



A Recipe For Success

The Indian beverage company used Instagram to show people new ways to try its products, leading to significant increases in both ad recall and campaign awareness.



lift in ad recall



lift in campaign awareness

STORY

Delicious drinks

Owned by Indian startup Hector Beverages, Paper Boat makes a range of distinct drinks, inspired by 100 years of tradition and featuring authentic Indian flavors. Its unique offering has allowed it to carve a niche in the Indian beverage industry.

GOAL

The mocktail mixer

Paper Boat wanted to drive brand awareness (using website clicks) by positioning its drinks as perfect mocktail mixers for men and women aged 25 to 35.

“

We have been delighted with the results achieved from this campaign, which show the power of the Instagram to connect with consumers. We look forward to building our relationship with Instagram and the success of future campaigns.

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Parvesh Debuka
Head of Marketing
Paper Boat

SOLUTION

Sipping to success

Paper Boat's creative strategy was designed specifically for Instagram, leveraging the natural instinct of its audience to use the platform for inspiration.

Based on the insight that its drinks were already popular mocktail mixers among consumers, it created a series of recipes using its range of beverages.

The ingredients were aesthetically shot and featured nostalgic Indian symbols to inspire its audience. In just six weeks, Paper Boat achieved an 18-point lift in ad recall and 15-point lift in brand awareness.