SOCIAPA
Your Social Buddy

CASE STUDY

S O C I A P A

Our Brands

Here are a few brands for which we are currently managing digital media!

La Americana Gourmet

Patanjali Nutrela

House of Veda

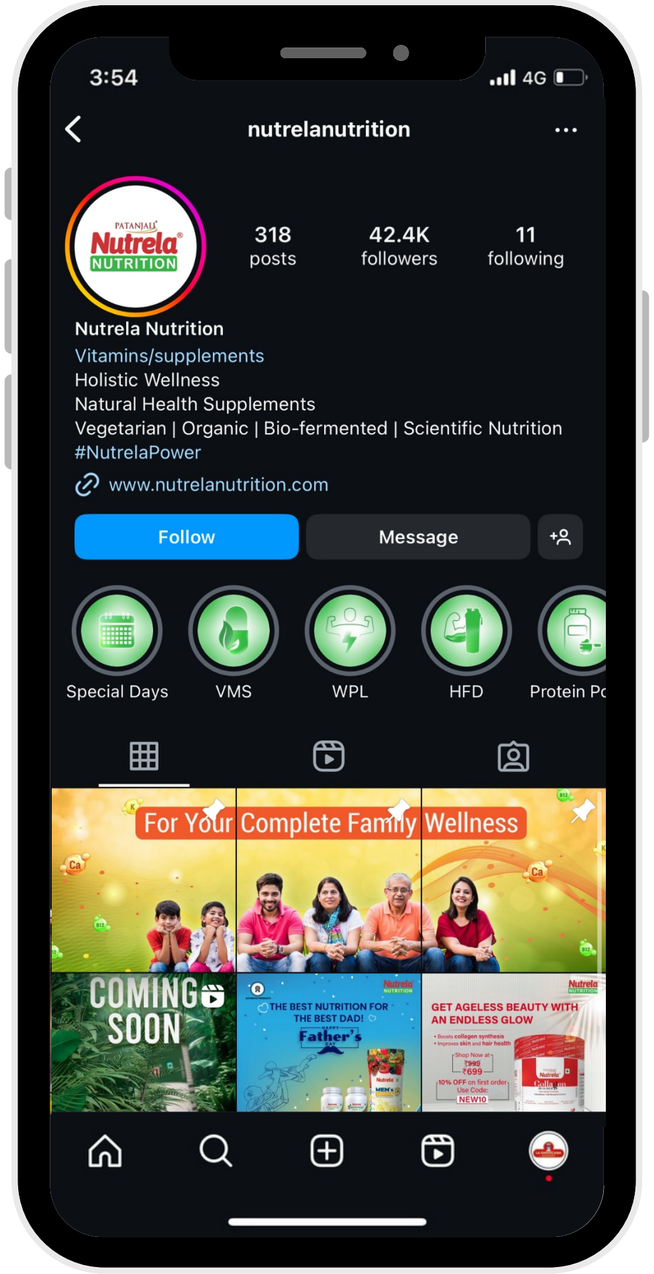
Kesari Golden Sugar

Pansari Epicure

Bonn Foods

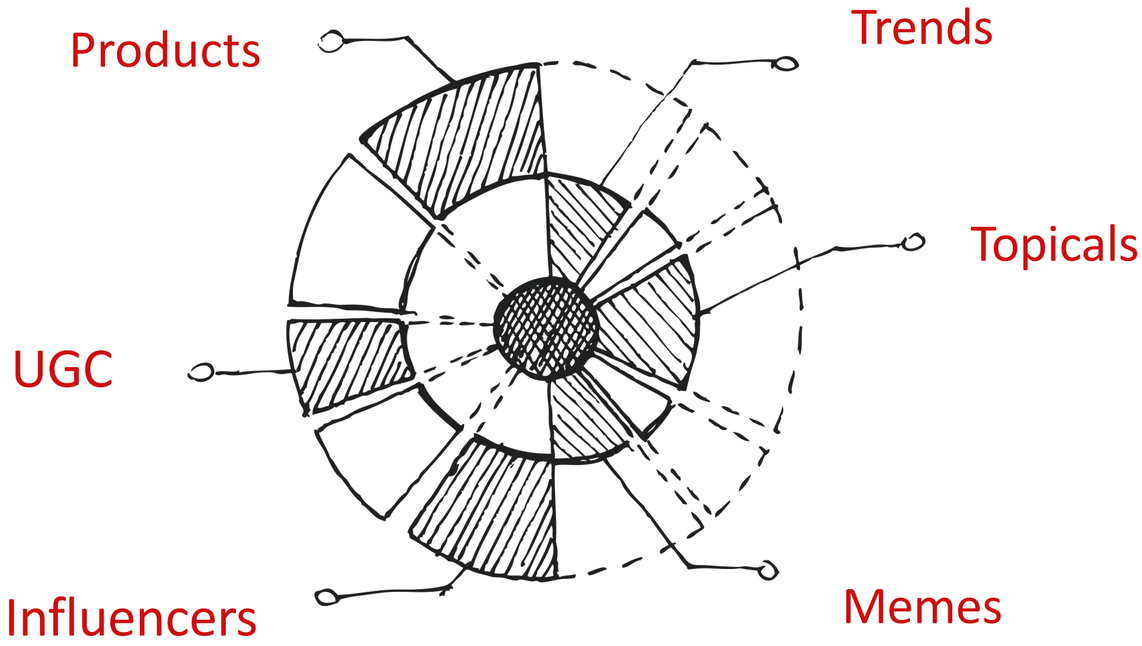
Americana

Apis India Ltd.



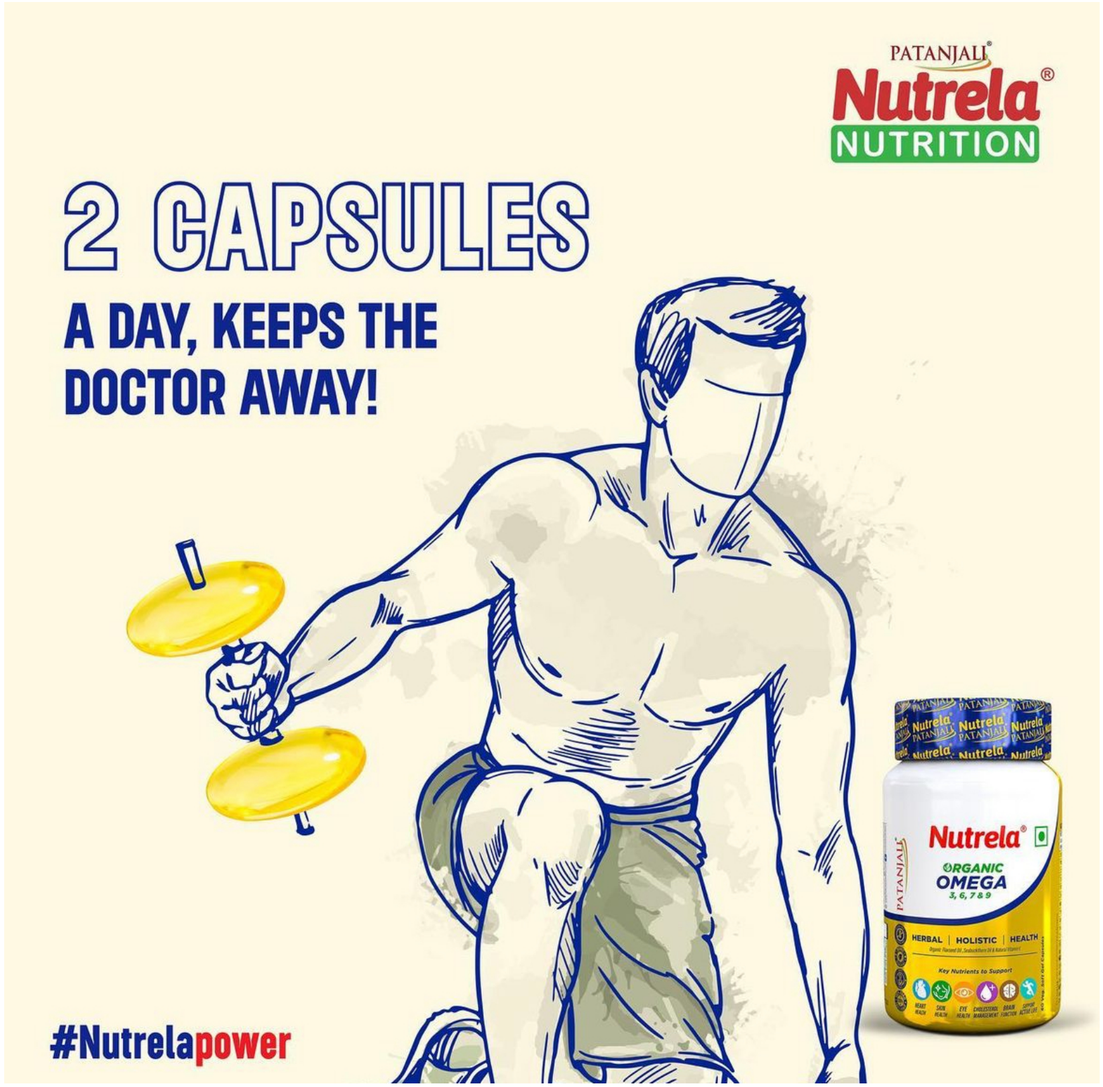
Patanjali Nutrela

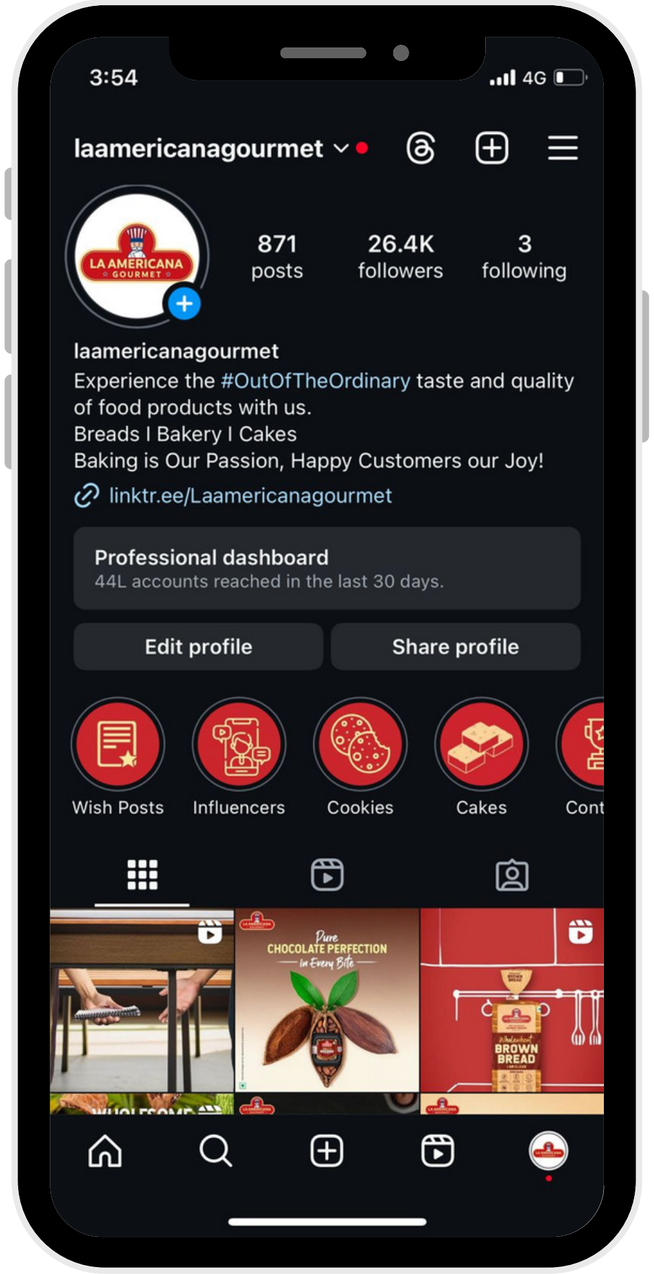
Below are some **Content Buckets** we have in our strategy for this account.



Creatives

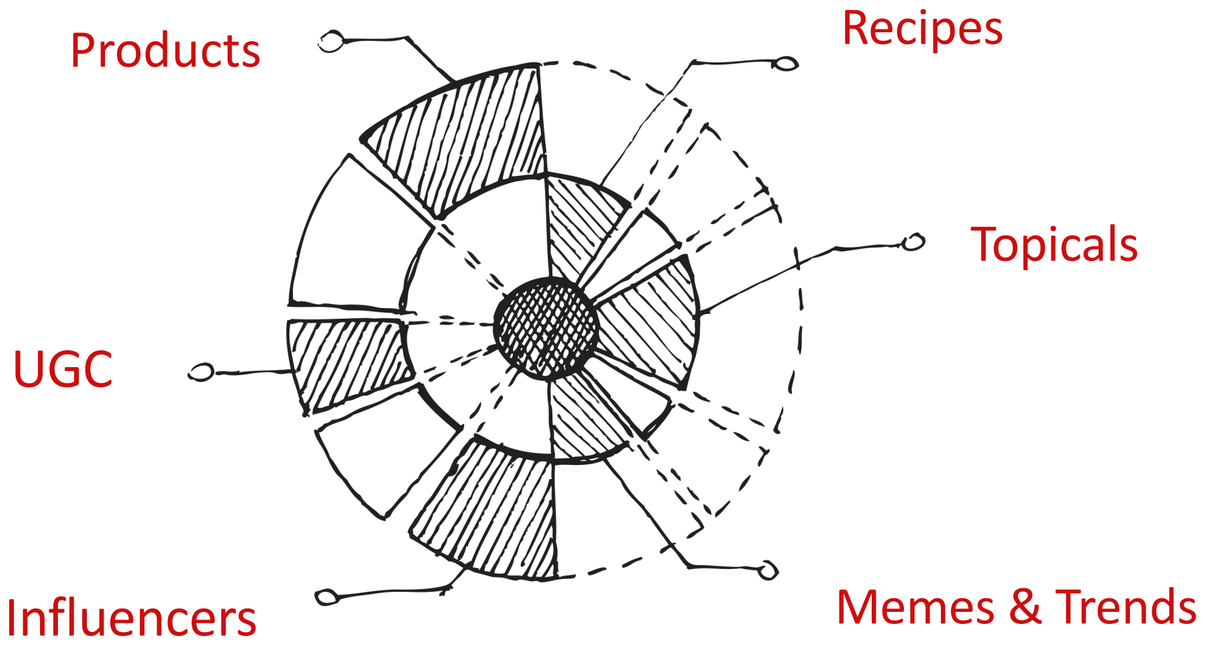
PATANJALI
Nutrela®
NUTRITION
LABOUR
Nutrela®
DAILY ENERGY
HERBAL | HOLISTIC | HEALTH
We honor those who contribute
to the growth and success of our society
INTERNATIONAL
LABOUR DAY


PATANJALI
Nutrela®
NUTRITION
2 CAPSULES
A DAY, KEEPS THE
DOCTOR AWAY!
Nutrela®
ORGANIC OMEGA
3, 6, 7 & 9
HERBAL | HOLISTIC | HEALTH
#Nutrelapower



La Americana Gourmet

La Americana Gourmet is with us since three years. Below are some **Content Buckets** we have in our strategy for this account.



Creatives

LA AMERICANA
GOURMET
HIGH FIBRE
MAIDA
ADDED PRESERVATIVES
REFINED SUGAR
NO ADDED PALM OIL
MADE WITH JAGGERY
Wholewheat Bran
KULCHA
BREAD
I AM CLEAN
Creative Visualisation

LA AMERICANA
GOURMET
EGGLESS
CHOCO VANILLA
CAKE
OUT OF THE ORDINARY
Creative Visualisation

Creatives

LA AMERICANA
GOURMET
Slice into
Pizza Day with our
WHOLE WHEAT
PIZZA BASE!
FROM HOUSE OF GOURMET BAKERS
LA AMERICANA
GOURMET
WHOLEWHEAT
BRAN PIZZA
NO ADDED
PRESERVATIVES
OUT OF THE ORDINARY
Creative Visualisation

LA AMERICANA
GOURMET
April 2024, India
Food Daily
Daily Digest of Gastronomic Delights and Nutritional Insights
La Americana
Gourmet Offers a
Clean Label Range!
In an era where consumers demand more than just taste, La Americana Gourmet responds with a label that aligns with evolving preferences and values, the "Clean label." The goal of Clean Label is to create a product that is healthy & clean, and prepared without the use of artificial, processed, and unhealthy ingredients which benefits our consumers with superior nutrition, and a cleaner guilt-free eating experience. With a vision towards a healthier tomorrow.
La Americana Gourmet:
Crafting a Healthier
Culinary Experience
In today's fast-paced world, the demand for convenient yet nutritious food options is on the rise. Enter La Americana Gourmet, a brand dedicated to redefining the concept of healthy eating without compromising on flavor or convenience. With a focus on wholesome ingredients, culinary innovation, and sustainability, La Americana Gourmet is revolutionizing the way we approach nourishment.
Wholewheat
BROWN
BREAD
LA AMERICANA
GOURMET
FROM THE HOUSE OF
GOURMET BAKERS
Wholewheat
BROWN
BREAD
I AM CLEAN
ZERO MAIDA
NO ADDED PRESERVATIVES
NO ADDED EMULSIFIER
NO REFINED SUGAR
NO ADDED PALM OIL
HIGH FIBRE
MADE WITH JAGGERY
OUT OF THE ORDINARY
Creative Visualisation

Videos

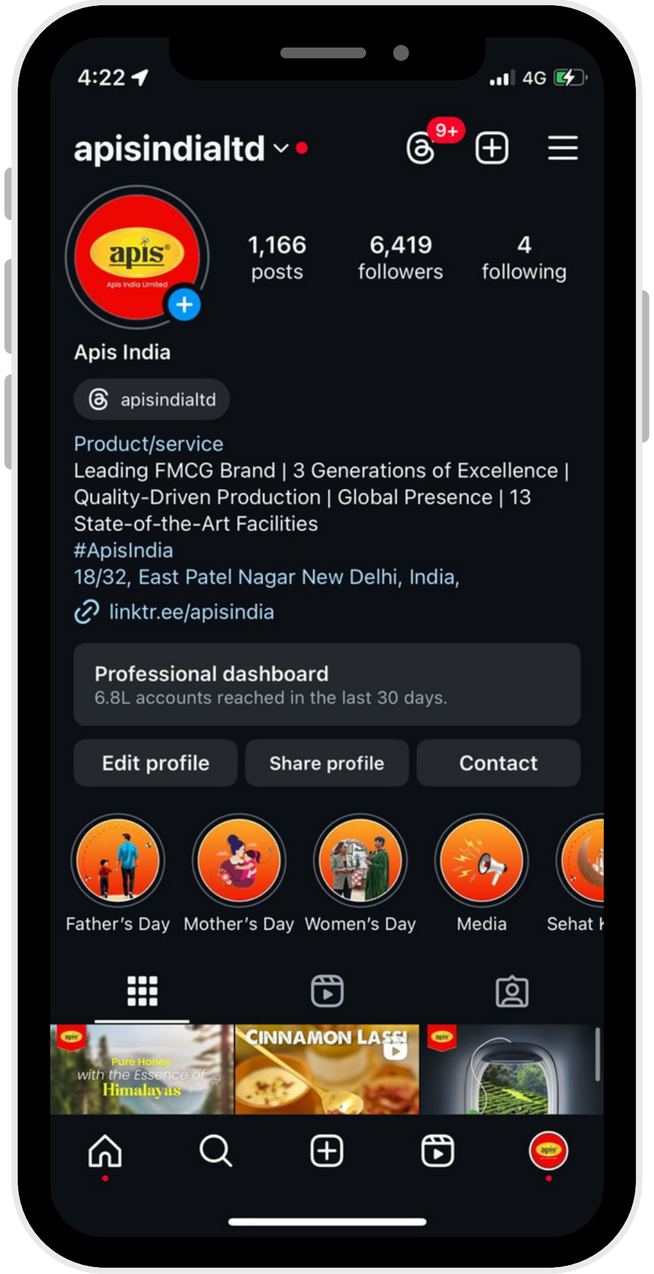
Video- Product

Video - Product

Videos

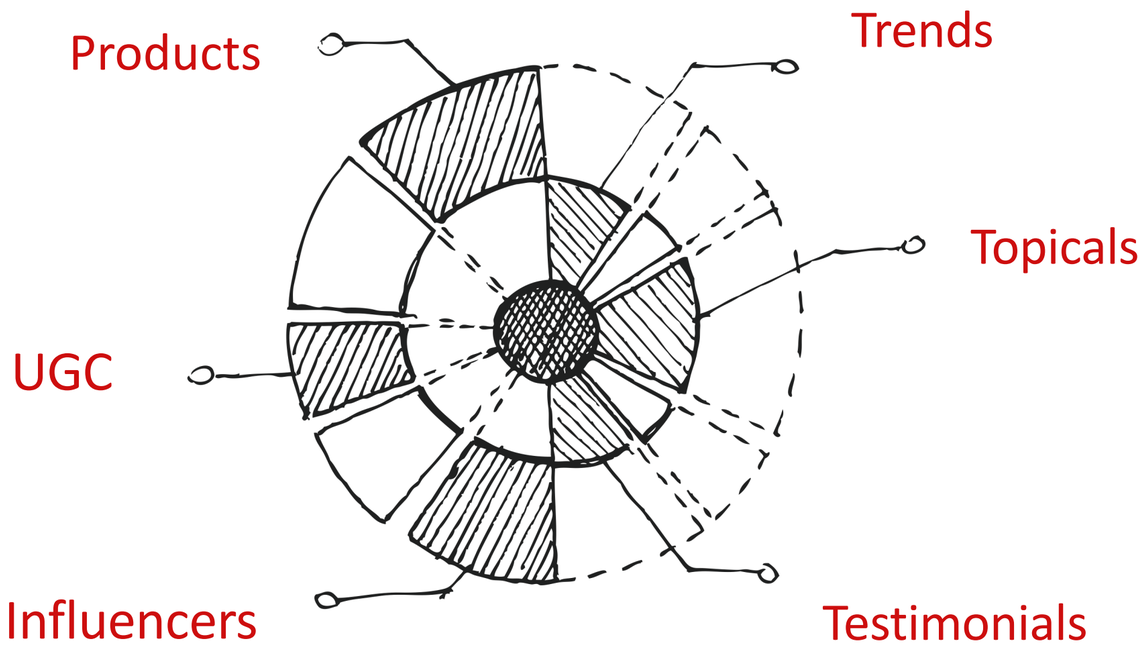
Video- Product

Video-
Shoot



APIS India Ltd.

Apis India is with us since Four years. Below here are some **Content Buckets** we have in our strategy for this account.



Creatives

apis
SO CRUNCHY
The breakfast alarm clock your partner never asked for!
apis
Corn Flakes
Creative Visualisation

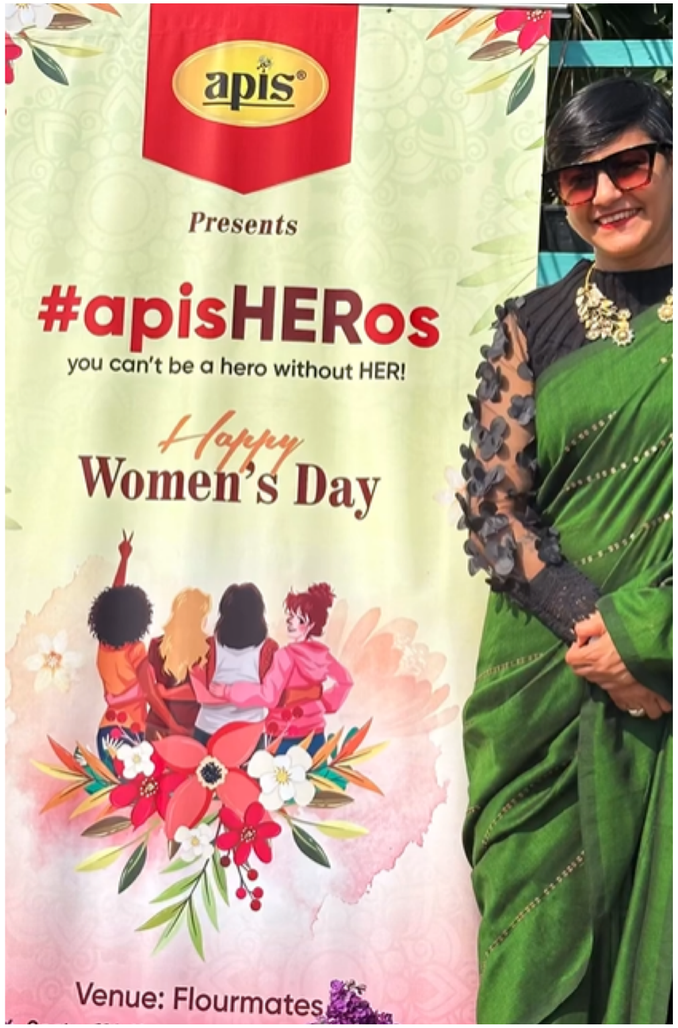
apis
apis
apis
CLASSIC GREEN TEA
Original Essence of
TEA GARDEN
Creative Visualisation

Creatives

apis
Experience the Purity of Nature
From Kashmir Valleys
HONEY
apis
ORGANIC
HONEY
ORGANIC CERTIFIED
SOURCED FROM KASHMIR VALLEY
Creative Visualisation

apis
POV: Your Brown Parents
Came to Meet you in
Another Country
Honey
ARABIAN PEARLS
CHOCO FLAKES
SHAHENSHAH
BLACK DATES
PEANUT BUTTER
Corn Flakes
Seviyan
Vermicelli
HONEY
ORGANIC
Garlic Past
Creative Visualisation

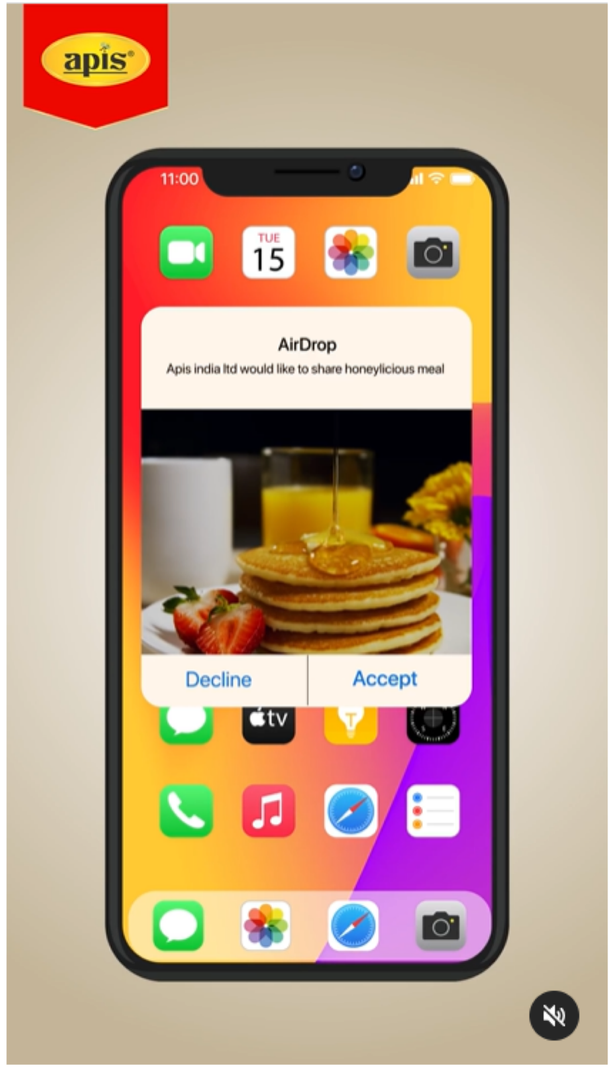
Videos



Video- Influencer

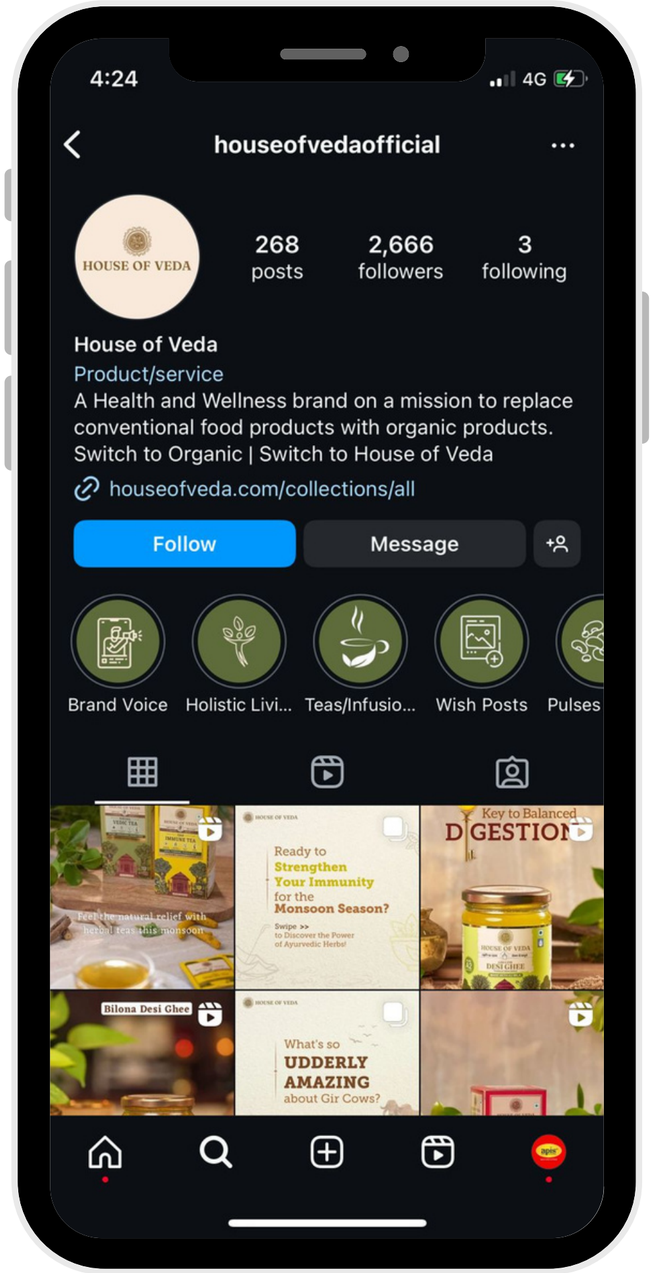
Video- Recipe

Videos



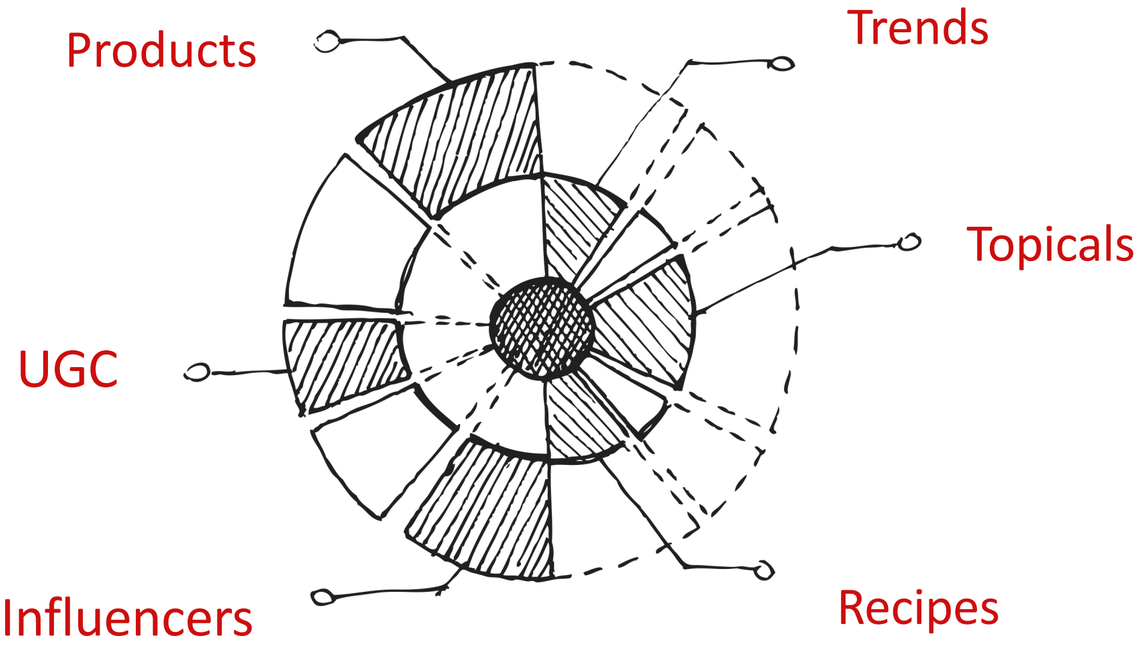
[Video- Product]

[Video - CGI]

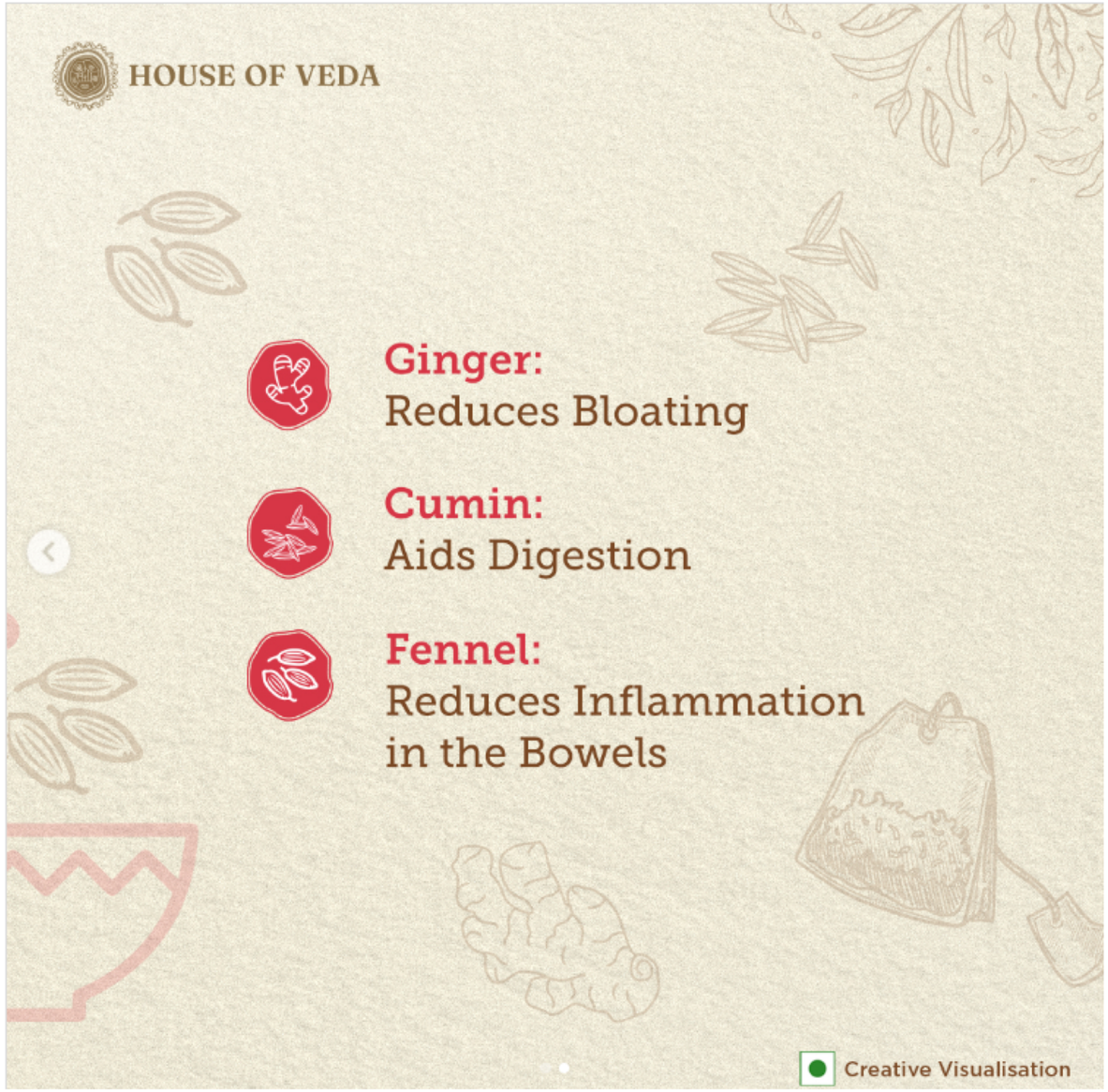


House of Veda

House of Veda is with us since 1 year. Below here are some **Content Buckets** we have in our strategy for this account.



Creatives


HOUSE OF VEDA
Ginger:
Reduces Bloating
Cumin:
Aids Digestion
Fennel:
Reduces Inflammation
in the Bowels
Creative Visualisation

HOUSE OF VEDA
BOOST IMMUNITY &
IMPROVE METABOLISM
—WITH—
IMMUNE TEA
HOUSE OF VEDA
OJAS
IMMUNE TEA
GILOY, TURMERIC, TULSI & AMLA
Switch to Organic
CERTIFIED ORGANIC
Creative Visualisation

Creatives

HOUSE OF VEDA
Unlocking the Goodness of Organic and Cold-Pressed Mustard Oils!
Good for Cardiovascular Health
May Provide Relief in Cold and Cough
Antibacterial Properties for Health and Digestion
HOUSE OF VEDA
ORGANIC MUSTARD OIL
COLD PRESSED
Contains Omega-3 PUFA
Contains Alpha Linolenic Acid
Switch to Organic
CERTIFIED ORGANIC
Natural and Traditional Process
Creative Visualisation

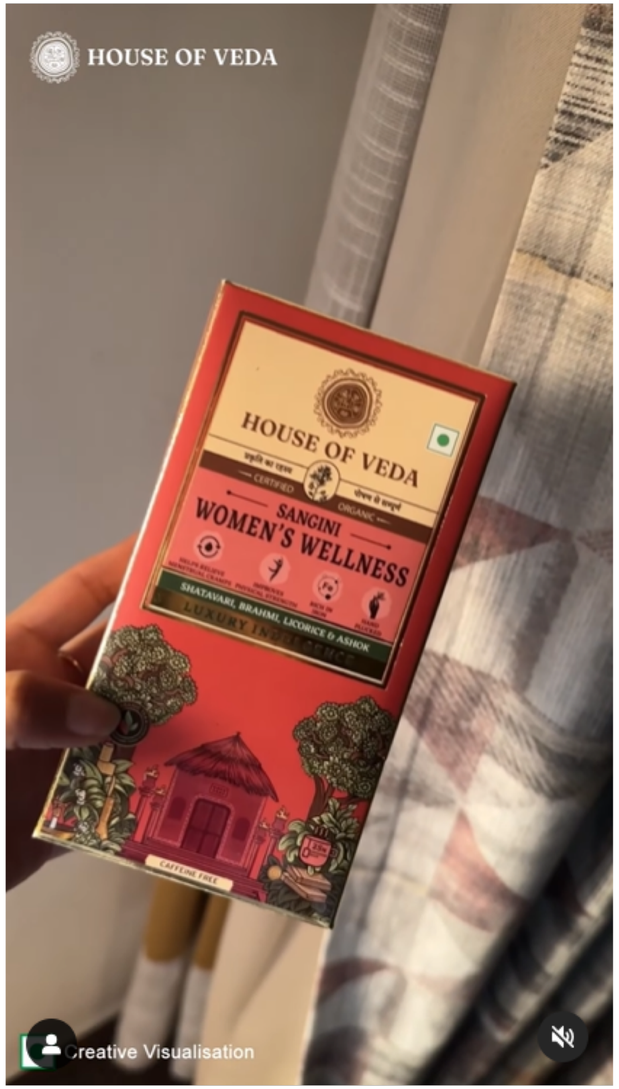
HOUSE OF VEDA
TINY TREASURES OF
Natural Sweetness
100% VEGAN
100% ORGANIC
NO ADDED COLOUR
NO ADDED CHEMICALS
HOUSE OF VEDA
ORGANIC JAGGERY CUBES
100% Organic • 100% Vegan
No Artificial Colour • No Chemical

Videos

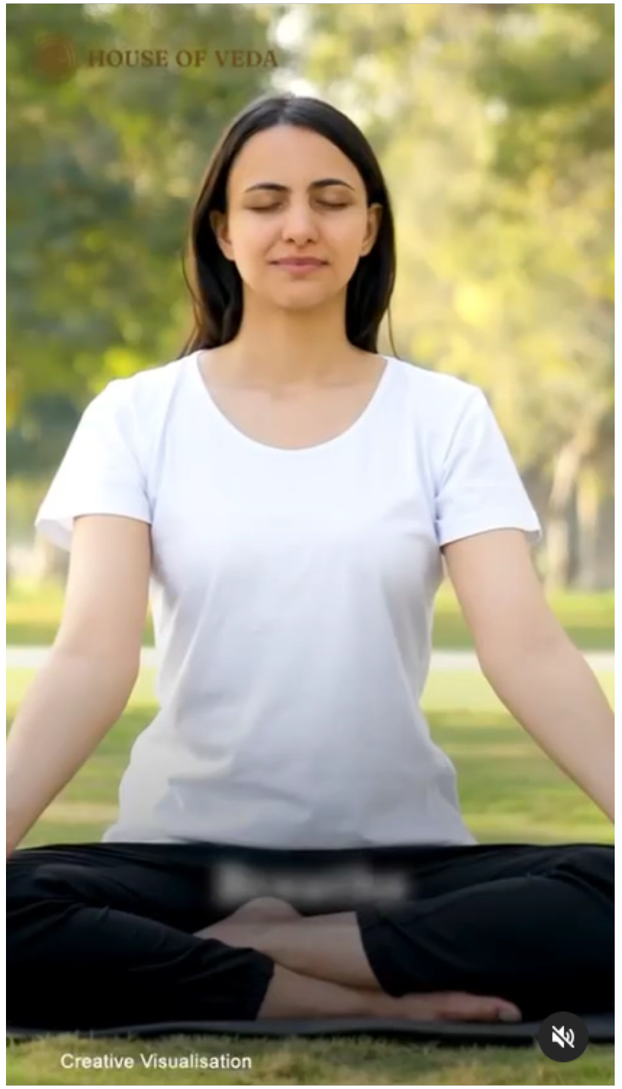
Video- Product

Video- Product

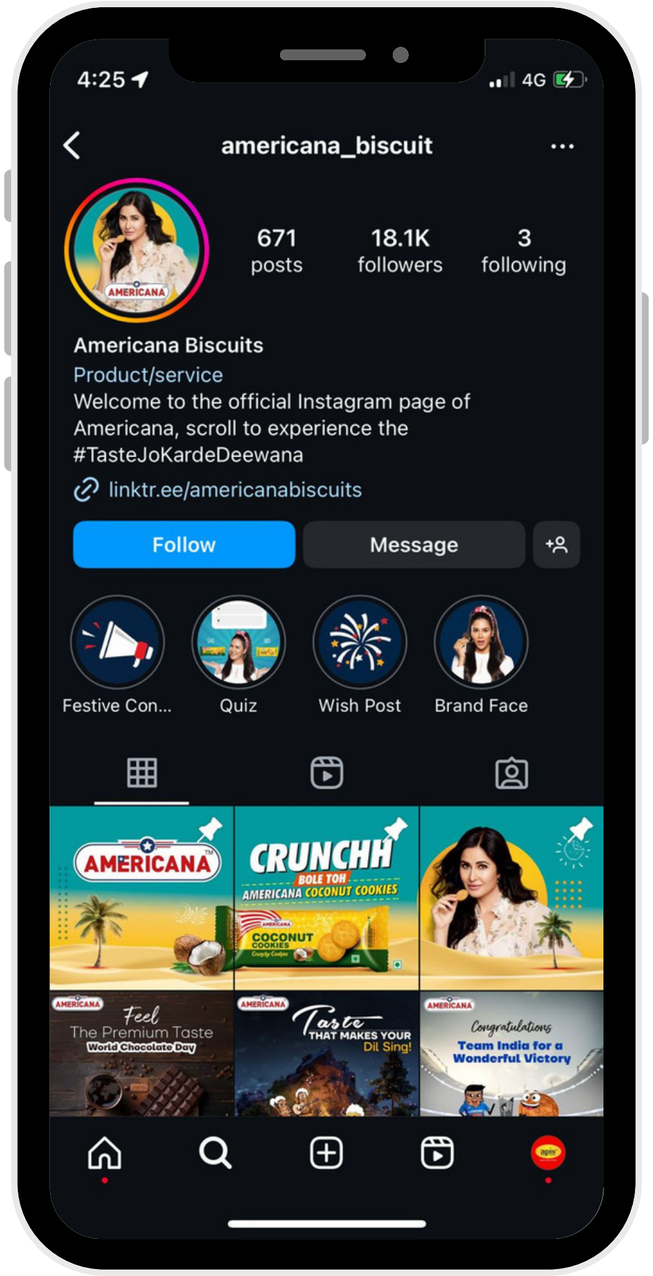
Videos



Video- Influencer

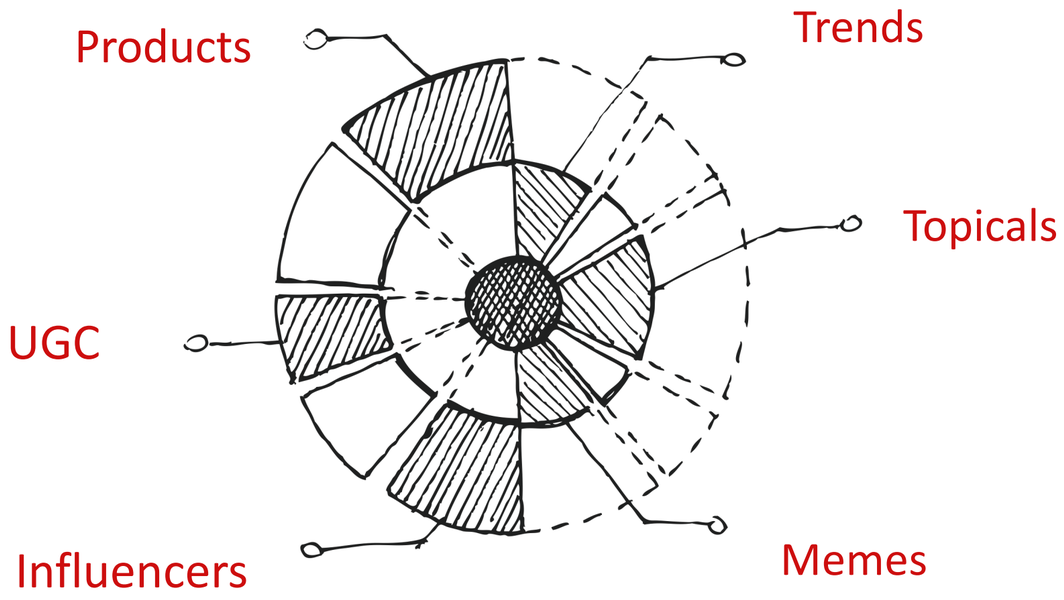


Video- Influencer



Americana Biscuit

Americana Biscuit is with us since Four years. Below here are some **Content Buckets** we have in our strategy for this account.



Creatives

AMERICANA
Taste
THAT MAKES YOUR
Dil Sing!
Pack and image are for Representation purposes only

AMERICANA
HOW MANY
BOURBON
CAN YOU SPOT?
Creative Visualisation

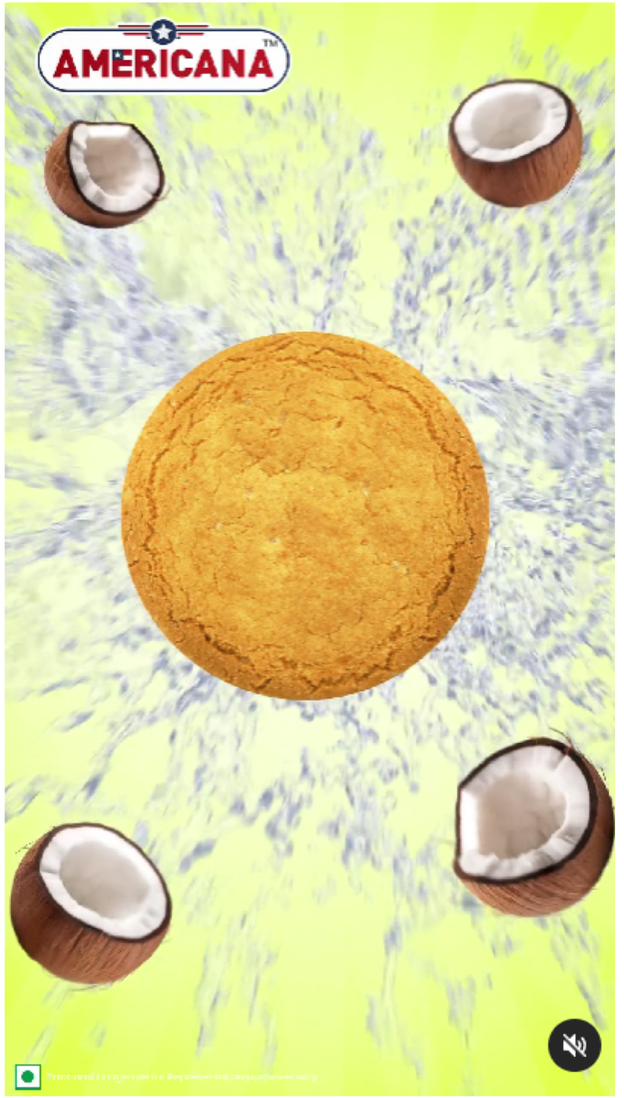
Creatives

AMERICANA
AMERICANA
DIGESTIVE
5 Grains Biscuit
Creative Visualisation

AMERICANA
THE WELLNESS OF NATURE
IN EVERY BITE
HAPPY WORLD ENVIRONMENT DAY
AMERICANA
DIGESTIVE
5 Grains Biscuit
Pack and image are for Representation purposes only

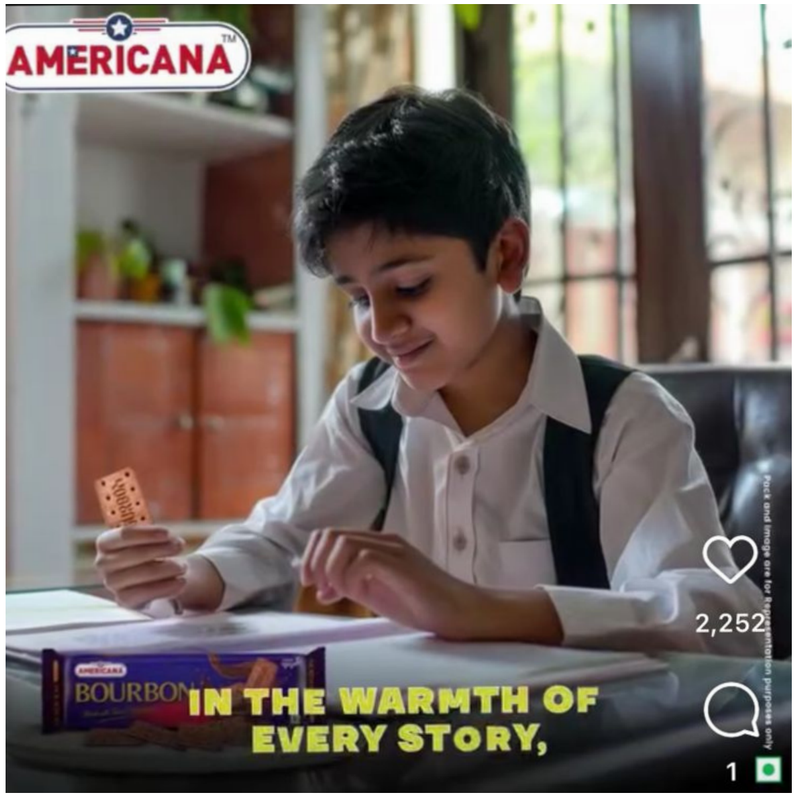
Videos

[Video - CGI]



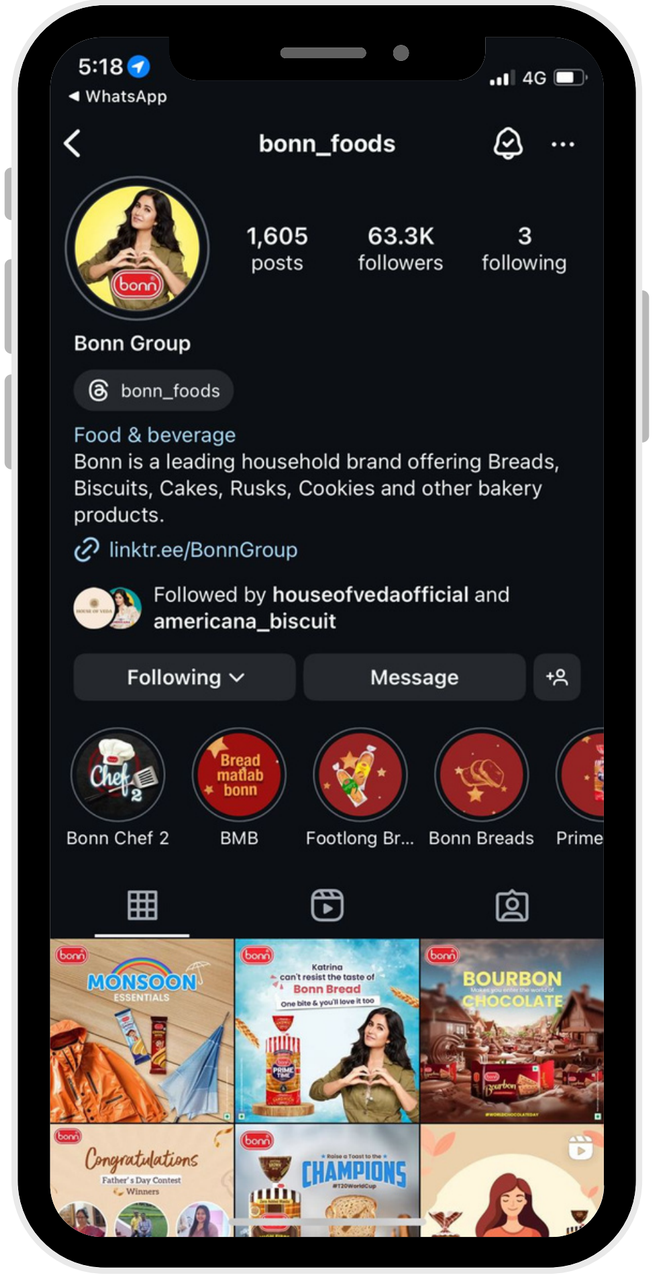
[Video- Product]

Videos



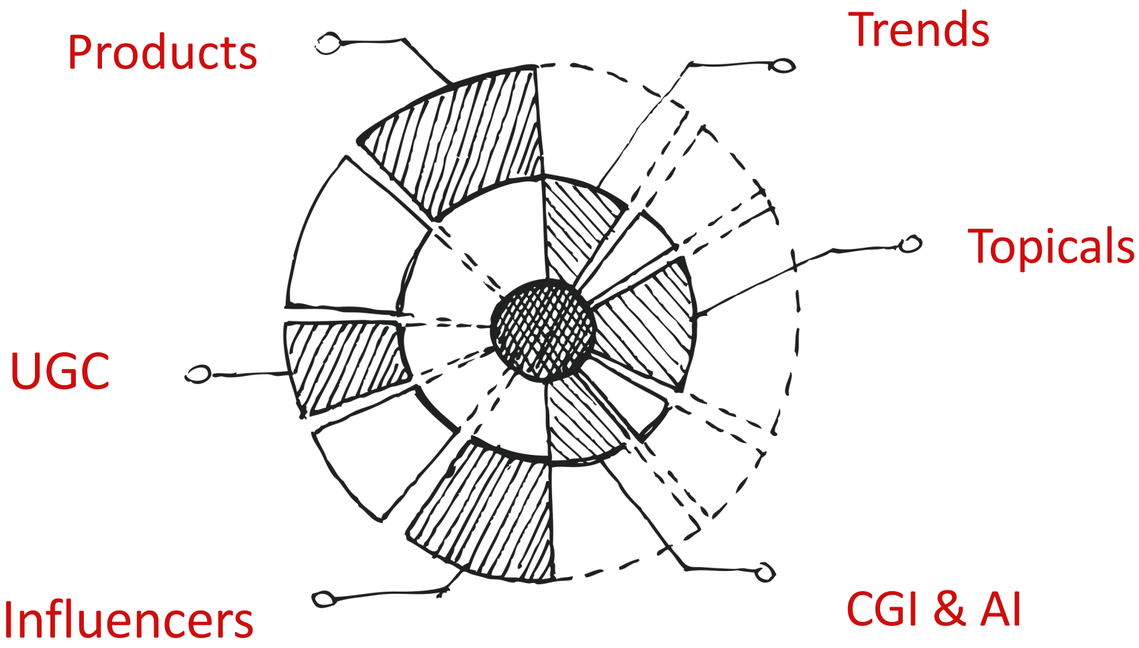
Video- Product

VIdeo- Product



Bonn Foods

Bonn Foods is with us since Four years. Below here are some **Content Buckets** we have in our strategy for this account.



Creatives

bonn
BOURBON
Makes you enter the world of
CHOCOLATE
Bourbon
Chocolaty & Delicious
#WORLDCHOCOLATEDAY
Pack and Image are for Representation Purpose Only

bonn
THE AWARD FOR
Most Fiber-Packed Performance Goes To
HIGH FIBRE
BROWN
BREAD
Zero Added Maida
WHOLE WHEAT FLOUR
HIGH FIBRE
BROWN
BREAD
No Palm Oil • No Added Color
Trans Fat & Cholesterol Free
31% DAILY FIBRE NEED
31% DAILY FIBRE NEED*
#Oscars2024
Creative Visualisation

Creatives

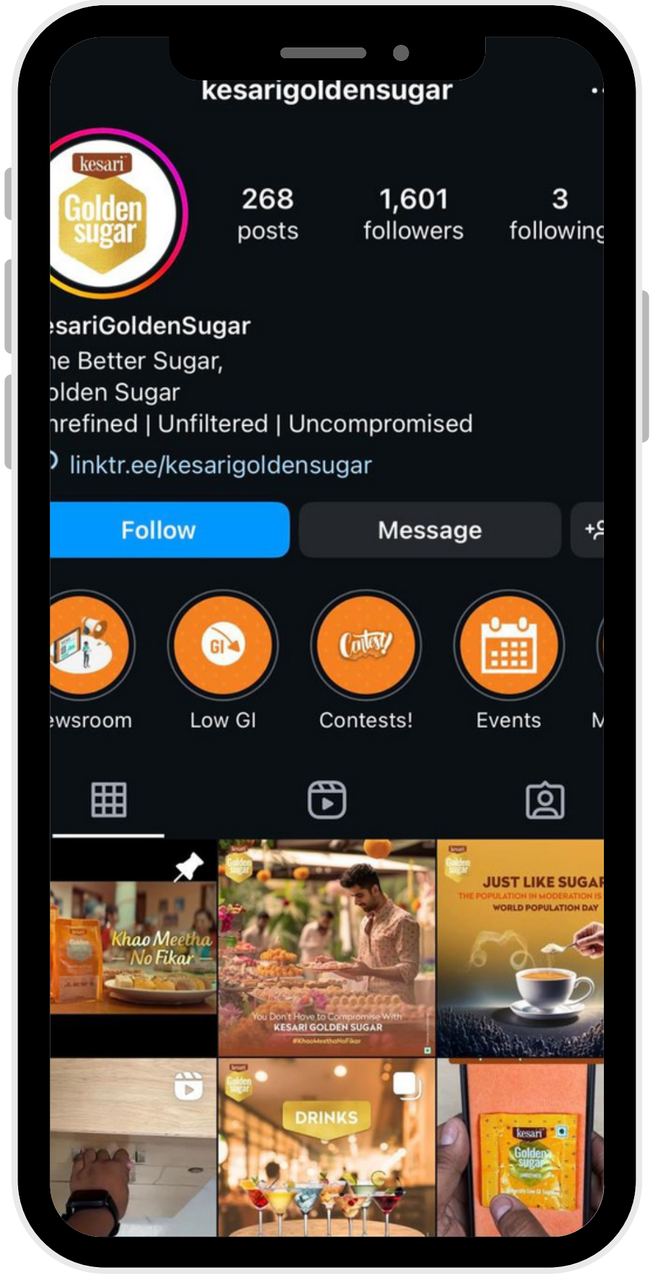
bonn
Katrina
can't resist the taste of
Bonn Bread
One bite & you'll love it too
PREMIUM
SANDWICH
BREAD
SAME GREAT TASTE AS Traditional
bonn
PRIME TIME
PREMIUM
SANDWICH
BREAD
Pack and Image are for Representation Purpose Only.

bonn
MULTI GRAIN
BREAD
bonn
MULTI GRAIN
BREAD
• High Fibre
• No Added Color
• 0% Trans Fat
MULTI GRAIN BREAD
bonn
Creme Bon
VANILLA CREME BUN
bonn
PREMIUM SUJI
RUSK
Light & Crunchy
bonn RUSK
Weekend Checklist
Bonn Multi Grain Bread for healthy eating
Bonn Premium Suji Rusk for the perfect Morning Tea Snack
Bonn Creme Bon for those midnight cravings
Pack and Image are for Representation Purpose Only.

Videos

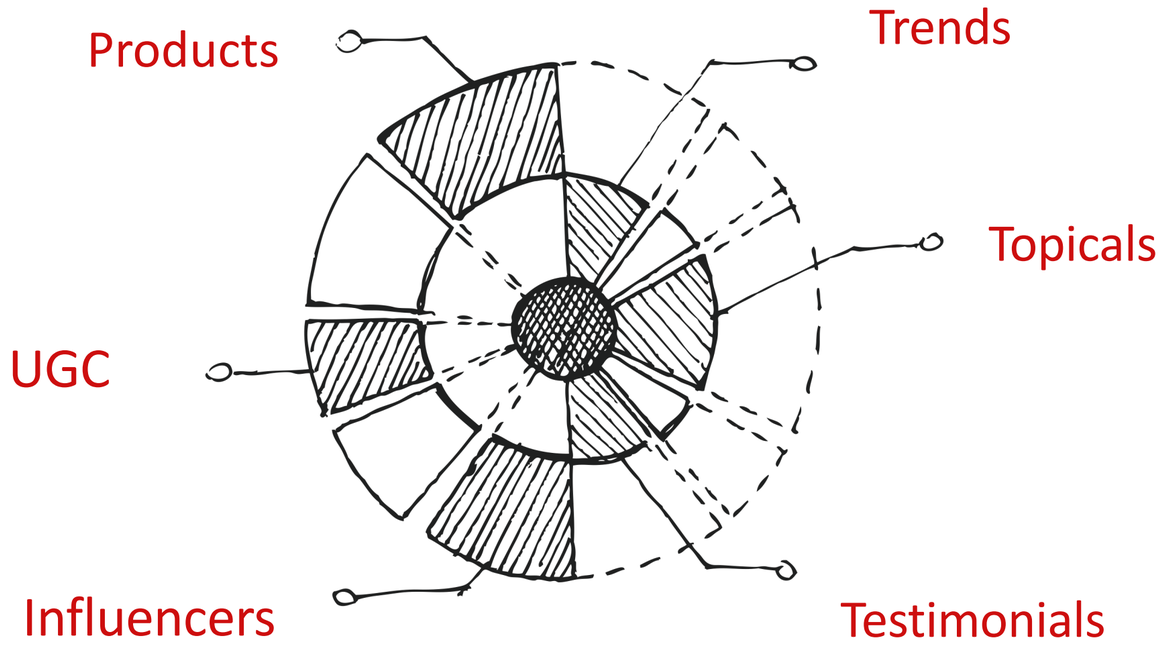
[Video- Product]

[Video- Product]



Kesari Golden Sugar

Kesari Golden Sugar is with us since an year. Below here are some **Content Buckets** we have in our strategy for this account.



TVC

TVC Video

Creatives

kesari
Golden sugar
Experience
THE SUGAR RUSH
HAPPY INTERNATIONAL TEA DAY
Creative Visualisation

kesari
Golden sugar
Dive into a World of
Wholesome Sweetness,
GUILT-FREE!
kesari
Golden sugar
Naturally Low GI Sugar
Creative Visualisation

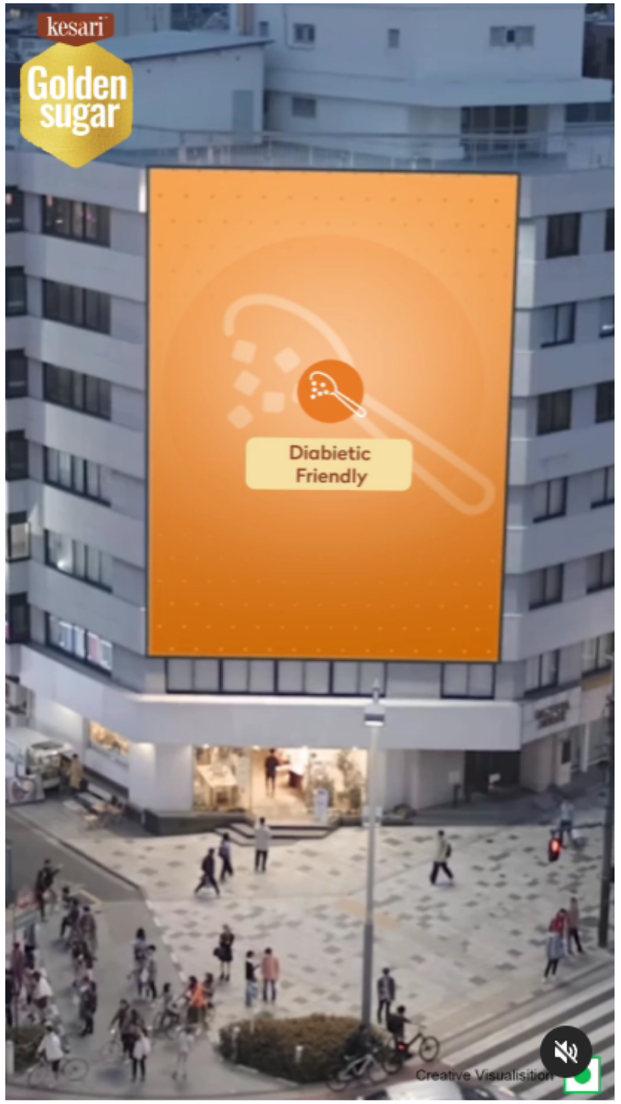
Creatives

kesari
Golden sugar
THE KING OF SWEETNESS!
kesari
Golden sugar
UNREFINED
Naturally Low GI Sugar
Creative Visualisation

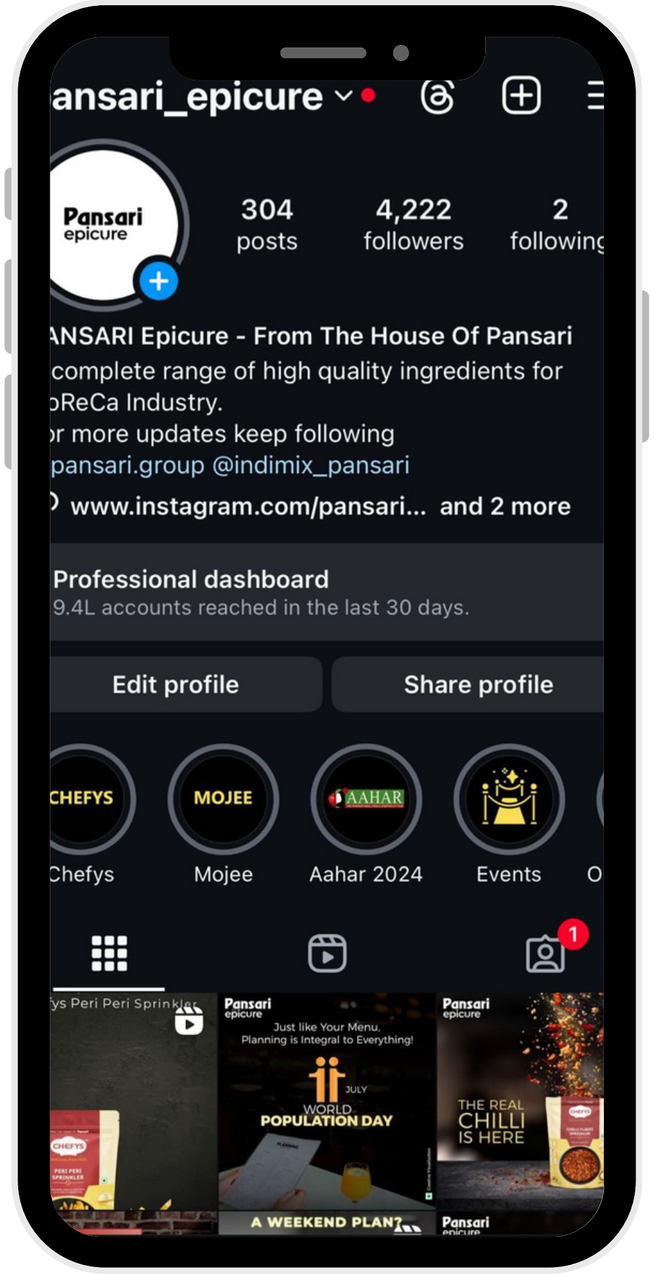
kesari
Golden sugar
Johnny Johnny,
"YES, PAPA"
Eating Sugar,
"YES, PAPA"
kesari
Golden sugar
UNREFINED
Naturally Low GI Sugar
A Time When Even Johnny Couldn't Say "No"
Creative Visualisation

Videos

Video- Product

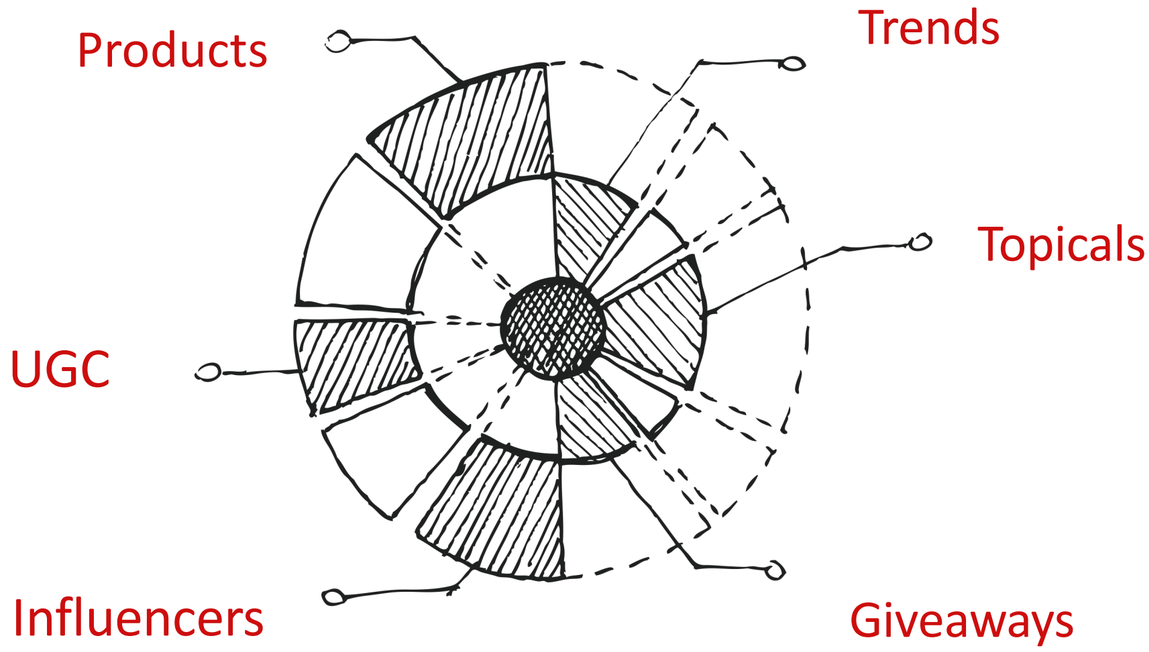


Video- CGI



Pansari Epicure

Pansari Epicure has been with us since 2 years. Below here are some **Content Buckets** we have in our strategy for this account.



Creatives

Pansari
epicure
COOL
DRINK
FOR HOT
DAYS
mójee
FROM THE HOUSE OF Pansari
mójee
GREEN APPLE
FRUIT SYRUP
Creative Visualisation

Pansari
epicure
Your Chef Will
Need More Time To
Collect Compliments
Our
ONION TOMATO
GRAVY MIX
Handles the Kitchen
Perfectly
CHEFYS
ONION TOMATO
GRAVY BASE
Versatile use
Creative Visualisation

Creatives

Pansari
epicure
YOUR CUSTOMERS WILL GO
Mmmm...
WITH EVERY SIP OF
MOJEE MOCKTAILS
mojee
mojee
Creative Visualisation

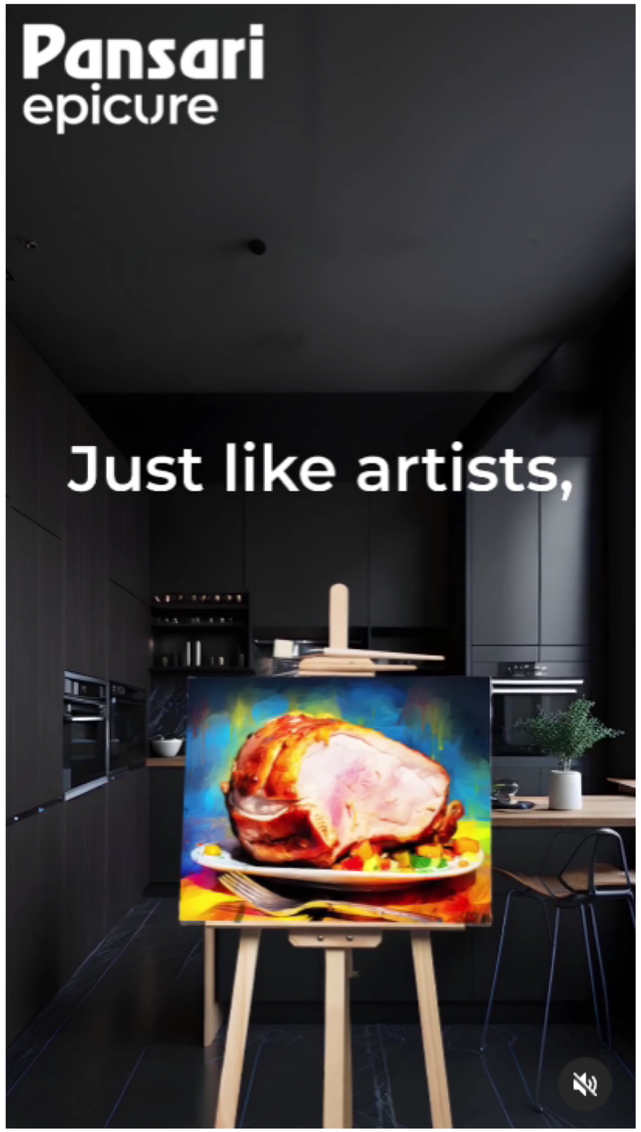
Pansari
epicure
THE REAL
CHILLI
IS HERE
FROM THE HOUSE OF Pansari
CHEFYS
With Love, From Chefs
CHILLI FLAKES
SPRINKLER
Versatile Application
500 g
INSTANT USE
Creative Visualisation

Videos

[Video- Product Shoot]

[Video- Product]

Videos



Video

Video

SOCIAPA
Your Social Buddy

The Results Speak for Themselves

Check Out Our Few Success Stories from FMCG Category

Thank You

SOCIAPA
Your Social Buddy