

Goal

Promoting Indian Tea - its benefits, types & varieties across multiple platforms.



Strategy:



Initiated an aggressive campaign across Facebook, Google Ad- words, Twitter, Instagram & Youtube to reach out to the mass tea enthusiasts across India.



#MyChaiwala trended on Twitter, Twitter account verified to make sure followers are following the authentic & official handle for Tea Board



35Mn
Reach



140%
Achievement



Trending on
Twitter