

PIECES OF CONTENT CREATED: 45

UNIQUE CTR: 1.9%

The Challenge:

Strategize and launch a campaign for Licious's new ready-to-cook product, Chicken 65(marinated meat), positioning it to be a kitchen must-have owing to the easiness of cooking without effort.

The goal was to increase customer engagement to increase awareness of the new line of marinade. Also, to reach a quarter-end sales goal.

SOLUTION:

I decided to ditch celebrities /influencers and brought authenticity into the campaign by engaging with the customers to launch the campaign.

Incorporating the brand messaging that celebrates the meat enthusiast, the idea was to launch the product through many existing customers and announcing them as ambassadors. This would, in turn, help us reach new customer segments and increase sales by creating FOMO.

THE CAMPAIGN:

The campaign 'Licious Brand Ambassador' launched with a blog post and video announcing that Licious is looking for brand ambassadors to launch the product with a list of fun criteria. The prerequisites to participate were being a meat enthusiast, i.e., an existing customer, and being a socialist by engaging with a series of question posts. Five lucky customers would qualify to be the brand ambassadors and launch the product through their social media channels at the same time before Licious found the product. Additionally, the product package would feature the five ambassadors.

THE STRATEGY INCLUDED:

Fun, humorous, sharable formats of content to amplify engagement and create FOMO on social.

Each ambassador, From IT professionals, fitness enthusiasts to homemakers, engaged in creating relevant content (videos, live, and posts) that showcased the package, taste, quality, and easiness of cooking introducing the new product. Every piece of content had the goal of inspiring meat enthusiasts for years to come.

A pre-order landing page helped customers to book the product a day in advance.

CAMPAIGN WINS:

This was a winning approach as it aligned the marketing goals with the organization's overall goals and across teams. The campaign included the involvement of CRM, logistics, sales, production, merchandising, and marketing. An undeniably winning

approach is delivering marketing value that gets other teams across their goals faster, too.

The customer-centric approach helped build trust and loyalty.

Increase 7% sales on the launch day itself (compared to previous launch campaigns).

Increase Social Media engagement.