**Name**: Sharvari Ballal

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**Product:** Food Processor

**Platform:** Facebook (Food Pages), Instagram (Food Pages), Youtube (Food channels)

**Demographics:** housewives, working men and women, bachelors

**Interests:** cooking

**Content:** Images and videos highlighting the food processor’s actions in chopping, blending, kneading etc. which makes the task of food preparation very easy.

**AIDA strategy:**

1. **Attention:**

Displaying videos and images on Facebook, Instagram, Youtube, festival & cultural sites, family friendly sites, kid friendly sites so kids can ask their mothers to buy the food processor and prepare good food at home

1. **Interest**

Displaying varying price range, various modes included in the food processor, the variety of food that can be prepared with help of food processor

1. **Desire**

Offering seasonal discounts during festivals, cost effective as it reduces the dependency of restaurants, emphasizing hygiene as home cooked food is usually more hygienic than outside food.

1. **Action**

Offer discounts, buying plans, various features, installation and operational videos, etc.