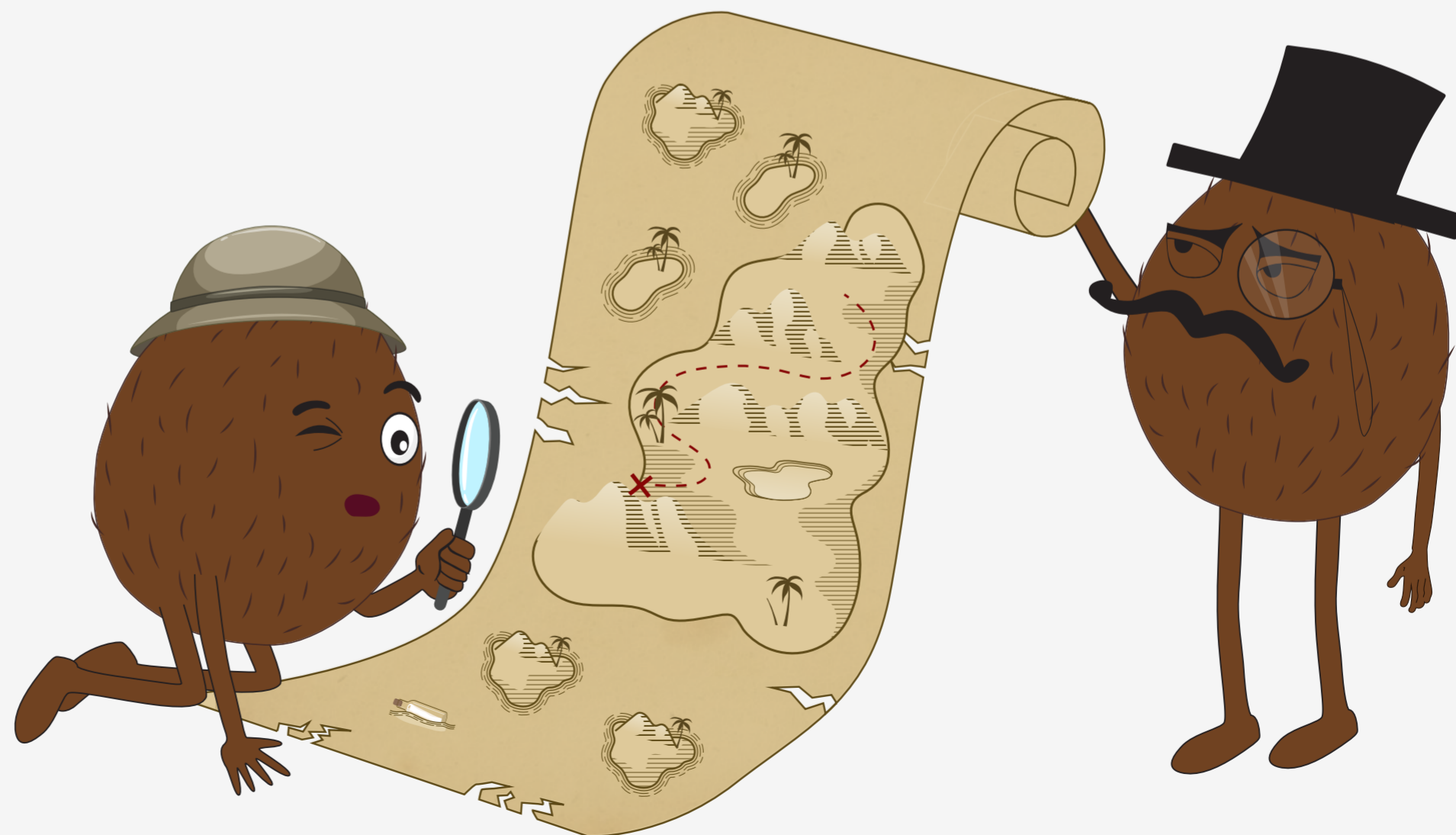


The Cold-Pressed Market Scenario

A **Marico** Cocosoul Story

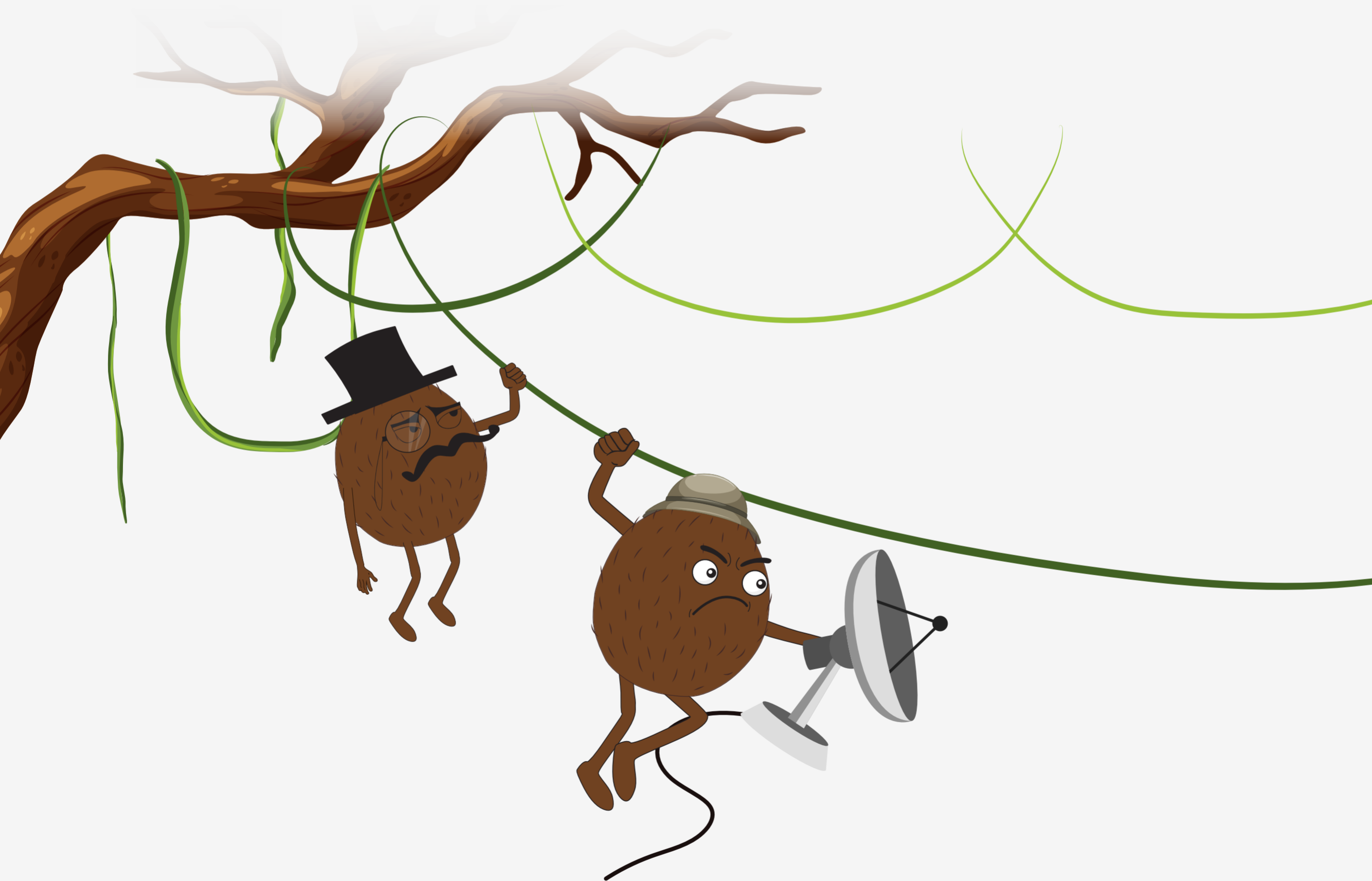
The **award winning campaign** which made **Immunity** a mainstream term during the lockdown



Marico needed to re-launch Coco Soul and boost organic chatter

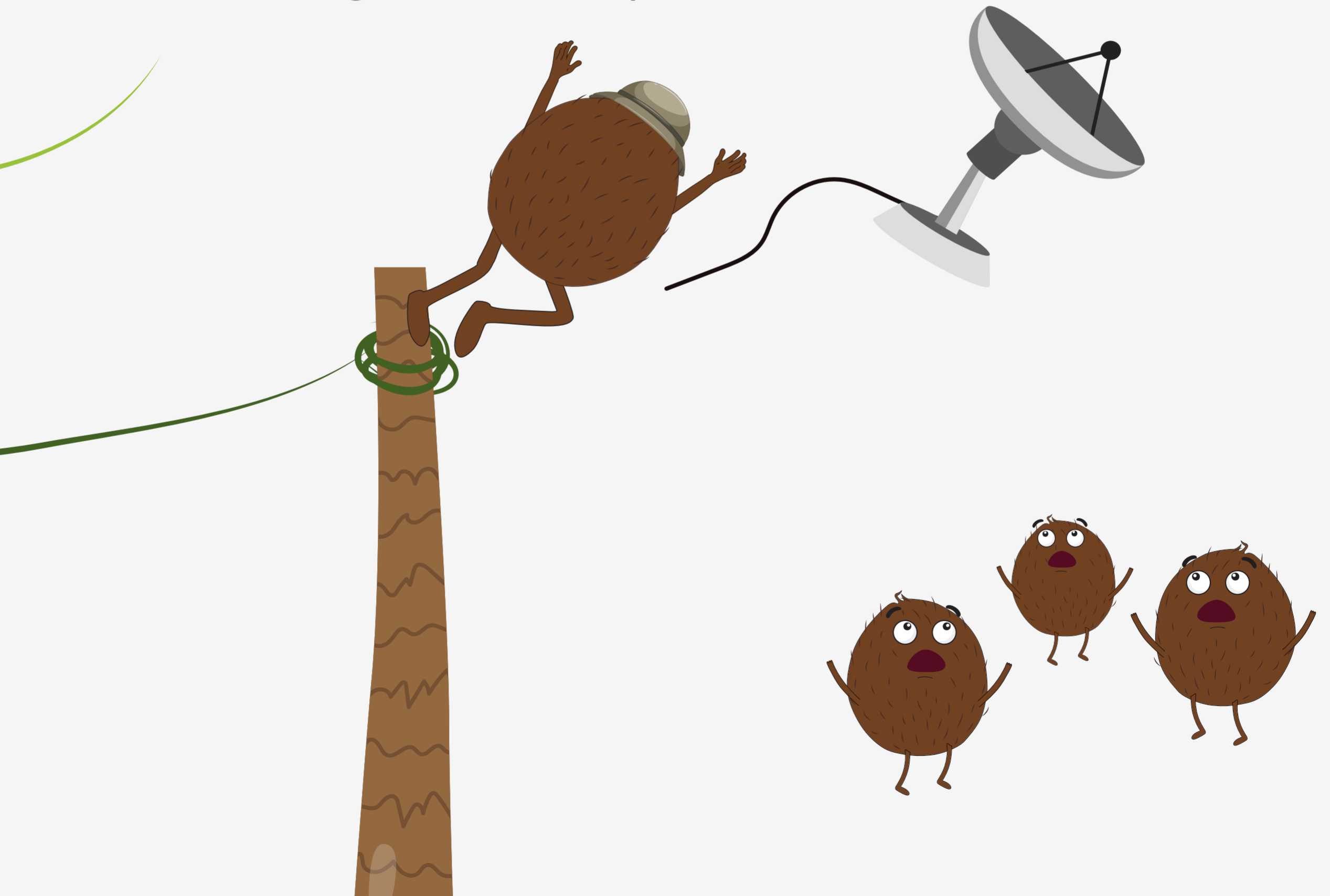


we devised a **100% Organic**
Digital-only Campaign



Our Cold-Pressed Strategy

50 influencers used [#PassTheCocosoul](#) challenge to raise awareness for 30 days, and challenged more to join them.



Our Organic Milestones

In 30 days, we got:

- **16,000+ users**

Engagement in the 1st week

- **11.50%**

Record organic engagement

- **Tier II & Tier III cities**

Penetration in cities like Jaipur, Gorakhpur, Ujjain, and others



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