

BANAO
KUCHH
HATKE

FORTUNE SOYA CHUNKS
Banao Kuchh Hatke

www.fortunefoods.com

fortune
soya badi

Insights

Despite being a nutritious and affordable source of protein, soya chunks **remain underutilized in Indian kitchens**. Traditionally perceived as a niche ingredient, soya chunks are often relegated to specific vegetarian dishes, such as curries or biryanis. Many users view it as **an occasional substitute** for paneer or meat, rather than a versatile, everyday ingredient.

This limited use is largely driven by the misconception that **soya chunks lack culinary flexibility**. Consumers are often unaware of the potential to incorporate soya chunks into a variety of recipes—from snacks and salads to fusion dishes and regional specialties.

Additionally, soya chunks are sometimes **associated with blandness**, which discourages experimentation among home cooks.



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360 degree campaign
Banao Kuchh Hatke with Soya Badi

Banao Kuch Hatke with Soya Badi

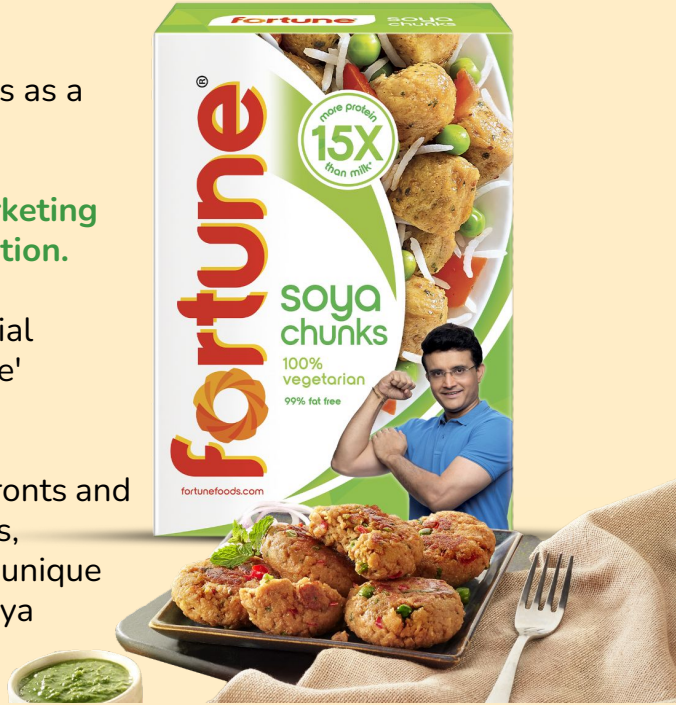
Recognizing the limited perception of soya chunks as a niche ingredient, we launched the **'Banao Kuchh Hatke'** campaign. The campaign aimed to break the stereotype that soya chunks are only suitable for a few traditional dishes and instead showcase their versatility across multiple cuisines and meal types.

- We sought to educate consumers and inspire them to create delicious, protein-rich recipes beyond the usual by positioning Fortune Soya Chunks as a fun, exciting, and everyday cooking essential.

- To bring this message to life, we deployed a **360-degree integrated marketing approach**, ensuring **widespread awareness, engagement, and participation.**

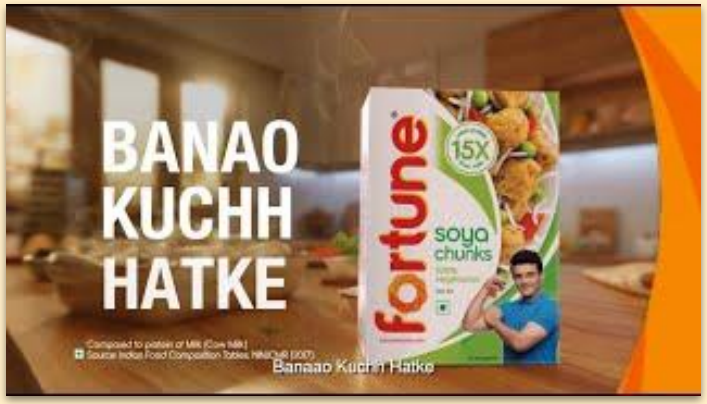
- Our **brand films** aired on TV and Cinema, while digital activations on social platforms, featuring **collaborations with food creators**, showcased 'hatke' recipes and drove engagement through a **social media contest.**

- **Offline visibility** was boosted with strategically placed posters in shop fronts and metros, while a dedicated microsite served as a hub for innovative recipes, accessible via QR codes on product packs. The campaign also featured a unique **YouTube recipe hijack**, encouraging users to experiment with Fortune Soya Chunks in their daily meals.



Brand Film : Banao Kuchh Hatke





We created an advertisement to showcase the versatility of Fortune Soya Chunks by presenting ‘hatke’ recipes that break away from the norm. Narrated by Jaaved Jaaferi in Hindi and Sourav Ganguly for the Bengali film.

The film follows the narrator humorously guessing the dish being prepared. While he may get his guesses wrong, the audience is left with one certainty: ***Fortune Soya Chunks promises delightful surprises.***

The advertisement was aired across Hindi GECs, regional channels (West Bengal, Odisha), and movie channels, strategically targeting home cooks and moms. To further extend reach in high-footfall locations, cinema ads were launched in NCR, Mumbai, UP, and Bihar. Additionally, the TVC was promoted on YouTube, ensuring wider digital amplification and sustained visibility.

Outdoor Campaign











We created posters and strategically placed in **Shop fronts, MFS Stores and Metros with QR codes** to create buzz!

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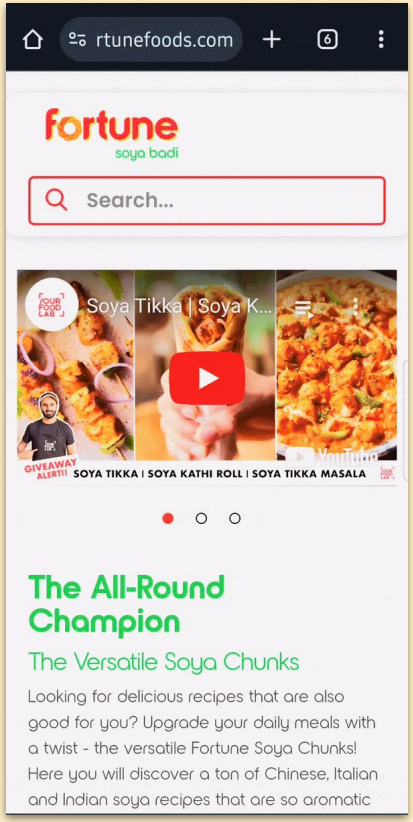
Microsite



We built a dedicated microsite with an array of unique recipes ranging from Indian, Mexican, Chinese to Italian and American cuisines to establish the **diversity of Fortune Soya Chunks**.

The users can filter out the dishes basis the meal type to cooking time at hand! Each recipe hosts a elaborate step by step video along with ingredients list and a link to purchase the soya chunks product!

Integrated QR codes to the microsite on product packs, enabling a frictionless journey from product discovery to real-life application.

Result

Over 1.4 Lakh + unique users have used the microsite to try soya chunks recipes!



Digital Activation through Top Food Influencers



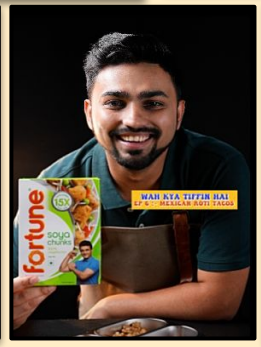
















We had collaborated with **11 Food creators** across target markets to amplify the brand film communication add their hatke twist to the Soya Chunk dishes!
We garnered over **14.3M views**!

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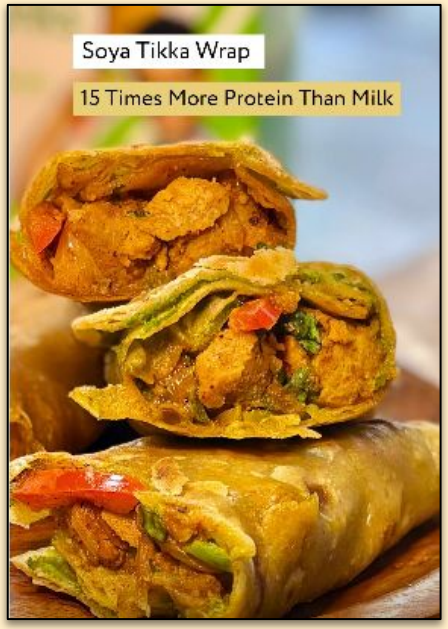
Engaging Food Enthusiasts with Zayka Ka Tadka









Collaborated with a growing community of moms and homemakers to **inspire creativity in kitchens**, garnering **5.5M+ views** through engaging content!

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Contest Extension with truly Hatke entries!





We received **150+ Hatke entries** that ranged from Soya Lollipop, Soya Chunks Basundi to Soya Pani Puri!

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Recipe Hijack Campaign on Youtube











We ran targeted **pre-roll bumper ads** to nudge viewers to **try soya variants** of the dishes and driving them to the microsite for more details!

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Overall Outcome

33+ Million **(Impressions)**

14.5+ Million **(Views)**

11+ Million **(Reach)**

160 Thousand+ **(clicks)**

Microsite Highlights

1.4 L+

unique visitors, reflecting widespread interest and engagement.

29%

Bounce Rate on every microsite indicating the accuracy of audience targeting and their engagement with the content.

2.8 mins

Average session duration, indicating user interest in exploring recipes and content.

Overall Outcome

Growth in Sales

The campaign drove a 23% revenue increase in June-August 2024 vs. the same period in 2023 and a 34% rise compared to March-May 2024

Growth in Volume sold

Delivered a 30% increase in packets sold in June-August 2024 vs. the same period in 2023 and a 34% rise compared to March-May 2024

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Thank you!

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