

# SUGARFREE IT ALL ABOUT INFLUENCING



## Communication Objective:

The "**SugarFree** " campaigns aimed to educate people and reposition Sugar Free as an essential ingredient for a healthier lifestyle. Given the need for an **educative approach**, it was essential to collaborate with fitness and health influencers—trusted voices in this space.



\*Product derived from natural source i.e Stevia plant leaves.

\*Refer pack for more details

Serving suggestion only.  
Creative visualization

Table Top Sweetener (11.6)  
(Proprietary Food).



## Situation Analysis

While SugarFree was widely recognized as a sugar substitute, its strong association with diabetes limited its appeal to a broader audience. With the sugar substitute market becoming increasingly competitive, the brand needed a breakthrough strategy to differentiate itself.



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## MEDIA SOLUTION



### **Breaking Barriers on Instagram**

A seven-part video series featuring Shahid Kapoor and Malaika Arora was launched on Instagram. The first videos established SugarFree as part of their fitness and diet routine, while the subsequent videos demonstrated how SugarFree seamlessly blends into traditional sweets, helping consumers control calorie intake

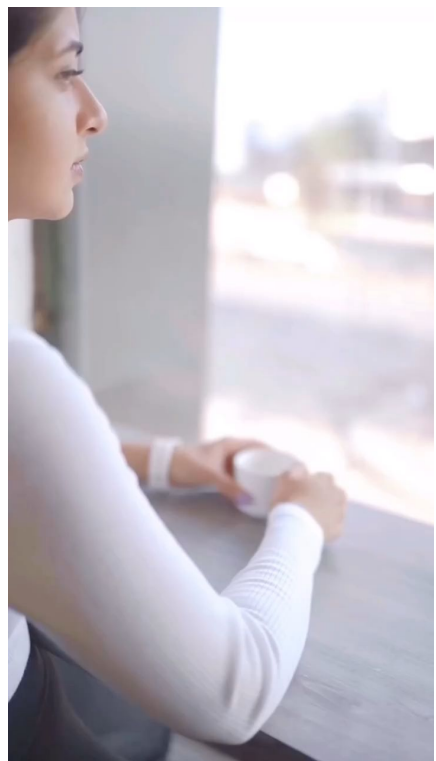
### **Demonstrating SugarFree's Versatility**

A series of high-quality recipe videos featuring Chef Sanjeev Kapoor showcased SugarFree's adaptability in creating healthy, delicious desserts. His culinary expertise and strong credibility helped build trust and inspired consumers to incorporate SugarFree into their daily cooking.

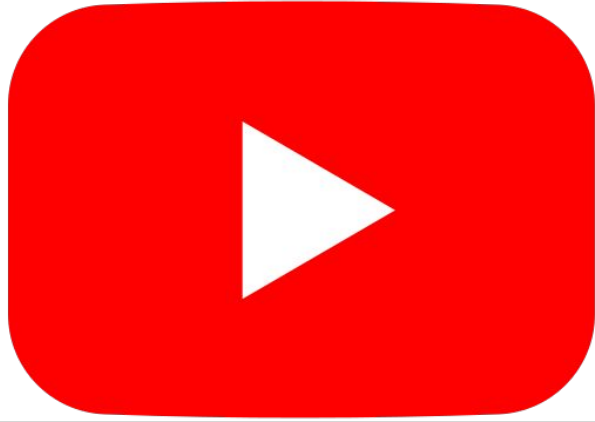




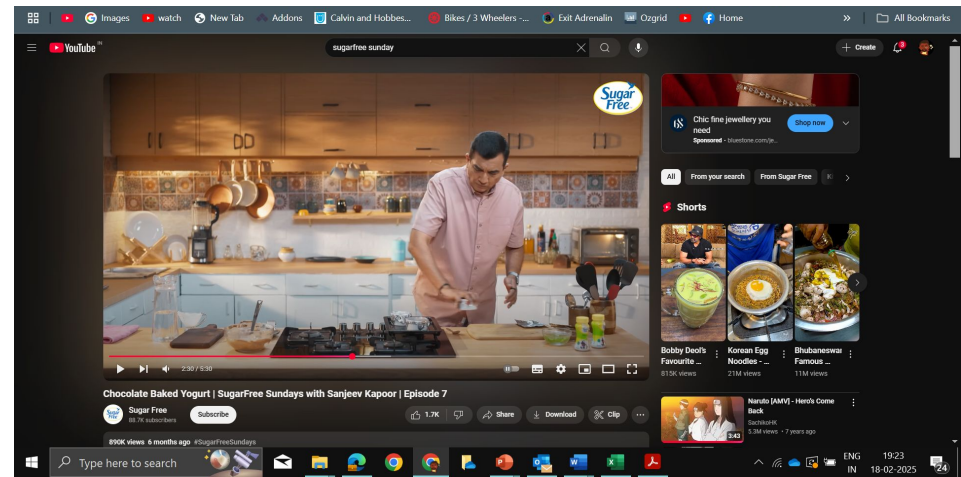
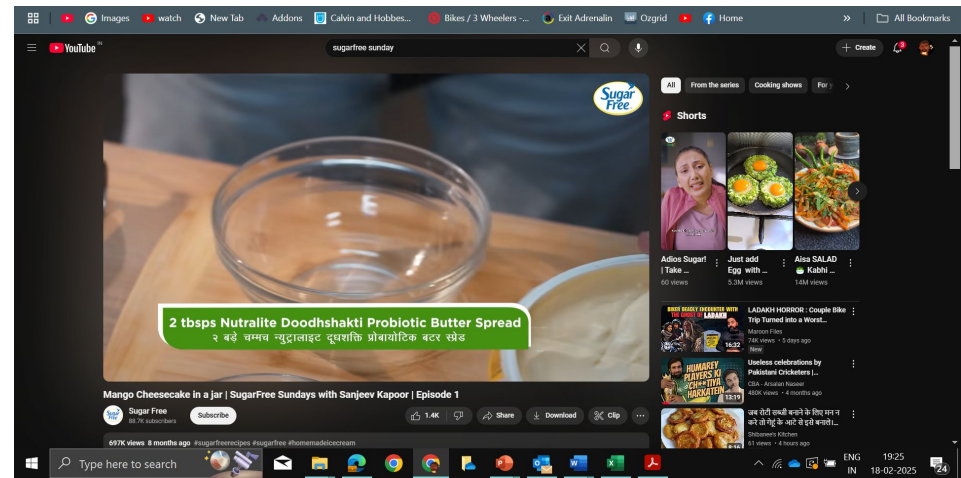
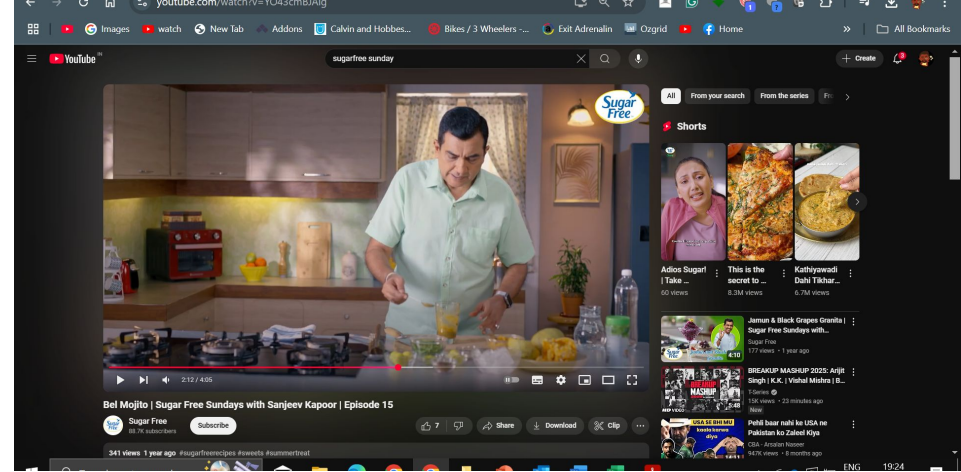
Malika Arora and Shahid Kapoor help to Demonstrate use of sugar free in Heath & Fitness regime



To amplify the impact of Shahid and Malaika's endorsements, we activated a network of **macro and micro-influencers** who showcased **varied and relatable ways** to use SugarFree in daily diets. Their content bridged the gap between aspirational fitness and practical everyday consumption



To educate consumers on incorporating **SugarFree** into everyday cooking, we partnered with **celebrity chef Sanjeev Kapoor**—one of India's most trusted culinary figures, with **2M+ Instagram followers** and **7.72M YouTube subscribers**. His content showcased **delicious, easy-to-make recipes**,





## RESULTS:

- Sugarfree as fitness brand witness growth of 600BPS from 38 to 45
- Average followers of Sugar Free Sundar has reach to 870K which has help us to engage with audience.
- Reaching 77Mn reach via Instagram , this help to maintained CPC of the campaign
- Growth in Sale in Metro by 21%



Serving suggestion only.  
Creative visualization

Table Top Sweetener - Proprietary Food  
(Proprietary)