



BERGNER® Berg Cast



First Indian cookware brand to launch an **educational podcast**.



The Challenge

- Consumers, especially in India, lack awareness of **cookware safety, material impact on food, and cooking methods**.
- **Non-coated aluminum cookware** has been a staple in Indian kitchens for generations, yet **its health risks** remain largely unknown.
- Consumers **prioritize cost over quality** when buying cookware, unaware of the **long-term health implications**.
- Most people focus on **what they eat** but **not how they plan their meals**.
- India lacks widespread **awareness** about how **cooking techniques** affect **overall nutrition and well-being**.

The BergCast Solution

- **A first-of-its-kind branded podcast** in the cookware space to build **awareness over sales**.
- Positioned **Bergner as an educator** rather than just a product seller.
- Conversations led by **credible voices** (celebrity chefs, nutritionists, health experts).

Objective

- **Shift the conversation** around cookware from product features to **health, nutrition, and safety**.
- **Create awareness** about **harmful non-coated aluminium cookware**
- Provide **Triply cookware** as a safer alternative and **encourage informed choices** in cookware selection.
- **Educate audiences** on how cookware affects nutrition and cooking methods.
- **Make nutrition & safe cooking mainstream** through engaging conversations.

Content Strategy & Execution

Format & Distribution

- **Long-form Video Podcast** on **YouTube**
- **30-40 sec clips** for **Instagram**, Facebook, Twitter to **boost engagement & reach**.

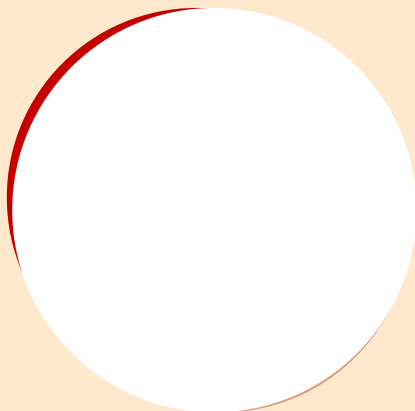
Why a Podcast?

- Unlike typical ad campaigns, **Bergcast prioritized long-form content** for **depth & credibility**.
- Encouraged **organic conversations** instead of scripted brand promotions.

Multichannel Promotion Strategy

- **YouTube** – Full episodes
- **Instagram, Facebook, Twitter** – **Cutdowns (30-40 sec clips)**
- **Collaboration posts** on Instagram with the guest speakers

Guest Speakers



Chef Vikas Khanna



Ryan Fernando



Pooja Makhija



Chef Koushik

Episode Breakdown - Expert led Conversations

Ep 1: Chef Vikas Khanna (*Brand Ambassador & Michelin-Star Chef*)

- **Spoke about:** His journey, passion for cooking, and **why safe cookware matters**.
- **Busted myths** about **aluminum cookware**, a staple in Indian households.
- **Educated audiences** on how **Triply cookware offers the benefits of aluminum** (heat conductivity) **without its risks** (leaching into food).

Ep 2: Chef Koushik (*The Mad Chef - Celebrity Chef from Tamil Nadu*)

- **Discussed cookware evolution** in traditional cooking.
- Explained **how the shape of cookware affects cooking results**.
- Shared insights on **South Indian food philosophy**, early dinner concepts, and the **flavor wheel**.

Episode Breakdown - Expert led Conversations

Ep 3: Ryan Fernando (*Celebrity Nutritionist*)

- **Broke down the science of eating & cookware safety.**
- Explained **how non-coated aluminum cookware can impact negatively.**
- Discussed **modern lifestyle changes**, independent living, and why **cooking is an essential survival skill.**
- Addressed **calorie intake, parental responsibility in child nutrition, and the role of cookware in maintaining food integrity.**

Ep 4: Pooja Makhija (*Renowned Health Coach & Nutritionist*)

- **Encouraged parents** to teach kids **positive food relationships** from an early age.
- Busted **cultural food myths** and addressed **gut health & cholesterol truths.**
- Highlighted **the unspoken impact of cookware on nutrition retention.**

Target Audience to Expand Reach Beyond Women

- **Young Millennials & Gen Z** → Setting up independent lives, choosing **quality** cookware.
- **Newly married couples** → Investing in the best cookware for a healthy home.
- **College students & first-time renters** → Learning to cook and making their **first** kitchen purchases.

Consumer Insight

Consumers are increasingly aware of food choices but overlook the role of cookware in nutrition and health.

- While people focus on **organic produce, balanced diets, and superfoods**, they **ignore the impact of unsafe cookware materials**.
- **Cookware plays a hidden but crucial role in preserving nutrition** and preventing harmful toxins from leaching into food.
- **Bergcast addressed this knowledge gap** by making cookware an integral part of the health and nutrition conversation.

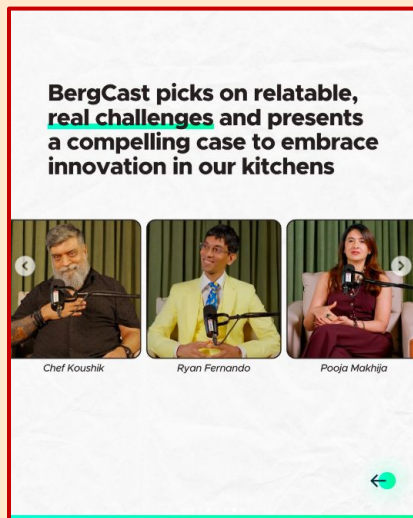
Impact

30M+ views across all social media platforms.

40M+ reach across YouTube, Instagram, and Twitter.

23% Instagram follower growth post-launch.

ROAS improved by 41%.



Campaign Links

YouTube:

<https://www.youtube.com/watch?v=8cWl3zAGsOE&t=634s>

<https://www.youtube.com/watch?v=zv-aEPfkt7w&t=1725s>

<https://www.youtube.com/watch?v=8lElAlAjeGg&t=1822s>

<https://www.youtube.com/watch?v=wJ6vn2dSi8M&t=18s>

Campaign Links

Instagram

<https://www.instagram.com/reel/DAYismoStxM/>

<https://www.instagram.com/reel/DAQsmslylJO/>

https://www.instagram.com/reel/DAV__mhltHU/

<https://www.instagram.com/reel/DDJ60JFyOP0/>

<https://www.instagram.com/reel/DDWxZarltgF/>

<https://www.instagram.com/reel/DDOlCQqSaaz/>

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<https://www.instagram.com/reel/DEuiEHVy3EB/>

<https://www.instagram.com/reel/DE4vF1IS-bn/>

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