

seventeen  
of two

**fortune**<sup>®</sup>  
edible oils and foods

**SUPER FOOD**  
**Khichdi**

**Digital Campaign**



## Who are they?

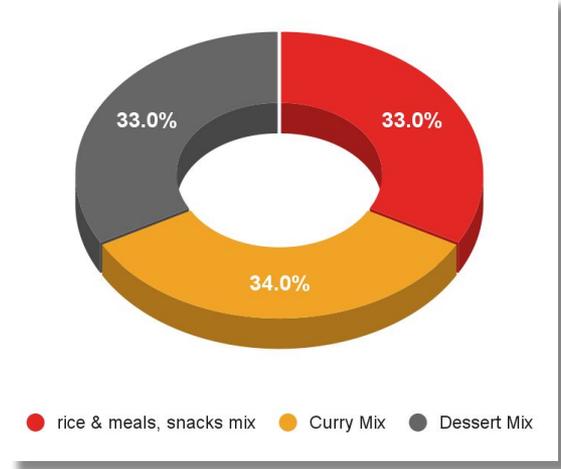
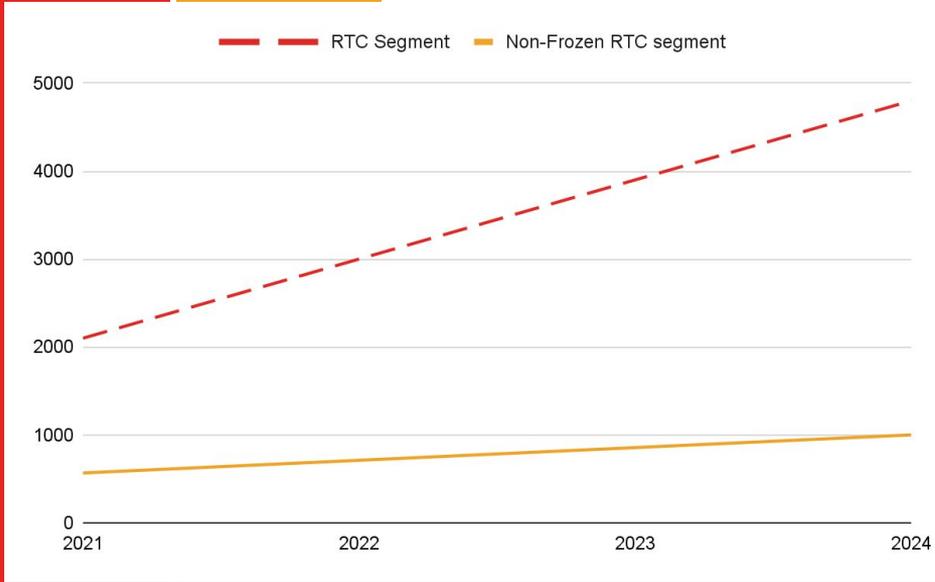
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Adani Wilmar stands strong as a **Market Leader in the FMCG industry** with Fortune becoming one of the fastest-growing food FMCG Companies in the country. They have recently delved into the **RTC market**, owing to the current spike in demand for ready-to-cook products.

**SuperFoods Khichdi** was a significant addition to Fortune's wide range of products. In order to increase the reach of the product, the brand partnered with its digital agency on record, 1702 Digital.

The product was placed perfectly to solve the issue of **very limited healthy ready-to-cook options. Healthy options are not tasty, and vice versa.**

## Market Scenario



- The **Ready-to-Cook segment**, which comprises rice & meals, snacks mix, curry mix, and dessert mix is already a Rs 2,100 crore business and is projected to grow to Rs **4,800 crore by 2024**.
- The **non-frozen RTC segment**, which comprises curries/meals, batters/pastes, pasta & desserts is of Rs 567 crore which is expected to reach **1000 crore by 2024**.

## What did they want?

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- **Increase consideration of the subject of healthy eating** in India by driving the audience towards the website through video content on social and news platforms, and by leveraging the TVC.
- **Generate interest and bring the audience to the brand's social media pages** via the recipe videos made by prominent Influencer Chefs.

## Core Target Audience



Age Group:

- 18 - 24
- 25 - 34
- 35 - 45

In order of prioritising this product in their budget



Audience comprised individuals living away from home, either on rent or in hostels

Ideally looking for healthier alternatives for a quick meal.

## How did we help?

We came up with the campaign **#KhichdiwithaTwist** to make people aware of the different flavors used in the diverse cuisines of the nation, like Gujarati, Bengali, and Punjabi, and the variations of tadka that make each dish of khichdi unique and interesting.

Keeping Khichdi's desired target audience in mind:



On YouTube, we **targeted people** who were searching for **keywords like Maggi, RTC, RTE, and Khichdi.**



We decided to take **advantage of the lockdown by putting out banners and 2in1 interstitial video campaigns.**

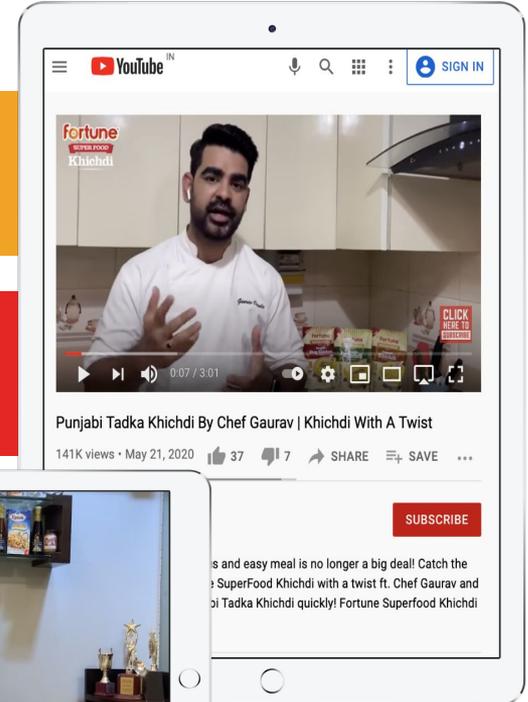
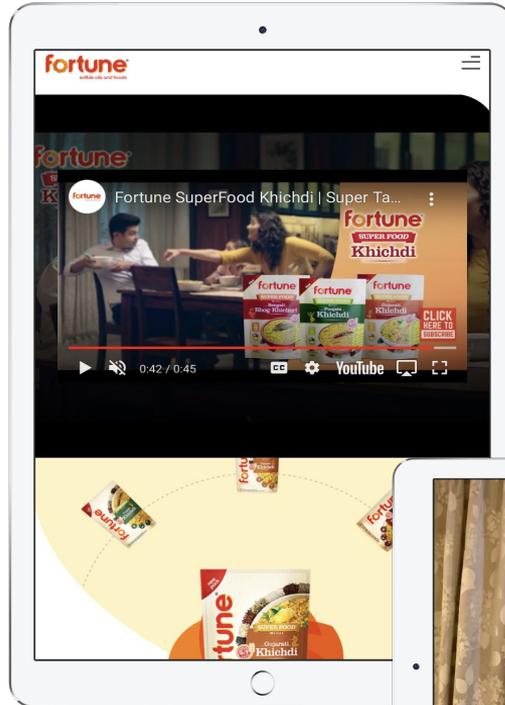
Sections of the **audience that have bought grocery/Maggi/RTC products were targeted in collaboration with Hotstar.**



We chose to include eminent chefs like **Ajay Chopra, Gaurav Chawla, and Ranjit Shaw in our influencer campaign.** Custom Chef Avatars created by 1702 Digital were the highlight of the pre-buzz videos that launched this campaign.

- For “**Khichdi With A Twist**”, 1702 Digital leveraged a number of chef influencers to make **LIVE cooking videos** comprising interesting khichdi recipes.
- Collaborations were forged with **influencers like Ajay Chopra, Gaurav Chawla and Ranjit Shaw** who in turn hosted LIVE videos on both the brand’s and the influencer’s Facebook pages.
- A text & image centric “**Fortune Khichdi recipe book**” was created by the team at 1702 Digital & shared via WhatsApp.
- The **custom avatars designed for chefs** made them look like superheroes. This made **organic reach 4x higher** than than the industry average for Facebook live videos.
- Collaborated with the content creator **Viraj Ghelani**, who made two videos with Gobble on “Fortune Superfood Khichdi Review” and “**A Day In The Life Of - Viraj Ghelani**” to amplify the product variants based on Gujarati, Punjabi, and Bengali Flavours.

# Social Media Execution



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fortune  
SUPER FOOD  
Khichdi

Khichdi With A Twist

Ft. Chef  
Ajay Chopra  
#KhichdiWithATwist

LIVE Tune In On 14<sup>th</sup> May 2020 At 4:00 PM

This graphic features a cartoon illustration of Chef Ajay Chopra in a white chef's coat and a red cape, holding a silver cloche. To his left are three packages of Fortune Khichdi (Mild, Hot, and Spicy) and a bowl of khichdi. The background is a bright yellow with a subtle pattern.

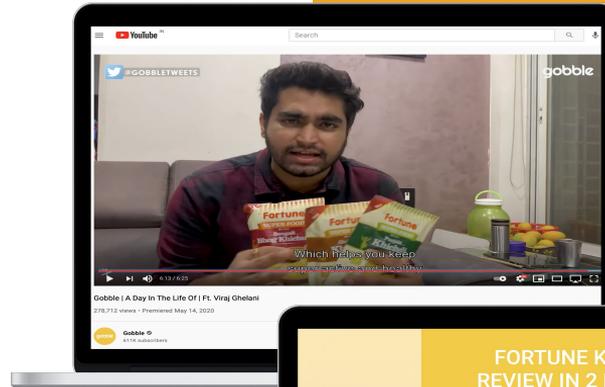


fortune  
SUPER FOOD  
Khichdi

Khichdi  
With A Twist  
Ft. Chef Gaurav  
#BoreNoMore

LIVE Tune In On 8<sup>th</sup> May 2020  
At 4:00 Pm

This graphic features a cartoon illustration of Chef Gaurav in a white chef's coat and a red cape, standing with his hands on his hips. To his left are three packages of Fortune Khichdi and a bowl of khichdi. The background is a bright yellow with a subtle pattern.



YouTube

@GOBBLETSWEETS

gobble

Which helps you keep...

6:12 / 6:25

Gobble | A Day In The Life Of Ft. Vinay Ghetani

278,712 views · Premiered May 14, 2020

Gobble @ 619K subscribers

This is a screenshot of a YouTube video player. The video shows a man sitting at a table, holding several packages of Fortune Khichdi. The video title is "Gobble | A Day In The Life Of Ft. Vinay Ghetani" and it has 278,712 views. The channel name is "Gobble" with 619K subscribers.



FORTUNE KHICHDI  
REVIEW IN 2 MINUTES

gobble

For this video, we'll review the  
Punjabi and Bengali.

Gobble Reviews by Gobble

This is a screenshot of a video player showing a split-screen review. On the left, a woman is sitting at a table with a bowl of khichdi. On the right, a man is sitting at a table with several packages of Fortune Khichdi. The video title is "FORTUNE KHICHDI REVIEW IN 2 MINUTES" and the channel name is "Gobble".

## What did we Achieve?



6L impressions



Facebook, Instagram & YouTube amassed a total of 56L completed video views.



CTR of 1.4%



The overall performance of the pre-buzz activities was a total of an engagement of 1.2L



2in1 Interstitial Banner Video Campaign- 8.6L views.



Gobble's overall performance was 1.2 million video views, with 4.8 million reach and total engagement of 30,000 with a 2.32% engagement rate



Collaboration with Hotstar, a total of 3.2L completed views with a CPV of 0.59rs was generated.

## Reference Links

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- **Pre Buzz Link 1** - <https://www.facebook.com/watch/?v=174903183773518>
- **Pre Buzz Link 2** - <https://www.facebook.com/watch/?v=680550616067343>
- **Most engaged live video of the campaign** - <https://youtu.be/GZtV3ehstQM>
- **Gobble Link 1** - <https://www.facebook.com/Gobble/videos/167209578040757/>
- **Gobble Link 2** - <https://www.youtube.com/watch?v=WF7X0eYcNzA>
- **Gobble A day in the life of Link 1** - <https://www.facebook.com/Gobble/videos/170206174381099/>
- **Gobble A day in the life of Link 2** - <https://www.youtube.com/watch?v=2KUh2vmlG6Ak>
- **Fortune Website** - <https://www.fortunefoods.com/khichdi/fortune-gujarati-khichdi>

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