audience.
- Improved customer loyalty & brand visibility.
- Valuable data insights for continuous optimization.

Hardware / Software designing:

The Software design process for a digital marketing project involves several steps such as choosing the appropriate platforms and channels to reach the target audience, such as websites, social media, email or mobile apps.

Creating a user interface (UI) and user experience (UX) design that is attractive, intuitive & engaging for the target audience, such as using colours, fonts, images, or animations. Here I used Canva for designing and Kinemaster for video editing.

Developing a content strategy that delivers relevant information to target audience such as using keywords, headlines & call to action.

Advantages & Disadvantages:

Digital marketing has several advantages and disadvantages compared to traditional marketing methods.

Advantages:

- It can reach a large & global audience at a low cost.
- It can be easily measured & analyzed using various tools & metrics.
- Testing & evaluating the software design before launching it. Such as using analytics feedback or usability testing.

Disadvantages:

- It can face high competitions from other online sources.
- It can raise ethical and legal concerns, such as privacy, spam or plagiarism.

Applications:

Some applications of Digital marketing include.

SEO (Search engine optimization)

Improving the visibility and ranking of a website on search engine.

Content marketing:

Creating & distributing valuable, relevant and consistent content to attract & retain a clearly defined audience.

Social media marketing:

Using social media platform to connect with and influence potential & existing customers.

Email marketing:

Using email to communicate with prospect and customer.

Conclusion :

In conclusion , this digital marketing project has achieved its objectives of increasing brand awareness , generating leads & boasting conversion . The project has utilized various online channels , strategies such as social media , email marketing , PPC to reach the target audience & communicate the value proposition of the product .

The project has also measured & analyzed the performance of each campaign using relevant matrices and tools such as google analytic , facebook insights & mailchimp . It has evaluated the results of each campaign & suggested some ways to improve and grow .

COMPREHENSIVE DIGITAL MARKETING PROJECT WORK

ON

MCCAIN FOODS

TEAM MEMBERS :

1. M. SANDEEP
2. M. JYOTHSNA
3. P. JHANAVI DEVI PRIYA
4. M. DEEPTHI
5. S. VASU

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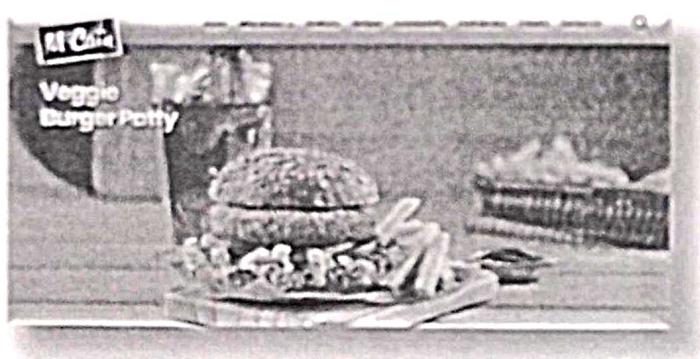
PART 3: CONTENT IDEAS AND MARKETING STRATEGIES

PART 4: CONTENT CREATION AND CURATION

PART 1 : BRAND STUDY, COMPETITOR ANALYSIS & AUDIENCE'S PERSONA

BRAND STUDY :

TOPIC FOR PROJECT : MCCAIN : <https://www.mccain.com/>



BRAND COLORS :

Yellow , White , Black .

LOGO :



(1957 - NOW)



(2013 - 2018)

MISSION/VALUES:

McCain's vision and mission is to 'Celebrating real connections through delicious, planet-friendly food .

USP : <https://www.mccain.com/>

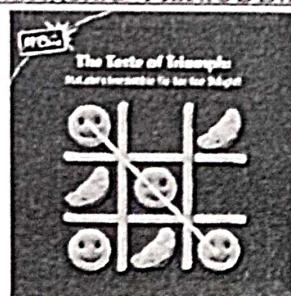
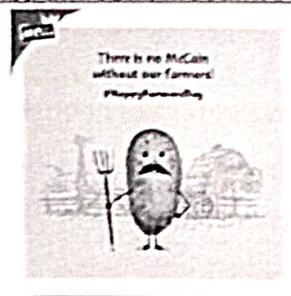
The USP of McCain is providing content that helps and guides clients to make the best selection for their frozen foods and appetizers with all round sales .

TAGLINE : Making a difference to today, tomorrow and for generations to come.

BRAND MESSAGING :

Informative , fun and friendly

EXAMPLES : https://instagram.com/mccainfoods_india?igshid=MzRIODBiNWFIZA



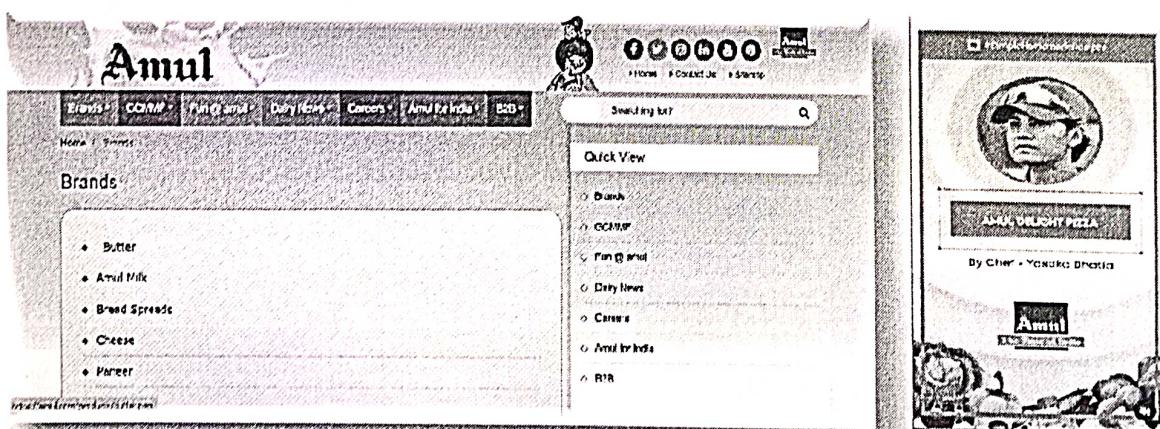
COMPETITOR ANALYSIS:

COMPETITOR 1 : AMUL : <https://www.amul.com/>

COMPETITOR 2 : BIKAJI :
<https://www.bikaji.com/>

COMPETITOR 3 : TATA Q :
<https://www.tata.com/>

COMPETITOR 1 : AMUL : <https://www.amul.com/>



USP : Wide variety of food products , All round sale , Categorization .
COMMUNICATION : Celebrity Endorsement , Content memes , Lots of tutorials by experienced chefs

COMPETITOR 2 : BIKAJI : <https://www.bikaji.com/>

The screenshot shows the Bikaji website's homepage. At the top, there's a navigation bar with links like 'HOME', 'ABOUT', 'INVESTOR RELATIONS', 'COMBO PACKS', 'NAMKEEN', 'SNACKS', 'PAPPAD', 'SWEETS', 'EVENTS', 'INTERNATIONAL', and social media icons. Below the navigation is a banner for '#MYBIKAJI MY WAY CONTEST' featuring a product shot. The main content area has a heading 'OVERSEAS SPECIAL' with a note: 'These products are not available in India/ or for Online Purchase and Delivery.' It lists categories like 'FROZEN STREET FOOD', 'FROZEN SNACKS', 'FROZEN CURRIES', 'FROZEN BREADS', 'SOUTH INDIAN', and 'KATHI ROLL'. Below these are four product images: 'Angoori Naan & Kothimbir Pav', 'Qubani Korma', 'Kala Korma', and 'Angoori Jumna with Pudina'. A footer at the bottom contains links for 'About', 'Brands', 'People', 'Sustainability', 'Investors', 'Newsroom', 'Contact', and a search bar.

USP : Categorisation ,Refund payment available , All round sale.

Communication : Movie collaborations , Friendly and funny content , Lucky winner challenges ,Celebrity endorsement .

COMPETITOR 3 : TATA Q : <https://www.tata.com/>

The screenshot shows the Tata Q website. At the top, there's a navigation bar with links for 'About', 'Brands', 'People', 'Sustainability', 'Investors', 'Newsroom', 'Contact', and a search bar. The main content area features a section titled 'Our Brand Portfolio' with a grid of various Tata food products like 'TATA SOFT', 'TATA CHOCOLATE', 'TATA GOLD', 'TATA PREMIUM', and 'TATA CHOCOLATE'. Below this is a 'DETAILED PORTFOLIO' button. To the right, there's a promotional graphic for 'FIND YOUR WAY TO TATA Q' with a maze and a box of 'TATA SOFT' noodles.

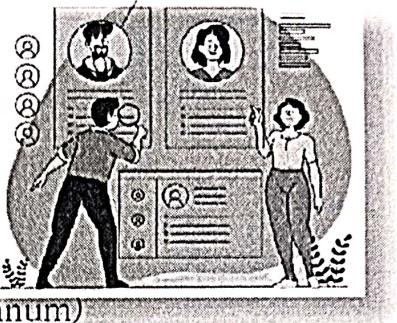
USP : Wide range of veg and non-veg products ; All round sales

Communication : Content memes, Funny games ,Quizzes .

BUYER'S PERSONA:

Age : 15 – 55
 Gender : All
 Children : Yes
 Martial Status : Married/Unmarried
 Location : Urban/Rural / Metro cities
 Income : 50,000 – 20,00,000 (per annum)
 Education : Not specified
 Interests : Must enjoy delicious and Prefer healthy food

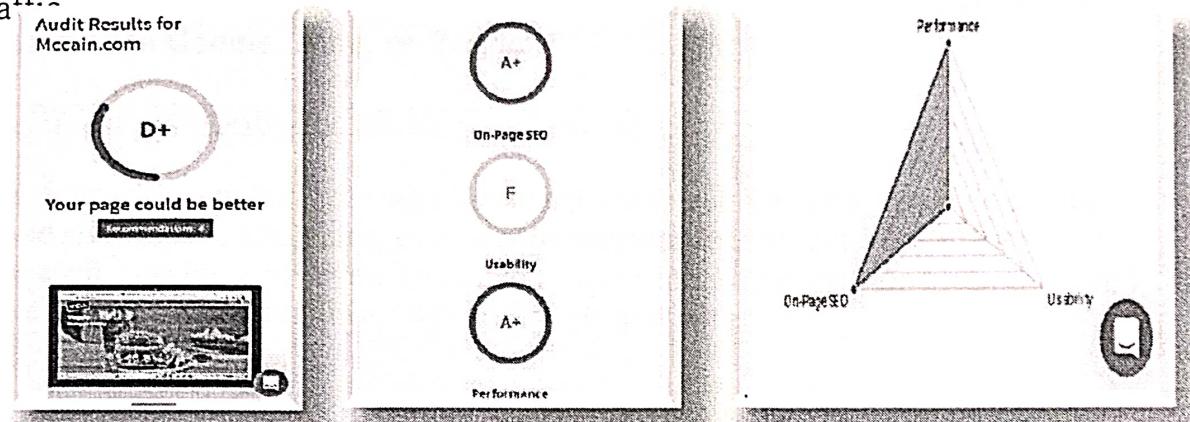
Marketing platforms : Online ads , Instagram , Television ads , Facebook , Twitter , YouTube



PART 2 : SEO & KEYWORD RESEARCH

SEO AUDIT :

The main purpose of an search engine optimization (SEO) audit is to identify strengths, weaknesses, and opportunities for improvement to enhance a website's visibility in search engine results and drive organic traffic.



TOP KEYWORD RANKINGS :

Top Keyword Rankings					
This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.					
Keyword	Country & Language	Position	Total Searches	Estimated Traffic	
foodstuffs near me	EN	83	30,400,000	65,840	
foodstuffs near me	ES	59	30,400,000	65,840	
mccain	EN	1	40,500	12,312	
mccain	HI	1	40,500	12,312	
mccain's	HI	2	40,500	6,361	
mccain's	EN	3	40,500	5,940	
mac cain	EN	1	12,100	3,578	
mccain	ES	1	12,100	3,578	
mccain	EN	1	12,100	3,578	
mccain	EN	1	12,100	3,578	

KEYWORD RESEARCH :

Keyword research is a crucial process in digital marketing and search engine optimization (SEO). It involves identifying the specific words and phrases that people use when searching for information, products, or services on search engines like Google, Bing, or Yahoo.

KEYWORD RESEARCH FOR MCCAIN FOODS :

The following are the relevant keyword ideas, keywords, organic traffic, brand overview, analyzing competitor keywords, objectives of keyword research, brainstorm seed keywords, long tail keywords of McCain brand that have been found after thorough research and filtering.

KEYWORD IDEAS :

Keyword Ideas								
Keyword Variations		Questions	Related Keywords					
7.6K Total volume: 351.0K		1.1K Total volume: 23.0K	246 Total volume: 145.0K					
Keywords	Volume	ED %	Keywords	Volume	ED %	Keywords	Volume	ED %
french fries	125.0K	70.0	how to make french fries	4.4K	65.0	french fries	110	65.0
french fries recipe	12.0K	65.0	how to make french fries at home	1.9K	65.0	french fries french fries	320	67.0
french fries near me	6.0K	30.0	who invented french fries	5.0K	63.0	french fries recipe	12.0K	60.0
french fries packet	6.0K	21.0	how to make crispy french fries	4.6K	65.0	fresh fries	170	65.0
french fries machine	5.4K	30.0	how to make french fries in air fryer	4.6K	63.0	fried fries	260	67.0
View all 7,562 keywords			View all 246 keywords					
View all 1,111 keywords								

KEYWORD : FRENCH FRIES

All Questions Broad Match Phrase Match Exact Match Related Languages

Volume KD % Intent CPC (USD) Include keywords Exclude keywords Advanced filters

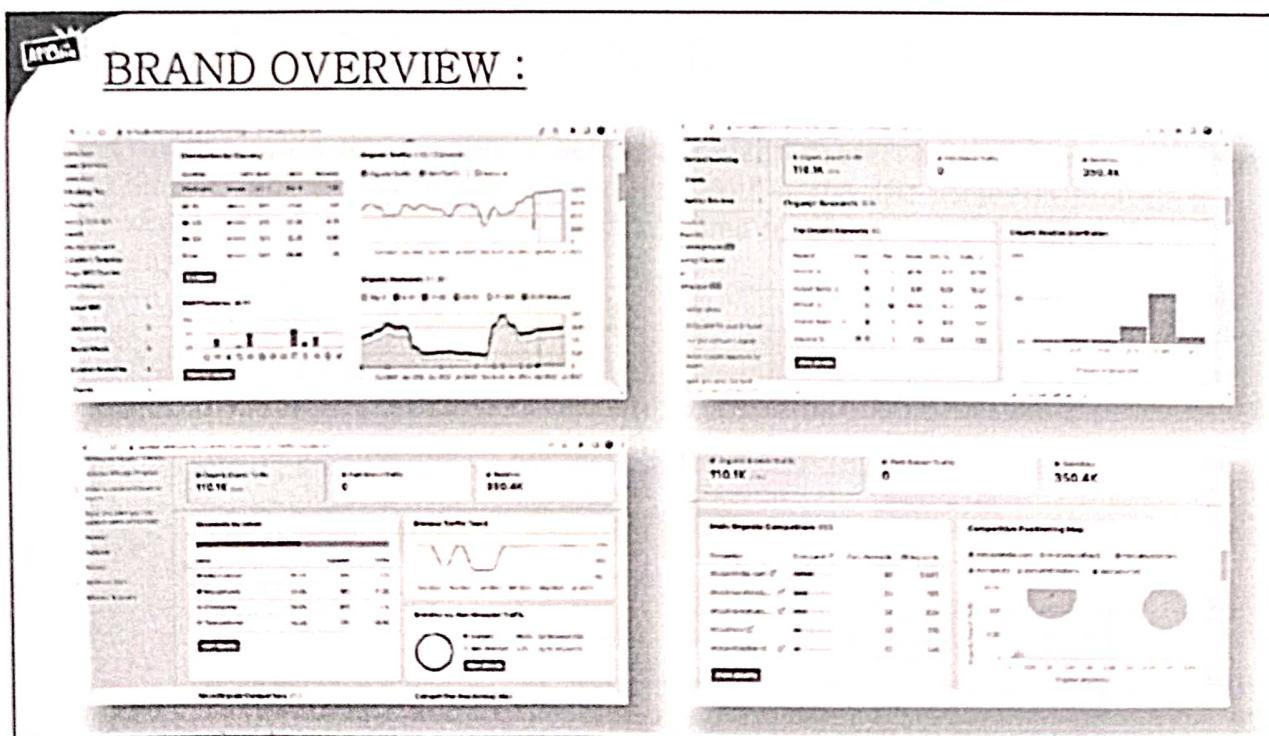
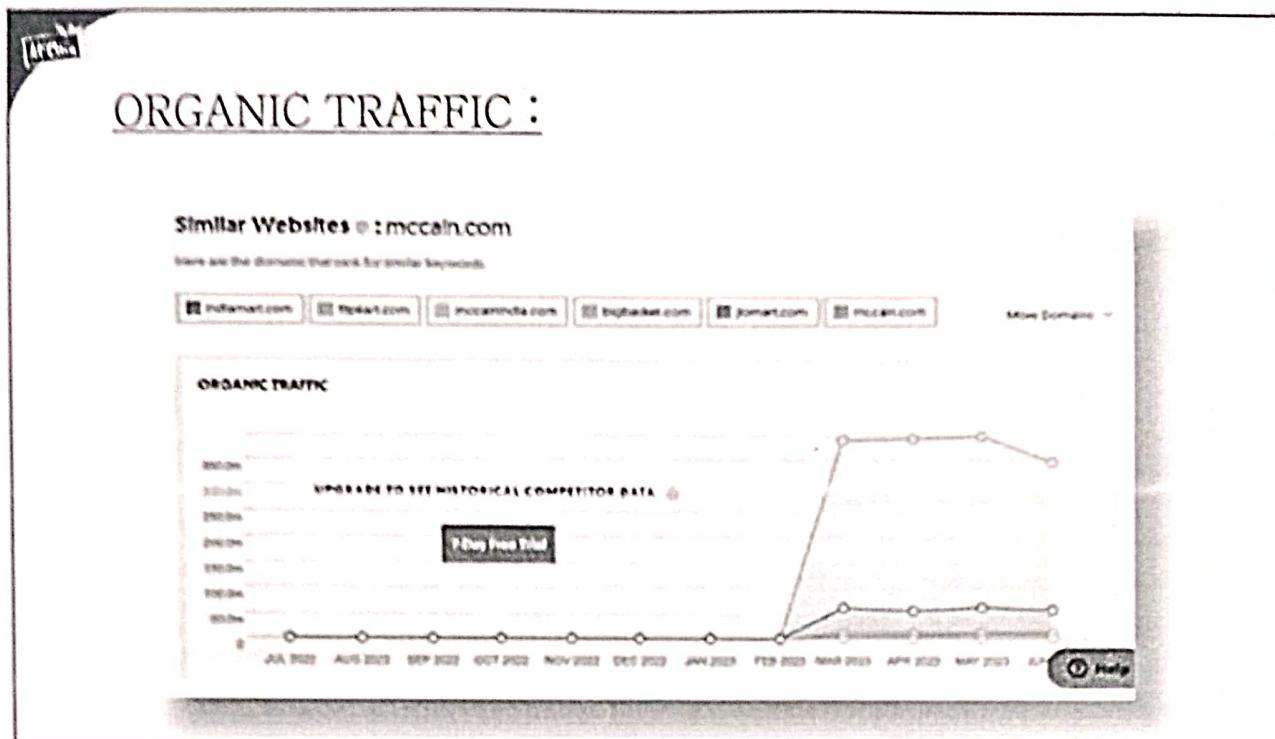
Selected: 10 Total volume: 9,470 Deselect all Copy C

All keywords	1,111	Keyword	Intent	Vol.	KD %	CPC (U...)	Conv. %	RF	Results	Updated
> make	431	<input checked="" type="checkbox"/> how to make french fries	I	4,440	86	6.57	0.01	7	387M	Last week C
> home	80	<input checked="" type="checkbox"/> how to make french fries at home	I	1,940	85	9.03	0.02	7	333M	Last week C
> com	84	<input checked="" type="checkbox"/> who invented french fries	I	580	83	0.00	0.00	7	41.7M	Last week C
> crispy	84	<input checked="" type="checkbox"/> how to make crispy french fries	I	480	56	0.00	0.00	5	49.0M	3 weeks C
> oven	76	<input checked="" type="checkbox"/> how to make french fries in an oven	I	480	63	38.50	0.00	8	20.9M	2 weeks C
> frozen	72	<input checked="" type="checkbox"/> how to make french fries in an air fryer	I	390	34	0.00	0.00	6	15.1M	2 weeks C
> potato	72	<input checked="" type="checkbox"/> how to draw french fries	I	390	34	0.00	0.00	6	13.3M	3 weeks C
> mcdonalds	62	<input checked="" type="checkbox"/> why are french fries called french fries	I	390	60	0.00	0.00	7	For metrics, try to refresh C	
> microwave	55	<input checked="" type="checkbox"/> how to make french fries in a microwave	I	390	60	0.00	0.00	7	For metrics, try to refresh C	

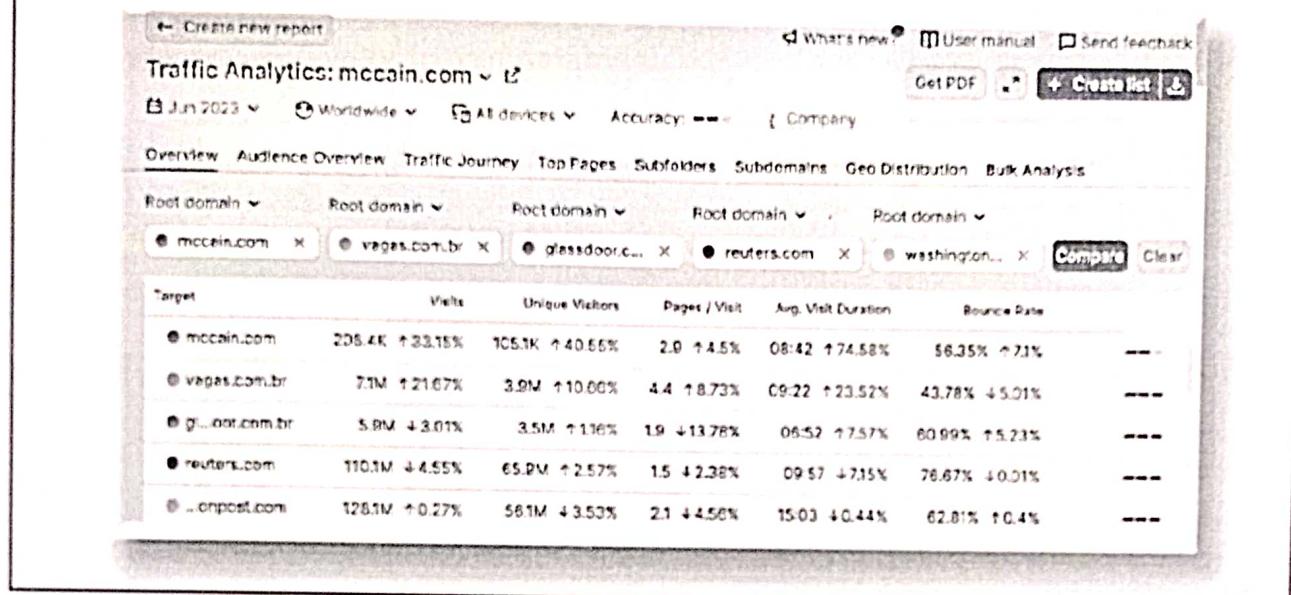
KEYWORD : MCCAIN

All by number by volume All keywords: 32 Total volume: 200 Average KD: n/a C

All keywords	32	Keyword	Intent	Vol.	KD %	CPC (U...)	Conv. %	RF	Results	Updated
> www	8	<input type="checkbox"/> mccain.com careers	n/a	80	n/a	0.00	0.11	For metrics, try to refresh C		
> email	7	<input type="checkbox"/> mccain.com	n/a	50	n/a	0.00	0.04	For metrics, try to refresh C		
> canada	3	<input type="checkbox"/> mccain.ca	n/a	40	n/a	0.00	0.00	For metrics, try to refresh C		
> inc	3	<input type="checkbox"/> www.mccain.com	n/a	10	n/a	0.00	0.01	For metrics, try to refresh C		
> promoredam...	3	<input type="checkbox"/> www.mccain.com canada	n/a	10	n/a	4.93	0.08	For metrics, try to refresh C		
> au	2	<input type="checkbox"/> email.mccain.com	n/a	0	n/a	0.00	0.00	For metrics, try to refresh C		
> linkedin	2	<input type="checkbox"/> floridahospital.com lance.mccain	n/a	0	n/a	0.00	0.00	For metrics, try to refresh C		
> mx	2	<input type="checkbox"/> http://www.mccain.com/promoredamoption.c...	n/a	0	n/a	0.00	0.00	For metrics, try to refresh C		
> site	2	<input type="checkbox"/> https://www.mccain.com	n/a	0	n/a	0.00	0.00	For metrics, try to refresh C		
> 201701301...	1	<input type="checkbox"/> https://www.mccain.com	n/a	0	n/a	0.00	0.00	For metrics, try to refresh C		



COMPETITOR KEYWORD :



OBJECTIVES OF KEYWORD RESEARCH :

To investigate the consumer perceptions and preferences towards delicious , healthy and planet-friendly products ,with a specific focus on McCain's existing product range .The research aims to understand the factors influencing giv

1.	Improve Online Visibility
2.	Drive Organic Traffic
3.	Understand Customer Intent
4.	Optimize Product Descriptions
5.	Competitive Analysis
6.	Content Strategy
7.	Local Search Optimization
8.	PPC Advertising
9.	Improving organic search ranking
10.	Creating content

BRAINSTORM SEED KEYWORDS:

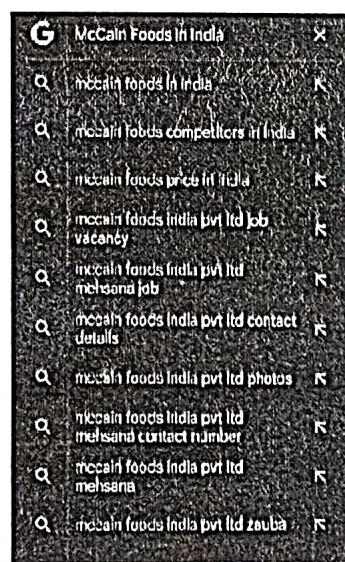
Here are some seed keywords for McCain, focusing on their frozen food products, especially frozen potatoes:

1.	Frozen potatoes
2.	French fries
3.	Hash browns
4.	Potato wedges
5.	Frozen food
6.	Ready-to-eat meals
7.	Frozen snacks
8.	McCain frozen products
9.	Frozen vegetable snacks
10.	Frozen potato snacks

LONG TAIL KEYWORD :

A long tail keyword is a phrase that is generally made from three to five words with less competitors .

1.	Buy McCain frozen potato wedges online
2.	Crispy McCain frozen hash browns recipe
3.	Best frozen French fries for baking
4.	Gluten-free frozen food options by McCain
5.	Where to find McCain frozen snacks near me
6.	Low-sodium frozen potato products by McCain
7.	Quick and easy frozen meal solutions for students
8.	McCain frozen finger foods for parties
9.	Healthy frozen vegetable snacks by McCain
10.	McCain frozen food delivery options
11.	Frozen food for toddlers by McCain
12.	Kid-friendly frozen potato sides



ON-PAGE OPTIMIZATION :

Meta tag optimization for <https://www.mccainindia.com/>

META TITLE : McCain: Home of Healthy French Fries

META DESCRIPTION :

Discover the ultimate combination of taste and health with McCain's delectable French fries. Savor the crispiness and mouthwatering flavor while knowing you're choosing a healthier option . Treat yourself to the delightful goodness of McCain's delicious and healthy French fries today!

META TAGS : McCain , French fries , healthy , crispiness , taste , delicious .

Content optimization for www.mccain.com

1. HOMEPAGE : Homepage is totally based on designs and information that we given to our website . Homepage always be shows the highlights of our brand with strong and unique meta titles and meta description along with clear and prominent CTA to lead visitors to explore actions like subscribe , learn more and shop now .

2. HIGH-QUALITY CONTENT:

Create engaging and informative content for each product category and individual products of McCains . Highlight the unique selling points, nutritional benefits, and all special features of the McCains.

3. URL STRUCTURE:

Optimize the URL structure of each page to make it user-friendly and search engine-friendly.

Example:

Optimized URL: www.mccainfoods.com/products/frozen-french-fries

Non-optimized URL: www.mccainfoods.com/p=1234

4. IMAGE OPTIMIZATION:

Optimize images used on the website by adding alt text that describes the image using relevant keywords. This helps search engines understand the content of the images and improves accessibility for users with visual impairments.

5. INTERNAL LINKING:

Implement a logical internal linking structure to connect related pages on the website. Internal links help search engines crawl and index the site more effectively, and they improve user navigation and engagement.

6. MOBILE-FRIENDLY DESIGN:

Ensure that the website is fully responsive and mobile-friendly. With the majority of internet users accessing websites from mobile devices, Google prioritizes mobile-friendly sites, tips and tricks in its search results.

7. PAGE LOADING SPEED:

Optimize the website's loading speed to enhance user experience and improve search engine rankings. Compress images, enable browser caching, and minimize server response time to reduce page load times.

8. SOCIAL SHARING BUTTONS:

Include social sharing buttons on product pages to encourage users to share their favorite products on social media platforms. Social signals can indirectly impact search engine rankings.

CHALLENGES IN SEO AND KEYWORD RESEARCH :

Too many tools , slow results .

LESSONS LEARNED :

Using SEOptimer , using SEMrush , analyze competitor keywords , website traffic , analyzing brand overview

PART 3: CONTENT IDEAS AND MARKETING STRATEGIES

CONTENT CALENDAR : AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 NATIONAL MOUNTAIN CLIMBING DAY	2 (POST)	3	4	5 (INSTAGRAM STORY)
6 FRIENDSHIP DAY (VIDEO)	7 NATIONAL HANDLOOM DAY	8 QUIT INDIA MOVEMENT DAY	9 NAGASAKI DAY(BLOG ARTICLE)	10 WORLD LION DAY AND BIOFUEL DAY	11	12 INTERNATIONAL YOUTH DAY
13 WORLD ORGAN DONATION DAY	14	15 INDEPENDENCE DAY	16 (FACEBOOK POST)	17	18 (VIDEO)	19 WORLD PHOTOGRAPHY DAY
20 WORLD MOSQUITO DAY	21	22 (EMAIL CAMPAIGN)	23	24 (INSTAGRAM POST)	25	26 INTERNATIONAL DOG DAY
27	28 (VIDEO)	29 NATIONAL SPORTS DAY	30 RAKSHA BANDHAN (INSTA STORY)	31 SANSKRIT DIWAS		

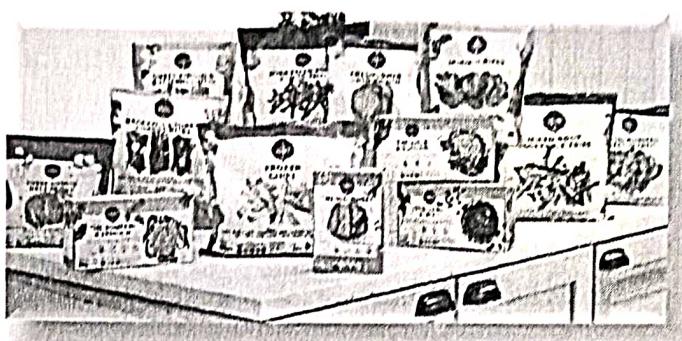
CONTENT IDEA :

McCain Foods has been a household name for decades, renowned for its premium frozen food products. But beyond the traditional favorites, there is a world of culinary possibilities waiting to be explored. In this content piece, we will take a journey through some innovative and delectable content ideas that McCain Foods could bring to its customers .

Emphasizing on health-conscious consumers, McCain could create a line of products with a "Healthy Twist . McCain could come up with a line of creative, interactive, and colorful frozen foods that cater specifically to children . With the combination of global inspiration ,health-conscious choices, family-fun meals, and creative pairings, McCain Foods can continue to delight its customers with innovative frozen food products. These content ideas aim to tap into diverse market segments, providing something for everyone while cementing McCain's position as a go-to brand for delicious and convenient culinary experiences.

CONTENT IDEAS EXAMPLES :

- Recipe Videos
- Social Media Challenges
- Health and Nutrition Tips
- Throwback
- Customer Testimonials
- Seasonal Campaigns
- Kids' Corner
- Sustainable Sourcing
- Global Cuisine Series
- Behind the Scenes
- Interactive Quizzes
- Influencer Collaborations



MARKETING STRATEGIES :

1. BRAND POSITIONING:

McCain Foods has historically positioned itself as a premium brand offering high-quality frozen potato products. They focus on emphasizing the natural taste and quality of their products, leveraging their long-standing expertise in potato processing and freezing technology.

2. ADVERTISING CAMPAIGNS:

McCain Foods invests in advertising campaigns to create brand awareness and maintain a strong presence in the minds of consumers. These campaigns often highlight the convenience, taste, and versatility of their products.

3. DIGITAL MARKETING:

To reach a broader audience, McCain Foods utilizes digital marketing channels such as social media, online advertising, and influencer partnerships. Engaging content, recipe videos, and interactive campaigns are used to connect with consumers and encourage product usage.

4. IN-STORE PROMOTIONS:

Collaborating with retailers, McCain Foods runs in-store promotions, point-of-sale displays, and special offers to boost product visibility and encourage impulse purchases.

5. SPONSORSHIPS AND EVENTS:

McCain Foods may sponsor events or culinary shows to increase exposure and showcase the versatility of their products in various recipes.

6. HEALTH AND NUTRITION FOCUS:

With the increasing demand for healthier food options, McCain Foods may emphasize the nutritional value of their products, highlighting low-fat or trans-fat-free options and promoting responsible sourcing and sustainable practices.

7. CO-BRANDING AND PARTNERSHIPS:

McCain Foods may collaborate with other food brands or restaurants to create co-branded products or cross-promotional campaigns, leveraging the strength of both brands.

8. GLOBAL EXPANSION:

McCain Foods operates in various countries worldwide, and their marketing strategies may be tailored to suit the cultural preferences and tastes of each market while maintaining a consistent global brand image.

CHALLENGES IN SEO AND KEYWORD RESEARCH :

Understanding different buyer personas , Producing high – quality content

LESSONS LEARNED :

Creating content calendar , content ideas and marketing strategy .

PART 4: CONTENT CREATION AND CURATION

CONTENT CREATION

FORMAT - 1: CREATIVE :

<https://www.instagram.com/p/CvUdDSfxX1/?igshid=MmU2YjMzNjRIOQ==>

Aim : To improve website visibility
 Date : 4th August 2023
 Idea : To create a relatable and informative content for attracting targeting audience



FORMAT - 2: BLOG ARTICLE :

Aim : Boost SEO and provide information about McCain's new product.
 Date : 4TH august 2023
 Idea : McCain has launched new product cheese corn samosa and this blog will cover the entire details about this new product .
 Topic : McCain's Cheese corn samosa .

ABOUT THE PRODUCT : Our McCain "Cheese Corn Filling" Mini Samosa is a combination of Cheese & Corn. Crunchy on the outside and gooey on the inside. This is an excellent snack for any time of day!

- Store in Freezer
- Cook without thawing

AVAILABLE ON :

amazon.com , bigbasket.com , dmart.com etc.....

INGREDIENTS :

Refined Wheat Flour (Maida), Cheese (18.4%) (Cheese, Emulsifier {INS 331 (iii), INS 452 (i)}}, Iodized Salt, Preservative {INS 200, INSS 234}, Water, Cotton Seed Oil, Corn (10.6%), Potato, Onion, Green Chilli (0.7%), Iodized Salt, Black Pepper. Contain Wheat and Milk My contain Soy, Mustard, Sesame and Nuts.

COOKING PROCESS :

1. Preheat oil
2. Take out the frozen pack
3. Fry for 3 min until light golden brown
4. Enjoy your favourite bowl of McCain

DISCLAIMER: Cooking and baking times may vary depending on the product and quantity.

Now there's no more waiting to satisfy your craving just go for McCains .

NUTRITIONAL FACTS :

Nutritional Information* (Frozen Product)	Per 100 g	Per Serve % Contribution to RDA
Energy (kcal)	294	5.9
Protein (g)	7	-
Carbohydrate (g)	33.2	-
Total Sugars (g)	5.13	-
Added Sugars (g)	0	0
Total Fat (g)	14.18	7.5
Saturated Fat (g)	Not more than 7.3	13.3
Trans Fat (g)	Not more than 0.07	1.4
Sodium (mg)	358	7.2

PRODUCT HANDLING TIPS :

Any food product needs to have certain guidelines that help in keeping its freshness intact. Same goes for our products and to help you do just that here are a few tips and tricks that might help.

Make sure that when you buy our products that they are in good frozen condition soon as you get the product home, remember to put it into the freezer compartment as soon as possible

- Transfer to the freezer compartment at the earliest.
- Use straight from freezer – thawing not required.
- Buy product in good frozen condition.
- Return unused product back to the freezer at the earliest

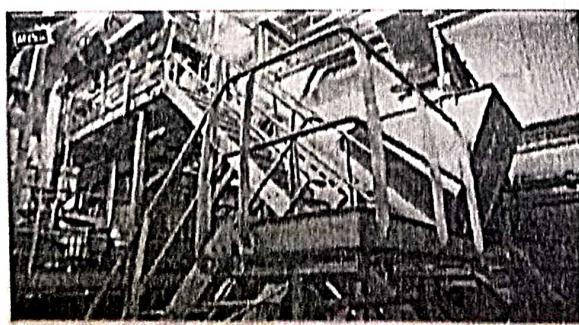
FORMAT - 3 : VIDEO :

<https://www.instagram.com/reel/CvUXaLwovr2/?igshid=MzRIODBiNWF1ZA==>

Aim : To attract clients/audience

Date : 4th August 2023

Idea : To create a video that helps to attract audience .

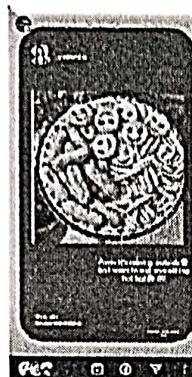


INSTAGRAM STORY :

https://instagram.com/mccain_foods_limited_india?igshid=MzRIODBiNWFIZA==



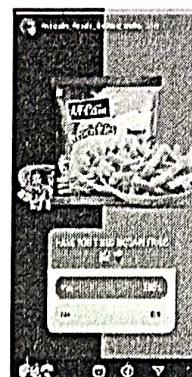
Views : 30
Likes : 26



Views : 27
Likes : 20



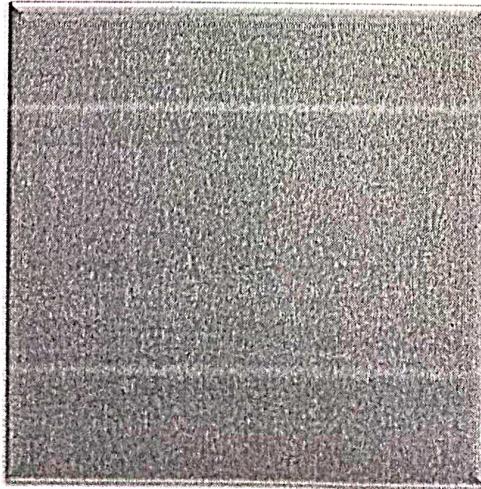
Views : 25
Likes : 15



Views : 35
Likes : 15

VIDEO :

<https://www.instagram.com/reel/CvOrosBqV9I/?igshid=MmU2YjMzNjRIOQ==>



SOCIAL MEDIA AD CAMPAIGNS

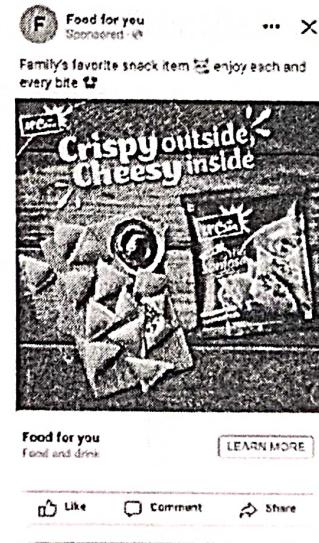
BRAND AWARENESS CAMPAIGNS :

Campaign objective	: Awareness
Location	: India
Age	: 15 – 55
Gender	: All genders
Performance goal	: Maximise reach of ads
Estimated audience size	: 248,300,000 – 292,100,000
Estimated daily reach	: 21K-61K
Interests	: Food and drink , potato
chip ,	snack food
Primary text friendly food	: Delicious and planet- . .Enjoy your day with McCain snacks



DRIVING WEBSITE TRAFFIC CAMPAIGN :

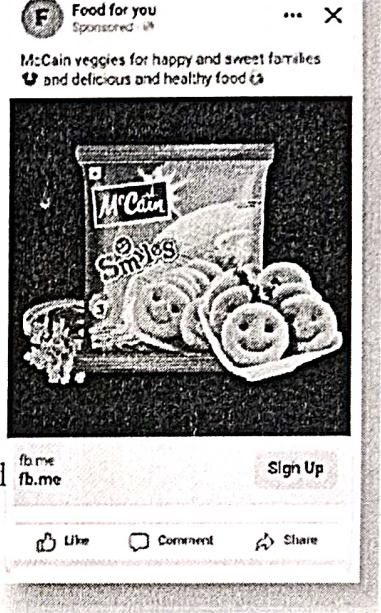
Campaign objective	: Website traffic
Location	: India
Age	: 15 – 55
Gender	: All genders
Performance goal	: Maximize number of links clicks
Estimated audience size	: 248,100,000 – 291,900,000
Daily budget	: 800rs
Estimated daily reach	: 8.4K-24K
Estimated link reach	: 233-673
Interests	: Food and drink , snack food
Primary text item	: Family's favorite snack enjoy each and every bite



LEAD GENERATION CAMPAIGN :

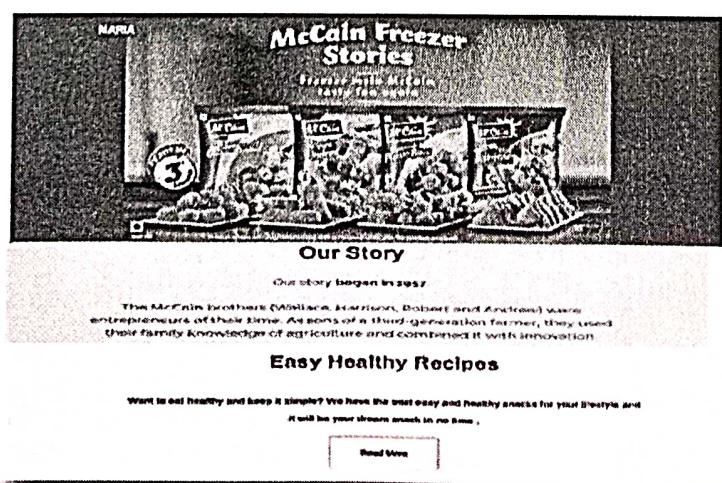
Targeting :-

Campaign objective	: Leads
Location	: India
Age	: 15 - 55
Gender	: All genders
Performance goal	: Maximize reach of ads
Estimated audience size	: 435,200,000 - 512,000,000
Daily budget	: 800rs
Estimated daily reach	: 3.6K-10K
Estimated leads	: 14-40
Interests	: Food and drink ,snack food
Primary text and sweet families	: McCain veggies for happy and delicious and healthy food

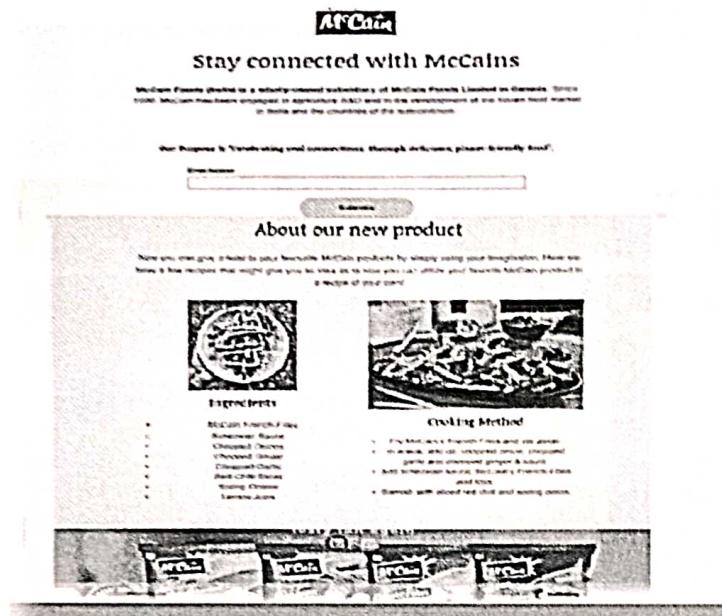


EMAIL AD CAMPAIGN

BRAND AWARENESS : <https://mailchi.mp/a1f3ef73095d/french-fries>



LEAD GENERATION : <https://mailchi.mp/256c7a6d53cc/mccain>



CHALLENGES IN CONTENT CREATION :

Consistency , audience relevance , promotion and adaptation .

LESSONS LEARNED :

Conduct audience research , focus on quality ,diversity formats , promote effectively , analyze feedback , creating ad campaigns .

THE END