adani wilmar
For a healthy growing nation

Fortune
edible oils and foods

Fortune Influencer Masterclass X Social Beat

Case Study

If It's Not on Digital, Did You Even Cook It?

Campaign Overview

The digital kitchen is busier than ever!

As India’s influencer industry sizzled with rapid growth, food content emerged as a key ingredient in the creator economy.

📌 India’s influencer industry grew by 322%, rising from 9.6 lakh influencers in 2020 to 40.6 lakh in 2024.
Source

📌 The food category saw a flavorful 46% rise, growing from 1.66 lakh to 2.42 lakh influencers by 2024.
Source

Fuelling Indian Kitchens, Empowering Digital Audience





As a brand deeply rooted in Indian kitchens, Fortune has always been more than just an FMCG giant—it has been a companion in countless homes, inspiring new recipes and food traditions.

Over the years, we've seen first-hand how passionate home cooks are about their craft.

But as social media exploded, we also noticed something else: while they bring the flavors, many struggle to bring the finesse of digital storytelling.

A Feast of Benefits for Every Food Lover Presenting...



fortune Influencer Masterclass

Blending Insights with Strategy

Before whisking up the campaign, we deep-dived into research to understand the gaps, opportunities, and needs of aspiring food creators.

Understanding the Audience	Bridging the Skill Gap	Building a Phased Learning Approach	Leveraging Fortune's Legacy
• Passionate cooks sharing online • Needed food styling, videography skills & platform strategies.	• Rising food content demand • Guidance for professional output	• Two-tier skill progression • Basics to advanced techniques	• Trusted Indian kitchen brand • Positioned Fortune as Mentors to next-gen influencers

Where Taste Meets Tech: A Win-Win Recipe

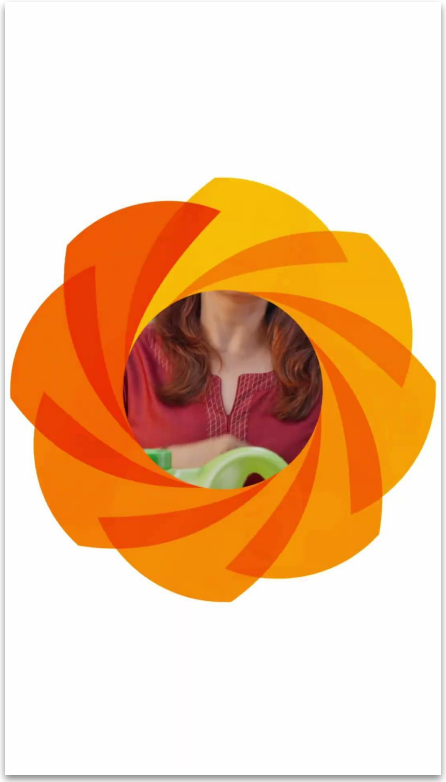
Free of cost
Completely free of charge—no barriers to entry

Bite-Sized Learning
10-minute online classes that fit into any busy schedule

Incentives
Up to a 2 lakh sponsorship deal with Fortune

Mentor Meet-up
An exclusive meet-up with industry leader Meghana

Headstarter
A social media starter kit to kick start their journey



Onboarding & Collaboration
Mixing in the Right Ingredients



Talent Curation

Handpicked industry experts and renowned food content creators to mentor participants.



Meghana Kamdar

A Forbes Top 100 Digital Star and Food Instagrammer Award winner inspires millions with her creative culinary journey on her channel - @meghnasfoodmagic, with 2.9M followers on Instagram and 1.3M on YouTube



Vinayak Grover

A self-taught food videographer, crafts cinematic food stories through @lostandhungry.studios, creating content for top chefs and mentoring aspiring photographers.



Nimisha Rao

A content creator by passion and Influencer Marketing Manager by Profession helps connect brands and influencers for impactful digital campaigns.

Meal Prep for the campaign!

Campaign Prep

Creative Production
Sizzling from Script to Screen



Module Development

Created two tiers of modules—basic for foundational skills and advanced for deeper engagement.



Content Creation

Developed engaging scripts, visually appealing graphics, and high-quality video content.



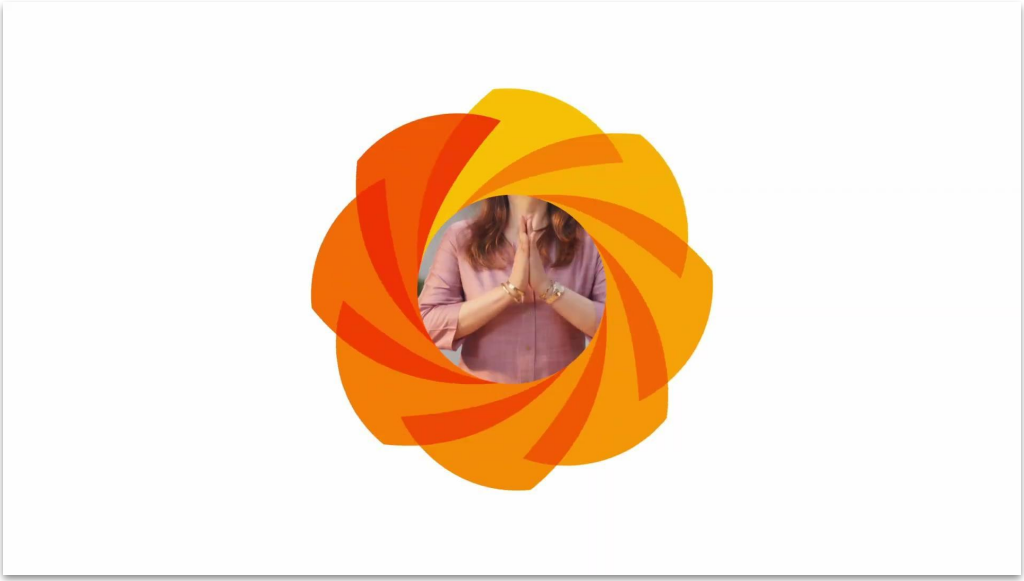
Production

Managed every step from shooting to post-production to ensure every frame resonated with quality and authenticity.

The Two-Course Meal!

Campaign Modules

Starter
The Basic Module



A self-paced introduction, perfect for beginners, covering:
✅ Food styling fundamentals
✅ Videography basics
✅ Social media essentials

🔪 Participants sharpened their skills through hands-on assignments, with top 250 earning a spot in the next phase!

- Free, 10-minute online classes available on-demand.
- Modules on food styling, videography, and social media basics.
- Hands-on assignments designed to ignite creativity.

The Main Course- Advanced Modules for the Top 250



With 5 power-packed modules:

🥘 Advanced Recipe Creation – Crafting unique & camera-ready dishes.
🍽️ Advanced Food Styling – Plating, props & visual storytelling.
🎥 Pro-Level Videography – Angles, lighting & seamless transitions.
📲 Platform Hacks – Optimizing content for social media growth.
💰 Monetization & Brand Collaborations – Turning passion into profit.

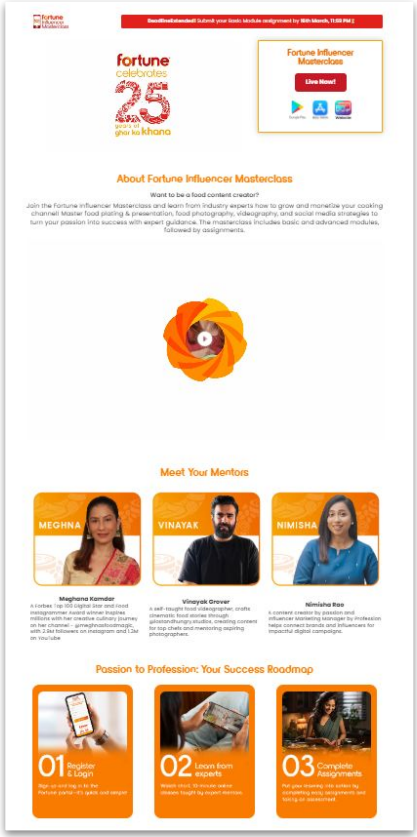
This structured journey ensured that only the most committed creators leveled up, refining their craft and becoming Fortune's next wave of digital food stars.

- Opportunities include up to a 2 lakh sponsorship deal with Fortune, a meet-up with Meghana, and a starter kit to launch their digital journey.

Serving it HOT!

Campaign Launch

Digital Rollout

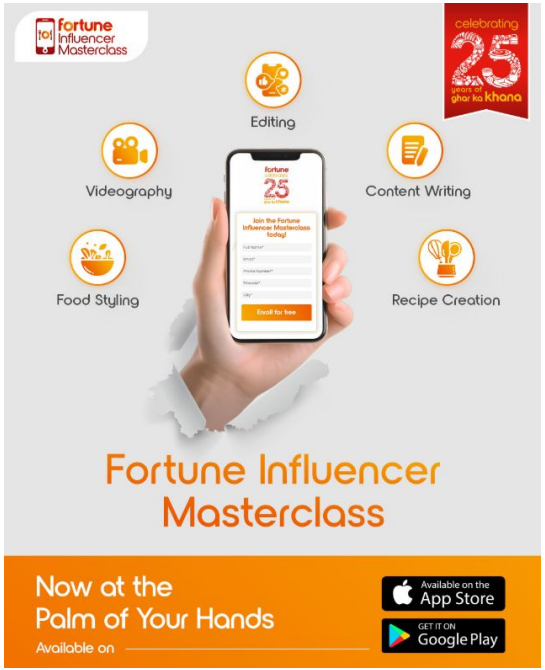


Launched the masterclass with an interactive landing page that was both intuitive and engaging.

Social Amplification & Community Building



We built an **engaged** community by simplifying registrations, resolving queries, and guiding users through each step with strategic content, interactive tasks, and ongoing conversations.



Streaming Success
Serving Fortune on the OTT Platter

To make a grand entrance, we launched the Fortune Influencer Masterclass on OTT with an engaging, high-impact video.





Strategic Placement: Integrated within premium OTT content to ensure high visibility among food lovers.

Engaging Video: A compelling narrative that highlighted the essence of the masterclass, inviting aspiring creators to learn, experiment, and grow.

Masterchef Celebrity 2025 Collaboration
A Dash of Star Power







Just like the perfect garnish completes a dish, Fortune's association with MasterChef India elevated the campaign's appeal.

Celebrity chefs gave a special shoutout to invite aspiring creators.
The partnership added credibility, aspiration, and reach to the initiative.

Our ORM Efforts
Stirring the Conversation





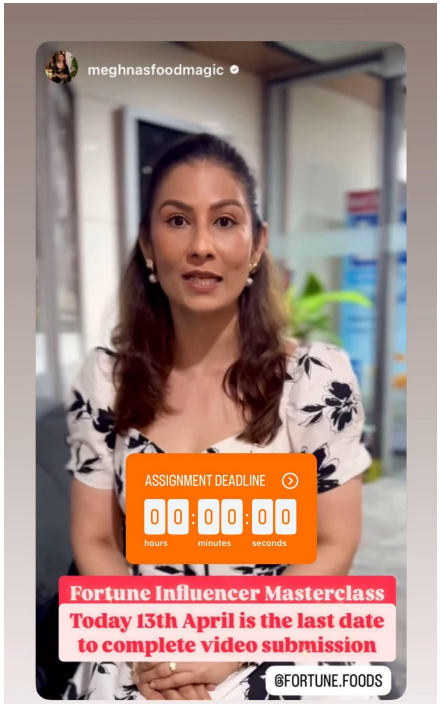
As the campaign gained momentum, we saw an overwhelming response in the form of comments, DMs, and queries across platforms.

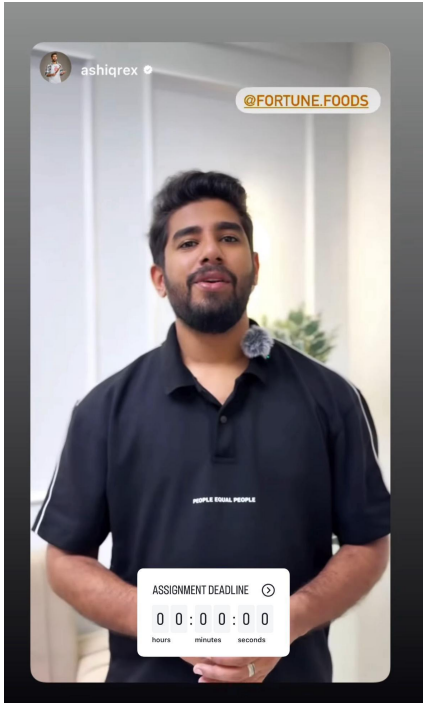
From troubleshooting login issues to guiding participants on video submissions, our ORM team worked round the clock to ensure a smooth learning experience.

1000+ of Comments
450 of DMs
359 Email Queries
299 Entries

Leveraging Expert Voices to Drive Engagement and Deadline Awareness

We strategically engaged creators featured in the lessons, along with the panel judges, to generate buzz around the masterclass and drive urgency around the assignment deadline.







Assignment Submissions
From Passion to Participation

With hundreds of submissions, selecting the top 250 required a keen eye and deep expertise in food content creation.











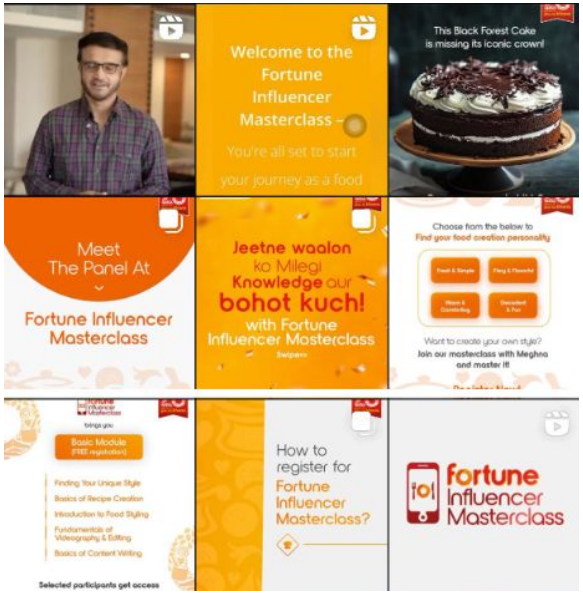
Meet the Experts – Our panel of industry professionals evaluated each entry based on creativity, technical execution, and storytelling.

Spreading the Flavours!

Media Planning & Amplification

Integrated Channels

We ignited organic buzz through engaging social media campaigns, precisely targeted our audience with performance marketing, and ensured a seamless web experience, making access and registration effortless.



Organic Posts for Registration

Platforms Leveraged

- **Youtube** — Awareness (VVC campaigns)
- **Sony Liv** — Masterchef show Sponsorship
- **Meta** — Remarketing & Conversions
- **Google Ads** — Pmax & Demand Gen

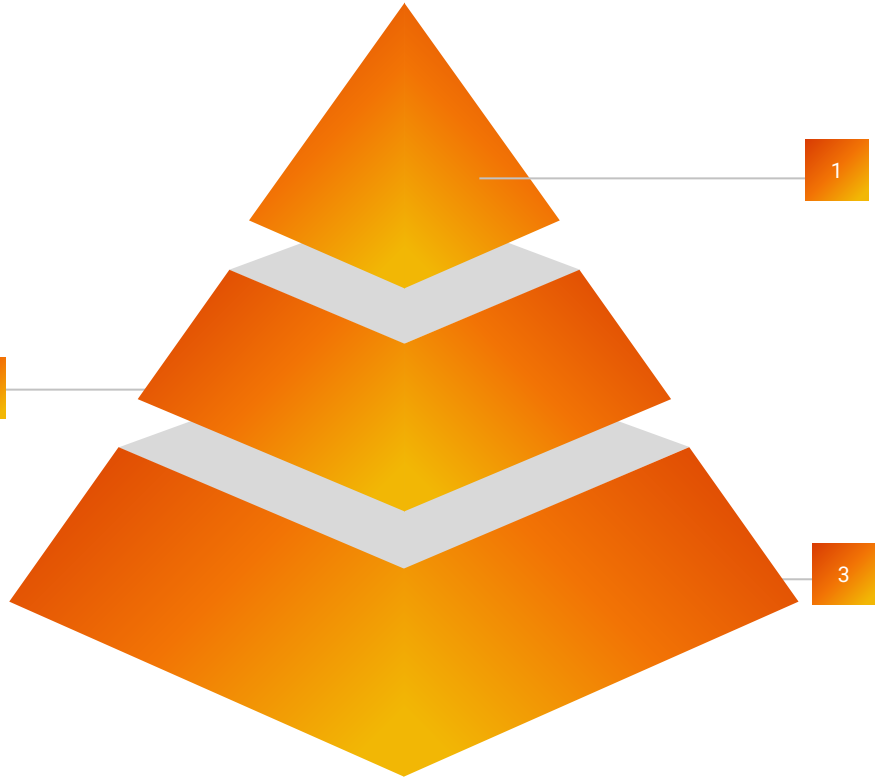
Media Strategy

Stage 1

To keep the intrigue alive, we leveraged VVC campaigns, Pmax, Demand Gen, and Meta with the goal of making the masterclass visible everywhere. While one campaign focused on awareness, the others aimed at boosting visibility and driving conversions

Stage 2

After successfully generating buzz and raising awareness for the masterclass, we shifted focus to drive more conversions by retargeting the audience to encourage signups. We leveraged Meta, Pmax, and Demand Gen campaigns to achieve this



Stage 3

At this stage, we focused on encouraging users to complete the courses. We customized the communication to highlight the benefits of course completion and redirected them to the course commencement page to drive action.

Registration Media Amplification Strategy



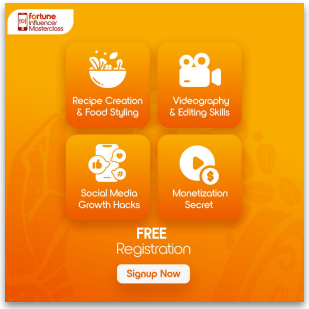












Overall Snapshot

Registrations

Planned	Achieved
7K	50K

Budget

Planned	Achieved
3.3M	3.3M

Objective: To maximise registrations for Fortune Influencer Masterclass

Duration: 12th February- 28th February

Location: Mumbai, Delhi, Bangalore, Hyderabad, Chennai, Kolkata, Ahmedabad, Pune, Surat, Jaipur, Lucknow, Kanpur, Nagpur, Indore, Patna , Pan India (Excluding top 15 cities)

Platforms: Meta, Youtube, PMax, Demand Gen

Execution: Launched the Fortune Influencer Masterclass registrations campaigns across platforms with promo assets featuring Meghna, Vinayak and 3 masterchef participants along with a mix of static and carousel assets. Clicks across platforms were driven to the registrations LP.

The Sweet Taste of Success

Results & Impact

A Full Plate of Results

A well-crafted campaign, much like a perfect dish, is all about the right ingredients—and the Fortune Influencer Masterclass served up exceptional results across every phase!

The Big Picture

👀 Total Reach Generated: 16.8 Million+
🎥 Video Views Across Platforms: 17.3 Million+
FIM Registrations: 50,000+ registrations
📢 Social Media Engagements: 300K
📰 Media Coverages & Celebrity Shoutouts: 7+

Phase-Wise Performance

FIM Registrations: ~50,000 registrations
Basic Module Completion: 3,000+
Advanced Module: 250 shortlisted
Final Meet & Greet: Top 25 attendees

A Full Plate of Results

A well-crafted campaign, much like a perfect dish, is all about the right ingredients—and the Fortune Influencer Masterclass served up exceptional results across every phase!

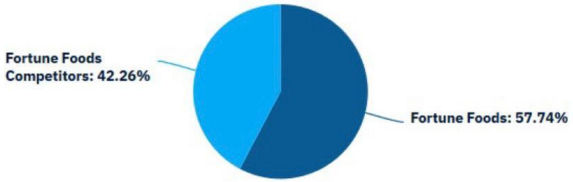
Digital Ads Performance

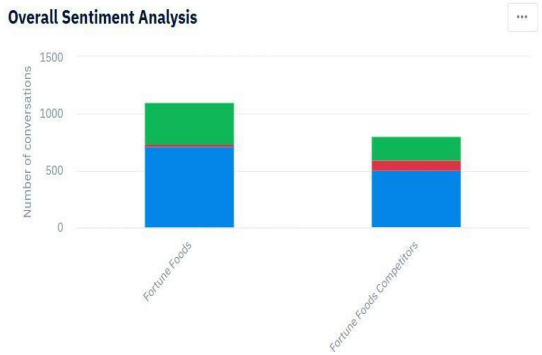
🎯 CTR (Click-Through Rate): 1.09%
💰 CPL (Cost Per Lead): ₹ 40(industry avg: ₹)
👆 VTR on Ads: 55%
🚀 Best Performing Ad Format: Video [Carousel/Video/Static]

Social Media Impact

📈 Hashtag Mentions: 5,000+
📝 UGC (User-Generated Content): 1,000+ submissions
🎤 Influencer Collaborations: 7+ posts & Stories, reaching 3.6M+

Fortune Leads in Sentiment & Share of Voice

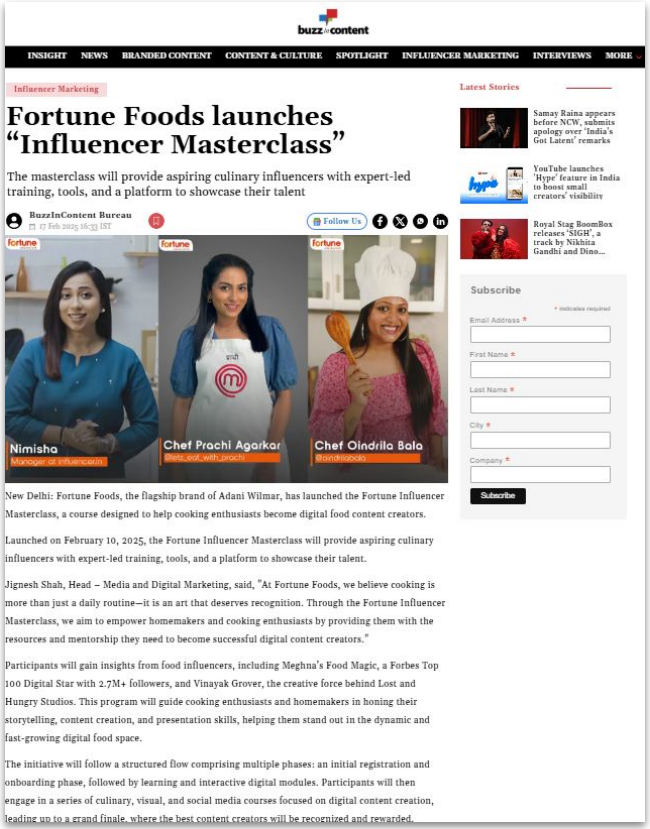




Sentiment Score: During the Masterclass campaign, Fortune Foods recorded a notable uplift in positive sentiment, surpassing competitor benchmarks and reflecting stronger brand affinity.

Share of Voice: Fortune Foods achieved a higher share of voice across digital platforms during the campaign period, outperforming key competitors in conversations and brand mentions.

Serving Up Headlines
Media Coverages



buzz content

INSIGHT NEWS BRANDED CONTENT CONTENT & CULTURE SPOTLIGHT INFLUENCER MARKETING INTERVIEWS MORE

Influencer Marketing

Fortune Foods launches "Influencer Masterclass"

The masterclass will provide aspiring culinary influencers with expert-led training, tools, and a platform to showcase their talent

BuzzInContent Bureau

17 Feb 2025 16:33 IST

Follow Us

New Delhi: Fortune Foods, the flagship brand of Adani Wilmar, has launched the Fortune Influencer Masterclass, a course designed to help cooking enthusiasts become digital food content creators.

Launched on February 10, 2025, the Fortune Influencer Masterclass will provide aspiring culinary influencers with expert-led training, tools, and a platform to showcase their talent.

Jignesh Shah, Head – Media and Digital Marketing, said, "At Fortune Foods, we believe cooking is more than just a daily routine—it is an art that deserves recognition. Through the Fortune Influencer Masterclass, we aim to empower homemakers and cooking enthusiasts by providing them with the resources and mentorship they need to become successful digital content creators."

Participants will gain insights from food influencers, including Meghna's Food Magic, a Forbes Top 100 Digital Star with 2.7M+ followers, and Vinayak Grover, the creative force behind Lost and Hungry Studios. This program will guide cooking enthusiasts and homemakers in honing their storytelling, content creation, and presentation skills, helping them stand out in the dynamic and fast-growing digital food space.

The initiative will follow a structured flow comprising multiple phases: an initial registration and onboarding phase, followed by learning and interactive digital modules. Participants will then engage in a series of culinary, visual, and social media courses focused on digital content creation, leading up to a grand finale, where the best content creators will be recognized and rewarded.

Latest Stories

Samay Raina appears before NCW, submits apology over 'India's Got Latent' remarks

YouTube launches 'Hype' feature in India to boost small creators' visibility

Royal Stag BoomBox releases 'SIGH', a track by Nikhita Gandhi and Dino...

Subscribe

* indicates required

Email Address *

First Name *

Last Name *

City *

Company *

Subscribe

The Fortune Influencer Masterclass became the talk of the town, gaining massive media traction across food, lifestyle, and creator communities.

A Meet & Greet to Savor The Grand Finale!





After completing their learning feast, the top creators were invited for an exclusive meet & greet with Meghna, one of India's leading food content creators.

A celebratory gathering filled with-

- Inspiring conversations about their digital journey.
- Recognition & rewards for their dedication.
- A shared moment of mentorship with like-minded creators.

Bon Appétit