





foodz genie

Kya khaoge mere aaka...

CASE STUDY

Industry: Online food Ordering • **Organization:** Foodzgenie • **Period:** October 2014 – February 2015 • **Job:** Branding and Rollout

ABSTRACT

Foodzgenie is a web based food ordering portal and is soon to be launched in Ahmedabad city and would specialize in making online food ordering easy and quick for the residents of the city, specially focusing on getting great combos from various restaurants and fast food chains.

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JOB DETAILS

We handled the brand creation, strategizing and all the online campaigning for them.

CLIENT EXPECTATIONS

Foodzgenie was about to launch in a highly competitive and saturated market. There were some really popular and established players in the online food ordering industry and the approach was to differentiate them on some specific basis which is not yet available through the already existing players. The USP was to have "combos" from different restaurants and fast food stalls to make it easier for the customer to order food of their choice without worrying about the restaurants.

OUR APPROACH

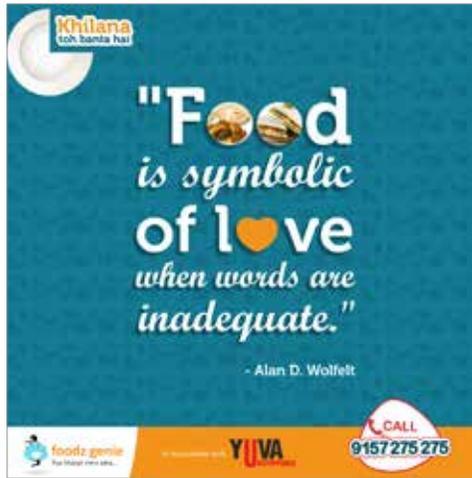
RESEARCH & OBSERVATIONS

We firmly believe in understanding the business of our clients in as much detail as possible before we take up a task and associate with them. After a due diligence of the market and existing players, we conducted our research whose findings were our 1st step to the plan of action.

We found that the focus should be initially on the Ahmedabad city and the campaign should include creating awareness for the brand because it was a completely unknown name in this over saturated market of online food ordering market. We saw great potential in social media channels and online ad platforms and made a plan accordingly.

THE PLAN

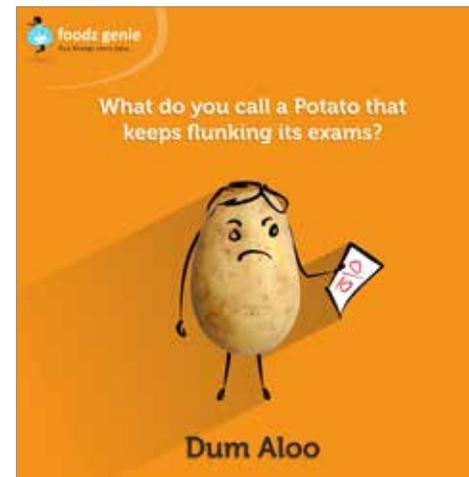
The plan was to create online presence for the client with relevant strategies to have offline efforts complementing them and promote them heavily in building up the hype before the initial launch of the website. This included paid and organic promotions on all social media channels which drive engagement and a special mascot of a "Genie". We used Facebook and Twitter heavily as well as ads on Facebook and Google platforms and even made sure cash on delivery is an option for payment for the food orders.



OUR DELIVERABLES

As a creative agency and looking at the industry, we knew the target audience can be tapped with online marketing much more effectively but we didn't want the traditional offline channels to be completely ignored and as such the promotional efforts involved a healthy mix of both of them. We asked our client to tie up with existing restaurants in the city to offer discounts and to promote themselves with other activities like charity for hungry children with support from local NGOs for this cause.

A local NGO known as Yuva Unstoppable took up the responsibility to distribute the food packets that customers could order for the hungry children through the online platform. The combos were designed to be such that customers could order half food for themselves while the other half could be donated to these underprivileged children. The online order also had the option to just pay for food for these children with a special package going to these children from Foodzgenie on behalf of the customer and Foodzgenie replicated this gesture by sending a small package to the customer on their own. These campaigns ran for Children's day and X'mas. Also, a drive to donate clothes for these children was carried out by providing collection boxes at certain locations in the city of Ahmedabad.





foodz genie
Kya khaoge mere saath...

&

YUVA
UNSTOPPABLE

Present



Khilana
toh banta hai



Photo Courtesy: Saakshy & Ramchandani

from
26th 2014 Dec to 10th Jan 2015

You can make someone smile
in just two simple steps

- 1) Call 9157 275 275 and order the combo (A+B+C+D).
- 2) Now you can select any number of items (Out of A, B, C & D) from the combo to share with a hungry kid & the rest will be delivered to you. Or have the entire combo delivered to yourself.



A
Chole Kulcha
from
Stuffs



B
Rajma Chawal
from
Dilliwale



C
Panini Sandwich
& Ice Tea
from
Kafe's



D
Chocolate
Cup Cake
from
Cake My Day



All proceeds from the initiative will be distributed among the needy kids, with the assistance of Yuva Unstoppable, on 11th January 2015. You too can do your little bit in making the world a happier place.

The "Khilana Toh Banta Hai Combo"

₹ 330 (COD)

Order between 11 am to 11 pm

Oh! and by the way, you can open the floodgates of your generous heart and give away the entire combo.

In association with



Visit Our Website For More Information
www.foodzgenie.com

f/foodzgenie

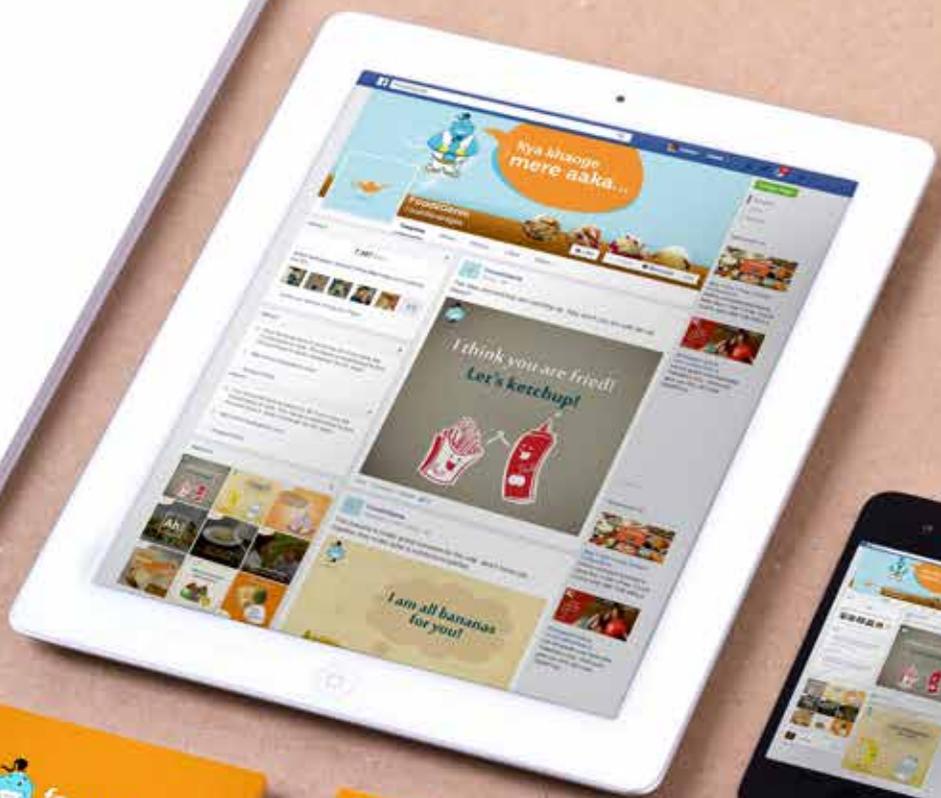
CALL
9157 275 275





CHALLENGES

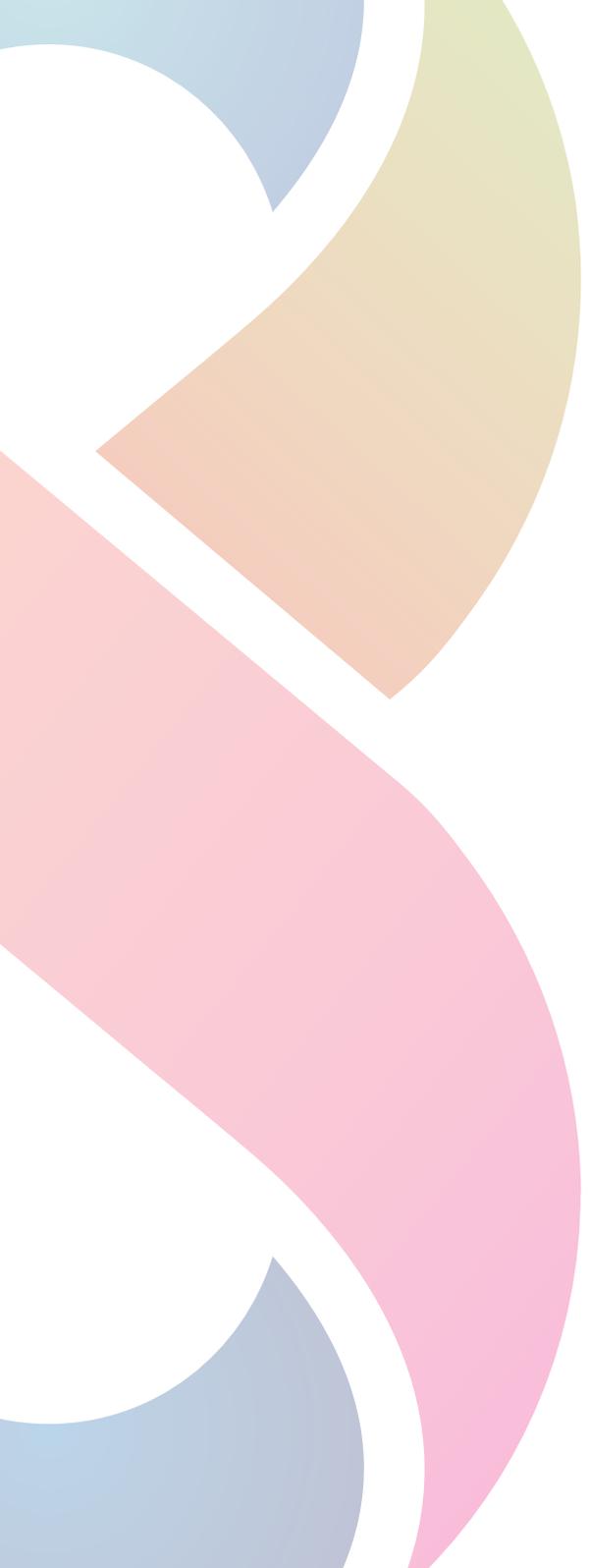
The challenge was that the company was unheard of and was entering a highly competitive and saturated market. It had to compete with bigger companies with deep pockets and the goodwill of being operational in many cities nationwide or even worldwide. The competition was fierce and huge. The creation of brand awareness through campaigns which would create an everlasting image in the mind of the customers and also would be innovative was a challenge successfully met in this campaign.





CONCLUSION

Foodzgenie was able to differentiate itself and stand out from the crowd of online food ordering websites and providers. It successfully managed to do so by the creative ideas we implemented for them.



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