

THAT INDIAN DRINK

is an Indian yogurt brand based out of New York, USA. The assignment was to **plan, create and manage online campaigns** for 2 months.





PROBLEM

The product is sold in 30 stores in 3 cities in USA.
The need was to create awareness for the brand on various social media channels.



IDEA

Make the bottle the mascot for the brand and create festival/holiday themed communication around it.

3 campaigns were launched

- Halloween
- Fall/Autumn
- Movember



HALLOWEEN

Oct 28th to Oct 31st

- Never tricky, always treaty
- Flavor Bobbing
- Freaky Flavor War

FACEBOOK THEME



TWITTER THEME



**Never Tricky
Always Treaty**

Tweets

- Following
- Followers
- Favorites
- Lists

Photos and videos

Who to follow · Refresh · View all

- Craft. Care. Joy.** @craftcarejoy
- ThreeManyCooks** @ThreeMany...
- Cowgirl Creamery** @CowgirlCre...

Popular accounts · Find friends

Trends · Change

- #TeamAAP
- #ArrambamComingToRockTheWorldInOneDay
- Sardar Patel
- Nehru
- #BB7
- Congress
- #Just1DayToGoForARRAMBAMworldwide
- #HappyNewYearInTurkey
- Narendra Modi
- Mumbai

That Indian Drink
@ThatIndianDrink
Chef-crafted lassi (fruit yogurt smoothie)
Ithaca, NY · thatindiandrink.com

Happy Halloween

112 TWEETS 55 FOLLOWING 51 FOLLOWERS Edit profile

Tweets

- That Indian Drink** @ThatIndianDrink 13h
Why fall for their tricks when you can make them fall in love with Mango. pinterest.com/pin/5467652109... #halloweentreats #thatindiandrink
Expand
- That Indian Drink** @ThatIndianDrink 16h
3 days to go, 3 flavors to choose from. What's yours? pinterest.com/pin/5467652109... #treatnotricks #halloween #thatindiandrink
Expand
- That Indian Drink** @ThatIndianDrink 18h
Pick a flavor before you answer the door on Halloween. pinterest.com/pin/5467652109... #halloweentreats #thatindiandrink
Expand
- That Indian Drink** @ThatIndianDrink 21h
When Halloween shakes your bones, milk keeps them strong! pinterest.com/pin/5467652109... #happyhalloween #thatindiandrink
Expand
- That Indian Drink** @ThatIndianDrink 28 Oct
Hunting for new ideas & more fun this Halloween? Watch this space tomorrow. pinterest.com/pin/5467652109... #happyhalloween #thatindiandrink
Expand

PINTEREST PAGE

Ithaca, New York · thatindiandrink.com ·

6 Likes

Before you play Flavor Bobbing, can you figure what flavors we are?

Pinned onto
Happy Halloween!

from Crumb: A Food Blog
Guest Post: Pumpkin Donuts

THIS FALL, BOB FOR NEW FLAVORS.

An extremely easy game to play, with Flavor Bobbing you can go for your favorite That Indian Drink.

Pinned onto
Happy Halloween!

EFFORTS BEAR FRUITS.

Let's move on from Apple-bobbing. Get ready to play Flavor Bobbing.

Pinned onto
Happy Halloween!

The third most expensive spice by weight - what's my flavor?

Pinned onto
Happy Halloween!

More thrill, more joy and a lot more flavor - Celebrate Halloween 2013 with That Indian Drink

Pinned onto
Happy Halloween!

Never Tricky Always Treaty

Wishing you a very happy, healthy and flavorful Halloween!

Pinned onto
Happy Halloween!

WHEN HALLOWEEN SHAKES YOUR BONES, MILK KEEPS THEM STRONG!

THAT INDIAN DRINK

To good health and great taste.

In Halloween skin, soulful cardamom flavor.

Pinned onto
Happy Halloween!

Three exotic flavors to fill your senses.

Pinned onto
Flavors of Joy

FLAVOR BOBBING

A game based on Apple-bobbing where people could replace the apples in the game with the yogurt bottles and bob for them.

[LINK TO BLOG POST](#)

Celebrate Halloween with That Indian Drink

[View this email in your browser](#)



That Indian Drink presents **Flavor Bobbing**, an exciting new game that's not just easy to play but is also full of fun, flavor and joy!

[HOW TO PLAY](#)

FREAKY FLAVOR WAR

A virtual contest to vote for your favorite Halloween flavor on Facebook by hitting the 'Like' button. This is like a Halloween costume party except that the participants were the 3 flavors, dressed up in the Halloween theme and presented themselves in their avatar.

LINK TO BLOG POST



THAT INDIAN DRINK

That Indian Drink
512 likes · 72 talking about this

Update Page Info ¹ ☒ Liked 

Food/Beverages
Yogurt ditches spoon, marries fruit, and spices it up!

About Photos Likes Pinterest

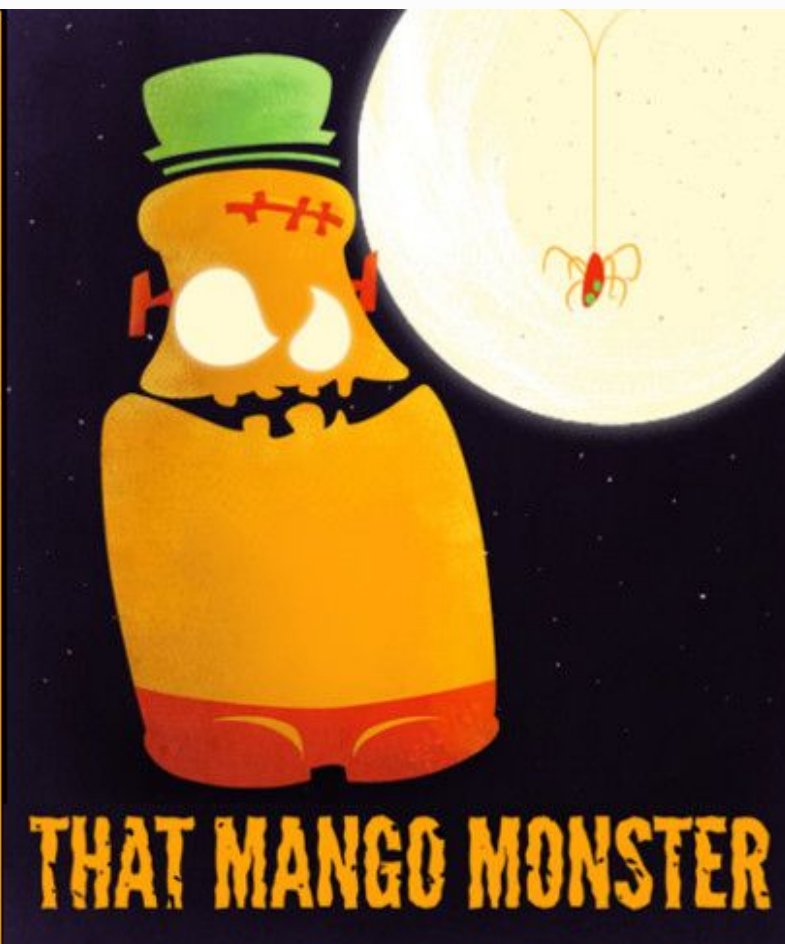
  

PINS & FACEBOOK VISUALS

These characters were introduced in stages. Teasers & visuals, followed by their dialogues.

[LINK TO BLOG POST](#)

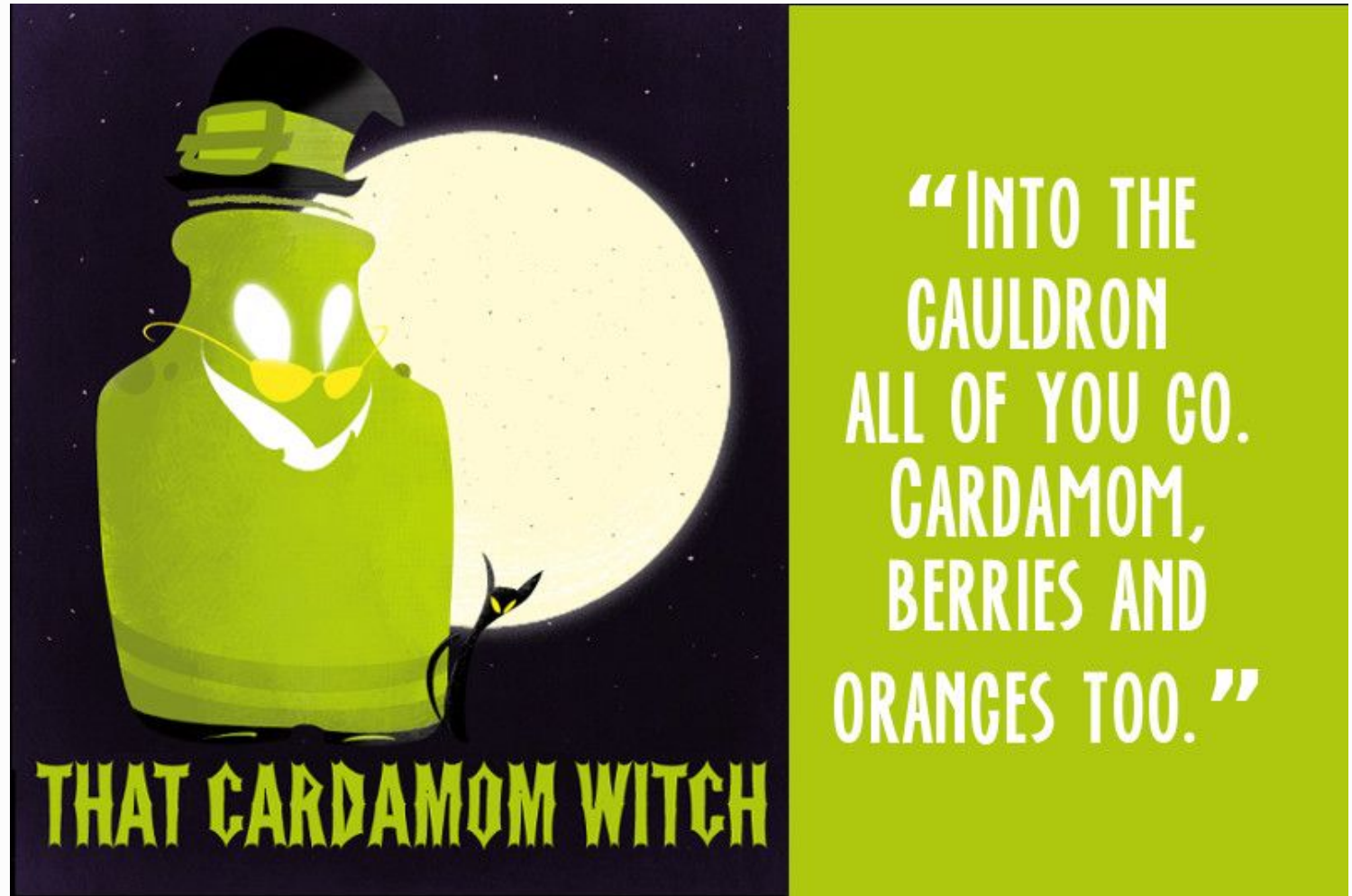
“WHEN I LOOKED
AROUND I SAW
AND HEARD OF
NONE LIKE ME.
WAS I, THE ONLY FLAVOR
WITH THE STRANGEST OF
INGREDIENTS.”



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[LINK TO BLOG POST](#)

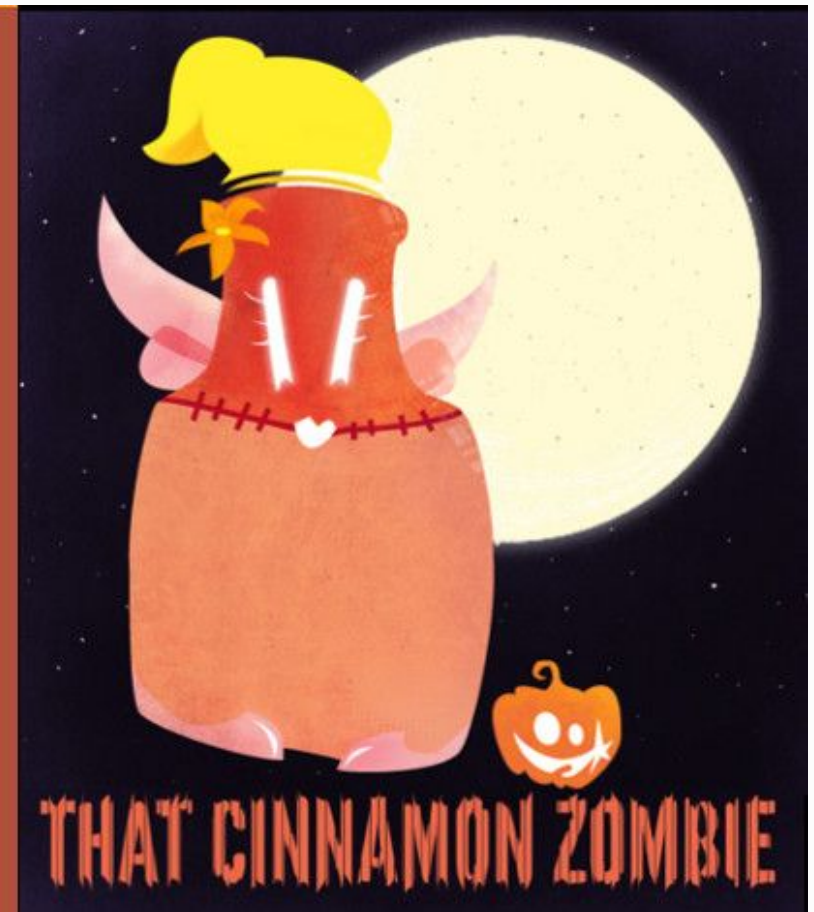


PINS & FACEBOOK VISUALS

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their dialogues.

[LINK TO BLOG POST](#)

“THE APOCALYPSE
IS NOW.
MY FLAVOR IS
EVERYWHERE.
HUMANS,
THANK YOU FOR
YOUR BRAINZZZ.”





RESULTS

- Increased footfall on the website
- Positive feedback from distributors on emails
- Escalated reach & engagement on FB
- New followers on Twitter and customer queries
- New followers on Pinterest

FALL

For a week, Autumn themed communication was executed on various social media channels.

Nov 2nd – Nov 10th



MOVEMBER

Nov 11th – Nov 25th

The brand decided to donate a part of their November revenue to ***movember.com***.

A 15-day campaign was launched to generate awareness around Movember and to help people contribute to it.

LINK TO BLOG POST



That Indian Drink

Liked · November 11 · Edited

You can now change the face of men's health in one of these 3 simple ways :

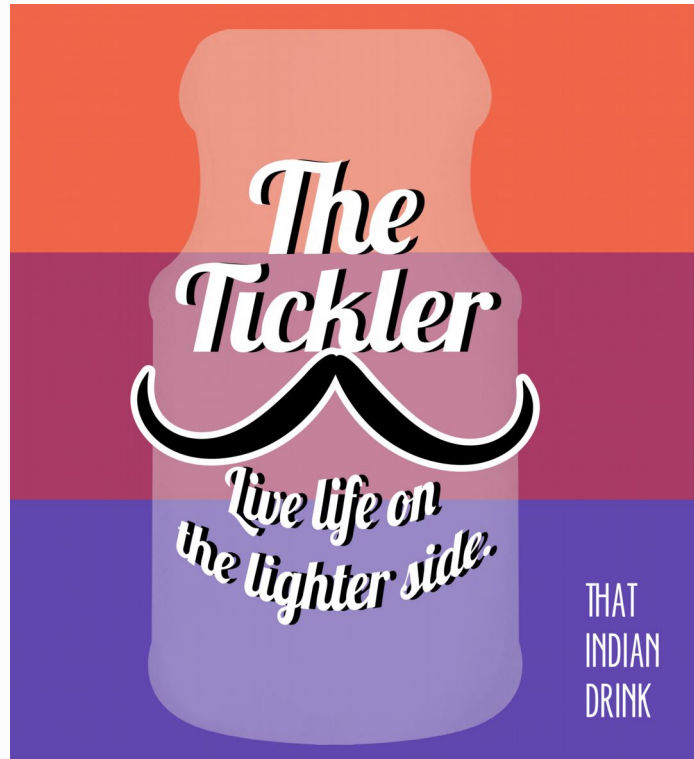
- 1) Join our team <http://moteam.co/that-indian-drink>
- 2) Just pick a That Indian Drink bottle (we are donating a part of our month's revenue to Movember)
- 3) Share your That Indian Drink yogurt mustache on FB or instagram with [#thatindianmustache](#)

That's it! You can contribute to a stronger & healthier world.



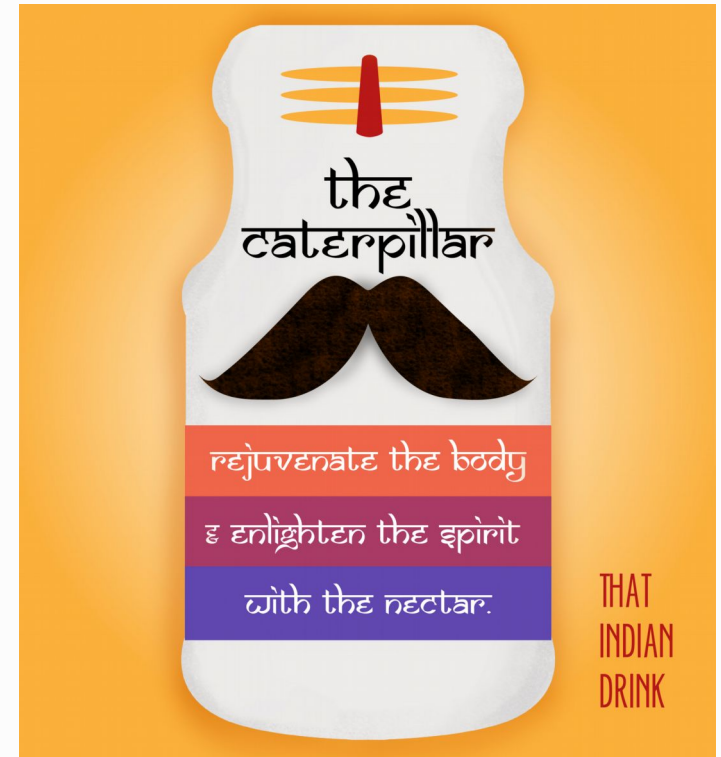
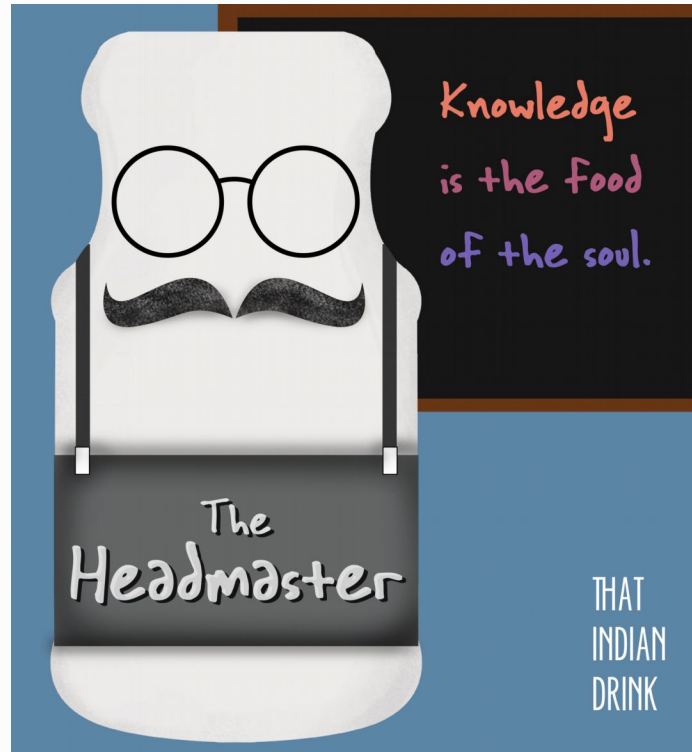
PINS & FACEBOOK VISUALS

As part of the campaign, **6 different Indian mustache designs** were created and shared on all the channels.



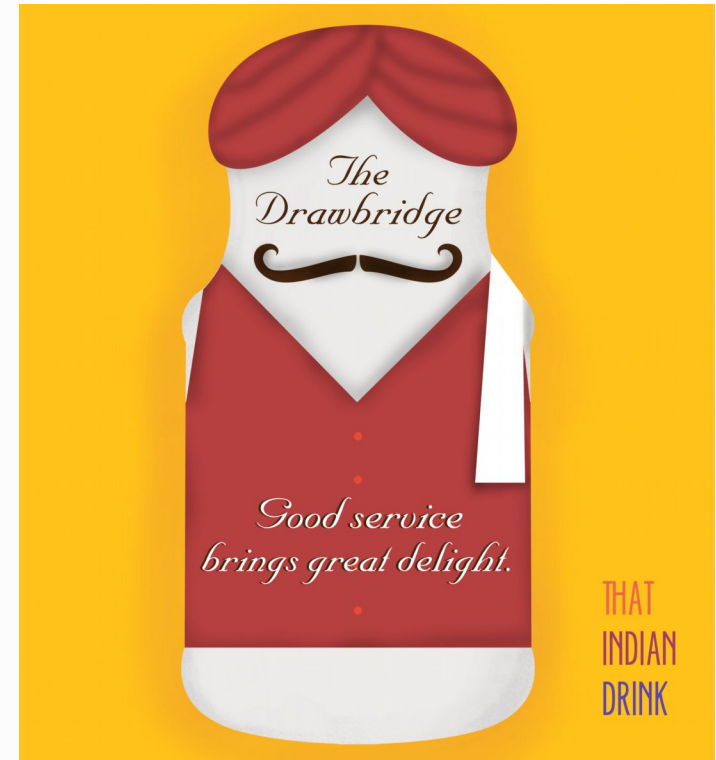
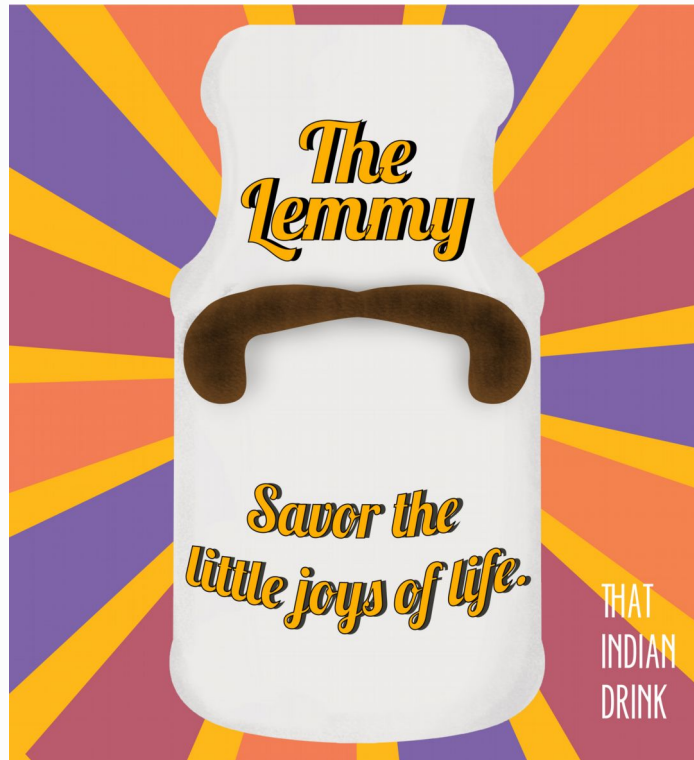
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FLAVORED MUSTACHE

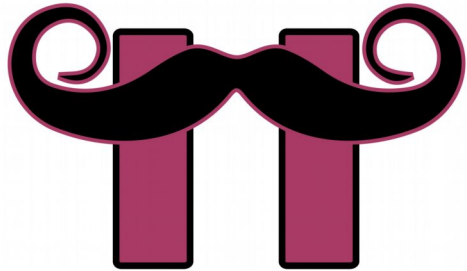
Posts on how to create a flavored mustache.



Go Mo!

WHY MOVEMBER?

Posts to generate awareness around Movember.

Say

to cancer.

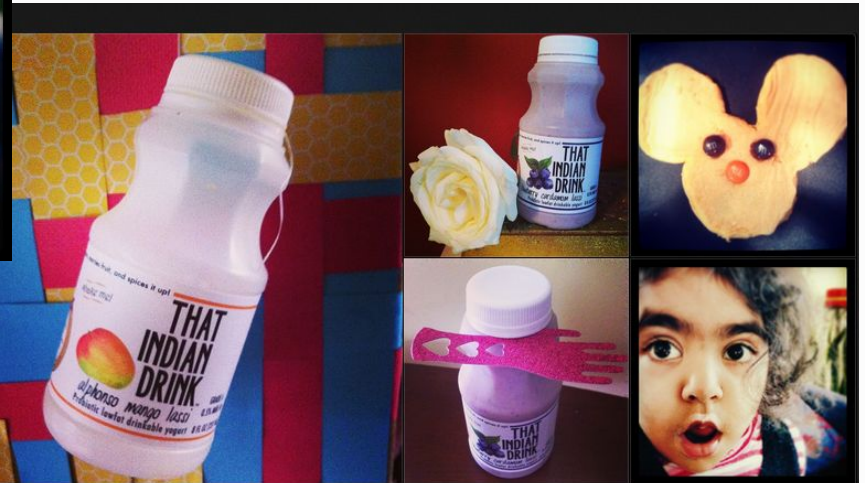
THAT
INDIAN
DRINK

BECAUSE A MUSTACHE
can
SAVE A MAN.



INSTAGRAM

Posts on instagram
for Movember.



thatindiandrink

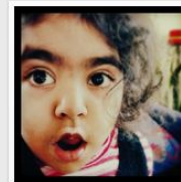
That Indian Drink Chef-created lassi (fruit yogurt smoothie) <http://thatindiandrink.com>

11
posts

19
followers

18
following

November 2013



July 2013



June 2013



THANKSGIVING

Nov 26th – Nov 30th

General messages
around Thanksgiving
and thanking people
for contributing to
Movember.



RESULTS

- Direct customer appreciation on emails
- New fans on Facebook
- New followers on Twitter and more engagement
- Instagram page achieved more visibility

