



# Ad Campaign for Kefi Bakehouse

**MGMT 590- Group 7**

Mithila Chitukula  
Pooja Kannuri  
Rahul Kunku  
Archita Ray  
Akshita Sharma  
Srinija Srimamilla





# Kefi Bakehouse

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Founded in 2020 in Hyderabad, India

It is a homemade custom cake and dessert shop specializing in creating personalized cakes and desserts that cater to the unique requirements of the client for every celebration.



# Campaign Overview



## *Objective*

To effectively evaluate the performance of two ad variations, using A/B testing



## *Goal*

To find out whether our hypothesis about the muted color theme being preferred by the target audience is indeed valid.



## *Timeframe*

Start Date: April 18, 2024  
End Date: April 23, 2024



## *Platform*

The ads were deployed on Instagram using the platform's Ad Manager

# Target Audience



## ***Location***

• In and around  
Hyderabad, India



## ***Age***

• 22-45 years



## ***Income***

• Upper-middle to  
higher economic class



## ***Preference***

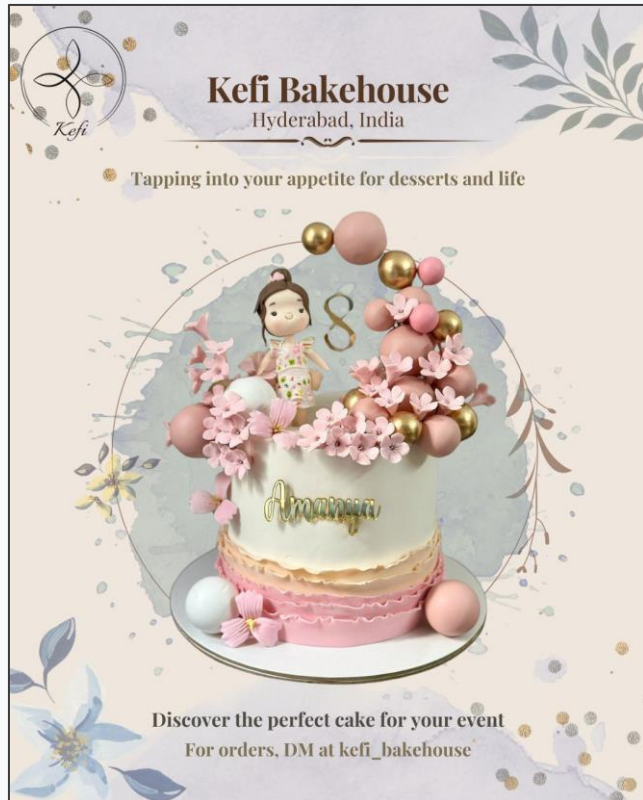
• Luxury and exclusivity,  
high willingness to pay,  
celebrate special  
occasions



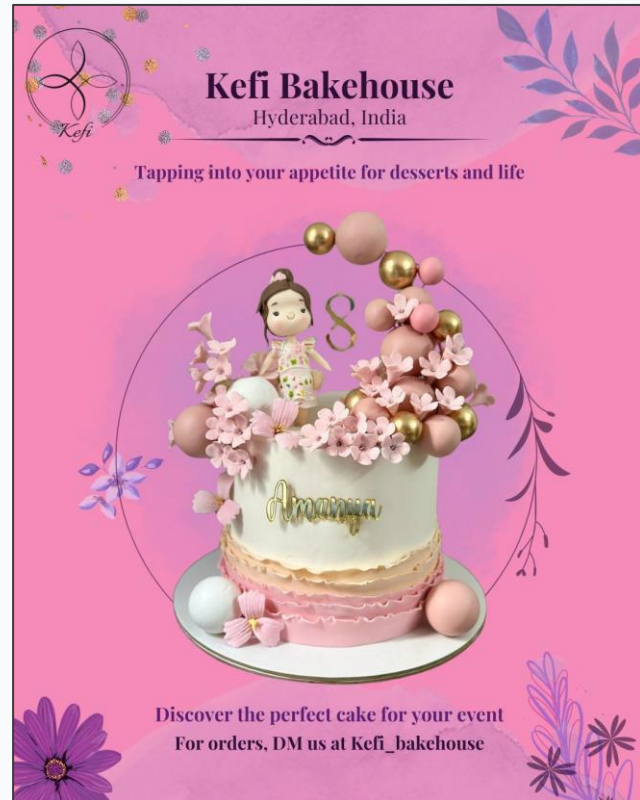


# Campaign Strategy

## AD A



## AD B



# Campaign Strategy

## AD A



## Advertisement elements

**Goal:** This ad strategically positions Kefi Bakehouse as the epitome of **premium quality**, emphasizing its extensive selection of intricate cakes tailored to elevate celebratory experiences. It aims to convey that the bakery stands out as the top choice for those seeking to make their joyous occasions truly grand with its **luxurious offerings**.

Beige background: Premium stationary feel

Brown Ink: Vintage touch

Complementary Watercolour: Mimics hand-painted

Confetti: Marks celebration

# Campaign Strategy

## Advertisement elements

**Goal:** This ad aims to resonate with a **broader audience** by showcasing the joy of marking small victories and everyday occasions.

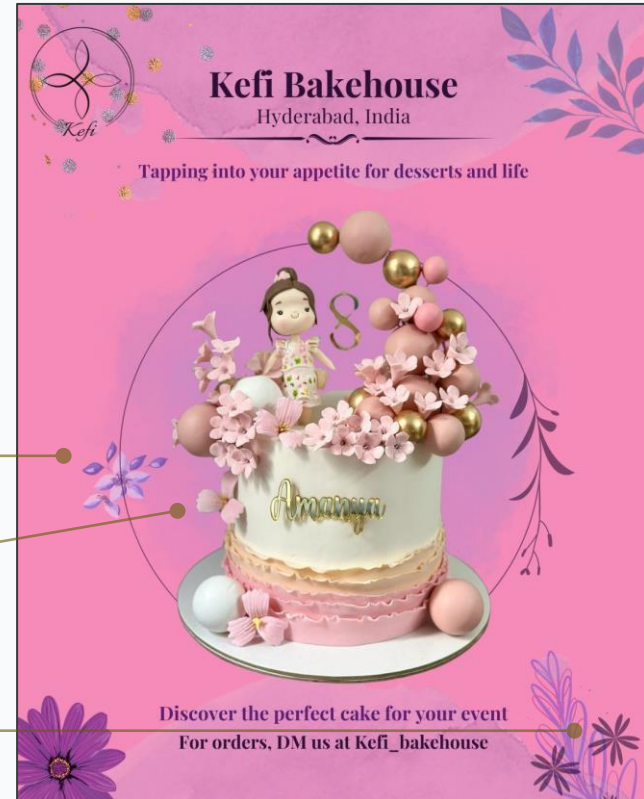
Drawing inspiration from early 2000s aesthetics, vibrant colors like the **bright pink** used in the ad evoke nostalgia for celebrations, transporting viewers back to the simple joy and excitement of childhood festivities.

Vibrant background: Evokes nostalgia

Spray Paint: Adds fun to daily life

Cheerful Blooms: Life's Delights

## AD B



# Campaign Timeline

**April 14<sup>th</sup> – 15<sup>th</sup>**

Designed the two ad variations  
(vibrant and muted color themes)



**April 16<sup>th</sup> – 17<sup>th</sup>**

Reviewed ads and received  
approval from client

**April 18<sup>th</sup> – 23<sup>rd</sup>**

Monitored the ads

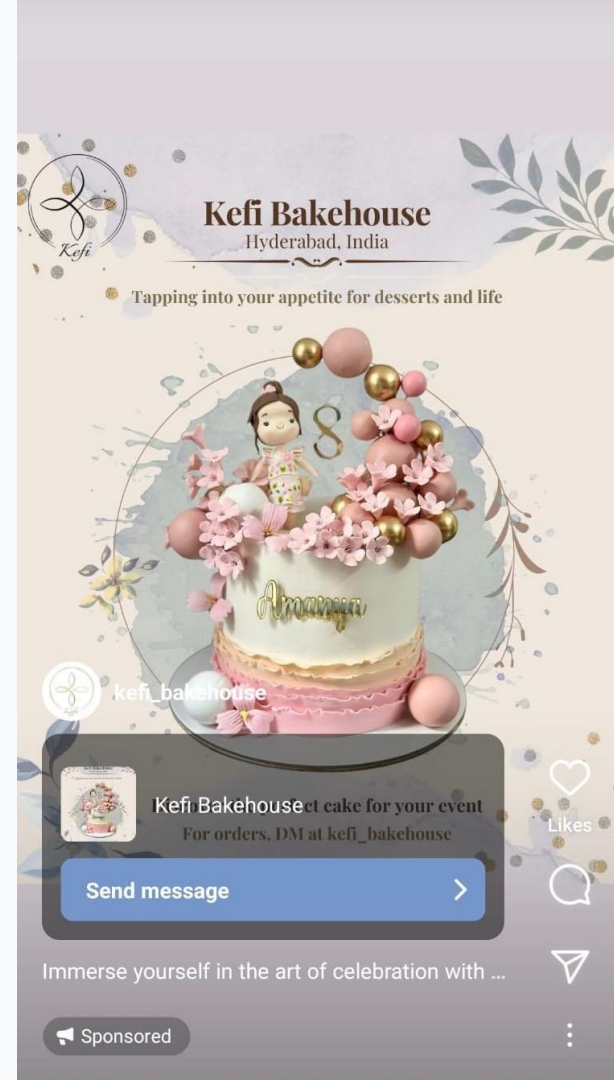


**April 18<sup>th</sup>**

Ad Launch on Instagram

**April 23<sup>rd</sup>**

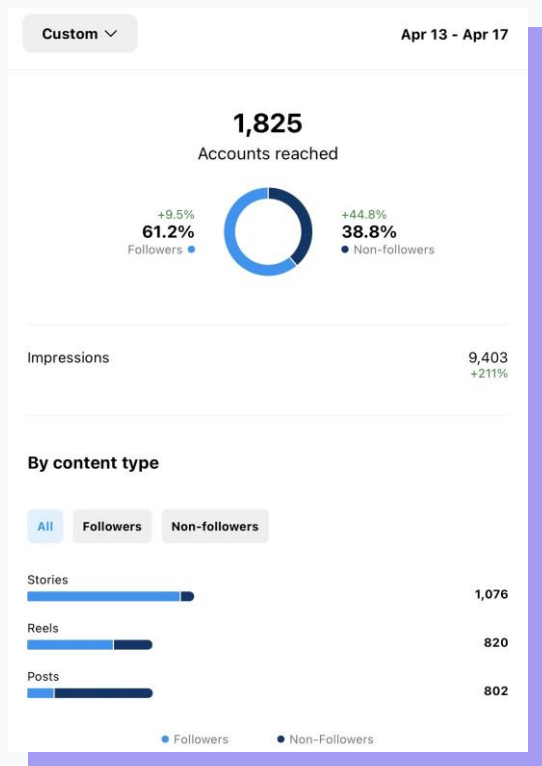
Analyzed the performance  
of both ads on key metrics



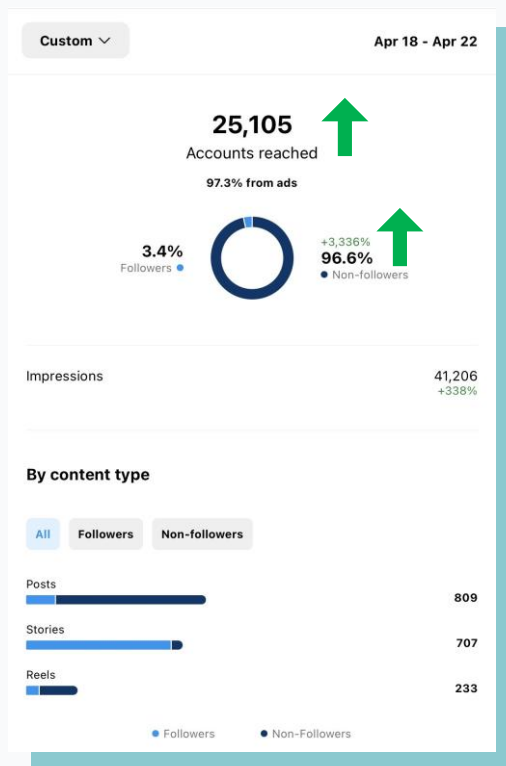


# Metrics & Results

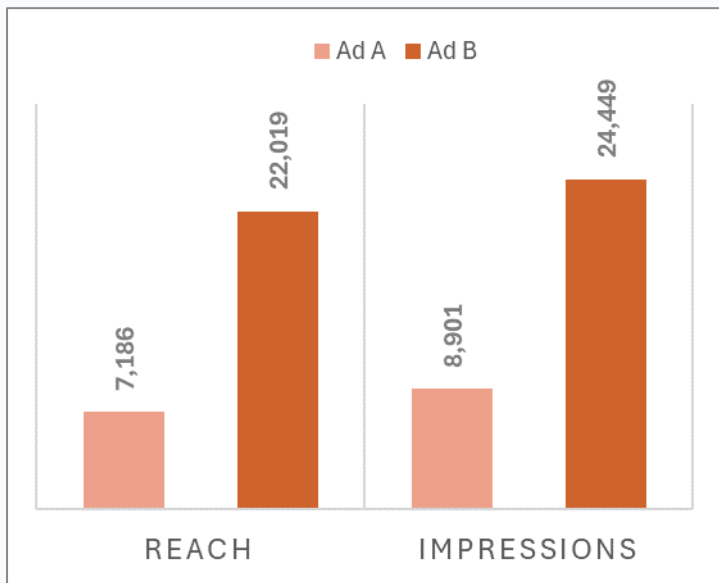
## Reach before campaign



## Reach during campaign



# Ad B had higher reach, but Ad A led to more conversations started



## Ad A:

- Conversations started: 21
- Results per impression: 0.24%

## Ad B:

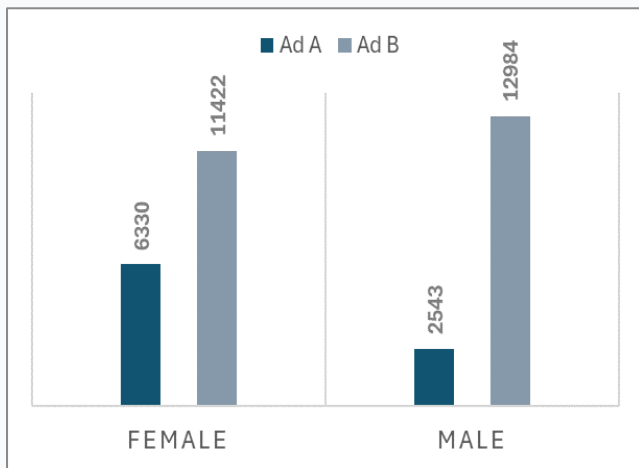
- Conversations started: 14
- Results per impression: 0.06%



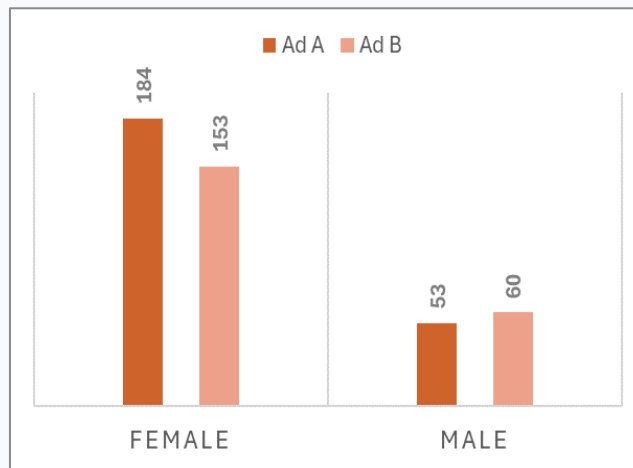
# Ad A had the highest CTR across genders

CTR	Female	Male
Ad A	2.91%	2.08%
Ad B	1.34%	0.46%

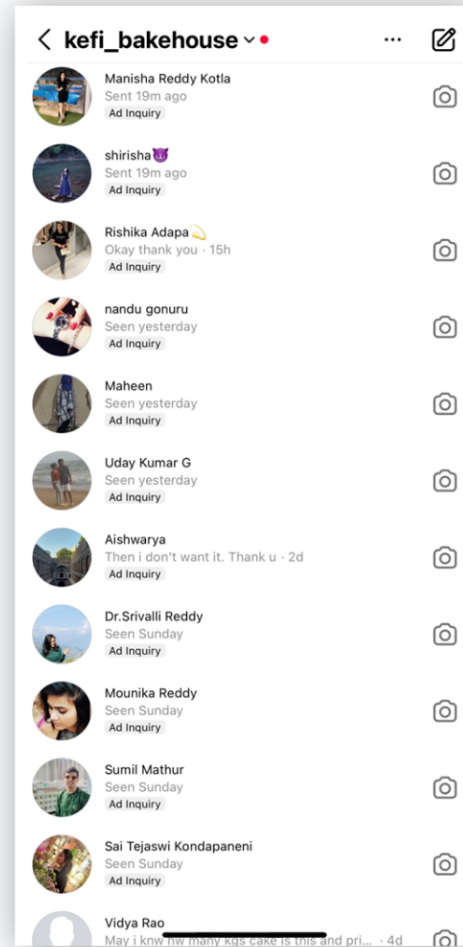
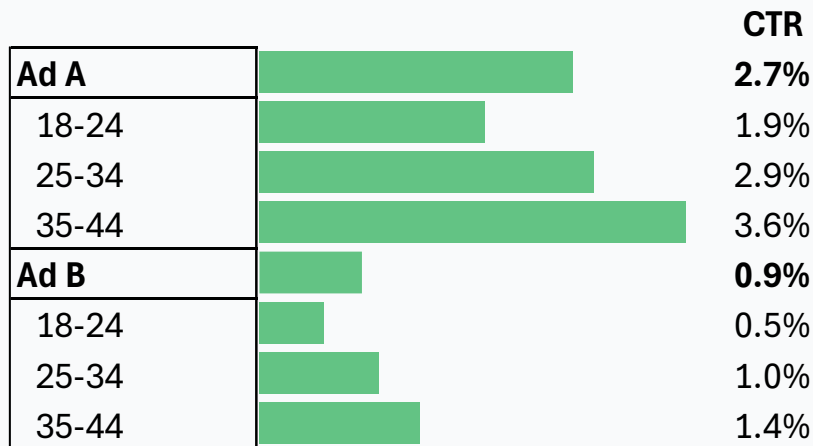
Impressions



Clicks



# Age 35-44 group had the highest CTR for both ads







# Learnings & Recommendations



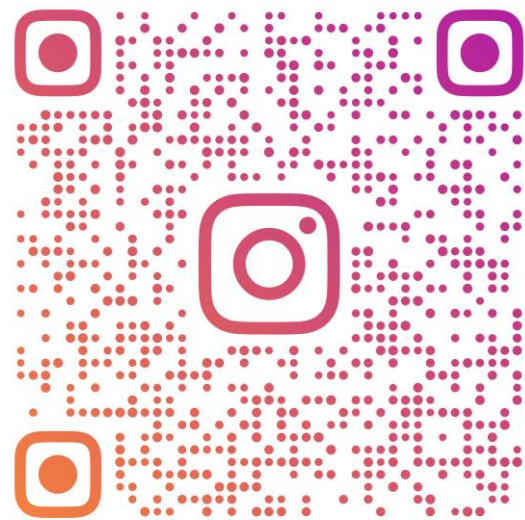
## Learnings

- ✓ Greater reach isn't always reflective of a good ad
- ✓ Little details matter from a business POV

## Recommendations

- ✓ Targeted ads for different segments
- ✓ Video ads for more engagement
- ✓ Replicate successful visual elements

# Thank You



**KEFI\_BAKEHOUSE**