

## Case Study:

# Research-Driven Promotional Event Garner 125% Turnout Rate for a Premium Global Health Food Firm

### Business Challenge

A premium global health food firm based in Israel wanted to improve the sale of their luxury dates. However, it had little insight into the buying habits and lifestyles of their customers and, consequently, lacked personalized communication that could appeal to them. It knew that promoting their products with a limited understanding of its customers just wouldn't cut it. It was in search of a market insight and marketing communication partner in India to promote its product effectively.

### Solution

Netscribes delivered a 113-page report after conducting primary research across various cities in India. Based on the insights, the marketing team came up with the strategy of placing a seal of authentication 'King of Dates' across exporter packages to make the product look more aspirational. Using the research insights, Netscribes also created personalized marketing collaterals at PoS and across print and online media channels to attract potential customers to invest in the product for health, luxury and gifting alternatives.

A trade event was hosted in Mumbai which saw the seal of authentication and subsequent season-specific campaigns being unveiled in the presence of the Ambassador of Israel to relevant Indian trade members. The event was followed by media interactions as part of the overall marketing and PR activity.

### Result

The entire marketing support activity was a great success with the client witnessing a 125% turn out at the trade event and PR coverage across a variety of online and print publications.

Gain actionable insights based on a 360° view of the market and consumer

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