

SOCIØAR

ABOUT SOCIOAR



A Digital Marketing and Creative agency in New Delhi that provides turnkey marketing solutions. Aimed at enhancing brands' online presence, Socioar provides Branding, UX/UI Design and Development, Digital Marketing, Social Media Marketing, Content Marketing, Influencer Marketing and PR solutions.

Socioar focuses at providing your brand a much wider reach towards a much more engaging audience. Socioar believes in providing complete design and digital marketing solutions for brands to successfully achieve all their digital goals.

Up and running successfully for 5 years, Socioar has provided design and marketing solutions to over 150 brands that include both offline and digital marketing solutions to clients in India and outside India. While catering to varied industries, Socioar has serviced luxury home decor brands, luxury / bridge to luxury fashion brands, food festivals, cold brew coffee, food delivery setups, makeup artists, a jewellery brand, NGOs and many more.



OUR CLIENTS



SATYA PAUL

OMA

Sotheby's



Olinda 
live well naturally

ABOUT OLINDA TEAS

Olinda - Wellness Teas

As one of the **largest 'tea bag manufacturers in Asia** and the **tea supplier of choice'** for many leading brands, **Olinda Tea** — is a **heritage tea brand** whose award-winning commitment to **ethics and excellence** spans across three generations.

Sustainability is deeply embedded in the values of the brand as they are the **world's first carbon neutral tea company**, that is committed to making the most **ethical tea** possible.

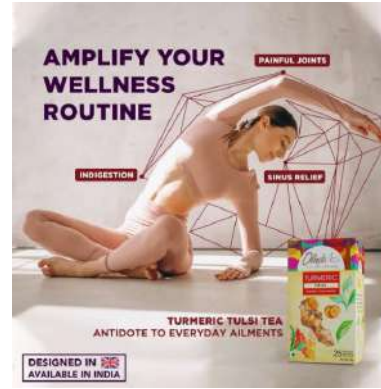
Olinda Tea — focuses on bringing both **health and balance to life** via the concept of **Ayurveda** through **premium Ceylon Teas**.

Positioned as a brand from the United Kingdom, packed in Sri Lanka — **Olinda Tea is now in India with 10 flavourful blends (8 Olinda + 2 T-Go).**



DIGITAL PRESENCE: OLINDA INDIA

- **Instagram:** 2,700 followers
- **Post Update Frequency:** Every 3-4 days
- **Posts:** Product-based, flavours/ingredients, facts & information, benefits & wellness, sustainability, brand certifications.
- **Topical content:** Yes
- **Influencer Collaborations:** No
- **Tonality:** Conversational & Informative
- **Hashtags:** #olindateas #olinda #healthandwellness #livewellnaturally #wellnesstea + discovery hashtags



INTERNATIONAL BRANDS
WE LOOK UP TO

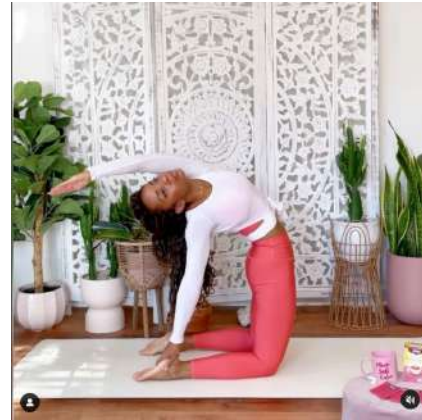
TWININGS UK

- **Instagram:** 61k followers
- **Facebook:** 228,144 likes
- **Story:** Yes
- **Highlights:** Yes
- **Reels:** Yes
- **Frequency:** Every 3 - 4 days (2 or 3 posts a week)
- **Topical Content:** Yes (but very limited and not recent or frequent)
- **Influencer Marketing/Collaborations:** Yes
- **Posts:** Product-based, flavours/ingredients, affirmations, facts, music playlist, vibrant & colour coordinated grid, about Twinings, calm state of mind/relaxation focused, aesthetic clicks.
- **Content Tonality:** Conversational, Positive & Informative
- **Hashtags:** Post-based & discovery - Ex: #Superblends, #coldinfuse,#aliveineverydrop



YOGI TEA

- **Instagram:** 203k followers
- **Facebook:** 490,955 likes
- **Story:** Yes
- **Highlights:** Yes
- **Reels:** Yes
- **Frequency:** Every 2-3 days
- **Topical Content:** Yes (but very limited and not frequent)
- **Influencer Marketing/Collaborations:** Yes
- **Posts:** Product-based, tea/beverage recipes, flavours/ingredients, affirmations, quick tips, DIY, resharing user-generated content, aesthetic clicks.
- **Content Tonality:** Conversational, Positive & Informative
- **Hashtags:** #yogitea + discover hashtags (not on all posts)



JADE LEAF MATCHA

- **Instagram:** 34.9k followers
- **Facebook:** 12,571 likes
- **Story:** Yes
- **Highlights:** Yes
- **Reels:** Yes
- **Frequency:** Generally every day or every 2-4 days
- **Topical Content:** Yes (but limited)
- **Influencer Marketing/Collaborations:** Yes
- **Posts:** Product-based, recipes, affirmations, podcast updates, surveys, sales updates, contest & giveaways, engagement / interesting / relatable inbound posts, founder's video + partner farmer
- **Content Tonality:** Conversational & Informative
- **Hashtags:** #JadeLeafMatcha + discovery hashtag (like: #matchagreentea #matcha #matchatea #matchaholic #matchalover #matchaaddict, etc)



REPUBLIC OF TEA

- **Instagram:** 38.5k followers
- **Facebook:** 448,836 likes
- **Story:** Yes
- **Highlights:** Yes
- **Reels:** No
- **Frequency:** Every 1-3 days
- **Topical Content:** Yes
- **Influencer Marketing/Collaborations:** More of community partnerships, they also partnered with Calm - the meditation app, Disney+ The Book of Boba Fett - for their Collector's Edition.
- **Posts:** Product-based, recipes, contest & giveaways, community service, partnerships/collaborations, quotes, DIY/reuse, flavours/ingredients, recipes, their catalogues, offers.
- **Content Tonality:** Conversational & Informative
- **Hashtags:** #TheRepublicofTea #SipTeaTogether #SipbySip + discovery hashtags



TARGET AUDIENCE

- **Gender:** Both Male & Female
 - **Primary Audience:** Women (25-45 years)
 - **Secondary Audience:** Women (45-65 years) | Men (30-45 years)
-
- **Location:** Living in India
 - **Tier 1 cities:** Bangalore | Chennai | Delhi | Hyderabad | Kolkata | Mumbai | Ahmedabad | Pune.
 - **Tier 2 cities:** Agra | Bhubaneswar | Chandigarh | Gurgaon | Indore | Lucknow | Madurai | Goa | Nashik | Pondicherry | | Thiruvananthapuram | Ujjain.
-
- **Income Group:** Middle Class | Upper Middle Class | Upper Class.
 - **Interest Areas:** Tea, Well-being, Health & Wellness, Fitness, Philosophy of the mind, Culture and Science, Yoga, Pilates, Emotional Health, Sports
 - **Platform Placements:** Facebook & Instagram.

The growth of the tea market relates to several factors:

- The disposable income of consumers is consistently growing, which encourages them to purchase more products and even those with higher prices.
- Our audience group is focussed on harnessing their mind and provoke a sense of purpose within them. They are on the lookout to engage with content about **Mental Health, Fitness, Positive Affirmations, Ayurveda, Sound Sleep Cycles, Emotional Wellbeing, Immunity Check, Sports** etc.
- This audience group looks for a brand that tries to create positive feelings and emotions in the minds of customers through its advertisements.



WHAT WILL **SOCIOAR** DO?

PLATFORMS



INSTAGRAM

Purpose: Visual Platform for Pictures & Videos, Website Redirect

- Visuals hold immense importance while buying a thing of beauty, and what's a better platform for this than Instagram?
- We will use this platform to create a beautiful image of the products and the brand in the eyes of our audience and grab their attention to the fullest.
- Instagram allows brands to humanise their content, showcase products and inspire their audience with a life of fine taste & living.



FACEBOOK

Purpose: Brand Awareness

- To build and develop an understanding of your audience in a variety of ways.
- To become more than a faceless brand, giving you the chance to interact with your target audience.
- It provides you with a public page that people can peruse at leisure, giving them a more personal feel for what your business is all about.
- It provides you with an easy way to create and promote these events.



CAMPAIGN HASHTAG

&

STRATEGY



#LiveWellNaturally

With the **launch campaign** for **Olinda Teas in India**, we wanted to leverage the tagline ***“Live Well Naturally,”*** in the form of a **hashtag** and position the brand as one that **empowers the body's innate ability to heal naturally, both - Physically and Mentally.**

While there are many brands in the market that talk about wellness, only a few are able to stand out and do something about it. Herein, we have consciously made an effort to create a **personality and rationale for the brand**, with a **narrative that strongly highlights Olinda teas' capability to help the body heal itself**. Highlighting its impact on the **immune system, high in antioxidants**, and a great **source of hydration**.

Furthermore, this tagline is mentioned on our **packaging** and **re-emphasising it via our communication**, creates a **higher brand recall value** through which **engagement** and a **sense of community** can be structured.

Taking forward the approach of **mindful living** coupled with **Ayurvedic science** — we are driving Olinda Teas in the direction of a brand that propagates a **holistic form of healthy living**, while encouraging our audience to ***Live Well Naturally!***



LAUNCH PLAN

- In today's world, with so many choices available, it becomes paramount that **Olinda Teas** has a **strong share of voice for the customer** to decide on the many options available. Even more important will be the **strategic messaging** that we put out about our brand, keeping in mind the **current need of the customer** and the environment our brand is in at that point in time.
- With our **Inbound Communication**, the objective is to **create engagement** in the minds of our target audience, make the brand much more **relatable** to them and thereby in the long run create a **community** that swears by Olinda Tea.
- Through our **Outbound Communication**, the focus would holistically be on **sales**. Therefore such posts would be promoted on **social media & via Google Search** wherein a **Call To Action Button** such as '**Learn More/Shop Now/Buy Now**' would be added to entice the audience & make them check out our product.
- From **brand & reputation management** to **collaborations, sponsorships, digital public relations, wellness and health blogs, associating oneself with famous Instagram lifestyle influencers, and social media influencer marketing** are some of the ways of communication to put out the right content at the right time.



**Cherishing the
little pause that
tea allows.**

OLINDA LEMON GREEN TEA!

- **Performance Marketing:** Through a healthy combination of **Social Media Marketing & Search Engine Marketing**, we intend to reach out to our audience to improve **brand awareness** & increase **sales**.
- We determine the action, then carry forward the efforts when that action has been completed – whether it's to generate **social media engagement**, **website clicks** or ultimately **conversion/sales**.
- The key is to **constantly engage with our target audience** to help create and improve their perception of our brand. This **enhanced sense of community** is what helps **drive engagement and sales**.
- In order to truly develop an **Instagram aesthetic**, we would need to be **consistent**. All of our images need to have some common threads tying them together in order to give our feed a more **cohesive look**.



SOCIAL MEDIA CREATIVES

OUTBOUND CREATIVES
INBOUND CREATIVES





ORIGIN

STONE MILLED USING
SHADE GROWN TEA LEAVES
FOR A CHLOROPHYLL RICH
DEEP GREEN POWDER.



PROCESS

OUR EXPERTS BLEND THE
NISHIO MATCHA WITH THE
FINEST SENCHA GREEN TEA.



PERFECTING THE BREW



#LIVEWELLNATURALLY

Post Copy:

Enriched with nutritional properties and antioxidants — Olinda's Matcha Green Tea with Ginger, balances fresh and aromatic Japanese matcha with a tinge of tangy ginger.

Olinda Teas - Now in India!

Shop now from the link in bio or on BigBasket, Amazon India & Flipkart!

#Olinda #OlindaTeas
#LiveWellNaturally

Olinda
live all naturally.



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STONE MILLED USING
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NISHIO MATCHA WITH THE
FINEST SENCHA GREEN TEA.



PERFECTING THE BREW



#LIVEWELLNATURALLY

Post Copy:

What happens when tradition meets flavour?

Discover age-old wellness with our Turmeric Tulsi Tea.

Olinda Teas - Now in India!

Shop now from the link in bio or on BigBasket, Amazon India & Flipkart!

#Olinda #OlindaTeas #LiveWellNaturally

Moringa & Citrus Fruits



Filled with surprising layers,
each bursting with
a unique flavour of its own.

AWAKEN YOUR SENSES WITH
THE RICH PALETTE OF SWEET YET ZINGY
CITRUS FRUITS TOPPED WITH
DELICATE FLORAL SCENTS.



Post Copy:

Blending together delicate flavours with a striking sense of rejuvenation to help you kick-start your day, relish the taste of Olinda Moringa with Citrus Fruit.

Olinda Teas - Now in India!

Shop now from the link in bio or on BigBasket, Amazon India & Flipkart!

#Olinda #OlindaTeas
#LiveWellNaturally

Olinda
live well naturally



Jasmine

RELIEVES
STRESS

MAINTAINS
HEART HEALTH

PROMOTES
ORAL HEALTH

PREVENTS
TYPE-2 DIABETES

RICH IN
ANTIOXIDANTS

BOOSTS
BRAIN FUNCTION



Olinda
live well naturally



Bitter Melon

REGULATES
BLOOD SUGAR

IMPROVES
HEART HEALTH

IMPROVES
EYESIGHT

BLOOD
PURIFIER

ANTI-
INFLAMMATORY



Post Copy:

Infused with the healthy properties of Bitter Melon and the distinct aroma of Jasmine — Olinda's Carela Jasmine Joy is the perfect blend to freshen your day.

A brand from the United Kingdom, packed in Sri Lanka.

Olinda Teas - Now in India!

Shop now from the link in bio or on BigBasket, Amazon India & Flipkart!

#Olinda #OlindaTeas
#LiveWellNaturally

Olinda
live well naturally

HOW TO BREW A
PERFECT CUP OF
**Matcha Green Tea
with Lemon?**



#LIVEWELLNATURALLY

Brew Level:



Under-brewed

Brew Level:



Over-brewed

Brew Level:



Just right!

Olinda
live well naturally

Did you know?

MATCHA IS MADE FROM
FINELY GROUND WHOLE
GREEN TEA LEAVES,
MAKING IT 137 TIMES MORE
POWERFUL THAN ANY
REGULAR BREWED TEA.
YOU GET 100% OF THE
NUTRIENTS, INCLUDING
VITAMINS, FIBER AND
ANTIOXIDANTS.



Post Copy:

Looking for a perfectly brewed cup of positiviteA?

Olinda's Matcha Green Tea with Lemon is sure to kick away your worries and help calm your nerves with a zingy burst.

A brand from the United Kingdom, packed in Sri Lanka.

Olinda Tea is now in India!

Shop now from the link in bio or on BigBasket, Amazon India & Flipkart!

#Olinda #OlindaTeas #LiveWellNaturally



HOW TO BREW A
PERFECT CUP OF
**Matcha Green Tea
with Lemon?**



#LIVEWELLNATURALLY

Brew Level:



Under-brewed

Brew Level:



Over-brewed

Brew Level:



Just right!

Did you know?

MATCHA IS MADE FROM FINELY GROUND WHOLE GREEN TEA LEAVES, MAKING IT 137 TIMES MORE POWERFUL THAN ANY REGULAR BREWED TEA. YOU GET 100% OF THE NUTRIENTS, INCLUDING VITAMINS, FIBER AND ANTIOXIDANTS.



Olinda
live well naturally

Enhance your immunity
WITH THIS ANCIENT INDIAN REMEDY!



RELIEVES STRESS
REDUCES INFLAMMATION
AIDS HEART HEALTH
MANAGES DIABETES
PROTECTS THE LIVER
IMPROVES DIGESTION
AIDS WEIGHT LOSS
BOOSTS BRAIN FUNCTION

PERFECTING THE
WARM FLAVOURS OF THE
Golden Milk!



HEAT MILK
ADD TEA BAG IN A CUP
POUR HOT MILK
REMOVE TEA BAG AFTER 5 MINS
STIR AND IT'S READY!



Post Copy:

Introducing a wondrous ancient blend of Turmeric & Cardamom, enriched with the goodness of pepper and stevia leaves.

Olinda Teas - Now in India!

Shop now from the link in bio or on BigBasket, Amazon India & Flipkart!

#Olinda #OlindaTeas
#LiveWellNaturally

Olinda
live well naturally

Enhance your immunity
WITH THIS ANCIENT INDIAN REMEDY!



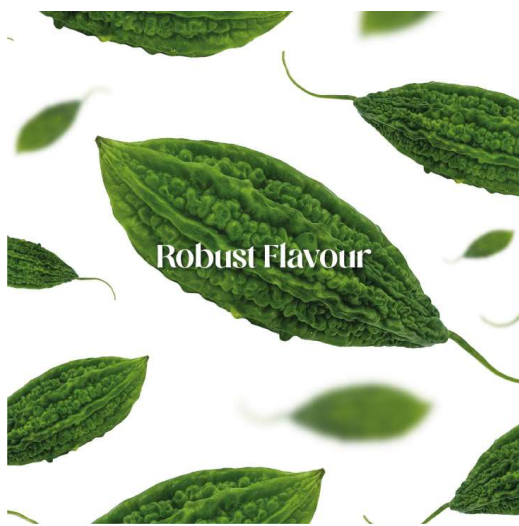
RELIEVES STRESS
REDUCES INFLAMMATION
AIDS HEART HEALTH
MANAGES DIABETES
PROTECTS THE LIVER
IMPROVES DIGESTION
AIDS WEIGHT LOSS
BOOSTS BRAIN FUNCTION

PERFECTING THE
WARM FLAVOURS OF THE
Golden Milk!



HEAT MILK
ADD TEA BAG IN A CUP
POUR HOT MILK
REMOVE TEA BAG AFTER 5 MINS
STIR AND IT'S READY!





Post Copy:

As refreshing as lemongrass, as soothing as ginger and as rich as bitter melon - Olinda's Carela Lemongrass Ginger tea is imbued with distinct flavours that taste warm and herbal.

A brand from the United Kingdom, packed in Sri Lanka.

Olinda Teas - Now in India!

Shop now from the link in bio or on BigBasket, Amazon India & Flipkart!

#Olinda #OlindaTeas #LiveWellNaturally

A collection of bitter melon fruits and leaves scattered on a white background. The fruits are green and covered in characteristic bumps. The leaves are also green and have a slightly serrated edge.

Robust Flavour

A close-up photograph of vibrant green leaves, likely from a tropical plant, with several clear water droplets resting on their surfaces. The lighting is bright, creating a fresh and natural atmosphere.

Thai Essence

Herbal Fragrance



Olinda
live well naturally



Post Copy:

T-Go's Jasmine Green Tea embraces an intense floral scent with catechins that helps you burn fat faster!

A brand from the United Kingdom, packed in Sri Lanka.

Olinda Teas - Now in India!

Shop now from the link in bio or on BigBasket, Amazon India & Flipkart!

#Olinda #OlindaTeas
#LiveWellNaturally



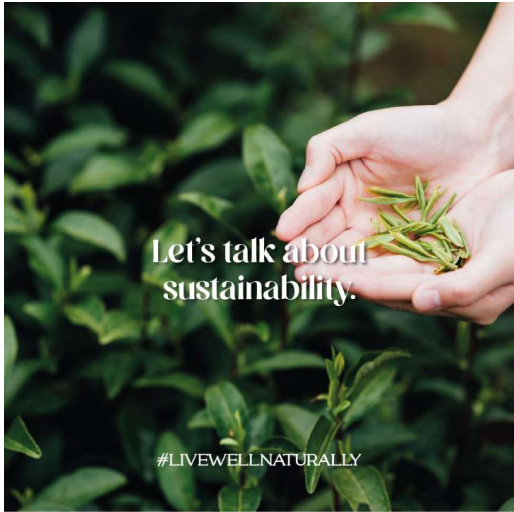
Post Copy:

At Olinda, we believe that fine teas require a delicate ecosystem and a healthy environment to grow.

Sustainable growing practices and organic farming methods both play a crucial role in our process, where each tea leaf that is planted, nurtured, plucked and packed is done with love and utmost care for mother earth.

To know more: visit the link in bio.

#Olinda #OlindaTeas #LiveWellNaturally



Post Copy:

Olinda Tea is a proud winner of the 'Responsible Business' award at the Social Pioneer Awards, and a nominee for 'Sustainable Business of the Year' at the UK Environment and Energy Awards.

To know more: visit the link in bio.

#Olinda #OlindaTeas #LiveWellNaturally



Let's talk about
sustainability.

#LIVEWELLNATURALLY



A PURER TEA.
Created with
small hold farmers.

A pair of hands is shown from the bottom, cupping a small green seedling with three leaves and a ball of dark brown soil. The background is a soft, out-of-focus green, suggesting a natural outdoor setting. The lighting is bright and natural, highlighting the texture of the soil and the vibrant green of the leaves.

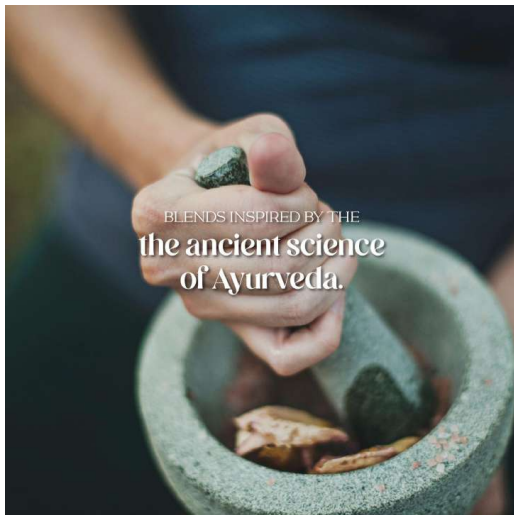
YOU BUY, WE PLANT.
**We plant a tree for
each purchase you make.**

A hand is shown from the right, holding a small green seedling in a brown, biodegradable pot. The background is filled with lush green ferns, creating a dense, natural environment. The lighting is soft and focused on the seedling and the hand.

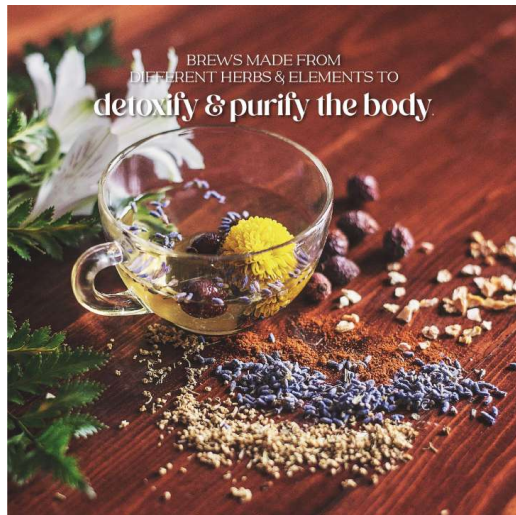
TREE PLANTING GUARANTEED
**A system linked to
each tree we plant.**

A lush green forest scene with large ferns and dense foliage. The text is overlaid on the center of the image.

FOREST GARDENS
**Grown in certified
organic plantations,
recreating the biodiversity
of a rainforest.**



BLENDS INSPIRED BY THE
**the ancient science
of Ayurveda.**



BREWS MADE FROM
DIFFERENT HERBS & ELEMENTS TO
detoxify & purify the body



Did you know?

AYURVEDA CURES THE ROOT OF THE PROBLEM,
NOT THE SYMPTOMS ALONE.

IT FOCUSES ON THE COMPOUNDS
THAT BUILD A BODY,
TREATING THE ROOT CAUSE
& ELIMINATING THE PROBLEM ENTIRELY.



EMBRACING THE CONCEPTS OF AYURVEDA.

**Olinda produces
organic tea blends**

ENRICHED WITH THE MEDICINAL PROPERTIES,
CREATING A BALANCE BETWEEN YOUR
MIND, BODY & SOUL.

Post Copy:

Blending together the magical qualities of natural ingredients with organically sourced tea leaves, Olinda Teas offer you the best of nature's secrets and curing agents.

Shop now from the link in bio or on BigBasket, Amazon India & Flipkart!

#Olinda #OlindaTeas
#LiveWellNaturally



BLEND INSPIRED BY THE
**the ancient science
of Ayurveda.**



BREWS MADE FROM
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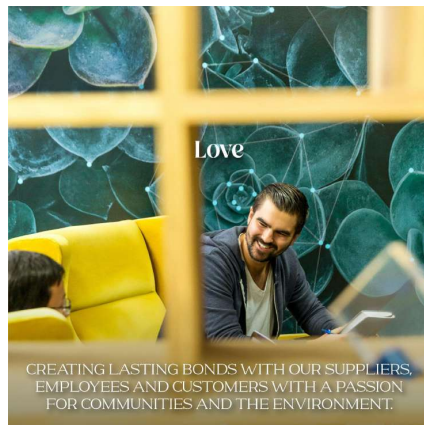




Who are we?

DECODING
THE 7 PRINCIPLES OF
OLINDA!

#LIVEWELLNATURALLY



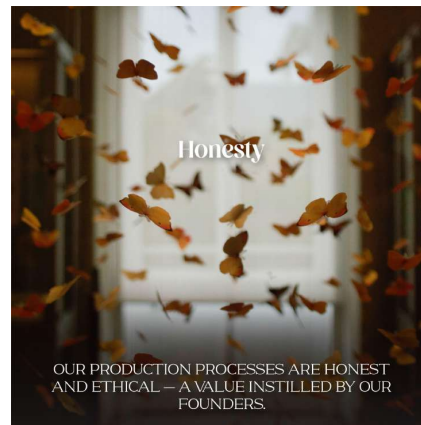
Love

CREATING LASTING BONDS WITH OUR SUPPLIERS,
EMPLOYEES AND CUSTOMERS WITH A PASSION
FOR COMMUNITIES AND THE ENVIRONMENT.



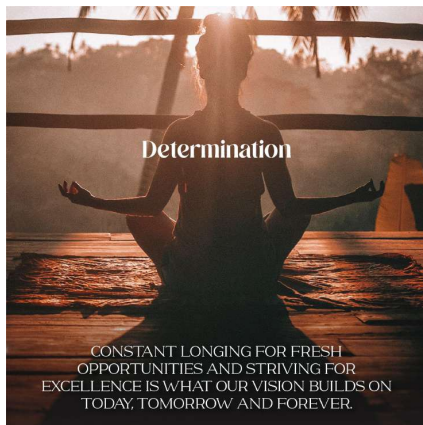
Patience & Perseverance

WE DO THINGS DIFFERENTLY AT
THE RIGHT TIME AND IN THE
RIGHT MANNER



Honesty

OUR PRODUCTION PROCESSES ARE HONEST
AND ETHICAL — A VALUE INSTILLED BY OUR
FOUNDERS.



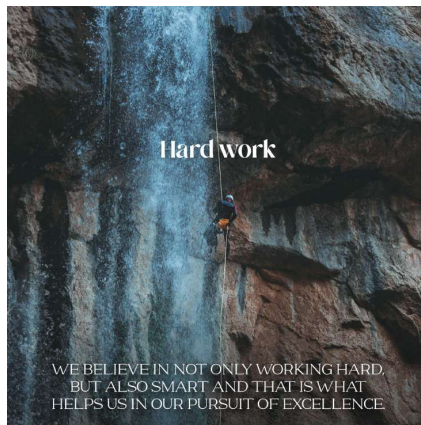
Determination

CONSTANT LONGING FOR FRESH
OPPORTUNITIES AND STRIVING FOR
EXCELLENCE IS WHAT OUR VISION BUILDS ON
TODAY, TOMORROW AND FOREVER.



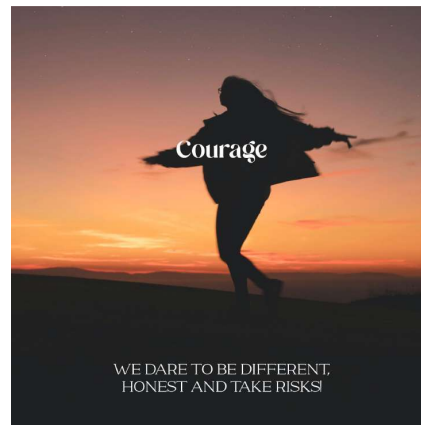
Spirituality

OUR BELIEFS ARE INGRAINED IN SPIRITUAL
GROWTH AND THE OPPORTUNITIES THAT
LIFE HAS TO OFFER.



Hard work

WE BELIEVE IN NOT ONLY WORKING HARD,
BUT ALSO SMART AND THAT IS WHAT
HELPS US IN OUR PURSUIT OF EXCELLENCE.



Courage

WE DARE TO BE DIFFERENT,
HONEST AND TAKE RISKS!

Post Copy:

We are committed to staying true to our roots and a culture that shapes our journey to bring you nothing but the best.

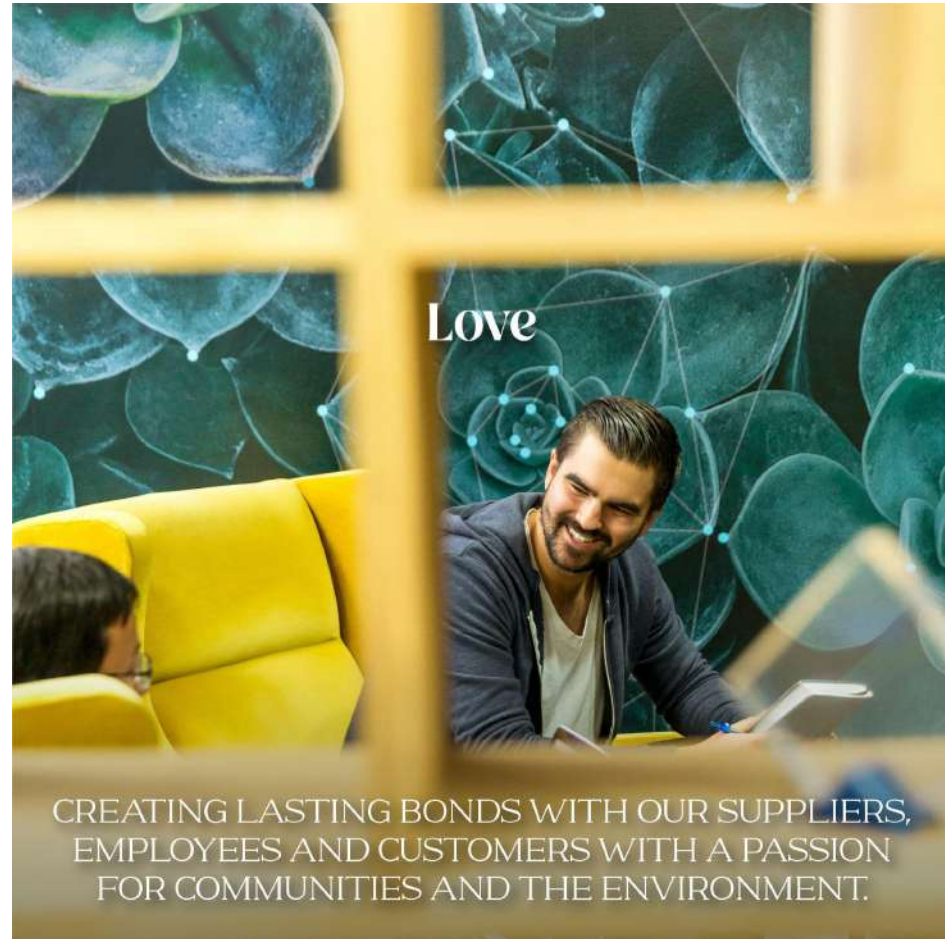
#Olinda #OlindaTeas #LiveWellNaturally



Who are we?

DECODING
THE 7 PRINCIPLES OF
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#LIVEWELLNATURALLY



Love

CREATING LASTING BONDS WITH OUR SUPPLIERS,
EMPLOYEES AND CUSTOMERS WITH A PASSION
FOR COMMUNITIES AND THE ENVIRONMENT.

A photograph of a rustic wooden cabin with a porch, situated on a hillside in a forest with autumn-colored trees. The cabin and the surrounding landscape are reflected in a calm body of water in the foreground. A person wearing a dark jacket and a hat stands on the left side of the frame, looking towards the cabin. The overall mood is peaceful and serene.

Patience & Perseverance

WE DO THINGS DIFFERENTLY AT
THE RIGHT TIME AND IN THE
RIGHT MANNER!

A photograph showing numerous butterflies of various colors (orange, yellow, brown) flying in front of a window. The window has white frames, and the background is slightly blurred, suggesting an indoor setting. The butterflies are in motion, creating a sense of light and air.

Honesty

OUR PRODUCTION PROCESSES ARE HONEST
AND ETHICAL — A VALUE INSTILLED BY OUR
FOUNDERS.

A person is shown in silhouette, meditating in a lotus position on a wooden deck. The background is a warm sunset with palm trees and a body of water. The word "Determination" is written in white serif font across the center of the image.

Determination

CONSTANT LONGING FOR FRESH OPPORTUNITIES AND STRIVING FOR EXCELLENCE IS WHAT OUR VISION BUILDS ON TODAY, TOMORROW AND FOREVER.

Three lit white candles of varying heights are shown in a row. The background is dark, and the light from the candles creates a warm, glowing atmosphere. The word "Spirituality" is written in white serif font across the center of the image.

Spirituality

OUR BELIEFS ARE INGRAINED IN SPIRITUAL GROWTH AND THE OPPORTUNITIES THAT LIFE HAS TO OFFER.

A person in climbing gear is rappelling down a dark, wet rock face next to a waterfall. The scene is dramatic and emphasizes the theme of hard work.

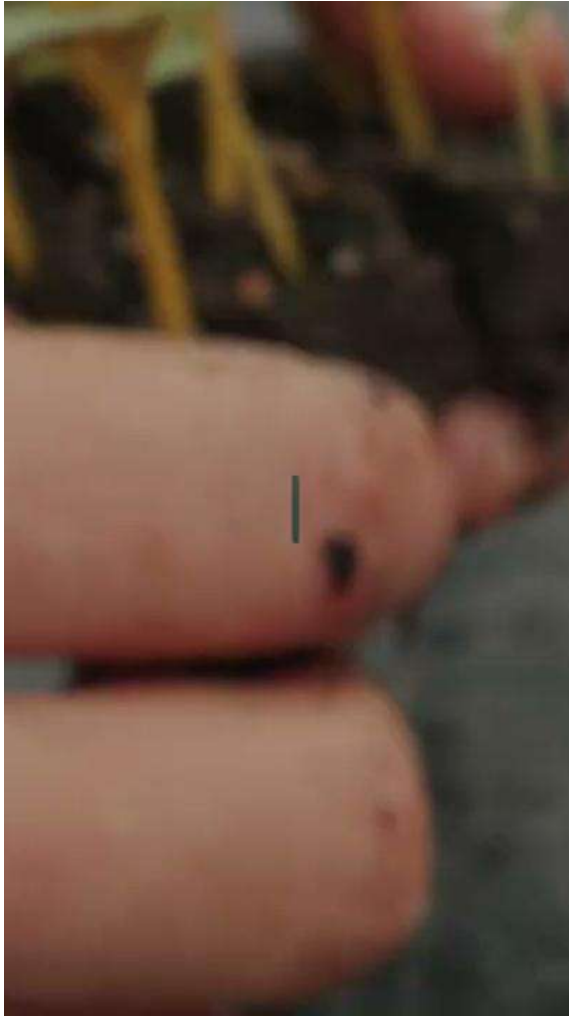
Hard work

WE BELIEVE IN NOT ONLY WORKING HARD,
BUT ALSO SMART AND THAT IS WHAT
HELPS US IN OUR PURSUIT OF EXCELLENCE.

A silhouette of a person with long hair and arms outstretched, standing on a hill against a vibrant sunset sky. The scene conveys a sense of freedom and courage.

Courage

WE DARE TO BE DIFFERENT,
HONEST AND TAKE RISKS!



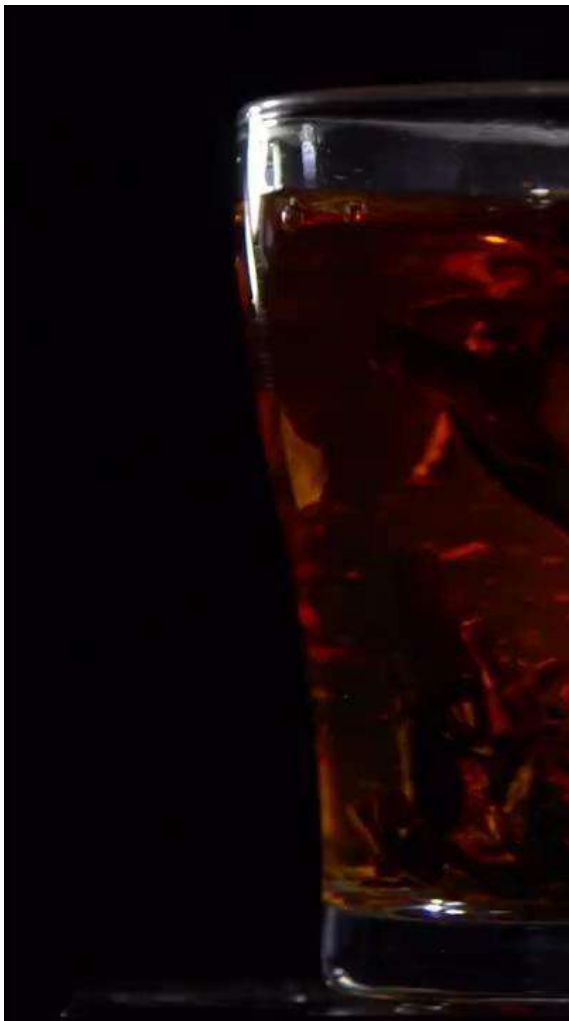
Post Copy:

We plant, we pluck and we pack only the best tea leaves for your perfect cup of tea.

A brand from the United Kingdom, packed in Sri Lanka — Olinda Tea is now in India!

Shop now from the link in bio or on BigBasket, Amazon India & Flipkart!

#Olinda #OlindaTeas #LiveWellNaturally

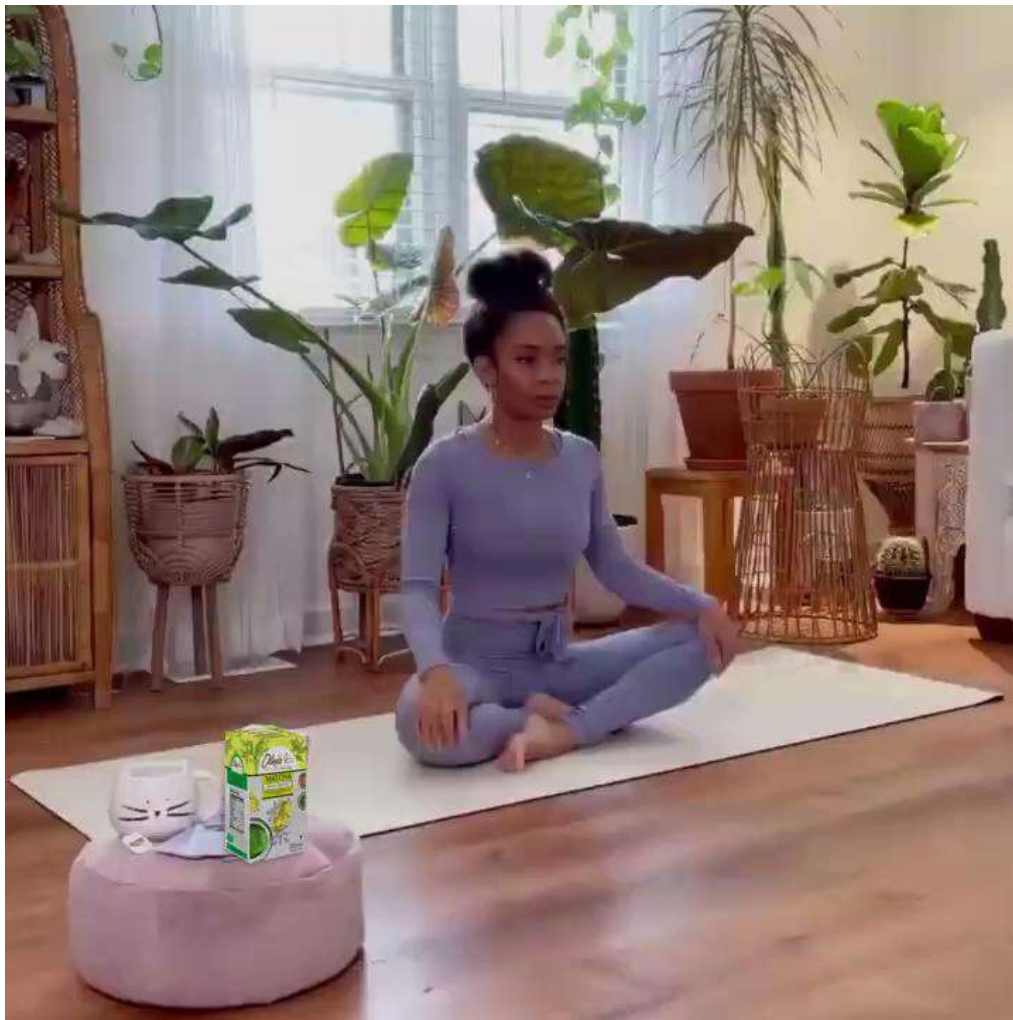


Post Copy:

Bringing together the rarest tea experience —
with earthy, pure and robust flavours to
kickstart your day!

Shop now from the link in bio or on BigBasket,
Amazon India & Flipkart!

#Olinda #OlindaTeas #LiveWellNaturally



Post Copy:

What can be better than starting your day with the positivity and energy of Yoga, followed by a cup of freshly brewed Olinda tea as shared by our wellness guru @phyllicia.bonanno.

Happy International Yoga Day!

#Olinda #OlindaTeas #LiveWellNaturally
#InternationalYogaDay



Post Copy:

To dwell on wellness and blissful living, is the key to put your mind at peace — and meditation is the secret to using the power of your mind and embracing the beauty that's around you.

Happy World Meditation Day!

#Olinda #OlindaTeas
#LiveWellNaturally
#WorldMeditationDay

INBOUND CREATIVES
OUTBOUND CREATIVES



Mental Health is as real
as Physical Health.



Maybe more.



Olinda
Live well naturally.

#LIVWELLNATURALLY

Post Copy:

Let's talk about mental health. 🌻

Tag that one person you talk about your mental health with, unfiltered! 🗣️

#Olinda #OlindaTeas #LiveWellNaturally



Let's talk about it.

#LIVEWELLNATURALLY

Post Copy:

Mental Health!

There is no reason to shy away from talking about your mental health, things that bother your peace.

Being aware of your mental health helps uncomplicate your daily life, thereby making you more productive, and enhancing the way you respond and interact with yourself and others.

#Olinda #OlindaTeas
#LiveWellNaturally

A person wearing a grey hoodie and dark pants is sitting on a dark rock, looking out over a vast sea of white clouds. The sky is filled with soft, colorful clouds in shades of orange, pink, and yellow, suggesting a sunset or sunrise. The overall mood is peaceful and contemplative.

READ LOUDLY

I am the
master of my sea.

#LIVEWELLNATURALLY

Post Copy:

Affirmations have the power to motivate you to act on certain things, help you to concentrate on achieving your goals in life, give you the power to change your negative thinking patterns and replace them with positive thinking patterns, but above all, affirmations can reaffirm the positivity back into your life and help regain or increase your self-confidence.

#Olinda #OlindaTeas
#LiveWellNaturally



READ LOUDLY
I am confident.

#LIVEWELLNATURALLY

Post Copy:

Yes you are :)

#Olinda #OlindaTeas
#LiveWellNaturally



To lose focus
during meditation.

DOES THAT MAKE
YOU BAD AT MEDITATION?



NO.

LOSING FOCUS IS NATURAL,
BRINGING YOUR FOCUS BACK
IS WHAT MEDITATION IS ALL ABOUT.

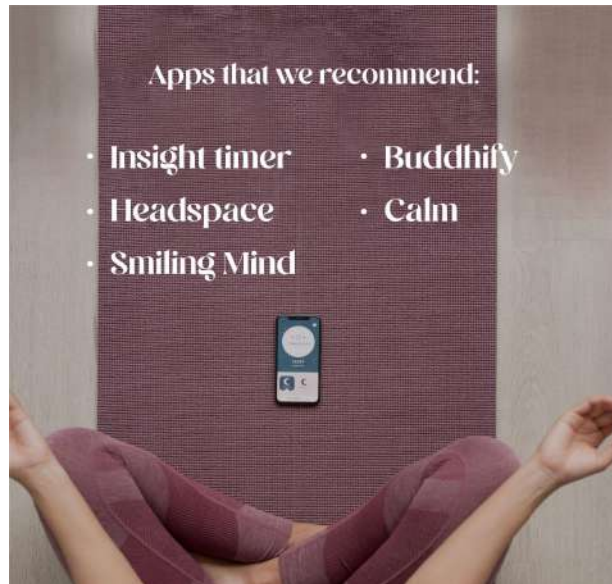
#LIVEWELLNATURALLY

Post Copy:

Meditation is not a challenge, but a means to help you face various other challenges in your day-to-day life. Trying to meditate is half the battle won, while the other half is won by consistency.

Take it one step at a time.

#Olinda #OlindaTeas
#LiveWellNaturally



Post Copy:

Guided meditation can give you a sense of calm, peace and balance that can benefit both your emotional well-being and overall mental health.

It can build your focus and concentration, improve self-awareness and self-esteem, lower levels of stress and anxiety, and foster kindness too.

Tell us your favorite guided meditation apps in the comments below.

Our favorite: Insight Timer (Available on Apple App Store and Google Play Store)

#Olinda #OlindaTeas #LiveWellNaturally



Vatayanasana Eagle Arms

Olinda
Live Well Naturally

Benefits

ENHANCES FLEXIBILITY

STRENGTHENS MUSCLES & BONES

IMPROVES BLOOD CIRCULATION

IMPROVES POSTURE

ENHANCES BALANCE & CONCENTRATION

#LIVEWELLNATURALLY

Post Copy:

Yoga Asana of the day:

Vatayanasana Eagle Arms also known as the Flying Horse Pose in the west, works wonders to enhance flexibility, improves blood circulation and strengthen your muscles and bones among other physical benefits.

Try this asana during your next yoga session.

#Olinda #OlindaTeas
#LiveWellNaturally

Surya Namaskar

IS SAID TO HAVE DEVELOPED FROM AN
EARLY SUNRISE PRACTICE HONOURING
SURYA AS THE SOURCE OF ENERGY AND
LIGHT FOR THE WORLD.



Post Copy:

For centuries, people from all civilisations have practiced Surya Namaskar or Sun Salutation to stimulate the balance of the mind and body.

#Olinda #OlindaTeas
#LiveWellNaturally



Olinda
live well naturally

“Health is not valued
until sickness comes.”

- THOMAS FULLER -

#LIVEWELLNATURALLY

Post Copy:

This quote hits us hard - we never value breathing from our nose till we have a cold and our nose is blocked. Or appreciate our body's muscle strength till we pull a muscle.

With our busy schedules it is easy to not appreciate what's not broken, but we should never forget that good health also needs maintenance, consistent efforts to stay healthy and of course smart choices.

#Olinda #OlindaTeas
#LiveWellNaturally



3 things I wish people
said to me when I'm
struggling with anxiety

Post Copy:

It's okay to feel anxious sometimes. However, everytime you feel anxious it's important to take a moment for yourself and address your thoughts to overcome your fears, anxiety and negativity— as rightly shared by Akanksha Bhatia @thatsappywriter.

#Olinda #OlindaTeas
#LiveWellNaturally



What do you do when
your emotions take
the best of you?

Olinda
live well naturally

Whatever you do,
don't be hard on yourself.

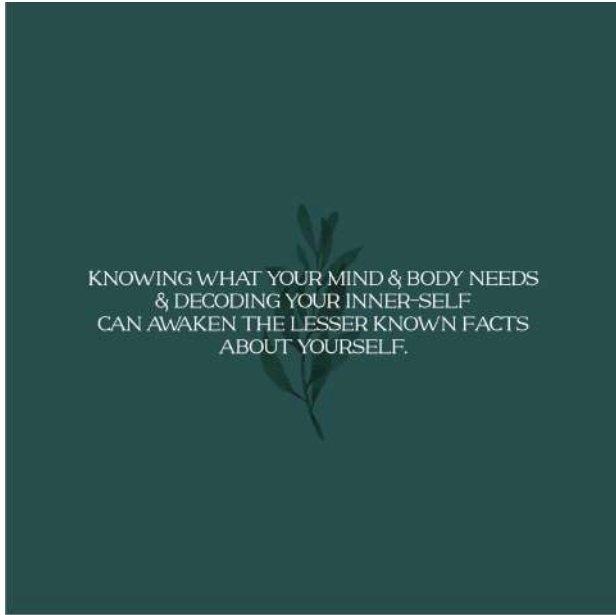
#LIVEWELLNATURALLY

Post Copy:

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With our busy schedules it is easy to not appreciate what's not broken, but we should never forget that good health also needs maintenance, consistent efforts to stay healthy and of course smart choices.

#Olinda #OlindaTeas
#LiveWellNaturally



Post Copy:

Self-awareness is our only key to freedom and transformation.

Tea for thought?

#Olinda #OlindaTeas #LiveWellNaturally



Benefits of guided meditation.

GAINING A NEW PERSPECTIVE
MANAGING STRESS
INCREASING SELF-AWARENESS
FOCUSING ON THE PRESENT
REDUCING NEGATIVE EMOTIONS
INCREASING IMAGINATION & CREATIVITY

#LIVEWELLNATURALLY

Post Copy:

Meditation is a practice (action) that leads to increased mindfulness (result). The more consistent your meditation practice, the more mindful you can become in every aspect of your life.

And the best part? You can practice meditation anytime, anywhere. Find yourself a quiet and comfortable corner, close your eyes and you're all set.

#Olinda #OlindaTeas
#LiveWellNaturally



Inhale gratitude.

EXHALE WHATEVER HAS
BEEN HOLDING YOU BACK.



Declutter.

YOU HOLD THE POWER TO CHANGE
YOUR PRESENT & THE FUTURE,
STOP LIVING IN THE PAST.



De stress.

ADDRESSING WHAT BOTHERS YOU
CAN RELEASE THE BURDEN
OFF YOUR SHOULDERS.



Detoxify.

ESTABLISH A BALANCE BETWEEN
YOUR MIND, BODY, AND SPIRIT
TO PAVE THE WAY FOR GROWTH.

Post Copy:

Have you ever noticed that some people seem to be able to maintain a relatively positive attitude regardless of what's happening around them?

Cultivating gratitude is one of the simpler routes to a greater sense of emotional well-being, higher overall life satisfaction, and a greater sense of happiness in life.

#Olinda #OlindaTeas
#LiveWellNaturally

Inhale gratitude.

EXHALE WHATEVER HAS
BEEN HOLDING YOU BACK.



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Detoxify.

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TO PAVE THE WAY FOR GROWTH.



Post Copy:

All of us know that good sleep can make or break our day by either making us feel energised & quick in response or feel dull and lethargic.

So, sleep well, not only tonight but every night!



#Olinda #OlindaTeas
#LiveWellNaturally

EMAILER



Trackled with
rich natural properties & antioxidants
Olinda's Matcha Green Tea



Nishio, Japan

SHADE GROWN TEA LEAVES
ARE PICKED, STEAMED, DRIED,
AND GROUND INTO FINE
MATCHA POWDER.



GRINDING MATCHA LEAVES INTO
POWDER MAINTAINS ALL THE
NUTRITIONAL PROPERTIES OF TEA.



LEARN HOW TO
brew the perfect cup of matcha



Breathe. Relax. Focus.

Do you meditate?

LOOKING FOR A WAY TO START?

HERE IS A LIST OF APPS WE RECOMMEND
THAT ARE PERFECT TO GET YOU STARTED.

- Insight Timer
- Headspace
- Smiling Mind
- Buddhify
- Calm

Olinda
live well naturally



Enriched with
nutritional properties & antioxidants
Olinda's Matcha Green Tea

ORIGIN

NURTURED & HANDPICKED FROM

Nishio, Japan.

PROCESS

STONE MILLED USING
SHADE GROWN TEA LEAVES
FOR A CHLOROPHYLL RICH
DEEP GREEN POWDER.



OUR EXPERTS BLEND THE
NISHIO MATCHA WITH THE
FINEST SENCHA GREEN TEA.



PERFECTING THE BREW

LEARN HOW TO
brew the perfect cup of matcha



UNDER BREWED

OVER BREWED

JUST PERFECT

Breathe. Relax. Focus.

Do you meditate?

LOOKING FOR A WAY TO START?

HERE IS A LIST OF APPS WE RECOMMEND
THAT ARE PERFECT TO GET YOU STARTED.

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- Calm

PERFORMANCE MARKETING & ANALYSIS

USER FUNNEL & AD STRATEGY

Building funnels based on intent, relevance and behaviour on the website and breaking the user journey into top and bottom stages for CR optimisation.

Ad view > Ad click (T) > Landing page > Time spent (EU) > Explore > CRM > [Remarketing Ads] > Acquisition

Funnel	Ads Category	Action
Top Funnel	Acquisition	Increase Top Funnel -> Conversions
Bottom Funnel	Nurturing & Retargeting	Remarket Bottom Funnel -> Repeat Conversions

ACCOUNT STRUCTURE:

AUDIENCE INTELLIGENCE & LINES OF COMMUNICATION

- Identifying relevant audiences based on their behavior & interests per channel.
- Mapping of audiences with personalised creatives & offers and see what sets of such grids are giving us the results at scale.
- Running different LOCs with different ads format and coming up with the best to scale.
- Set up a scalable account structures for all ad networks.

PERFORMANCE ANALYTICS FOUNDATION

- **Data Sanctity:** Integrate full-funnel event-pixels on the website to ensure all important user behaviours being tracked and collected with utmost data sanctity
- **Data Integrations and Dashboards:** Centralize and harmonize all data in silos needed to see the most insightful version of data in the form of dashboards and reports.
- **Custom Attribution:** Set up custom attribution model that gives you a complete understanding of which ads and sources drive customers

UNDERSTANDING THE TARGET AUDIENCE

Interest: Tea

Age: 25-34

Audience: 464,725,470

Audience Gender Ratio: Men - 44.3% | Women - 55.7%

Age

The majority of people interested in "Tea" between 25-34, and they accounted for 35.66%. And other age groups like 18-24 accounted for 23.12%. The people interested in "Tea" between 35-44 accounted for 18.77%.

Relationship Status

The majority of people interested in "Tea" are in a relationship of Engaged and they take a large proportion for about 41.9%.

UNDERSTANDING THE **TARGET AUDIENCE**

Education

The majority of people have a College degree

Job Title

From the job title of the audience, we can analyze that the people interested in "Tea" who work in Administrative Services have the largest audience, accounting for 25.9%. Besides this, people who work on Sales and Production also have many audiences.

Country/Region

People in the United States have the highest passion for "Tea". And the Philippines and India also have large numbers of people interested in "Tea".

USER FUNNEL & **AD STRATEGY (FB + Insta)**

Building funnels based on intent, relevance and behaviour on the website and breaking the user journey into top and bottom stages for CR optimization

Ad view > Ad click (T) > Landing page > Time spent (EU) > {Remarketing Ads} > Acquisition

Step 1

Runs Brand awareness Ads with Video

1. Reach 1000 people
2. 1,000 people who watched 95% of your video
3. A higher Relevance Score means better click-through rates and lower cost per click.
4. Create 1% Lookalike Audience Of Those 1,000 People
5. Run second video ads (with testimonials) target audience - first video custom audience

USER FUNNEL & AD STRATEGY

Step 2

Option 1

Runs Ads with Video for specific Category

- Reach 1000 people
- 1,000 people who watched 95% of your video
- A higher Relevance Score means better click-through rates and lower cost per click.
- Create 1% Lookalike Audience Of Those 1,000 People
- Run Conversion ads (with carousel ads and video) target audience - first video custom audience + Traffic custom audience

Option 2

Runs Traffic Ads with images for specific category

- Reach 1000 people
- 1,000 people who land our website
- A higher Relevance Score means better click-through rates and lower cost per click.
- Create 1% Lookalike Audience Of Those 1,000 People
- Run Conversion ads (with carousel ads and video) target audience - first video custom audience + Traffic custom audience

Budgets And Conversion

Brand Awareness : 15K

Traffic Ads : 30K

Conversion ads : 3000K/per day (3 ads sets)

Total Spent Budget : 1,35,000

CPC + CTR + Conversion

Fitness: Average CPC is around Rs 0.67 with an average click-through rate of 0 1.23% and an average conversion rate of 14.56%.

Health care: Average CPC is around Rs 0.26 with an average click-through rate of 0.95% and an average conversion rate of 11.26%.

Retail: Average CPC is around Rs 0.69 with an average click-through rate of 1.73% and an average conversion rate of 3.50%.

USER FUNNEL & AD STRATEGY (Google Ads)

Building funnels based on intent, relevance and behaviour on the website and breaking the user journey into top and bottom stages for CR optimization

Ad view > Ad click (T) > Landing page > Time spent (EU) > [Remarketing Ads] > Acquisition

Strategy

1. Create audience w.r.t specific category page visitors and add code in website
2. Drive traffic from fb on relevant pages
3. Run Search Campaign on the basis of keyword
4. Run shopping ads
5. Run Remarketing ads (1000 audience required)(traffic land from fb + search ad)
 - By Display Ads
 - Video Ads

Budgets And Conversion

Search Ad : 2K

Shopping Ads : 1K

Remarketing ads : 1.5K/per day

Total Budget : 1.35Lac

Conversion Rate : 3-6%

CTR : 6-9% (Approx)

CPC : 25-35 INR (Approx)

CPA : 300 - 500 INR (Approx)

AUDIENCES



GOOGLE

Keyword	Keyword Type	Segmentation	Estimated Clicks	Estimated Impressions	Estimated Cost	Estimated CTR	Estimated Average CPC	Account Currency
		Campaign total	2701.66	27125.42	56021	10%	20.74	INR
		Desktop	462.91	3341.97	9973.46	13.90%	21.55	INR
		Mobile	2220.04	23622.67	45653.1	9.40%	20.56	INR
		Tablet	18.72	160.79	394.43	11.60%	21.07	INR
		India	2701.66	27125.42	56021	10%	20.74	INR
		India - Desktop	462.91	3341.97	9973.46	13.90%	21.55	INR
		India - Mobile	2220.04	23622.67	45653.1	9.40%	20.56	INR
		India - Tablet	18.72	160.79	394.43	11.60%	21.07	INR
		Ad group total	2701.66	27125.42	56021	10%	20.74	INR
assam tea	PHRASE		593.27	5775.08	12131.55	10.30%	20.45	INR
assam tea price	PHRASE		77.95	508.54	1301.88	15.30%	16.7	INR
best green tea for weight loss	PHRASE		180.92	1412.41	2663.78	12.80%	14.72	INR
black tea for weight loss	PHRASE		4.5	77.98	106.58	5.80%	23.71	INR
black teas	PHRASE		4.45	46.35	79.62	9.60%	17.9	INR
buy herbal tea online	PHRASE		7.94	60.97	234.49	13%	29.51	INR
english break fast tea	PHRASE		0	0	0			INR
ginger tea for weight loss	PHRASE		2.32	40.68	33.99	5.70%	14.67	INR
girnar detox green tea	PHRASE		0.88	16.95	15.17	5.20%	17.25	INR
green tea for weight loss	PHRASE		78.56	531.66	1664.37	14.80%	21.19	INR
green tea organic	PHRASE		9.06	80.97	215.17	11.20%	23.74	INR
green tea price	PHRASE		393.16	2217.19	5759.61	17.70%	14.65	INR
herbal tea bags online	PHRASE		0	0	0			INR
herbal tea online	PHRASE		1.91	16.94	48.57	11.30%	25.49	INR
herbal tea powder online	PHRASE		0	0	0			INR
matcha green tea	PHRASE		327.81	3669.16	8763	8.90%	26.73	INR
organic india green tea	PHRASE		571.29	5469.64	13535.38	10.40%	23.69	INR
organic india tulsi green tea	PHRASE		62.66	775.8	1443.25	8.10%	23.03	INR
organic tulsi green tea	PHRASE		30.17	369.5	791.05	8.20%	26.22	INR
price of herbal tea	PHRASE		1.55	13.56	30.64	11.40%	19.81	INR
tea ginger	PHRASE		0.02	3.38	0.45	0.70%	18.06	INR
teabox	PHRASE		211.83	4307.14	4226.79	4.90%	19.95	INR
teatrunk	PHRASE		33.76	481.33	970.07	7%	28.73	INR
tulsi green tea	PHRASE		102.19	1202.74	1920.53	8.50%	18.79	INR
turmeric latte price	PHRASE		4.09	37.29	50.81	11%	12.41	INR
udyantea	PHRASE		0	0	0			INR
vahdamteas	PHRASE		1.38	10.15	34.26	13.60%	24.85	INR

GOOGLE

Conversion R	Value Per Cor	Conversions	Average CPA	Conversion V	ROAS	Bidding Strategy T	Daily Budget
4%		110	520			Maximize Clicks	2000.75

ACCOUNT STRUCTURE, AUDIENCE INTELLIGENCE & LINES OF COMMUNICATION

- Identifying relevant audiences based on their behavior & interests per channel
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- Running different LOCs with different ads format and coming up with the best to scale.
- Set up a scalable account structures for all ad networks

PERFORMANCE MARKETING CREATIVES



olinda.india Sponsored



Buy Now



10.871 Likes

olinda.india Discover the balance in your natural

olinda.india Sponsored



Buy Now






10.871 Likes


olinda.india Discover the balance in your natural

FACEBOOK AD

22:47

 **Olinda.india** 
Sponsored · 


Discover the balance in your natural health and wellness with a cup of Olinda Matcha & Lemon Green tea!



**Moringa &
Citrus Fruits**

Filled with surprising layers,
each bursting with
a unique flavour of its own.

AWAKEN YOUR SENSES WITH
THE RICH PALETTE OF SWEET YET ZINGY
CITRUS FRUITS, TOPPED WITH
DELICATE FLORAL SCENTS.







Olinda India
Product/service

[Shop Now](#)

Olinda India
Product/service

[Shop Now](#)

 Like  Comment  Share 

GOOGLE ADS



The Perfect Lemon blend.

[Shop Now](#)



Enhance your immunity

[Shop Now](#)

#LIVEWELLNATURALLY



[Shop Now](#)



[Shop Now](#)



Nature's gift to help you relax!

[Shop Now](#)

EXPECTATIONS

PAID MEDIA

Tracking Implementation & Ad Accounts Setup

01

- Assessment of the entire plan is done and client requirements are carefully and concisely elicited
- Guiding your tech team with Custom Tracking Code Insertion if required
- Guiding with pixels, custom metrics, goals in GA if required

PAID MEDIA

Performance Ad Creatives

02

Personalized Ad creatives for different audience personas per channel based on the stage of the funnel they are at.

Analytics around lines of communication in terms of which ad gave higher ROI, CTRs, etc., and scale the successful ones

SCOPE OF WORK

PAID MEDIA: Summary

Tracking Implementation & Ad Accounts Setup

- GA Implementation Guidance
- Custom Dimensions, Events, Goals & Metrics
- Adbyttz integrations [custom]
- Reporting Format Suggestions and Customizations and Automation

Performance Reporting and Growth Analytics

- In-depth report on weekly performance.
- Custom Marketing Stitched reports on Tableau*/Google-sheets
- Integrated Reports scheduled on Email

CONTEST IDEA

Idea:

A social media contest via collaborating with influencers during the course of our brand launch.

Concept:

We all make small to big efforts to achieve wellness, from drinking a cup of green tea to practising yoga daily, from drinking a lot of water to going for a run when you find the time.

Execution:

What is it that you do, that has worked for you and you feel proud of that habit? Doesn't have to be tea, can be anything, tell us? Get our audience to engage and contribute while looking at influencers promoting the same contest.

Prize:

Get a chance to win Olinda Teas exclusive hamper and stand a chance to have a virtual tête-à-tête with the influencer.



INFLUENCER MARKETING



PLAN OF ACTION WITH INFLUENCERS:

Idea: To collaborate with health & lifestyle influencers and content creators to help increase awareness on our suggested campaign and build a tea-loving community for Olinda Teas via **#LiveWellNaturally**.

Execution: Today, authenticity cannot be undervalued. As different influencers appeal to different market segments, we need to make our selected choice of influencers understand more about Olinda's holistic focus on health that nurtures the mind, body, and soul.

Example:

Collaborating in a virtual tête-à-tête with two influencers such as Luke Coutinho & Freddy Birdy, both of whom have varied perspectives about health, lifestyle and mindful living.

We want to showcase how conventional wellness meets contemporary wellness via experts in the field, as they also highlight the body and mind's innate ability to heal, covering mental and physical wellness.

The content that would be uploaded in the form of an IGTV and live sessions and will have Olinda India tagged in it, along with the hashtag **#LiveWellNaturally**.

SUGGESTED CONTENT CREATORS



Luke Coutinho
444K Followers

Profile Link:

https://www.instagram.com/luke_coutinho/



Ira Trivedi
137K Followers

Profile Link:

<https://www.instagram.com/iratrivedi/>



Freddy Birdy
321K Followers

Profile Link:

https://www.instagram.com/freddy_birdy/

SUGGESTED CONTENT CREATORS



Radhika Gupta
13.2K Followers

Profile Link:

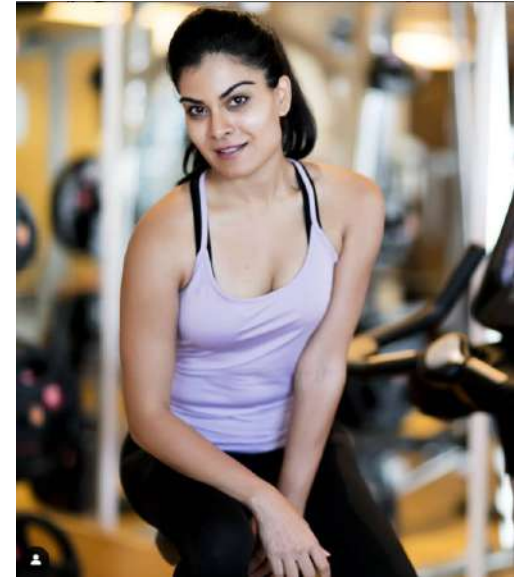
<https://www.instagram.com/chants.of.chitt/>



Satvic Movement
297K Followers

Profile Link:

<https://www.instagram.com/satvicmovement/>



Simrun Chopra
593K Followers

Profile Link:

<https://www.instagram.com/simrun.chopra/>

MOODBOARD









SCOPE OF WORK



SCOPE OF WORK & COMMERCIALS PLAN - B

Platforms - Facebook & Instagram

Social Media Management

- 6 organic posts a week (Instagram/Facebook)- 24 posts a Month
- 6 creative stories a week (Instagram/Facebook) - 24 stories a Month
- Story re-posts
- New media creatives in the form of images, gifs, grids and videos along with appropriate captions and discovery hashtags
- Dynamic posts creation - Mix of Carousels/Gifs/Videos/Reels
- Promotion of posts across platforms
- Post Boost Management
- 2 Email Newsletter - Content, Design & HTML (Email platform management not included)
- Monthly Update For Content Strategy
- Fortnightly calendar creation
- Includes ideation and creation of creatives and caption copies
- Develop ongoing content support to drive engagement
- Recommend new digital opportunities as appropriate, such as new platforms, tools, trends, etc.
- Monitoring social media conversations and responding to the same
- Monthly detailed analytics report to outline performance metrics, targets, benchmarks, etc.

Social Media Management

Fixed Retainer: INR 1,15,000 + GST per month

SCOPE OF WORK | SUMMARY

SOCIAL MEDIA AD CAMPAIGN MANAGEMENT

- 4-5 social media ad campaigns a month, sub -campaigns for AB Testing
- Campaigns to include Traffic Ads with Buy now CTAs
- A/B testing of content, audience and creatives
- Report of ad campaigns
- Images/Carousels/Video/Story ads

PRODUCTION (Moodboarding)

- Photoshoot
- Videography

PRODUCTION COMMERCIALS (Third party)

Videos: INR 12000 per video (upto 30 seconds) which includes:

- Cinematography
- Post processing of the videos.

Images: INR 3000 per shot which includes:

- Team Members: 3
- 1 Photographer
- 2 Assistants
- Studio Lighting Kit & types of equipment
- Post Processing of the Pictures
- Photography Backdrops
- Styling
- Props & Elements

Models:

20k per day

Note:

Studio Rental is not included in the commercials. (Around 10-12k per day)

Equipment to be used:

Sony Alpha 1 | Sony Alpha 7III | Sony Alpha 6500 | DJI Mavic 2 Pro | Sony 20mm f1.8 G Lens | Sony 85mm f1.4 G-Master Lens | Sigma 30mm f/1.4 DC DN Contemporary Lens | Tamron 28-75mm f/2.8 Di III RXD | Sony 18-105mm f/4.0 G Lens | Godox SK400 II Studio Lights | Godox SL60W LED Lights | Godox LED 500 Lights | AK4000 - FeiyuTech

OTHER COMMERCIALS

Social Media Ads (Performance Marketing) - Agency Fee

Minimum INR 30000/- Per Month (upto INR 1,50,000 ad spends per month)

20% ads management fee will be charged on actual spends over and above 1,50,000 (exclusive of taxes)

Google Ads PPC, banner etc. (Performance Marketing) - Agency Fee

Minimum INR 30,000/- Per Month (upto INR 1,00,000 ad spends per month)

Minimum INR 35,000/- Per Month (upto INR 2,00,000 ad spends per month)

20% ads management fee will be charged on actual spends over and above 2,00,000 (exclusive of taxes)

Production cost (Photography & Videography) - Agency Fee

20% Management/Art Direction fee . All other costs will be charged on actuals

Influencer Marketing - Agency Fee

20% of Influencer's fee charged as management fees for paid influencers.

INR 1500 for each influencer engaged on barter.

Brand Film

If required, commercials and other details can be worked upon accordingly.

OFFLINE DESIGN SERVICES (RATE CARD)

* A discount of 25% will be applied on the below prices for all our retainer clients.

Design Rate Card

SNo	Description	Amount (INR)
<i>Advertising</i>		
1	Ideation (Separate campaign for Newspaper & Magazine Ad)	1,50,000
2	Colour / B&W Newspaper/Press	
	-Full Page	40,000
	-Half Page	25,000
	-Quarter Page	20,000
3	Magazine Ads	
	-Full Page	30,000
	-Half Page	20,000
	-Double Spread	45,000
	-Jacket & Other Innovations	25,000
	<i>Adaptation Charges from Original Creative including Text Changes / Resizing</i>	<i>30% of original</i>

Point of Sale		
1	A3 Poster	15,000
2	Dangler	10,000
3	Streamer	15,000
4	Standee	15,000
5	Glow Sign	20,000
6	Banner	20,000
7	Sticker	5,000
8	Shelf Strip	15,000
9	Head Card	10,000
10	Tent Card	15,000
11	TV Slide Design	15,000
12	Brochure/Product Catalogue - Template	25,000
13	Brochure/Product Catalogue - Per Page	4,000
14	Leaflet (A4 Single Fold)	15,000
15	Leaflet (A4 One Side) / Whatsapp Flyer	10,000
16	Voucher	10,000
17	Wobbler	6,000
18	Coaster	7,500
19	Shopping Bag	8,000
	<i>Adaptation Charges from Original Creative including Text Changes / Resizing</i>	<i>30% of original</i>

Merchandising		
1	Packaging/Label Design (Depending on Scope)	70,000-3,00,000
2	Showroom/Window Display	50,000-2,00,000
	<i>Variant Adaptation (sampling/production charges extra)</i>	<i>50% of packaging</i>
Branding & Consultancy		
1	Logo (main brand identity)	80,000
2	Sub Brand Logo	40,000
3	Stationery (Letterhead, Visting Card, Envelopes (2 sizes), Folder)	20,000
4	Guidelines: Includes different logo lock ups, logo usage, Primary and Secondary Typefaces, Language Typefaces, Key colors, Additional color palette options, Corporate typefaces, Tone of Voice, Brand Differentiation, Brand Positioning, Consistent style for images, Library of graphic elements, Layout Principles	1,00,000
5	PPT Template	15,000
6	PPT Per Slide	3,000
7	CD Cover/Label	8,000
8	Pen Drive Branding	2,500
11	Notepad	5,000
12	T-Shirt	8,000
13	Cap	5,000
14	Certificate	5,000
15	ID Card Design	5,000
16	Uniform Design	20,000
19	Newsletter Masthead & Template	50,000
20	Newsletter Per Page	10,000

Corporate Communication		
1	Interior Graphics - Wall Design (Per Wall)	40,000
2	Interior Graphics - Package	Depends on Scope & Area
3	Invites	20,000
4	Gifts/Momentos/Press Kits	40,000
5	Research Manual/Annual Report - Template	30,000
6	Research Manual/Annual Report - Per Page	8,000
7	Calendar Concept + Design	80,000
Books/Magazines/Newsletter		
1	Masthead Design Only	50,000
2	Concept & cover template (including masthead)	80,000
3	Newsletter (Per Page)	10,000
4	Magazine (Per Page)	8,000
5	Content for Newsletter (Per Word)	5
6	Mailer Design	10,000
Restaurant Branding		
1	Menu Card (Concept + Design)	50,000
2	Wall Menu	35,000
3	Uniforms (Servers/Chefs/Other Staff)	20,000
Video/Motion Design		
1	Story Boarding/Script (AV)	50,000
2	Motion Designing/Interactive Video (Upto 2 Minutes)	25,000
3	Motion Designing/Interactive Video (Upto 5 Minutes)	50,000
4	Motion Designing/Interactive Video (Upto 10 Minutes)	90,000
5	Video Editing (Upto 2 Minutes)	15,000
6	Video Editing (Upto 5 Minutes)	25,000
7	Video Editing (Upto 10 Minutes)	40,000

Terms and conditions:-

- * The above cost includes designing, copywriting and artworking cost only
- * The above costs are not restricted to any particular size or format. We will be working on the specifications that come from the clients end. The sizes are adaptable as clients needs.
- * The above amount does not include shoot, image purchase, image creation, illustration & shoot supervision, web programming, printing, dummy making or any other third party job charges
- * Supervision on any third party job will be charged at 20% of the total project cost by the third party
- * Any changes after final delivery of the confirmed deliverable will be additionally billed
- * Payment to be made to 'PrintMaker Media Pvt Ltd'
- * These rates are subject to annual revision
- * **A discount of 25% will be applied on the above prices for all our retainer clients.**
- * **A discounted rate will be given for monthly quantity requirement.**

THANK YOU!

