

# CASE STUDY

INLIFE<sup>®</sup>  
GROUP, SINCE 1973





## CAMPAIGN OBJECTIVE



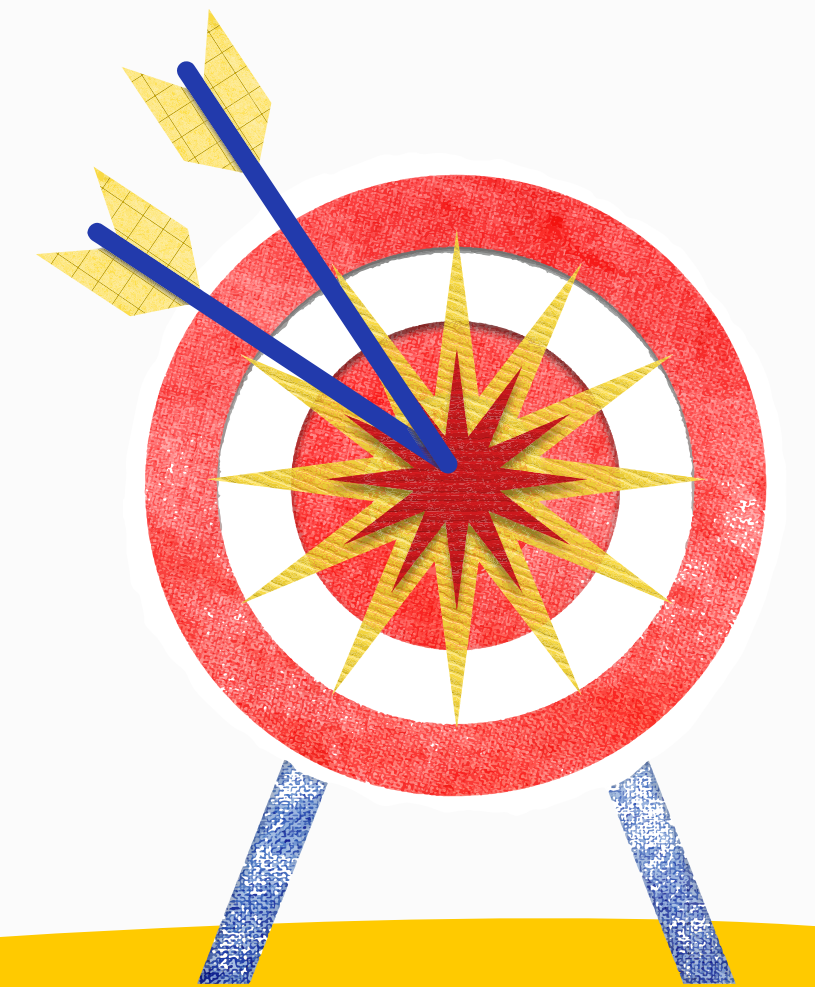
Brand awareness +  
better recall



Generate interest among  
the TG for various  
product offerings



Organically increase  
social media  
engagement





# INFORMATIONAL CONTENT

**Enhancing the Brand &  
positioning it as an expert**







## What goes up **must come down**

Keep your **blood pressure** in control naturally  
with these **incredible foods**



Leafy greens



Skim milk & yogurt



Vitamin C-rich fruits



Oatmeal



Fatty fish



Dark chocolate



Pomegranate

## Habits that make your nervous system nervous





So much **energy** from one veggie  
**It's Unbeleafable!**



SPINACH

Fights  
acne



Improves  
digestion



Promotes  
healthy vision



Strengthens  
bones



Prevents  
cancer



Helps create  
red blood cells



Increases  
brain function

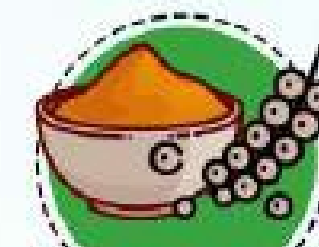


## Cuff your Cough

with these **easy home remedies**



Have 1 teaspoon  
honey in warm water



Consume Turmeric tea with  
a pinch of black pepper



Chew on ginger  
root or have ginger tea



Drink peppermint tea



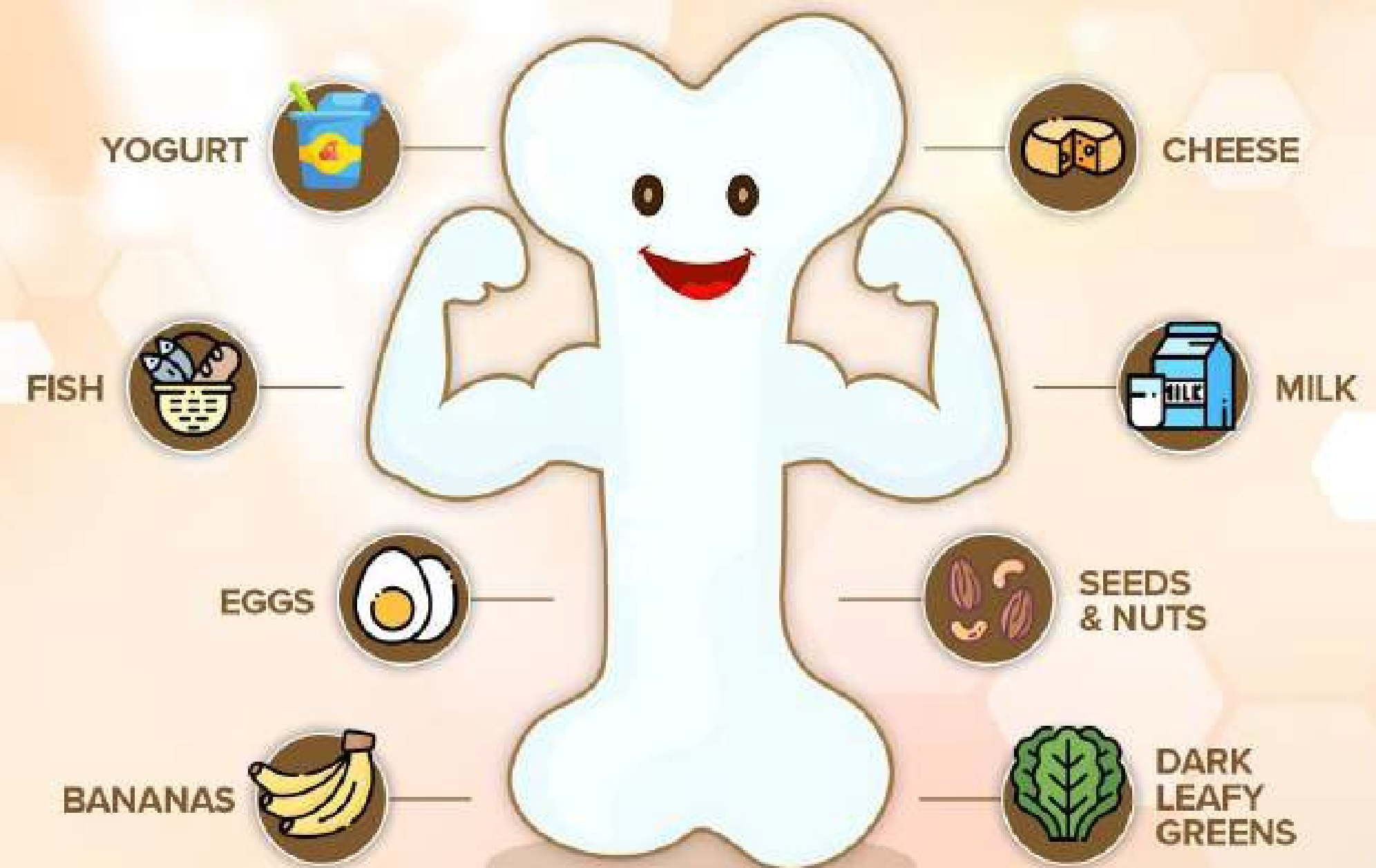
Gargle with salt water



## What-er saviour!



## Bone-a-fied foods for magical strength





**Throbbing headache?**

**Instant relief now a piece of cake**



Stay hydrated



Have watermelon



Apply ice to  
your temples



Drink green  
juices



Eat yellow &  
orange fruits



Have ginger tea

**— HEALTHY —**  
**HAPPINESS WALKS  
ON MOVING LEGS**

Burns  
calories



Strengthens  
heart



Lowers  
blood sugar



Reduces bad  
cholesterol



Delays  
ageing



Boosts  
immunity



Extends  
lifespan





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## Stay BeYOUTiful inside out

with these miraculous  
skin care tricks

- ✓ Moisturize regularly
- ✓ Drink enough water
- ✓ Wash your face at least twice everyday
- ✓ Intake fish oil supplements
- ✓ Perform facial exercises



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Your health will **Alove You Vera** much  
with this **silent healer**

- 
- 1 REDUCES STRETCH MARKS
  - 2 PROMOTES HAIR GROWTH
  - 3 REMOVES WRINKLES
  - 4 FLUSHES OUT TOXINS
  - 5 BALANCES CHOLESTEROL LEVELS
  - 6 RELIEVES HEARTBURN
  - 7 SOOTHES VAGINAL IRRITATION



## Take care of your tresses with these egg-cellent hair care tips

INLIFE®  
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### DIY Egg Hair Masks



EGGS & YOGURT  
for long-lasting shine

EGGS, ALOE VERA  
& OLIVE OIL  
for strong silky hair



EGGS & AMLA POWDER  
to prevent dry & frizzy hair

EGGS, COCONUT OIL  
& ALMOND OIL  
for deep conditioning



EGGS, BANANAS,  
MILK & HONEY  
for natural nourishment





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# Pawri Ho Gayi?

Ab **After-Pawri Detox Karo** with  
Apple Cider Vinegar



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This year,

Manao Holi

Health Wali



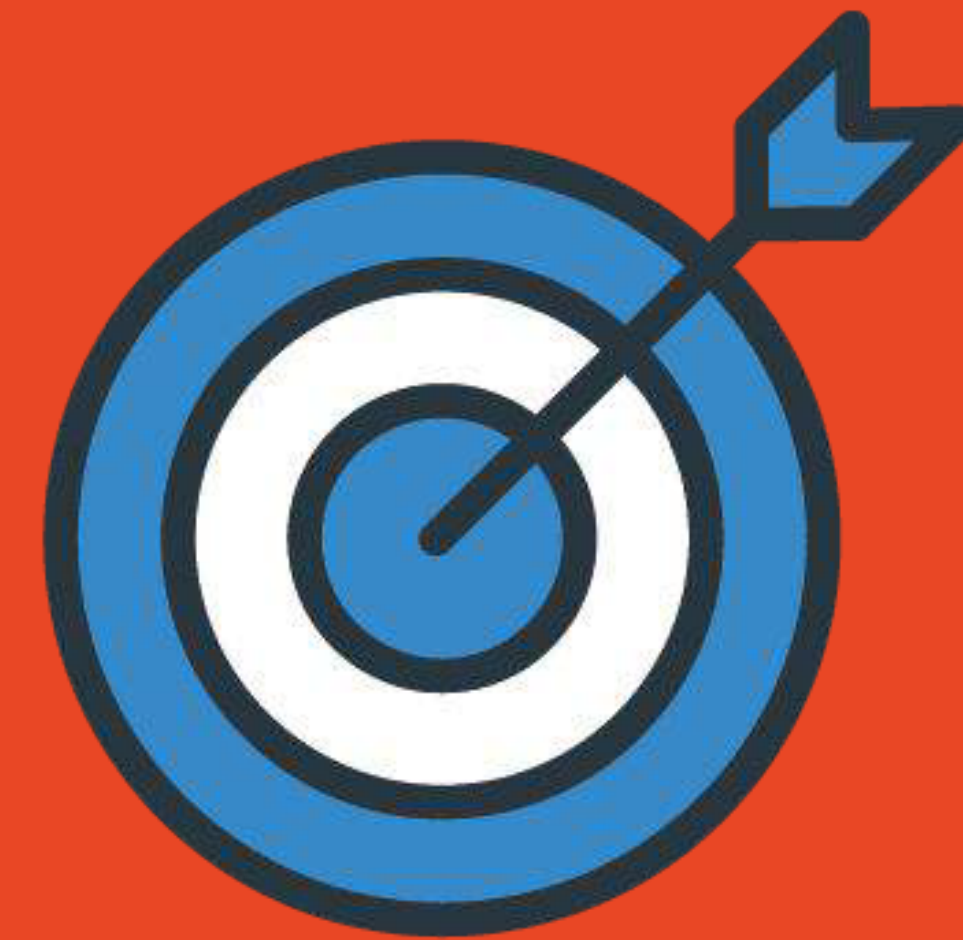






# THE STRATEGY

## Product Line Specific Communication



*Since different line of products fulfils different set of needs and also targeted to different set of audience. Hence, we came up with the product line specific communication*



## CAMPAIGN 1

# IDEA NARRATIVE

To make sure that you're getting sufficient amount of  
micronutrients,  
To strengthen your immune system,  
To make you feel destress and stay fit and active,  
InLife, with its multivitamin, supplements, health juices & more,  
ensures that you are maintaining a healthy living always...

**#RahoHealthyHamesha**





Time to stop feeling  
**'fishy'** about your health!

**#RahoHealthyHumesha**

with Fish Oil Omega  
3 Supplement

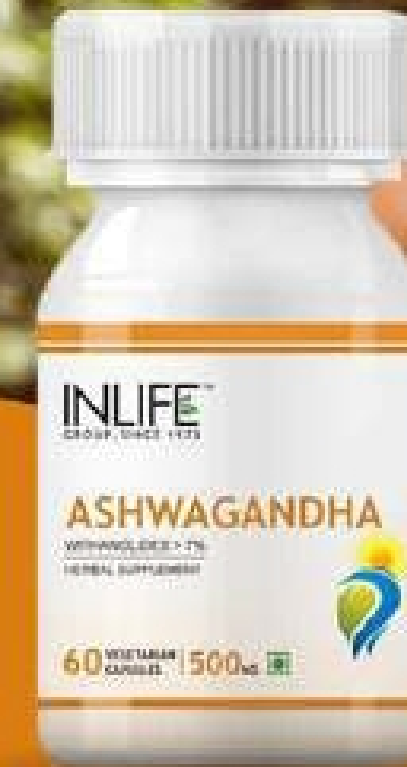


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**Health ko rakho right  
to sleep tight every night**

**#RahoHealthyHumesha**

with **Ashwagandha Supplement**



**BUY NOW**



INLIFE®  
GROUP, SINCE 1973



INLIFE®  
GROUP, SINCE 1973

Unlock immunity ka taala with  
the **goodness of Amla**

**#RahoHealthyHumesha**

**Immunity Plus Vitamin C Supplement**



**BUY NOW**

INLIFE®  
GROUP, SINCE 1973

**Dil aur dimag dono ko rakho fit**

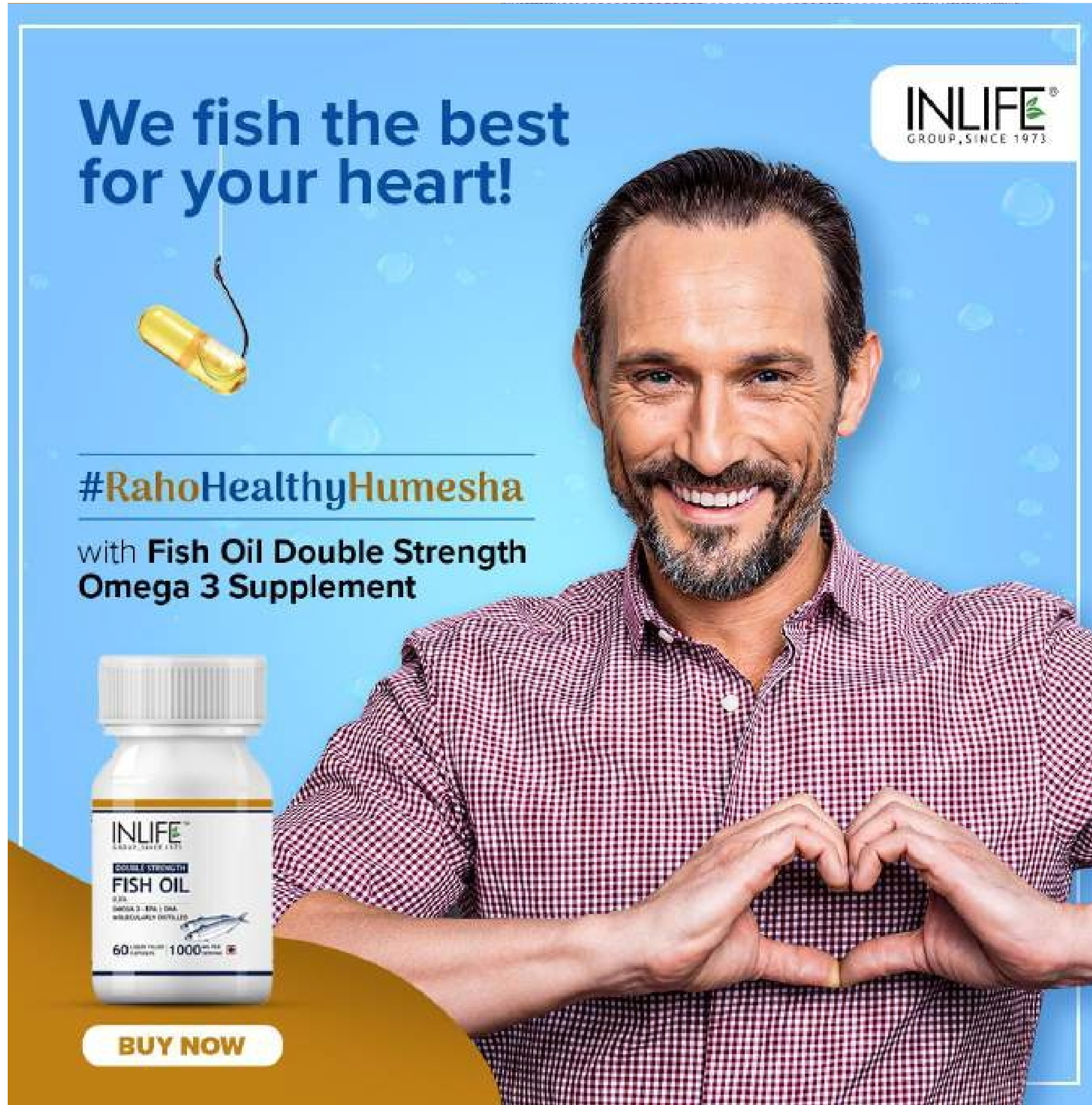
**#RahoHealthyHumesha**  
with **Vegetarian DHA,**  
**Omega 3 Algal Oil Supplement**



**BUY NOW**

**We fish the best  
for your heart!**

**#RahoHealthyHumesha**  
with **Fish Oil Double Strength  
Omega 3 Supplement**



**BUY NOW**

**Running low  
on energy?**

**#RahoHealthyHumesha**  
with **Vitamin B12 & D3 Combo Pack**



**BUY NOW**



Aapke saare health problems  
ka **Hal(di)**

#Raho**Healthy**Humesha  
with **Curcumin 95 Advanced**  
Turmeric Supplement

Buy Now at only

~~₹1,299~~ ₹ 649



**BUY NOW**



**INLIFE**<sup>®</sup>  
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**INLIFE**<sup>®</sup>  
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Liv  
fitter  
healthier  
& happier

#Raho**Healthy**Humesha



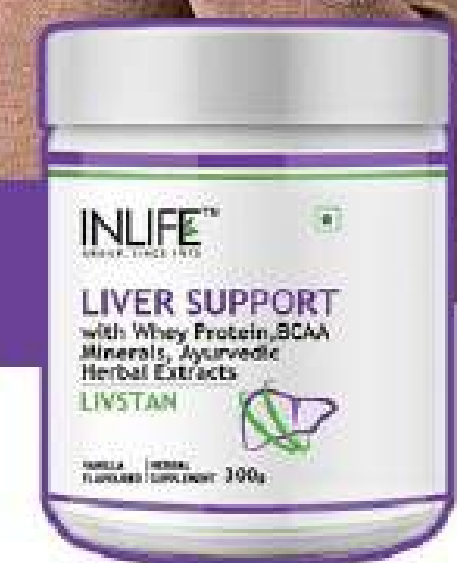
Hepstan Liver Care  
Protein Powder Supplement

Get an **additional**  
**10% off** on each product

Validity: 5<sup>th</sup> to 8<sup>th</sup> Feb.

Coupon: **HPLSTN10**

**BUY NOW**



Livstan Liver Support  
Protein Powder Supplement



**INLIFE**<sup>®</sup>  
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When it's about health  
**Trust Your Gut**

**#RahoHealthyHumesha**  
with **Probiotics Forte Supplement**

**INLIFE**<sup>®</sup>  
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LACONIA FORTE  
**PROBIOTIC FORTE**  
14 PROBIOTIC STRAINS  
25 BILLION  
60 HYDROLYSIS / HEALTHY SUPPLEMENT



**INLIFE**<sup>®</sup>  
GROUP, SINCE 1973

**C** the power of **Amla**  
Jab ho **strong immunity** ka mamla

**#RahoHealthyHumesha**  
with **Vitamin C Amla Extract Immunity Supplement**

**INLIFE**<sup>®</sup>  
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NATURAL  
**VITAMIN C**  
AMLAKI GHAN  
60 HYDROLYSIS / 1000 mg

**BUY NOW**



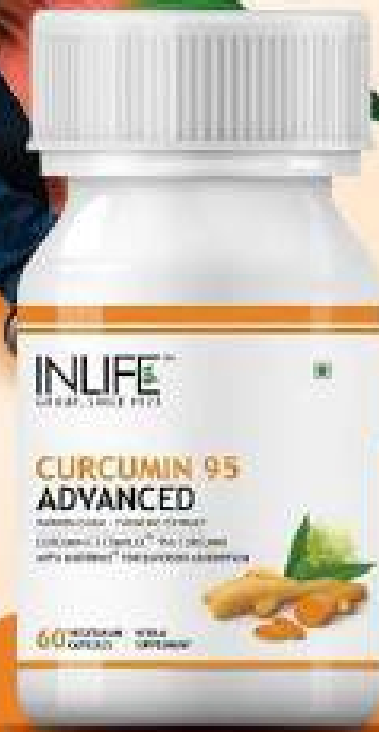
**INLIFE**<sup>®</sup>  
GROUP, SINCE 1973

**Boost your immunity**  
with the power of Ayurveda  
**#RahoHealthyHumesha**



**Curcumin 95 Advanced,  
Turmeric Supplement**

**KNOW MORE**

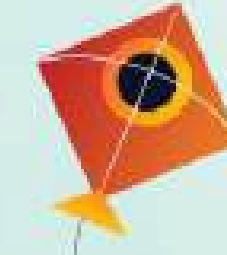


**INLIFE**<sup>®</sup>  
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Lowers  
Cholesterol



Reduces Blood  
Pressure



Prevents  
Cancer



Improves  
Immunity



Enhances  
Skin



**#RahoHealthyHumesha**  
with Makar Sankranti special **Til Ke Laddoo**

INLIFE®  
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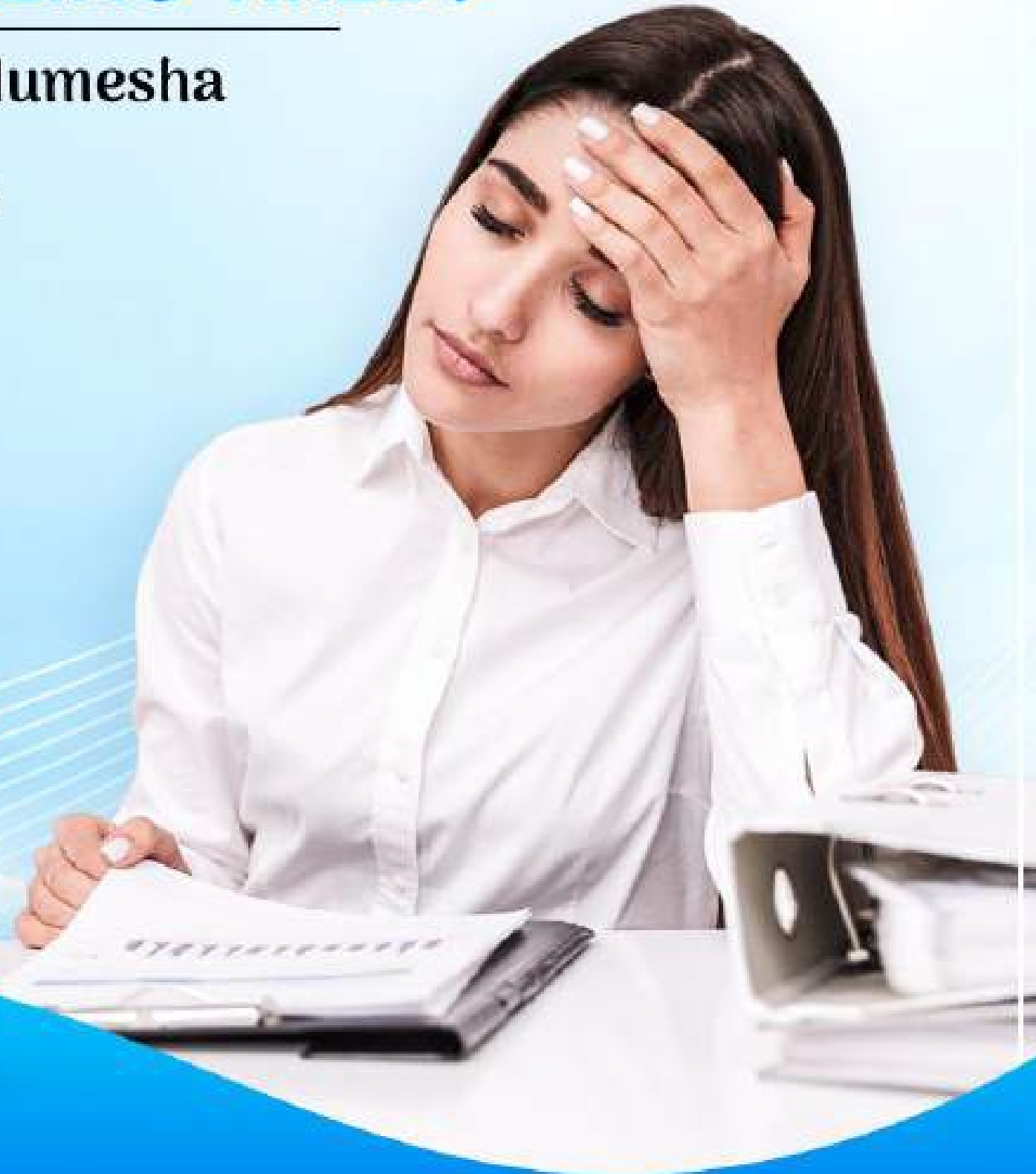
## TIRED OF BEING TIRED?

#RahoHealthyHumesha

with Multivitamin &  
Minerals Supplement



BUY NOW



INLIFE®  
GROUP, SINCE 1973

Turn your **vitamin deficiency**  
into **wellness sufficiency**

#RahoHealthyHumesha

with Inlife Vitamin B12  
ALA Supplement

Vitamin  
B12



BUY NOW





INLIFE®  
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Let your **liver**  
live a good life!

#Raho**Healthy**Humesha  
with Inlife  
Milk Thistle Capsules



BUY NOW

INLIFE®  
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Make your  
**hormones smile** with  
the **goodness of Nature**

#Raho**Healthy**Humesha  
with **Women's Health  
Combo Pack**

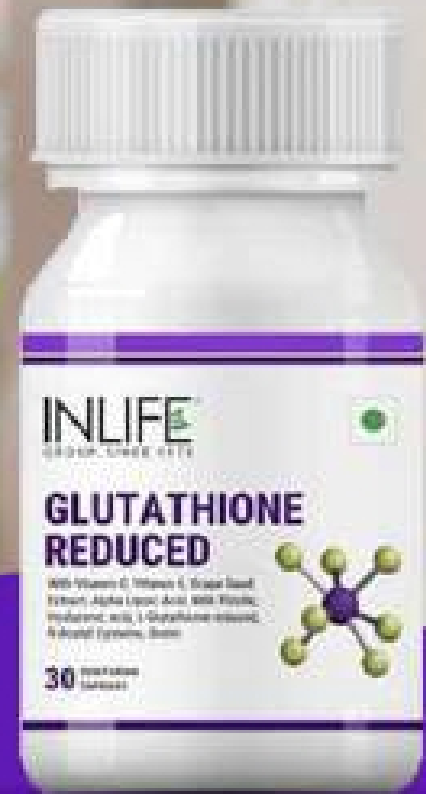


KNOW MORE

Let your **wellness journey**  
begin to **glow from within**

**#RahoHealthyHumesha**

with **Glutathione**  
**Reduced Supplement**



**BUY NOW**



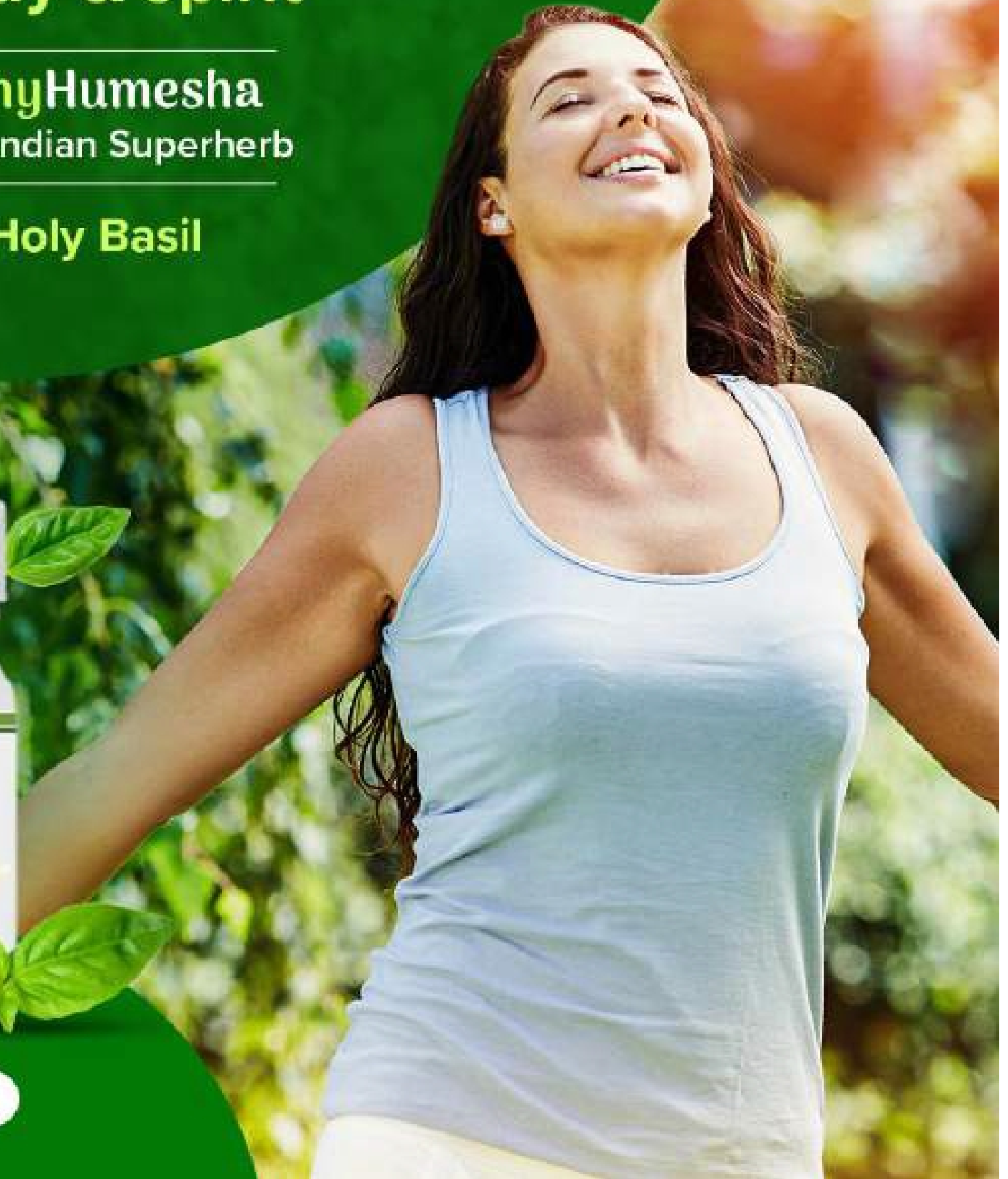
**Harmonize your  
mind, body & spirit**

**#RahoHealthyHumesha**  
with the Sacred Indian Superherb

**Tulsi Extract Holy Basil  
Supplement**



**BUY NOW**





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**Apple Cider Vinegar** every day  
keeps the doctor away!

**#RahoHealthyHumesha**

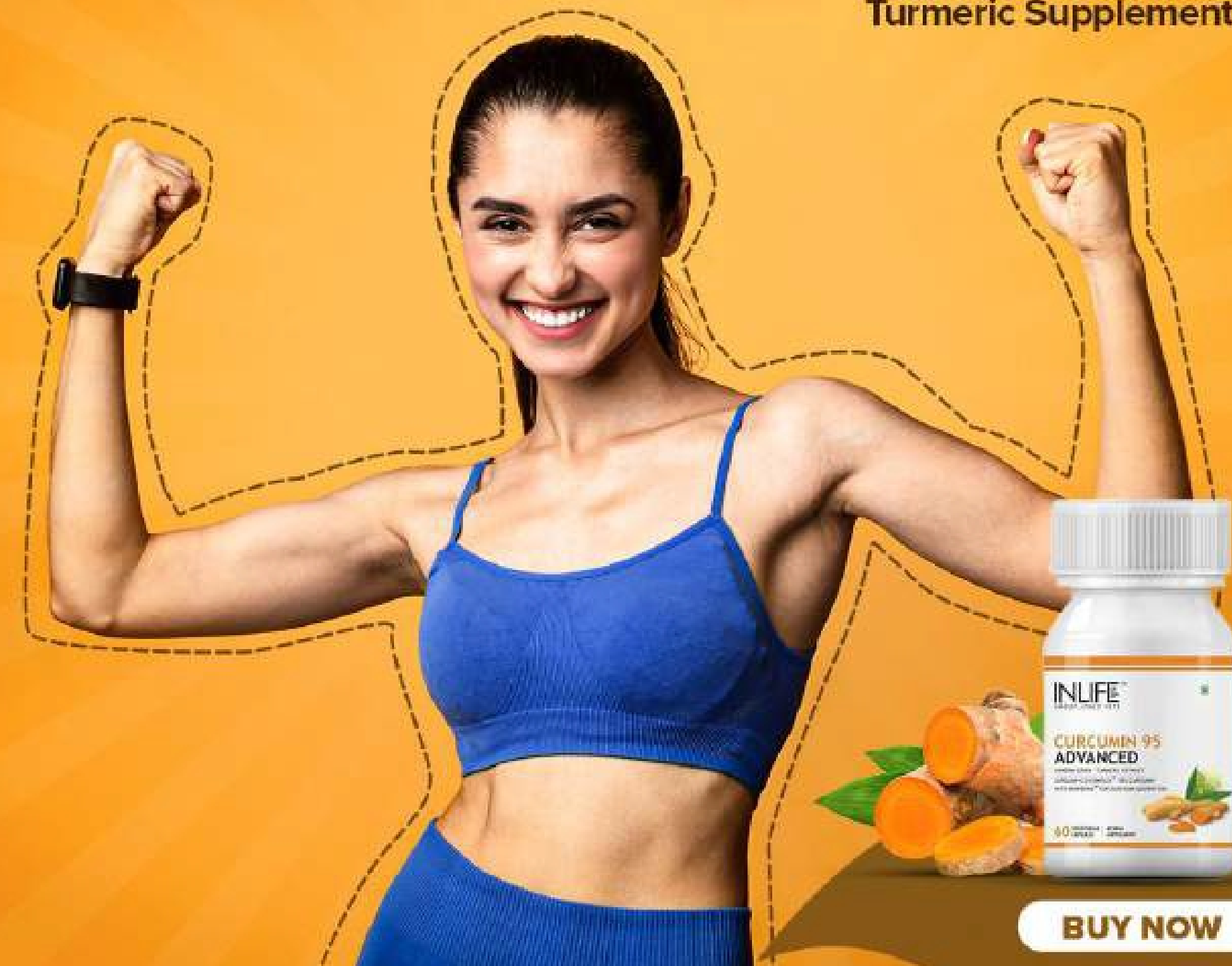


**BUY NOW**

INLIFE®  
GROUP, SINCE 1973

Chahiye strong immunity jaldi?  
Try the magic of Haldi

**#RahoHealthyHumesha**  
with **Curcumin 95 Advanced**,  
Turmeric Supplement



**BUY NOW**

## CAMPAIGN 2

# IDEA NARRATIVE

Whether you are hitting a gym or just following a healthy lifestyle,  
the best way to get most out of your fitness regime is  
nourishing the body with the right nutrients.  
Inlife's range of product helps you fill the nutritional gap and  
help you quickly achieve your fitness goals...

**#YourFitnessEssential**







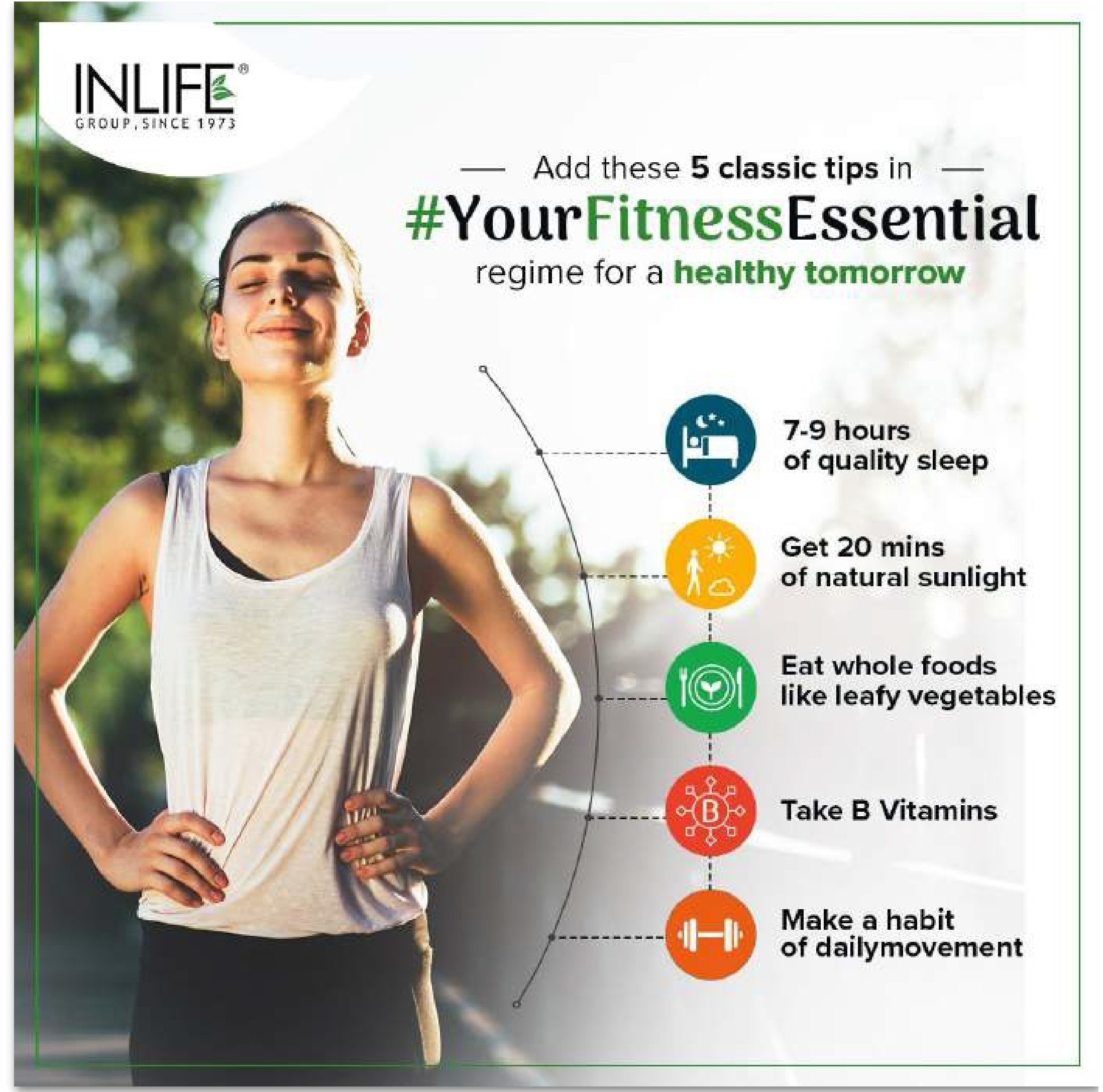
**INLIFE**<sup>®</sup>  
GROUP, SINCE 1973

ACCOMPLISH  
**MISSION  
SLIM-POSSIBLE** WITH  
**#YourFitnessEssential**

**Inch  
Management  
Combo Pack**








**BUY NOW**



**INLIFE**<sup>®</sup>  
GROUP, SINCE 1973

— Add these **5 classic tips** in —  
**#YourFitnessEssential**  
regime for a **healthy tomorrow**

-  **7-9 hours  
of quality sleep**
-  **Get 20 mins  
of natural sunlight**
-  **Eat whole foods  
like leafy vegetables**
-  **Take B Vitamins**
-  **Make a habit  
of dailymovement**

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**MAXIMIZE**  
**YOUR HUSTLE** TO GAIN  
**MORE MUSCLE** WITH  
**#YourFitnessEssential**

**BCAA Powder Supplement**



**BUY NOW**

**INLIFE**<sup>®</sup>  
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ENJOY THE  
**TASTE** OF **HEALTHY LIVING**  
— WITH —  
**#YourFitnessEssential**

Nutritional  
Chocolate  
Meal Shake




**BUY NOW**



**INLIFE**<sup>®</sup>  
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**RESHAPE,  
REVIVE & REFRESH**  
with **100% Raw Whey Protein  
Concentrate (Unflavored)**

**#YourFitnessEssential**



**KNOW MORE**

**INLIFE**<sup>®</sup>  
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**ENHANCE  
EVERYDAY WORKOUT  
PERFORMANCE WITH  
#YourFitnessEssential**

**100% Isolate Whey Protein  
Powder Supplement  
400 grams (Chocolate)**



**KNOW MORE**

INLIFE®  
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Boost your  
**WEIGHT  
LOSS GOALS**

#YourFitnessEssential

Inlife  
Fat Burner  
Supplement

**BUY NOW**

A woman with long dark hair, wearing a black top and grey skirt, is smiling and giving a thumbs up. She is holding a yellow measuring tape around her waist. To her left is a black bottle of Inlife Fat Burner Supplement with an orange label. The background is light blue with a subtle hexagonal pattern.

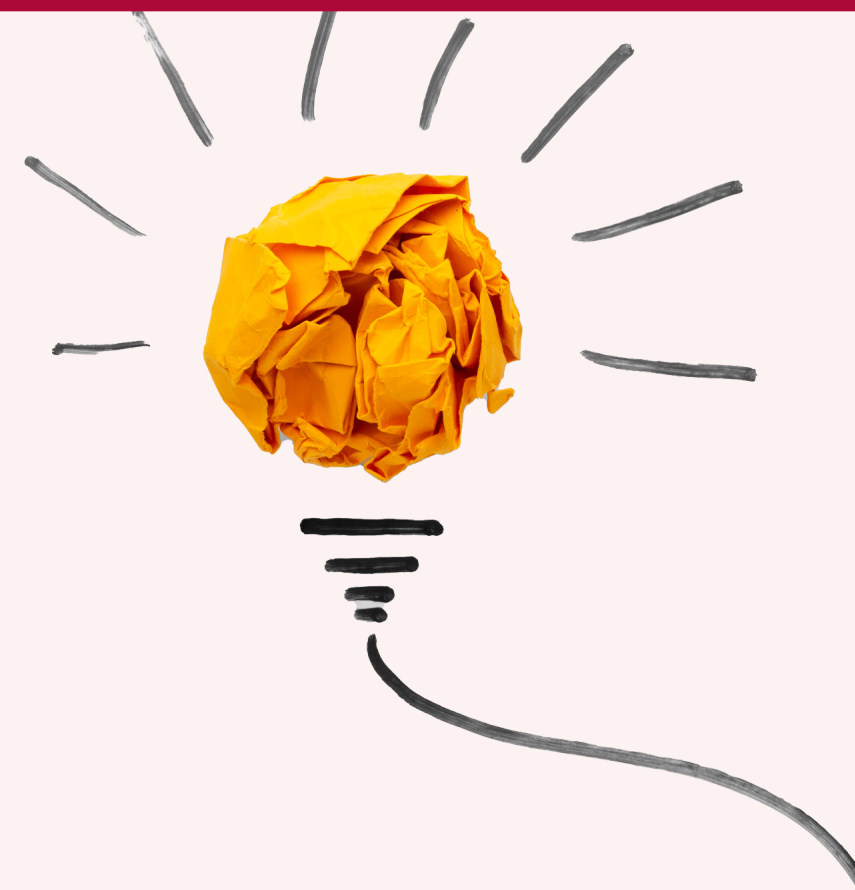


## CAMPAIGN 3

# IDEA NARRATIVE

Whether you are hitting a gym or just following a healthy lifestyle,  
the best way to get most out of your fitness regime is  
nourishing the body with the right nutrients.  
Inlife's range of product helps you fill the nutritional gap and  
help you quickly achieve your fitness goals...

**#YourFitnessEssential**



INLIFE®  
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Boost your  
**WEIGHT  
LOSS GOALS**

#YourFitnessEssential

Inlife  
Fat Burner  
Supplement

INLIFE®  
GROUP, SINCE 1973  
**FAT  
BURNER**  
L- Carnitine, Green Tea, Green Coffee Bean, Natural Cofactors,  
L- Theanine & Biotin (from Biotin)  
60 Capsules

**BUY NOW**

A woman with long dark hair, wearing a black top and grey pants, is smiling and giving a thumbs up. She is holding a yellow measuring tape around her waist. The background is light blue with faint hexagonal patterns.



INLIFE®  
GROUP, SINCE 1973

MAKE A **SKIN-TELLIGENT CHOICE** WITH  
**#YourSelfCareCompanion**

- Helps fight acne
- Aids in reducing scar
- Promotes lightening of skin
- Natural exfoliator
- Helps clear excess oil from pores.

**Natural  
Neem  
Face Wash**

**BUY NOW**




INLIFE®  
GROUP, SINCE 1973

LET YOUR AGE BE  
**JUST A NUMBER**  
Treat yourself with  
radiant youthfulness

**#YourSelfCareCompanion**

Hydrolysed Collagen  
Peptides Powder

**BUY NOW**



**INLIFE**<sup>®</sup>  
GROUP, SINCE 1973

**Hair, Nails or Skin**  
Discover radiating beauty from within

**#YourSelfCareCompanion**

Hydrolysed  
Collagen Peptides




**BUY NOW**

**INLIFE**<sup>®</sup>  
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**Hydrolysed  
Collagen Peptides  
(Orange Flavour)**

**Redefine  
your youth with  
#YourSelfCareCompanion**



**BUY NOW**



## CAMPAIGN 4

# IDEA NARRATIVE

Whether you want to forever stay fit,  
Or you want your health always to be a hit  
Whether you want to never skip a meal,  
Or you want to maintain a moderate sugar level deal  
Whether you want to weigh just perfect,  
Or you just wish to eat what's morally correct  
InLife gives you an all-in-one meal option,  
Enriched with essential nutrients & goodness of health  
for all your portions InLife brings you...

**#HarSipMeinHealth**



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# Meal Skip nahi Sip Karo!



**#HarSipMeinHealth**

Vegan Protein Meal Shake  
with Added Probiotics

**BUY NOW**

INLIFE®  
GROUP, SINCE 1973

0 km

# Meal-o ka safar, ab ek scoop mein!



**#HarSipMeinHealth**

with Sugar Free  
Vegan Protein Meal Shake

**BUY NOW**



# Berry Tasty, Berry Healthy!

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**#HarSipMeinHealth**

with **Mixed Berry** flavour  
**Vegan Protein Meal Shake**



**BUY NOW**



## Har Meal Ko Banao **OptiMeal**

INLIFE®  
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- 100% plant-based protein
- Enriched with Probiotics
- 17.5 grams of protein/serving
- Contains complete amino acid profile
- Infused with vitamins, mineral & antioxidants

**Vegan Protein Meal Shake**

**#HarSipMeinHealth**



**BUY NOW**



## Lunch ho ya dinner Vegan Protein Meal Shake is always a winner

- 100% plant-based protein
- No artificial colours
- No animal extracts
- Dairy free
- Gluten free

**#HarSipMeinHealth**



**BUY NOW**



**INLIFE®**  
GROUP, SINCE 1973

## Add a berrylicious punch to your diet plan

**#HarSipMeinHealth**

with **Vegan Protein Meal Shake**  
Available in **Mixed Berry Flavour**



**BUY NOW**



**INLIFE®**  
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# **KEY RESULTS**

## **Overall Project**



# IMPACTFUL RESULTS...



**39%**

Rise in Brand  
Recall



**57%**

Rise in the  
engagement on  
social media



**19.48%**

Improvement in sales  
(within same budget  
over a span of 2 months)



**1.5 m**

Total reach





# THANK YOU



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