

PR CAMPAIGN & PRESS RELEASE

This document is a portfolio sample created to demonstrate PR campaign strategy and press release writing skills.

Contents

- | | |
|----|--------------------|
| 01 | Brand Overview |
| 02 | Campaign Strategy |
| 03 | Target Audience |
| 04 | Channels & Tactics |
| 05 | Campaign Timeline |
| 06 | Key Metrics |
| 07 | Press Release |
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01 · Brand Overview

Brand Name	Seoul Mate
Tagline	<i>Your Daily Dose of Korea.</i>
Founded	2025, Mumbai, India
Category	Food & Beverage, K-Food & Korean Snacks
Launch Product	<i>The K-Shelf</i> - Korean instant noodles & snack range
Launch Date	August 20, 2026

Korean food isn't just a trend in India anymore; it's a movement. From instant ramen to honey butter chips, Gen Z and millennials across Indian cities are obsessed. Seoul Mate is the brand that brings it all under one roof. Founded in Mumbai in 2025, Seoul Mate sources authentic Korean food products and makes them available across India, in stores, online, and through quick commerce. Their debut launch, *The K-Shelf*, brings 12 iconic Korean products to Indian shelves for the first time.

02 · Campaign Strategy - *Taste the Obsession*

The *Taste the Obsession* campaign taps into something that already exists: India’s love affair with Korean culture. K-dramas, K-pop, K-beauty. Now K-food gets its moment. The campaign doesn't create demand. It meets it.

Campaign Goals

- Achieve Rs. 50 lakh in sales within the first 30 days across online and offline channels.
- Grow Instagram to 25,000 followers within 60 days — driven by food content and K-culture crossover.
- Get listed on Blinkit, Zepto, and Swiggy Instamart in 10 cities within the first two weeks of launch.

03 · Target Audience

PRIMARY AUDIENCE Gen Z & Millennials, 18–32 Urban India K-culture fans They already watch K-dramas and listen to BTS. They've seen Korean food on their feed a hundred times. Seoul Mate just makes it easy to finally try it.	SECONDARY AUDIENCE Food bloggers & reviewers K-culture creators Gourmet & specialty food stores Food content creators drive discovery. A single unboxing reel from a popular food creator can sell out a product in hours. Specialty stores give the brand a premium, curated presence.
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04 · Channels & Tactics

Social Media

Instagram · YouTube · Zomato Feed · WhatsApp Communities

- Weekly "K-Food 101" reels, introducing each product with fun facts about Korean food culture.
- "First Bite" series, real reactions from first-time K-food tasters across Indian cities.
- UGC campaign: **#SeoulMateChallenge** - fans recreate Korean recipes using Seoul Mate products.
- Collaborate with 8 food and K-culture creators (20K–200K followers) for unboxing and taste-test content.

Print & Digital Media

VogueIndia · Cosmopolitan · Hindustan Times Brunch · YourStory · The Hindu Weekend

- **Story angle 1:** "Move over sushi, Korean food is India's next big obsession."
- **Story angle 2:** "The Mumbai brand bringing Seoul to your doorstep."
- Send press kits to 25 food and lifestyle journalists, a Korean snack hamper with a personalised note.
- Partner with one food delivery platform for a sponsored "K-Food Week" feature timed to launch.

Launch Event

"K-FoodFest"—Tasting & Launch Party, Mumbai · August 15, 2026

- Open invite for food creators, lifestyle journalists, and K-culture enthusiasts.
- Live tasting stations for all 12 products in **The K-Shelf** range.
- K-pop playlist, neon signage, and photo booths designed for social content.
- Live cooking demo: Korean recipes made with Seoul Mate products by a guest chef.
- Every attendee leaves with a Seoul Mate starter kit, 4 products to take home and review.

05 · Campaign Timeline

Phase	Timeline	Key Activities
Pre-Launch	Week 1–2	Teaser content · Media outreach · Creator sampling · Press kit prep
Build-Up	Week 3–4	Event invites · Press kit delivery · Quick commerce listings · Countdown reels
Launch Week	Week 5	K-Food Fest event · Press release · Social blitz · Sales go live
Post-Launch	Week 6–8	Sales tracking · UGC push · Creator reviews · Media follow-ups · Reorder data

06 · Key Metrics to Track

Metric	Target	Context
First Month Sales	Rs. 50 lakh+	Across online, quick commerce & retail in 30 days
Instagram Followers	25,000	Organic growth within 60 days of launch
Quick Commerce	10 cities	Listed on Blinkit, Zepto & Swiggy Instamart at launch
Media Features	15+	Food, lifestyle & culture publications
Creator Reach	1 million+	Combined reach across 8 partner creators
UGC Posts	500+	#SeoulMateChallenge across Instagram & YouTube

FOR IMMEDIATE RELEASE

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Seoul Mate Brings Korea to Indian Kitchens - Launching *The K-Shelf* This August

Mumbai, July 2026

India has been watching Korean dramas, listening to K-pop, and trying K-beauty for years. Now it's time to eat.

Seoul Mate, a Mumbai-based K-food brand, is launching *The K-Shelf* on **August 20, 2026**, a curated range of 12 authentic Korean products, including instant noodles, tteokbokki kits, honey butter chips, seaweed snacks, and corn dogs. The range will be available online, on quick commerce platforms, and at select specialty stores across 10 Indian cities from day one.

"Korean food has been trending on Indian social media for two years. We just made it easier to actually buy it — without hunting through import stores or waiting weeks for international shipping."

— Rohan Sethi, Co-Founder, Seoul Mate

Every product in *The K-Shelf* is sourced directly from Korean manufacturers and imported with all necessary FSSAI approvals. The range is priced between Rs. 99 and Rs. 499, making it accessible to first-time buyers and seasoned K-food fans alike. The launch will be celebrated with K-Food Fest, an open tasting and launch party on August 15, 2026, in Mumbai. Food creators, lifestyle journalists, and K-culture enthusiasts are invited to taste the full range, watch a live Korean cooking demo, and be among the first to experience what Seoul Mate has to offer.

The K-Shelf goes live on August 20 at www.seoulmate.in - and on Blinkit, Zepto, and Swiggy Instamart.

About Seoul Mate

Seoul Mate is a Mumbai-based K-food brand founded in 2025. The brand imports and distributes authentic Korean food products across India — making Korean snacks, noodles, and meal kits available to everyone, everywhere. Seoul Mate believes Korean food deserves a permanent spot in the Indian kitchen.

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