



SUCCESS STORY-BRANDING

ABOUT PAPPAROTI:

Papparoti first brought its unique and delicious snack concept to Malaysia in 2003. The brand's success was sealed thanks to the authentic and memorable taste of the coffee-coated buns accompanied with delicious beverages. Currently, there are over 400 PappaRoti cafes and kiosks across the globe and is now baked from some of the major cities in India including Mumbai, Hyderabad and Chennai.

Campaign Duration:
2 Months

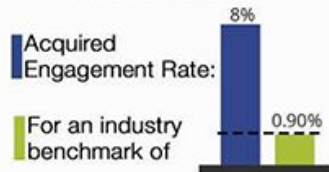
Facebook:

Total Reach
3,08,199



Organic	Paid
35,305	2,72,894

Reach



Instagram:

86,205
Impressions



62,731
Acquired Reach



248
Profile visits



CHALLENGES:

- To create a buzz about the opening of the first Papparoti store in Mumbai by engaging the social media audience.

CAMPAIGN CONCEPT:

- The campaign #BunRise was aimed at introducing the world's most favourite bun in Mumbai, a city famous for its sunrises. The campaign used catchy bun puns and puzzles to increase engagement. UGC content, especially updates from celebrities were showcased to create a buzz about the launch.



HOW SOCIAL DNA ADDRESSED THE NEED?

To Maximise The Social Media Reach:

- By fun and engaging content for the campaign “**Bun Rise**”, that included bun related puns, animated videos, engaging quizzes and trivia to announce the opening of Papparoti Mumbai outlet
- Shared the Instagram stories published by the celebrities about the launch of the outlet
- Shared the UGC content posted by Instagram audience regarding the launch
- Targeted media buy ads on Facebook to increase reach among the target audience



CELEBRITY MENTIONS:



1000



1000

BEST PERFORMING CREATIVES:



256



592