



BRAND ACTIVATION

Denave generated over 1 lac plus consumer trials and feedbacks and delivered a high-velocity marketing campaign



CLIENT

Leading producer of herbal healthcare products



BUSINESS OBJECTIVE

The objective was to unveil a new product line from a ready-to-drink leading industry player via an impactful launch. In order to have the desired consumer engagement, the launch/ product-reveal had to be backed by interesting and experiential buzz-generation activities. Being an established player in the industry, it was a tricky affair since at stake was brand's age-old legacy. The aim was to generate a major magnitude of prospective customer engagement via interesting on-ground activation.



THE CHALLENGE

- ▶ Bringing in a new twist to a legacy product - Moving away from its traditional product portfolio, client was launching a fusion drink which could have acted against the established brand imagery.
- ▶ Managing the brand proposition well during this fragile period where a mass brand (not just a segment specific one) was treading the experiment ropeway.



THE DENAVE EDGE

- ▶ Denave leveraged its industry expertise in the realm of brand activation to conceptualize a safe yet completely apt launch plan.
- ▶ In line with the plan, Denave carried out multiple audience generation activities in multiple locales across the country.
- ▶ By having a robust mechanism to ensure proper execution even in the silos - The idea was to create an experience with the idea of FUSION and Denave achieved that by conceptualizing an exciting product reveal using TRON act and creating a virtual FUSION on stage.
- ▶ The innovative approach of managing to replicate the concept of fusion on-stage acted as crowd-puller and helped the brand in garnering a lot of mass attention.
- ▶ Denave created an app which basically asked the consumers to fuse the fruits and the herbal drink, in order to get a FUSION- leveraging an experiential setup, thus creating a strong brand-connect with this concept.



PROGRAM REACH

📍 PAN India



THE RESULT

- ▶ The product was very well accepted in the market with over 1 lac trials and feedbacks till date.