

ITC Sunfeast Baked Creations

Strategy and Content Presentation

About Us





A creative agency for a
CONNECTED WORLD

We're not just another agency

At Born HI, we're a little different.

In fact, we're a lot different.

Sharing your brand with the world is our obsession and communicating your unique narrative with the right people is how we do it. Tell us your needs and we'll find the best way to tell your story via an integrated approach that involves mainline, digital, social and experiential marketing.



We can help you with

**INTEGRATED
MARKETING SERVICES**

BRANDING | DIGITAL CONTENT | SOCIAL MEDIA | VIDEO PRODUCTION

**MEDIA AND
PERFORMANCE**

SEO | PPC | E-COMMERCE | MEDIA (ATL, BTL, DIGITAL)

Partnered with top business houses



Helped launch global brands in India



Helped launch 100+ startups



Dabbled in the BFSI vertical



Worked on award winning campaigns and properties



Partnered with large ticket properties



Built new age community-led amplification



Transformed brands into household names



*We have been around and done work we are proud of.
And it's only the beginning.*

Brands

WE'VE PARTNERED



Our Work





LAUNCHING BLISS CHOCOLATES

Brand Launch in India.

BornHI handled the Social Media, Communications, Bloggers, Influencers and concept Events. Hunter Brand. Once the brand was established in the minds of the TG, we set out to induce product trials using digital platforms.




Bliss[®]
LUXURY CHOCOLATES

World's finest couverture chocolates






love is a piece of



get your cake. pre-order your cake on www.justbake.in



LIFE'S BETTER WITH CAKE

This advertisement features a purple cake with white frosting on a white stand. To its right is a white envelope with a red lipstick smudge on it. The background is a light green color.

have your



and eat it too

get your cake. pre-order your cake on www.justbake.in



LIFE'S BETTER WITH CAKE

This advertisement shows a round cake with white frosting and a family of three (a man, a woman, and a child) smiling and eating cake. The background is a light blue color.

small wins are icing on the



get your cake. pre-order your cake on www.justbake.in



LIFE'S BETTER WITH CAKE

This advertisement features a large chocolate cake with white frosting and chocolate shavings on a silver stand. To the right is a circular inset showing a young boy with chocolate on his face, wearing a blue shirt and a silver medal. The background is a teal color.



PAPA JOHN'S TAKEOVER OF THE PIZZA CORNER BRAND

Strategic Approach

- Leverage Papa John's #Better positioning to run campaigns that encourage fans to try the new brand
- Use twitter's conversational tone to engage and convert the Pizza Corner fans Result Multiple Twitter campaigns with an average reach of 6m Fan base transition from Pizza corner to Papa John's





Papa John's India @PapaJohnsIN · Feb 7
 #BetterParty #contest in #Bangalore is on till 5pm today. 2 winning party plans take away pizzas. Pls spread the word @ContestBoard

Papa John's India @PapaJohnsIN · Feb 7
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Papa John's India @PapaJohnsIN · Feb 7
 #BetterParty #contest in #Bangalore is on till 5pm today. 2 winning party plans take away pizzas. Pls spread the word @Contest_Alert

Papa John's India retweeted
 Dr. Reef · @White_antelope · Feb 7
 @PapaJohnsIN

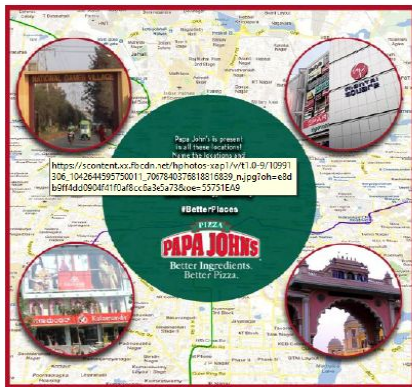
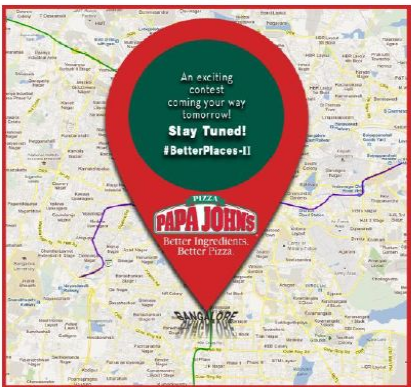
Me when you tell me there's a pizza party up for grabs! 🍕 #Bangalore #BetterParty #PapaJohns

View more photos and videos



2 131920 sonaliuis @Sonaliuis
 @PapaJohnsIN Life hoga Pigeaso Job hoga maan aur ush me hoga papa's pizza
 #BetterParty rapilil@vccvbmbnbc

Activ
Go to !



Zappfresh.com

Tan Tana Tan Chooki

Ready to cook

DELIVERED
UNDER
90
MINS!

#FastBhi
FreshBhi

Zappfresh.com

Sheen Ga La Vla!

Fresh Catch

DELIVERED
UNDER
90
MINS!

#FastBhi
FreshBhi



LAUNCHING SUMERU FROZEN PRODUCT RANGE

Brand Launch in India.

Handled the communications, Bloggers,
Influencers and concept Events.





Create an identity beyond batter for iD

iD was one of the first branded batter product in the market. Their claim was all natural and homemade and hence the new tagline 'It's Food, Only Food'. Even though their product portfolio was expanding, they were still largely known as a batter brand.

They wanted to create an image and promote the iD brand as a wholesome, trustworthy, natural food brand. The first step towards this goal was to establish trust amidst the Target. To do this we promoted their concept of trust shops through various digital & social platforms. Following which we ran several parallel campaigns to promote their videos on iD batter and Parota.



Objective:

Promote the iD brand as a wholesome, trustworthy, natural food brand.

Platforms

Brand videos across Google, Youtube & Hot Star
Facebook video view campaign

Geo targeting across 8 cities in India

36.46%

views from Hot Star

3.98M

video views
through Google, YouTube,
Hot Star & Facebook

18.99%

Views from Google

39.66%

views from non skippable
20 Sec video ad with a Frequency
Cap of 2 to 3 on YouTube

4.89%

views from Facebook



#Made With Love



NO ADDED PRESERVATIVES



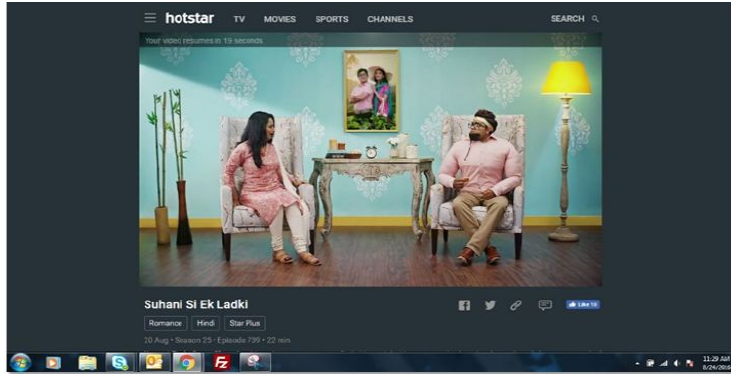
NATURAL INGREDIENTS



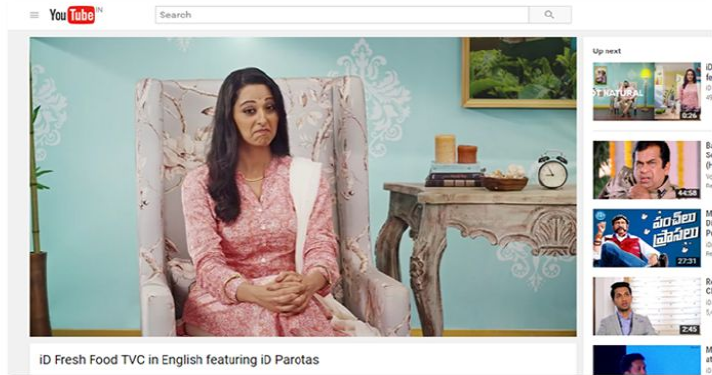
RO-PURIFIED WATER



iD 100% Authentic is a registered trademark of iD Fresh Food (India) Pvt. Ltd.
Imitation of label design is a punishable offence & subject to litigation.



Video Link - <https://www.youtube.com/watch?v=zmt82luU67o>





MAKING FIVE STAR CHICKEN A STAR SNACK

We have been consistently partnering with the likes of ID Food, Papa Johns, Kaati Zone, Pizza Corner, Beer café, Five Star Chicken and CP Foods in the QSR space over years.

- Integrated Marketing 360 mandate
- Website
- Videos & Content
- Social Media



Happiness is enjoying CRISPY CHICKEN Bucket with your date.

10 pcs @ ₹399





Pure and Sure Brand Challenge: Sell Online across all platforms including the D2C Store

Looking to sell in a highly cluttered market is tough. To succeed, the Pure and Sure store would need to hook new buyers with a modern feature set, while still feeling like the same, dependable brand that their existing customers know and trust.

Specifically, the brand needed to reach: The everyday Indians organic grocery shopper who wants to feel good about the products he chooses to use each day. Adding to the challenge, it was obvious that Pure and Sure was dipping their toes into an already-crowded grocery market. Ever since Natures Basket, Organic World changed the industry with their complete/ wide range of in-house organic grocery offerings, the organic grocery world has gone through a massive transformation. Foodworld, Nature's Basket, and even brands like Big Basket that have never sold Organic before, are now embracing the modern eCommerce consumer with online stores of a complete in-house organic groceries range.

Pure and Sure Brand Approach: Sell Online across all platforms including the D2C Store

Creating a new D2C store that targets multiple audiences, carries over existing brand equity, and steals market share from established eCommerce brands? Not a problem. As always, we started out by first getting a deep understanding of Pure and Sure, their customers, and the overall D2C organic grocery market. Speaking with women, men, organic food enthusiasts, we were able to narrow down the differences/pain points between Pure and Sure various consumer cohorts and the reason they would buy Pure and Sure. Along with our exhaustive market research & competitor analysis, we soon had enough raw information to begin identifying opportunities to differentiate Pure and Sure site from the rest of the industry.

Pure and Sure Brand Solutions: Sell Online across all platforms including the D2C Store

We came back with the following solution:

Building Clean Food Movement at a Social level, Instagram first approach considering the TG was a very Instagram first. Building awareness around "Clean Food"

An upsell feature, "Weekend Buys" to help customers get everything they need in one purchase, while simultaneously helping Pure and Sure increase their average order value (AOV). Options to shop by "category", "Morning Breakfast", and the more customer-centric, "food preference type". This would allow customers to quickly find products that match their unique grocery buying preferences. Giving deals and discounts on the same Adding a recurring subscription Discount to help turn First Purchasers into Repeat Customers. Building Amazon Brand Page, listing Products and running campaigns for a very high ROAS . The D2C store would also include the latest in modern on-page SEO tactics, UX/UI best practices, and an emphasis on solid, dependable functionality.



43%

Site Speed

35%

Repeat Purchase

155%

Sales in just 3 Months

25%

Conversion on own Website

200%

Increase in Organic Traffic Through SEO in 5 Months

12-13

ROAS on Amazon Page

Brand experienced a substantial jump in its revenue, traffic and repeat purchase month on month.



A New Beginning

Existing under the guise of Daily Freshh as a provider of fresh meat and eggs for many years, the Suguna Foods subsidiary undertook a complete brand revamp in December 2021, launching their new name and identity, Delfrez. They did away with the out-of-date communication and packaging for a more youthful and vibrant approach. Delfrez wanted to make a splash in the meat and eggs segment

Objectives

- Establish the Delfrez brand
- Create buzz around the sponsorship and association with Kerala Blasters FC
- Highlight the unique nutritional benefits of Delfrez Eggs and Chicken
- Leverage the reach and trust of the Suguna Foods brand

Launch Campaign

Delfrez provides meat and eggs that are free from chemicals and antibiotics making it as fresh and tasty as it can get. With extensive experience from Suguna, a vast network of meat farmers who who keep their meat natural, Delfrez is for the purists. **A Meat Lover's Meat**



CASE STUDY

2,700
Followers on social media

1,650,957
Impressions

Reached
933,282
people

10,756
Engagements



Execution: Pre-launch

For the pre-launch, we wanted to build intrigue around Delfrez. Tapping into the love for satisfying ASMR videos on Instagram, we released teasers that stimulate the need for sensory content. Gradually, we revealed more about what was about to come with funny and quirky content about chicken and eggs, and counting down to the big launch

Execution: Launch

The Delfrez launch had 2 main properties: □ launch of the brand and announcement of the KBFC association

On launch day, we released a 2 x 3 grid showcasing Delfrez meat, followed by an ad spot by the brand.

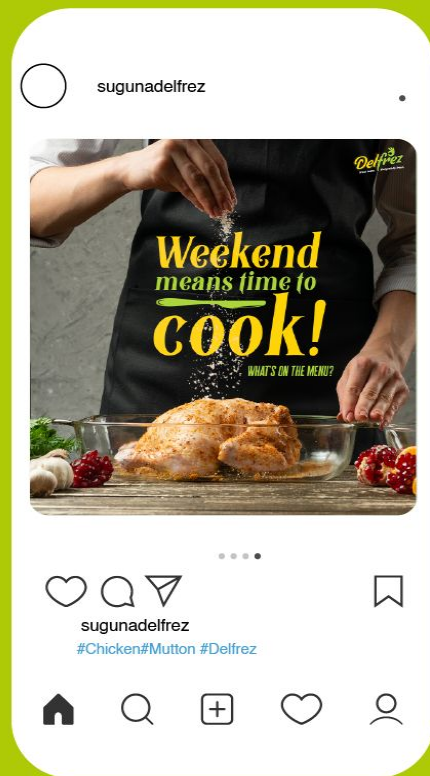
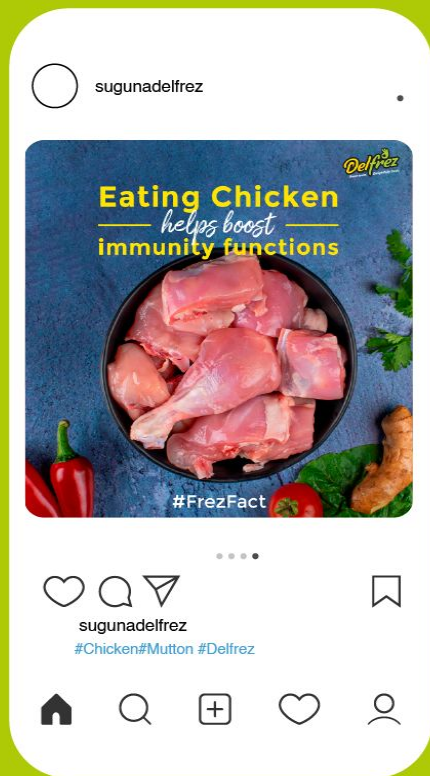
We then teased KBFC sponsorship with football x chicken content, and finally made the announcement the day after with a 1 x 3 grid with the tagline #HungryForVictory



How It Went

Over the pre-launch, launch and post-launch period, Delfrez organically gained over 2,700 followers on social media, made 1,650,957 impressions, reached 933,282 people and received 10,756 engagements.

The old dog came in with a bang!



Recapping the Brief



Brief

- **Drive awareness and reach**
- **Creative visibility for the brand**
- **Social media strategy and content**

Market

Understanding



Indian Cloud Kitchen Market



- Report by RedSeer Management Consulting, **cloud kitchens are set to be a \$2 billion industry in India by 2024**, up from \$400 million in 2019.
- **Market is vastly underpenetrated** when compared to the US and China.
- **Eating out from restaurants has fundamentally changed in the last couple of years**; most of the established restaurants see an increasingly higher share coming from customers ordering in.
- Smart cloud kitchens are and will continue to replace home dining
- **Customers are moving towards 'ordering in' than 'going out' quickly**, and this trend will only accelerate in the future.
- Consumer today **neither have the time nor the patience to walk down to a restaurant** after driving through traffic jams.
- **Innovation seeking to serve the sit-in lifestyle** of the masses is an already business for success.

Key Trends



- While consumer food tastes are **evolving**, they will primarily **stay regional and specialised**, while the **palette will broaden**. As a result, there will be a greater chance for customers to access packaged and branded regional food products, as well as by people from other places who are motivated to try new things.
- The key is **adaptability and knowing your customer's palate better**. This ranges from curating a far better experience, right from hygiene and safety to packaging and variety.
- First choice of the consumers because of the **convenience it serves and mobility**.

Competition

Analysis



Smoor Chocolates



Brand Tagline - Indulgent treats, just the way you like it

Tonality - Relatable, relevant, and informative

Content Buckets:

- Chef specials
- Events
- Chocolate lover
- Topical and key occasions
- Customer engagement and giveaways
- Recipes

Formats - Static, Videos, Shorts, Reels

Platforms - Facebook, Instagram, Youtube, and Twitter

Aubree Haute Chocolaterie



Brand Zone - Think Celebration. Think Aubree

Tonality - Relevant, Functional and educative

Content Buckets:

- Chef specials
- Events
- Topical and Key Occasions
- Customer engagement and giveaways
- Recipes

Formats - Videos, Static, Shorts, and Reels

Platforms - Facebook, Instagram, Youtube, Pinterest, and Twitter

Glen's Bakehouse



Tonality - Relevant and simple

Content Buckets:

- Product post
- Blogger content
- Signature and special dishes
- Events at the store
- Topical and key occasions

Formats - Statics and Reels

Platforms - Facebook and Instagram

Theobroma

Brand Belief - Spread happiness by serving smiles on a plate

Tonality - Relevant, relatable, and simple

Content Buckets:

- Behind the scene of making products
- Best selling and perfect pairing
- Consumer engagement and contest
- Handcrafted breads and doughs
- **Video content-** Store tour, best delicacies, blogger content, etc.



Formats - Statics, Videos, GIFs, Shorts, and Reels

Platforms - Facebook, Instagram, and Youtube

Key Observation



Facebook is the leading platform

Most of the content on Facebook is replicated on Instagram. Instagram is used to build aspiration and engagement around the category.



Creating moments

Blending into consumer lifestyle and indulgence habits.



Chef's special & recipes

Creating unique proposition about the brand and its key products.

Consumer

Understanding



Consumer Attitude and Behaviour

Consumption is influenced by evolving lifestyles; celebratory occasions, café culture, and cakes

Designer cakes are rising as preference as evening snacks, and the prominence of home bakers is growing

Altering food preferences and more demand for baked products that are gluten-free and low on calories

Millennials seek new flavours and experiences; flavour is the key to them

The modern-day consumer is looking for new products, better appeal, taste, and convenience from bakery foods

Sweet indulgence options; theme-based cakes, pastries, brownies, and much more

Realizes the difference between baked and fried. And it's not just the young, the middle-aged or even the old: everyone is looking to get fitter, lead healthier lives, and at the same time, indulge, too

Consumer Type Basis Product Usage

**Breads: Bagels and
croissants**

**Sweet indulgence: Cakes,
pastries, brownies, and
chocolates**

Biscuits & Cookies

Consumer Persona



- Drinks coffee/ tea in the morning and has breakfast basis this schedule (cafes).
- Seeks fresh bakery products near their locality.
- Survives most of the day on this low-calorie breakfast they order in.



- Loves a treat to celebrate small victories/ occasions
- Indulgence
- Feel-good moments

Brand

Understanding



Our Understanding of the Brand

**Premium bakes &
treats inspired by
global trends**

**Unique flavours crafted
by expert chefs**

**Melt-in-the-mouth savory
delights and
heartwarming sweet
treats**

Sunfeast Baked Creations



Brand Tagline - Indulgent treats, just the way you like it

Tonality - Relevant, informative and Functional

Content Buckets:

- Product post
- Relevant Moments
- Topical and key Occasions
- Resharing consumer Content

Formats - Static, GIFs, Videos and Reels

Platforms - Facebook and Instagram

Setting the Agenda



Where we are

Creating **relevant conversations with consumers around key occasions** in terms of tonality.



Where we need to be

More **lifestyle and imagery driven approach**, where we establish ourselves as the **best partner for delightful treats**.

Starting

Point



Strategic Approach

Get

25-45 years, urban up-market audience

Who

Who like to celebrate everyday small wins with a treat

To

Think of our brand to order from

By

Saying that a delightful treat from us completes their celebration

Creative Rendition





Campaign Route One



Our senses as humans are deeply evolved. We see, touch, smell, and hear before we taste. Each sense gives us a different feeling.

But here's the important question:

Did the experience stir you?

Was it worth it?

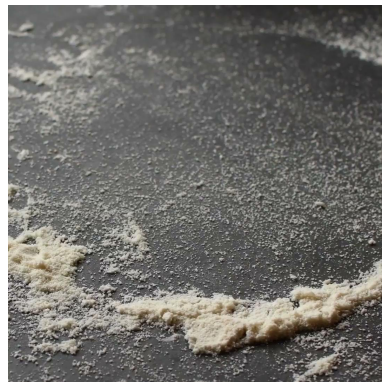
ITC Sunfeast Baked Creations,
indulgent experiences that make you
Feel Welcome, Feel Comfortable, and Feel Amazing.

Concept



Delightful,
In Every Sense







Creating Buzz Around the Campaign

Video - Turn Cries Into Smiles, 1 Pastry at a Time

We open with a shot that represents the inside of a child's mouth and a faded cry which grows louder as we zoom out to the complete frame.

At that point of time a hand appears which presents a beautiful piece of cake on a plate to the kid. The child's cry fades away as his focus shifts to the cake.

Text on screen:

Delightful (Smiling child appears)

In Every Sense

Video - Love Blossoms Over Croissants

We open with the focus on the intricate ridges of a croissant. As the camera zooms out, two faces appear on the ends of the croissant that are moving closer.

Cut to -

Two smiling faces with chocolate smudged all over, subtly appear on the screen.

Text on the screen appears:

Delightful

The girl uses a finger to swipe the chocolate from her partners face and cheekily tastes it.

Text on the screen appears:

In Every Sense

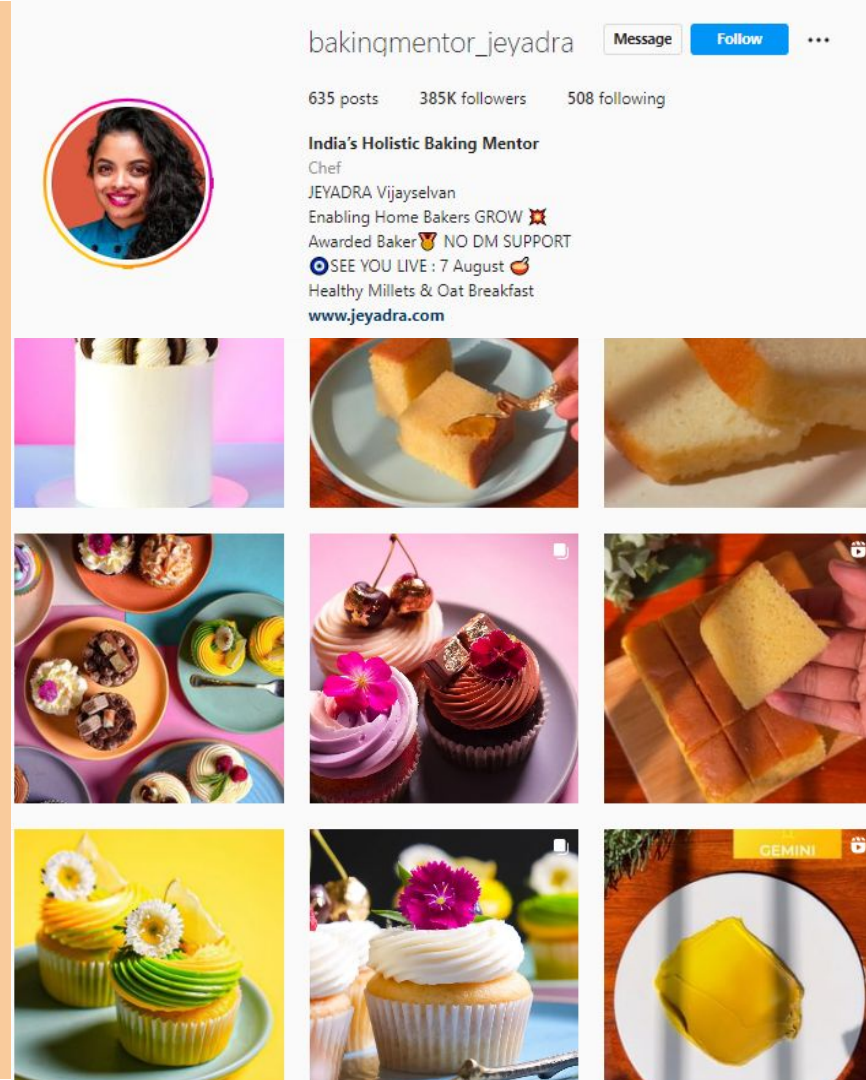
Video Collaboration

A video collab with 4 influencers to further promote our campaign on Instagram, YouTube & Snapchat.

“Make Sense Of” follows an influencer’s journey of the “indulgent experiences” in their everyday life.

Creating stories and sending goodies for those who share similar stories on the brand’s timeline.

ITC Sunfeast Baked Creations
Delightful, In Every Sense.



shivesh17

Message

Follow



3,232 posts

832K followers

510 following

Shivesh Bhatia

Delhi, India

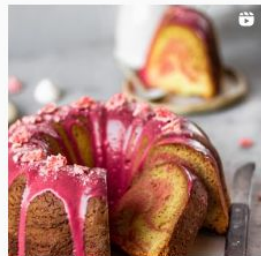
Self-taught baker, food blogger

Author of two cookbooks

Youtube- Bake With Shivesh

shiveshbhatia96@gmail.com

youtu.be/ytPL6X_bpDA



passionateaboutbaking

Message

Follow



2,528 posts

341K followers

306 following

Deeba Rajpal

Blogger

Cookbook Author | Baker | Content Creator | Blogger | Eggless Desserts | Food Stylist

Food Photographer

Recipes on @pabrecipes

India

linktree.com/passionateaboutbaking



sugarnspicebyradhika

Message

Follow



935 posts 20K followers 735 following

Radhika Malhotra Arora

Baker | Blogger | @lilmissanaisha's Mommy

Use #sugarnspicebyradhika if you create my recipe

YouTube : Sugar n Spice by Radhika

Blog

www.sugarnspicebyradhika.com



chefsanjana

Message

Follow



802 posts 52.6K followers 1,433 following

Chef Sanjana

Passionate Chocolate maker/Pâtissier

Participant World Pastry Queen 2016

Living my dream 1 chocolate at a time. @lafolierealchocolate

lafolie.in





Keeping the
Consumers Hooked

Delightful Social Experiment

What's a fun way to establish brand identity? A blindfold test for influencers to choose the better product between 2 unnamed brands.

The tone of the video remains fun, quirky, and relaxed. By the end of each tasting, scores will be matched, and the winner brand would be revealed.

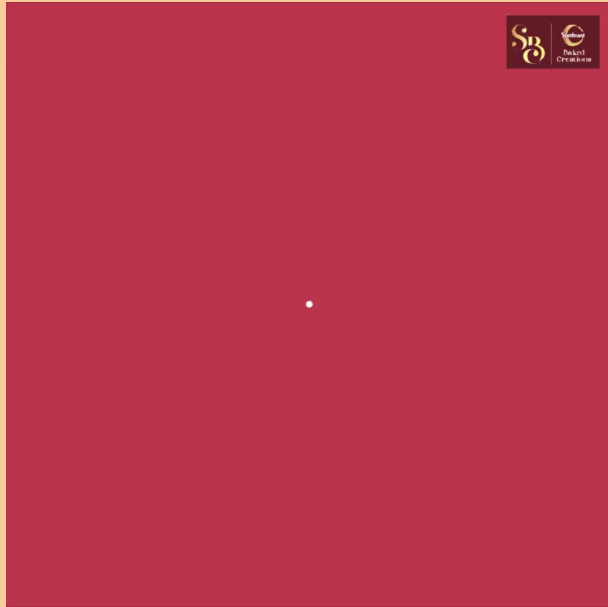
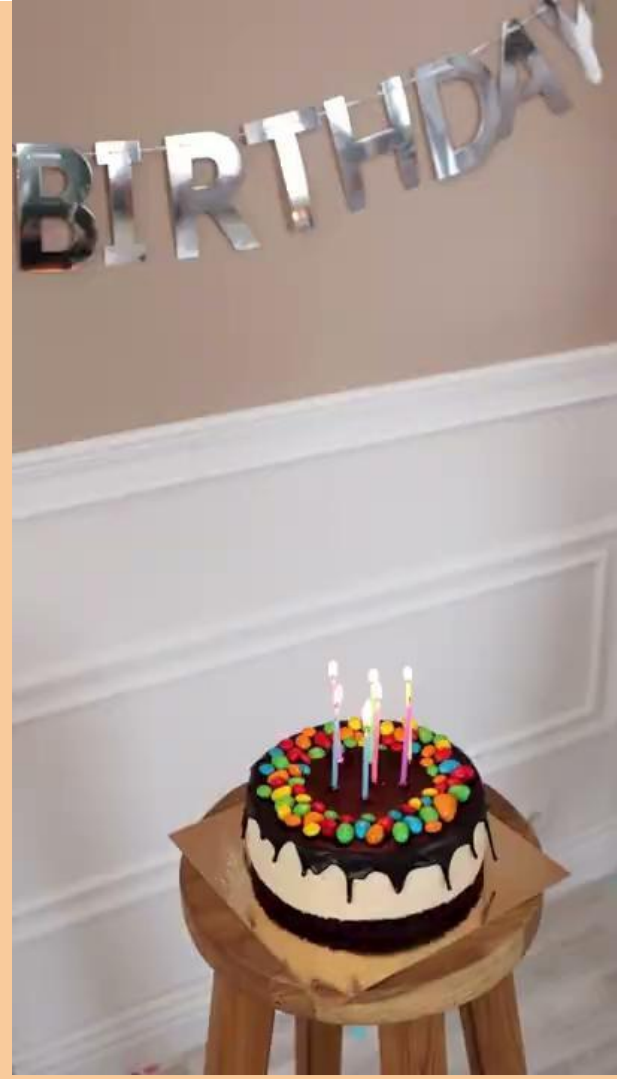


City Sweethearts

A high tea event where we invite the city's best from different walks to life to come and experience our delightful treats, along with interaction with our expert bakers.







Collaborations and Associations

We collaborate with local coffee roasters such as Third Wave Coffee Roasters or Alchemy Coffee Roasters, and create delicious and unique combinations of coffee alongside SBC goodies.

We also create special-edition artisanal pastries for this. We can execute this by setting up pop-up stalls in popular places in & around Bangalore. People will stop by to sample the combinations, and tell us what they like.



Celebrating the Delightful Treat Experts - Humans of ITC Sunfeast Baked Creations

Monthly campaign sharing insights about bakers at Sunfeast Baked Creations, and their story of becoming delightful treat experts (pastry chefs/gourmet bakers).

For ex: Priya, belovedly known as “The Cookie Monster” spent a major part of her life absorbing baking guidance in the United States. A graduate from the Culinary Institute of America, her hands are no less than a wizard’s wand when it comes to cookies and pastries.

We feel fortunate to have tasted the tastiest cookies from The Cookie Monster. All the best to her! Of course, she’s **#DelightfulInEverySense**



Baking Hacks for Delightful Treats

Bi-weekly engagement on Instagram and Pinterest with
#DelightfulTreatsBakingHacks

Post copy:

#DelightfulTreatsBakingHacks

Most versatile dough that can be used to bake anything, from bagels to pizzas to cinnamon rolls. Best part? Two ingredients, no resting, and hardly any kneading. For anyone that is keen on baking but finds it intimidating, this can be your starting point!

To Make:

Mix 1 3/4 cups of self-raising flour and 1 cup of greek yogurt until clumpy. (If the mixture is too sticky, you'll need to add more flour). Put the mixture on your kitchen counter and knead a little to form into a soft dough. Use this dough for anything you wish to bake.



Rise to the Delightful Challenge - UGC

#RiseToTheDelightfulChallenge, a baking contest on Instagram to engage consumers by asking them if they have what it takes to create the most delightful treats like the Sunfeast Baked Creations.

The week kicks off with a masterclass in baking by an industry expert, who, towards the end, challenges you to recreate the dish.

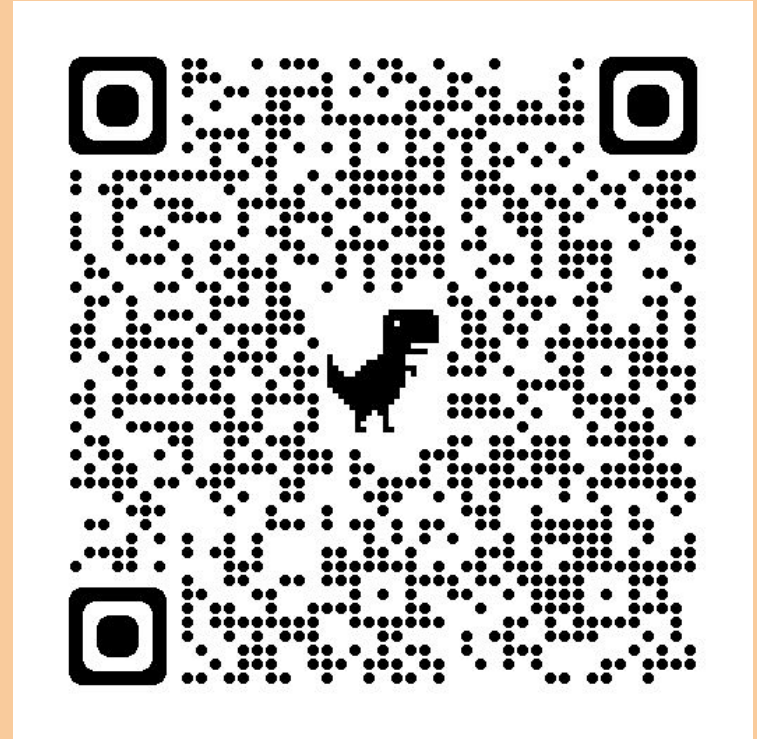
This would be a 4-week event where the overall winner gets to add a dish to the ITC Sunfeast Baked Creations menu.



#ARYouGame?

Augmented Reality changes the way consumers perceive product packaging. A staple for every brand, today 69% of consumers would choose a product with an AR feature.

To add an interactive layer to Sunfeast Baked Creations we place a QR code on the inside label of the packaging. By scanning the QR code, the consumer gets a chance to participate in the latest Bakery Contest the brand is running.



Behind the Delightful Baked Creations

Reels series showcasing how the brand's most popular products are made.

Example, shots of dough being rolled, cake rising in the oven, spreading icing on pastries, etc.

For goodies that are unique, such as the Salted Caramel Brownie, the method of making & spreading the caramel will be shown.



Behind the Delightful Baked Creations

Sneak-peak into what goes on behind the scenes at our kitchen to be transparent with the audience and build trust for the brand.

#DelightfulTastymonials

Twice a week, we promote consumer testimonials on Instagram, Youtube, and Snapchat. **#Tastymonials** will help build consumer trust through the influencers we'll use for unboxing videos and product reviews.

Towards the end of the influencer campaign, we launch a testimonial contest on the platforms to further accentuate reach. **#ShowAndTell** will allow users to share their **#Tastymonials** as entries to the contest. With the winner of the best entry getting an exclusive ITC Sunfeast Baked Creations gift hamper.





Ensuring Top of Mind Recall

Delightful Treat of the Week

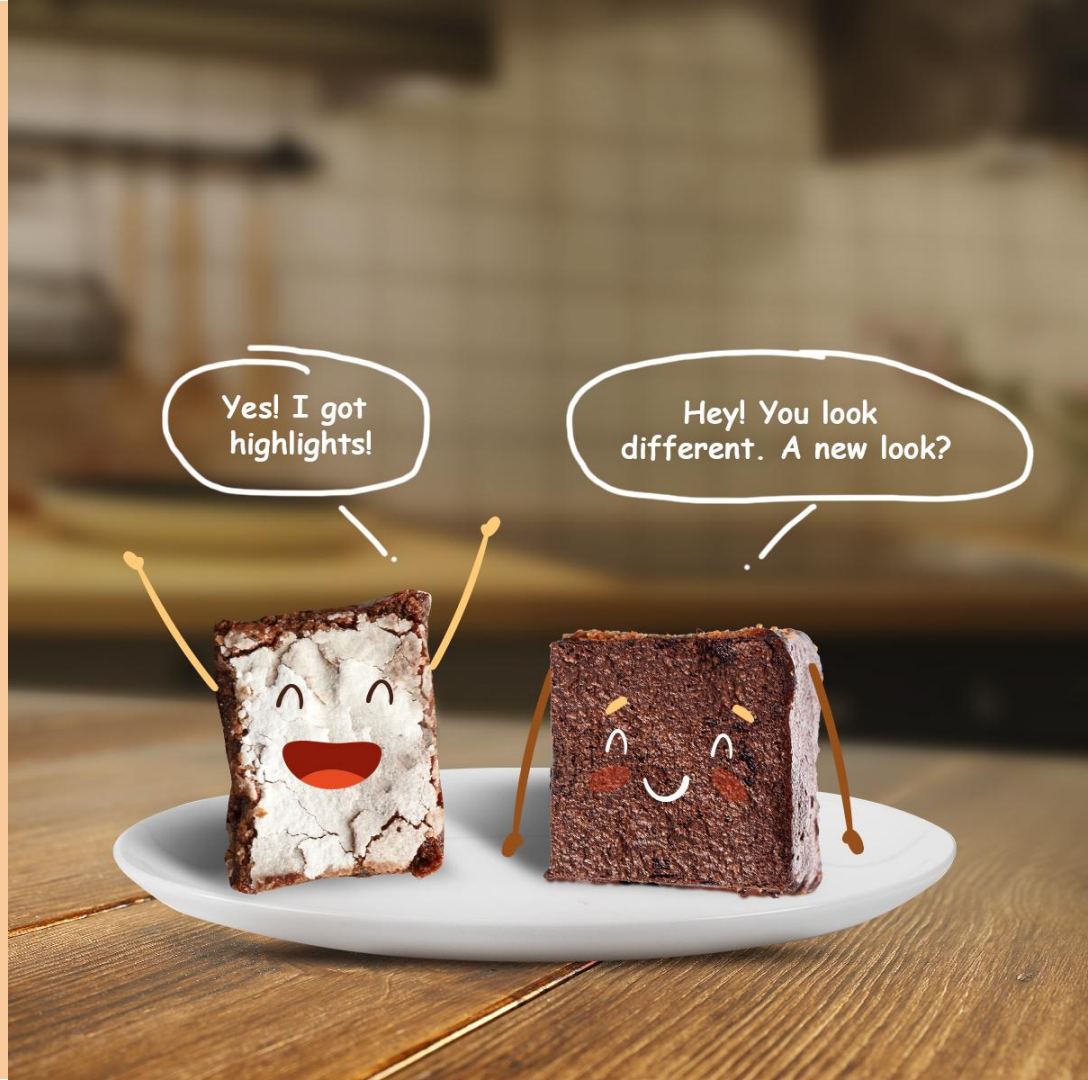
Every Monday, we have a post that showcases our chosen Treat of the Week .AKA. Product of the Week.

This will help bring direct recognition to our popular/bestseller products.



Sweet Talk

Every weekend, we post a 1- or 2-panel comic of our goodies “talking” to each other about what they did that week, how they are decorated (“dressed”), what they heard, etc.



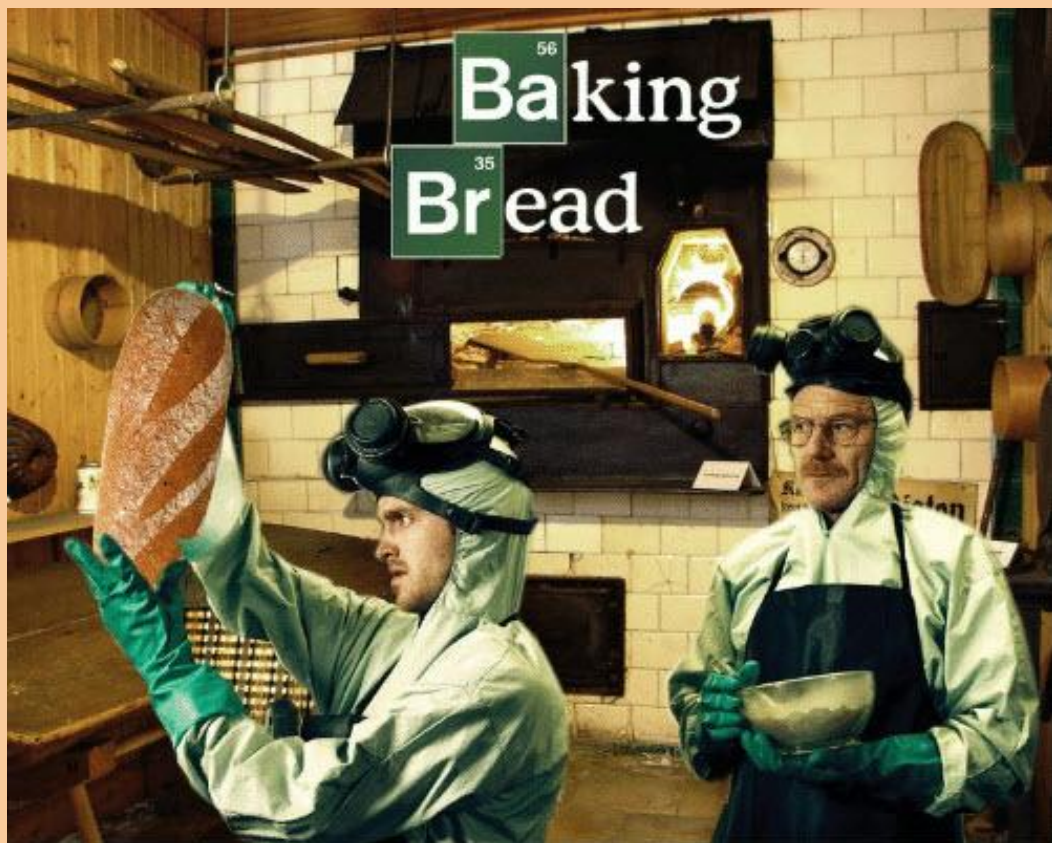
Festive Delightful Treats Hamper

Encourage people to share pictures of celebrations, dancing together, partying, or having get-togethers with families, friends, pets, or with themselves.

Sunfeast Baked Creations will send a “Delicious Creations” hamper to the top 5 to 10 winners who have the best pictures or stories.

ITC Sunfeast Baked Creations
Delicious Creations
for Festive **Indulgence**





**Front of
the cake**

**Back of
the cake**



When you try baking something you saw
on Pinterest



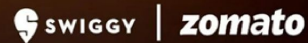
We tie knots, too

The best rakhi gourmet treat ✨
delivered home.



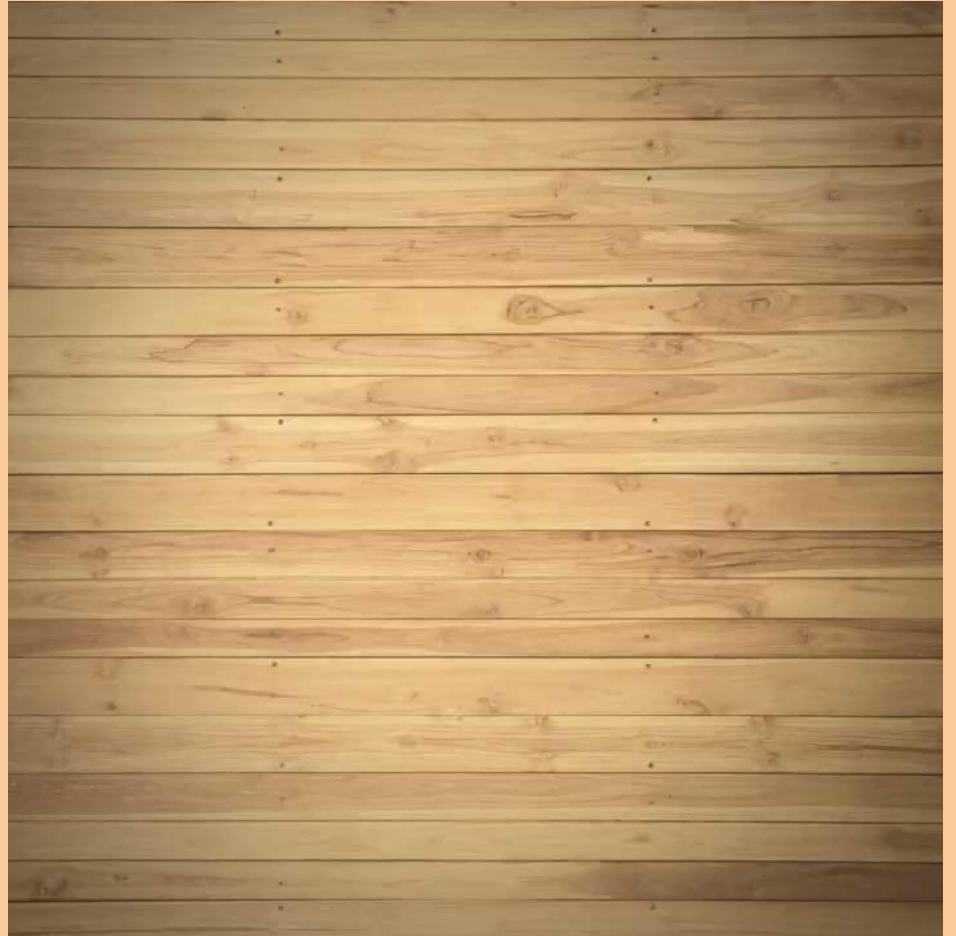
#BendingInEverySense

Order Now

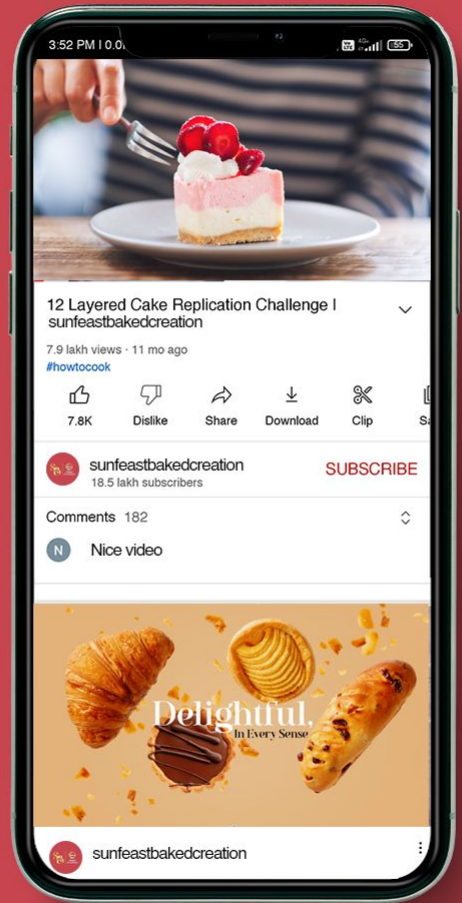


TOPICAL WISHES

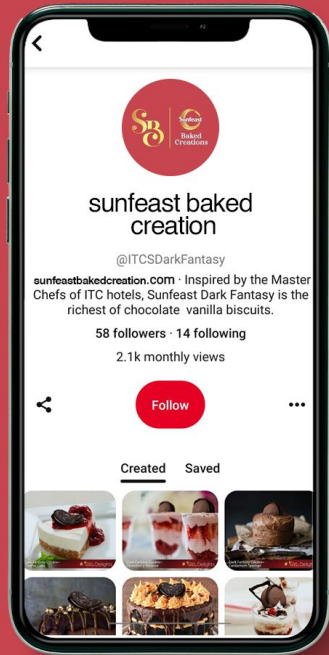
Topical content is a great way for SBC to engage and retain their potential customers along with the loyal customers.



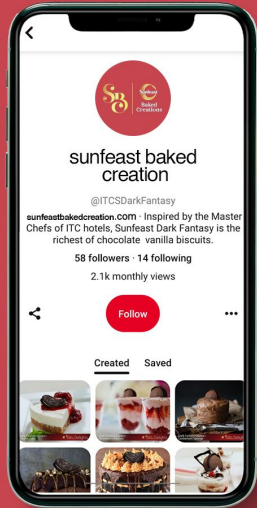
Youtube UI Layout



Pinterest Moodboard



Pinterest Moodboard



#HereTo —
BakeYour
— Day



Sounds
Delicious

The LinkedIn Experiment

A “We Are Hiring” post is uploaded on LinkedIn.

We Are Hiring!

ITC Sunfeast Baked Creations is hiring for the post of a Freelance #SunfeastBakedFoodies

Here's what the job entails:

- A one time project.
- All you have to do is relish and indulge in the delicacies we send at your doorstep.
- Should be comfortable with a remote setting.

Requirements:

- Passionate about Desserts and everything about them.
- Should not be a team player, there's no teamwork when it comes to baking delicious pastries.
- Should have controlled blood sugar levels
- Is zealous about free food

HIRING

Do you enjoy
eating food?

Yes, that is the only
criterion we have.

(Find the Job Description in the caption)

Perks:

- Absolutely no effort
- Free indulging desserts
- We'll #BakeYourDay

Location: <Area>, Bangalore

Applications close soon!
#HereToBakeYourDay

Summarizing Campaign Roll-Out Plan

<p>Hero - Awareness and Consideration</p>	<p>DVC</p> <ul style="list-style-type: none"> - Turn Cries Into Smiles, One Pastry at a Time - Love Blossoms Over Croissants 	<p>Influencer Collaborations</p>	<p>Delightful Social Experiment</p>			
<p>Hub - Education</p>	<p>City Sweethearts</p>	<p>Reels</p>	<p>Collaboration and Associations</p>	<p>Celebrating delightful treat experts</p>	<p>Baking hacks and sneak peek of behind the scenes</p>	<p>UGC/ @Delightfultastyn omaials and other engagements</p>
<p>Hygiene - Topical and Product Post</p>	<p>Delightful Treat of the Week</p>	<p>Sweet Talk</p>	<p>Memes and moment marketing</p>	<p>Key occasions and festive content</p>		



Campaign Route Two

Desserts have the power to change your mood. A bad dessert can turn a mood sour, but a delicious treat can sweeten not only your mood, but also your day.

ITC Sunfeast Baked Creations works to make your day. The aroma, presentation, texture, flavour, taste, and overall experience of our baked goods make you feel over the top.

ITC Sunfeast Baked Creations strives to serve feel-good food!

Concept



#HereTo
BakeYourDay

Campaign Teaser

**MAKE
BAKE**



sunfeastbakedcreations

Message Follow ...



430 posts 2,350 followers 5 following

ITC Sunfeast Baked Creations

Bakery

We craft delicious bakes, inspired by global trends 🍞🍰
Melt-in-the-mouth savory delights and heartwarming sweet treats 🍪 Order now 📍
linktr.ee/ITCSunfeastBakedCreations



Chocolate...



SBC x CCD



#MangoCr...



Holi Specials



#Baked4PL...



Love Stories



X'mas wit...



sunfeastbakedcreations

Message Follow



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Chocolate...



SBC v CCD



#MangoCr...



Hall Specials



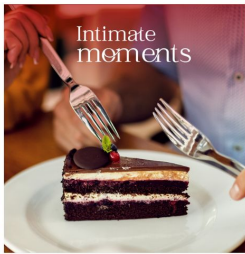
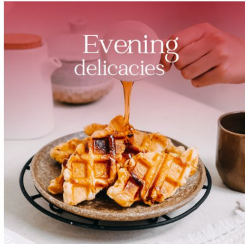
#Baked4PL...



Love Stories



X'mas wit...



sunfeastbakedcreations

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I TC Sunfeast Baked Creations

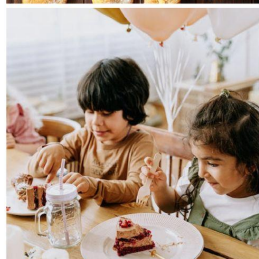
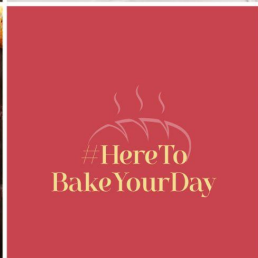
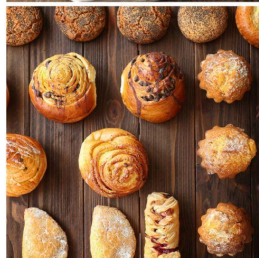
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Melt-in-the-mouth savory delights and heartwarming sweet treats 🍪 Order now 📍

linktr.ee/ITCSunfeastBakedCreations

POSTS IGTV TAGGED



Campaign Video

Setting: A woman is looking into the mirror, she is ready for work. She picks up her laptop bag from her bedroom and goes outside. She enters the dining room, the dining table is covered with cupcakes, muffins, brownies, and more from ITC SBC. She picks up a cupcake casually, takes a bite, and goes out the front door.

#HereToBakeYourDay



#Here
**To
Bake
Your
Day**



Order now!



#HereToBakeYourDay - Festive Idea

With the festive season, we want to send across a token of our love & appreciation to the ones that matter to us.

Execution:

Send a “**Sweet Indulgence**” hamper to make your loved one’s day, and share a picture with us.

This way, we get 100 UGC posts on the same.

ITC Sunfeast Baked Creations
#HereToBakeYourDay





Campaign Route Three

Thought

Inspired by global trends, we bake unique, delicious, gourmet, and artisanal treats.



Brand Essence:

Our unique, delicious, and artisanal treats should be at the centre of every cause & celebration of a happy moment.



Good times mean good food,
good company, great mood,
some chocolate & laughter
(and maybe some more chocolate after).

Good times are great with coffee.
So is a brownie,
especially if it's also part cheesecake.
We're there for that double-take.

**We create,
you indulge.**



Creations for
Indulgence

WISHING SOMEONE
for an entire year in a
MOMENT?

Creations for
Special
Indulgence.



A top-down view of a breakfast spread on a light grey textured surface. It includes a white cup of black coffee on a saucer, a glass of orange juice, a wooden board with two golden-brown croissants, a small white pitcher of milk, two orange slices, a small bowl of almonds, and several almonds scattered around. Greenery is also visible.

**Does a first
anniversary**
ever come twice?

Creations for
Special
Indulgence.



Fitting a month of self-care into

ONE NIGHT?

Creations for
Special
Indulgence.



Delicious creations for everyday

INDULGENCE



Mouth-watering creations for festive

INDULGENCE



sunfeastbakedcreations

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Chocolate...



SBC x CCD



#MangoCr...



Holi Specials



#Baked4Pl...



Love Stories



X'mas wit...



Delicious creations for everyday

INDULGENCE



Mouth-watering creations for festive

INDULGENCE

Campaign Videos - Birthday Party

A woman in a living room has decorated the place for her own birthday party. She is dressed up, sitting on the couch, trying to blow up balloons. She's not good at it, she's getting tired. She looks at the plate of SBC pastries kept on the coffee table next to her, and reaches across to pick it up. Next, her friends burst through the front door, screaming "Happy Birthday!", only to stop short and see the woman eating the last piece of her birthday pastries, chocolate smeared across her mouth.

Indulgent **Creations** for Happy **Indulgence**

Treatment: The plate of pastries is in focus in the first part. We see the living room, dressed up woman, and balloon-blowing happening in an out-of-focus background.

Campaign Videos - Anniversary Surprise

A man is assembling a big tray with special breakfast food as an anniversary surprise for his wife. There's steaming coffee, hot chocolate, etc - and a big box of SBC pastries, brownies, and croissants kept on the table. He unfolds the SBC box, lays out the goodies on the tray, picks it up to go into the bedroom, and says to his wife in bed, "Happy Anniversary!"

Extraordinary **Creations** for Special **Indulgence**

Treatment: The table with the goodies is in frame. Only the man's hands will be seen placing the goodies on the tray. Even while the man is walking to the bedroom, the focus is on the SBC goodies on the tray. When he's in the bedroom, we see the wife sitting up in bed in an out-of-focus background.

Campaign Videos - Cheat Day Motivation

A man is using an ITC SBC croissant kept on a plate in front of him as motivation to finish his workout routine for the day, which will also meet his goal of working out for 30 days.

Delicious **Creations**
for Everyday **Indulgence**

Treatment: The croissant on the plate will be in focus. In the background, there will be huffing and puffing noises as the man struggles to finish his last set. In the same out-of-focus fashion, the man will come into view, doing crunches or push-ups. A robotic voice, as if from a fitness app, will be heard saying “1 minute left. Day 30 of 30.”

Thank You

