



BULBUL
little joys, big smiles

Agenda

- 1 Background + Market Overview
- 2 Competition Analysis
- 3 Our Audience
- 4 Introducing Bulbul
- 5 Brand Identity and Creative Brief
- 6 Integrated Marketing Communications



Pepsico

Brand Overview

- Founded in 1965 via merger of Pepsi-Cola and Frito-Lay.
- HQ: Harrison, New York.
- Owns global brands: Pepsi, Lay's, Gatorade, Tropicana, Quaker, 7UP (in India).
- Active in beverages, snacks, and nutrition with presence across 200+ countries.



Brand Portfolio



Beverages

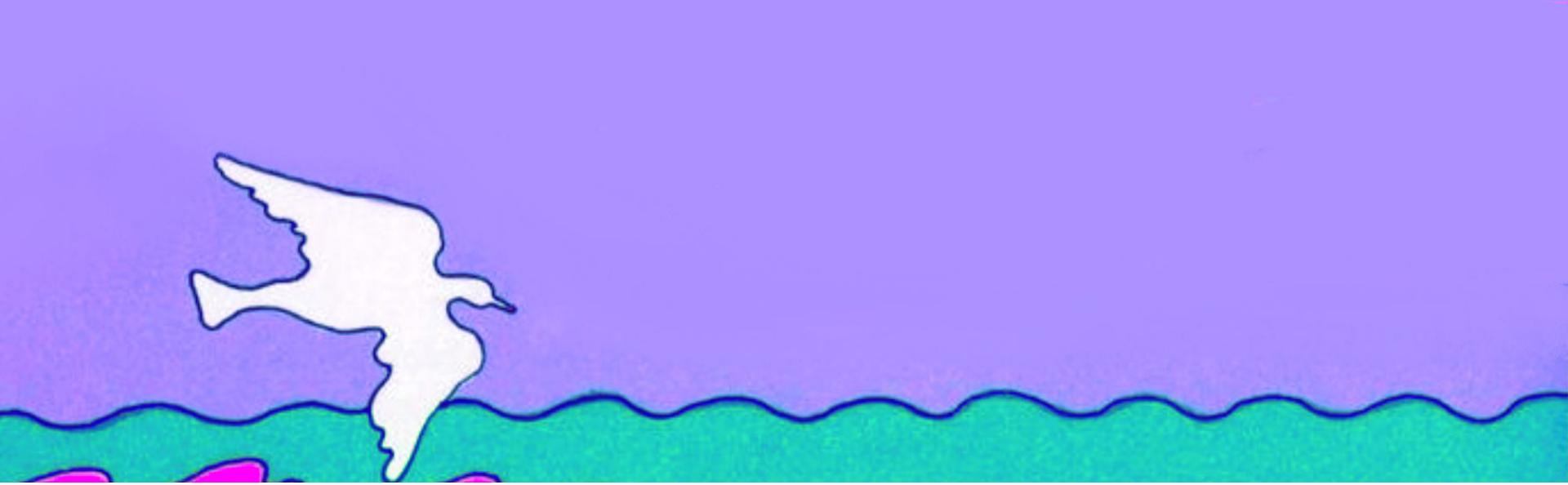


Food



Other
International Brands

What new space can Pepsico tap into?



Market trends

1

Increase in adoption of functional snacks

Consumers increasingly want “functional snacks” like protein drinks, bars, and smoothies that are healthy, quick, light, and satiating.

Source: [Indian Express](#)

2

Nostalgia-driven flavour preferences

Research shows that over half of Indian consumers gravitate toward flavours that evoke cherished childhood memories

Source: [Mintel Global Consumer research](#)

3

Rising protein demand in everyday consumption

Consumer goods companies in India are increasingly ramping up their portfolio with protein-packed offerings, recognising the growing preference for functional health benefits in everyday food and beverages.

Source: [Deccan Herald](#)

BUSINESS ROADMAP

Establish Bulbul as a go-to daily drink for young urban consumers seeking light, protein-rich refreshment.

Define Strategic Goals

Complete R&D and finalise our 5 iconic Indian flavours.

Finalise packaging and production plan.

Lock media plan, creative concept, and campaign rollout.

Milestones

Begin product rollout in 10 key cities

Execute teaser + sampling phases

Launch DVC and experiential activations

Launch Campaign & Product

Teasers, packaging reveal, countdowns

DVC launch, print, OOH, quick commerce push

Café/park activations, UGC content

Deliverables

30M+ impressions across YouTube & social media

5K+ QR interactions and 10K+ trials
10K subscription sign-ups

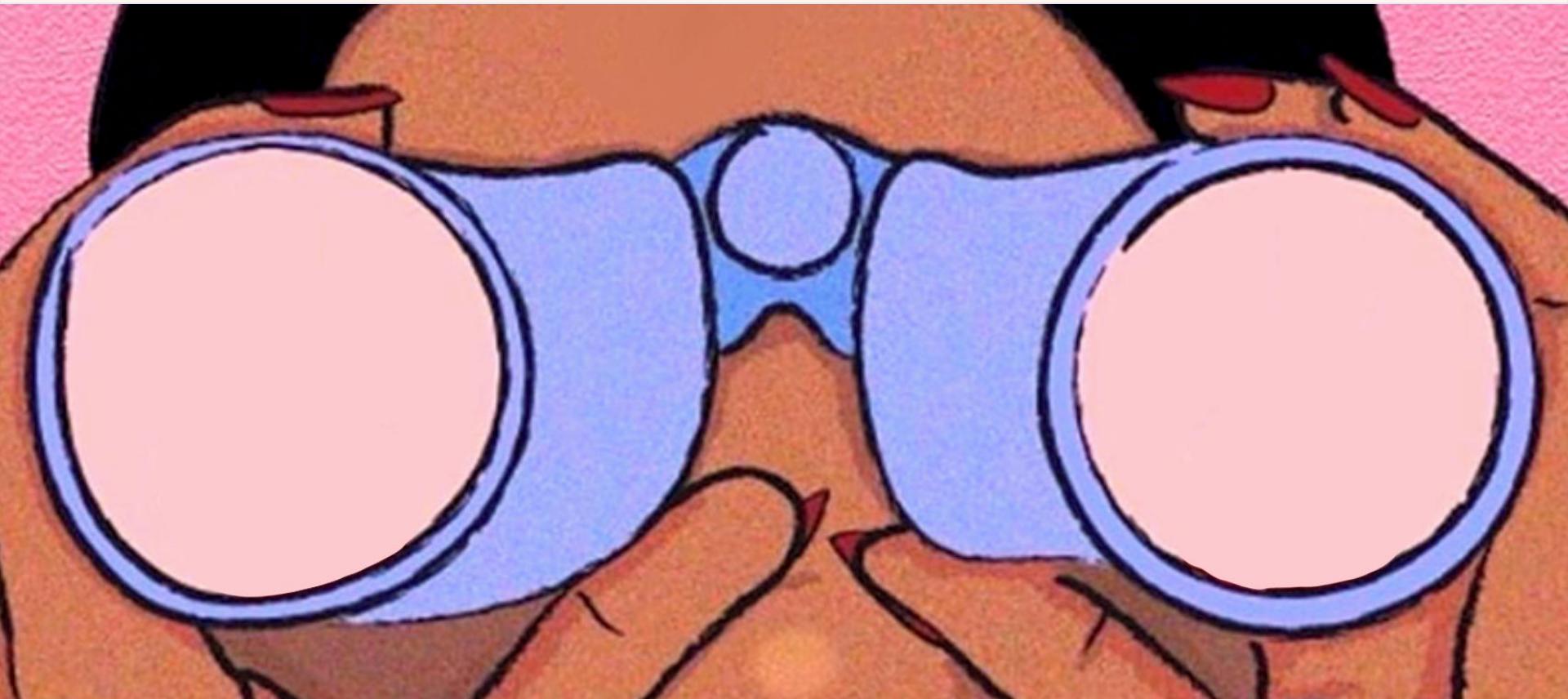
Goals & Metrics (Next 6 Months)

Expand distribution to Tier 2 cities

Add new flavours based on feedback

Scale & Expand

Competitive Analysis



The **purpose** of this analysis is to understand the competitive landscape across both the Indian-flavoured beverage market and the protein drinks market. By mapping key players and examining the positioning gaps we aim to:

- Identify untapped business opportunities
- Evaluate where Bulbul can stand apart, in both flavour and function. This would help us understand how to position Bulbul in a clear space that blends familiar Indian tastes with protein benefits.

How we conducted our analysis

1. Identified competitors

We began by identifying key players across two intersecting categories:

Indian-flavoured drinks: Paper Boat and Amul, which focus on nostalgia and tradition.

Modern beverages that focuses on health benefits: Amul, Yoga Bar and RAW Pressery, known for nutrition-led innovation.

2. Gathered data on 7Ps

To better understand each brand, we mapped their presence across the 7Ps of marketing

We pulled insights from:

Brand websites and social media

Available interviews and campaign breakdowns

3. Analyzed and interpreted data.

We used this data to:

Map opportunities between Indian flavour and functional benefit

Evaluate gaps in packaging designs (e.g., modern vs traditional appeal)

Benchmark pricing and brand positioning

	Amul	Paperboat	Yoga Bar	Raw Pressery
FEATURES	Dairy-based protein drinks Widespread cold-chain reach	Indian nostalgia drinks No preservatives or colour	High-protein bars & drinks	Cold-pressed juices Some protein variants
STRENGTHS	Strong trust & legacy Rural and urban penetration Affordable pricing	Unique positioning Emotional storytelling and high brand love for nostalgia Distinct packaging	Functional snacking Health-conscious reputation	Premium brand image Clean label
WEAKNESSES	Mostly dairy; no non-milky option Perceived as traditional	No protein content Premium pricing	Not a “beverage-first” brand Functional first, less emotional storytelling	Expensive Niche consumer base

Competitor Ecosystem



Competitive Analysis Communication Analysis

Logo



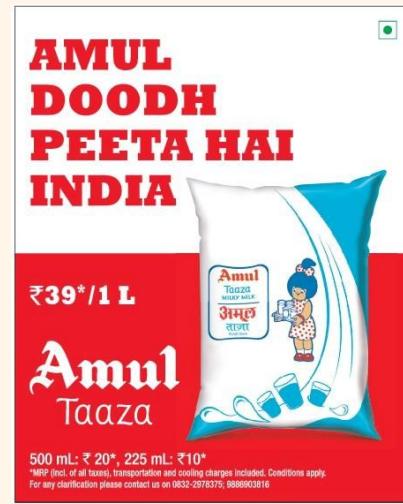
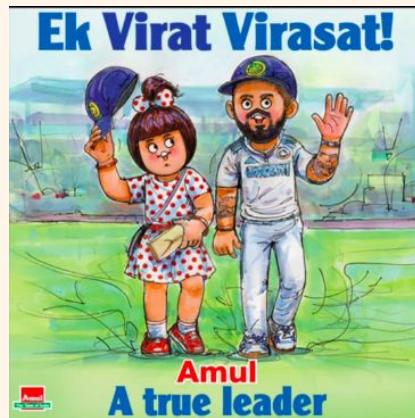
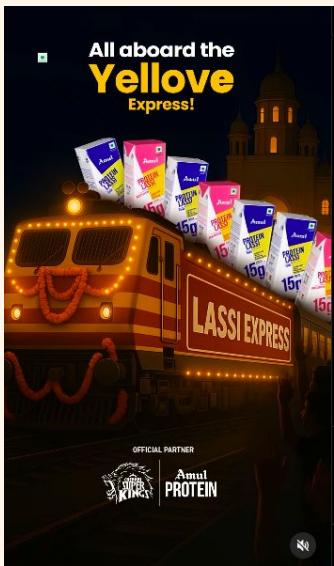
Amul

Offering

Mass-market dairy-based drinks including Kool (refreshing), Protein Lassi (functional), and High Protein Shakes.

Pricing

₹25-₹100 based on protein content and size.





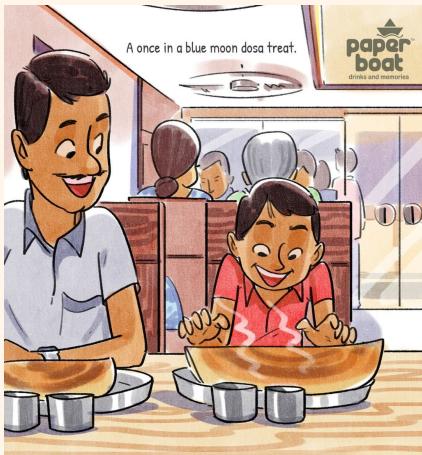
Offering:

Traditional Indian beverages (Aamras, Jaljeera, Sattu) in modern packaging with natural ingredients and low sugar.

Pricing:

₹30-₹110

Premium; targets experience over quantity.



Yoga
BarTM

REAL FOOD, REAL ENERGY.

Offering:

Protein shakes, bars, and healthy snacks with clean labels. Protein shakes deliver 10-21g protein.

Pricing:

Premium (₹99 for 200ml shake)



NEW
LAUNCH



Ghar jaisa
RAW-freshment!

Available in 200mL & 750mL

SHOP NOW



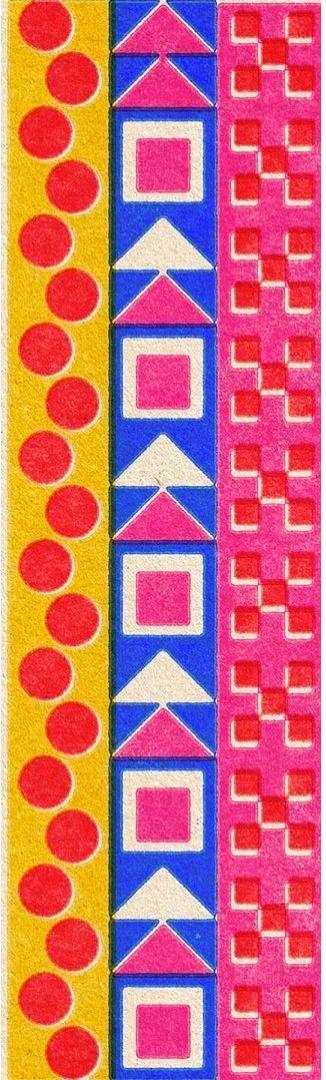
Offering:

Cold-pressed juices with various flavours including Aam Panna, Jaljeera etc.

Pricing:

Mid-premium (₹100+)





Key Learnings & OPPORTUNITIES



White space between Indian flavoured drinks and functional beverages

Most brands only provide high protein content

Mass appeal through familiar flavours

Emotional storytelling attracts audience and creates resonance

Consumers now want clean ingredients and health benefits. They aren't a bonus, rather they're expected.

Current generation doesn't like preachy content

Need for affordable protein options

Target Audience

We're speaking to **urban and semi-urban Indians** who are trying to live a little healthier

They **care about wellness**, yes, but they're not protein-shake people or gym obsessives.

They **don't want to be preached to**.

They **gravitate toward Indian flavours**, value satiety and daily energy



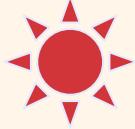


Riya Sharma

29 years old
Marketing executive
Lives in Delhi

Riya is a young professional navigating a busy work life and an active social circle. She's mindful about her health but isn't obsessive. She prefers practical, feel-good choices that balance wellness with comfort and she has a soft spot for anything nostalgic.

Persona



Goals and Needs

- Her day is packed with work, errands, and plans, so she needs something that keeps her going without feeling heavy.
- She wants to make healthier choices, but still enjoy what she's having.
- In a fast-paced life, Riya craves small moments that feel like home — flavours, memories, or rituals that ground her.
- With little time to spare, she wants things that are grab-and-go.

Pain Points

- Most healthy drinks are too bland, boring, or made for fitness people.
- It's hard to find something that's both nourishing and enjoyable.
- Busy schedule = skipped meals or unhealthy snacking
- She often ends up tired or irritable because she didn't eat something satisfying or sustaining during the day.





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Behaviours

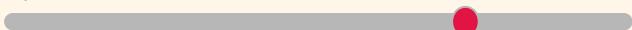
- Starts her day with a mental to-do list while scrolling Instagram.
- Shops online often but also picks up things impulsively at the store when something feels right.
- Tries new products, especially if they are recommended by friends or influencers she trusts.
- She tries to have quick snacks or drinks but constantly aspires to make healthy choices.
- Doesn't track macros or read every label, but still glances at ingredients to feel good about what she's choosing.

Personality

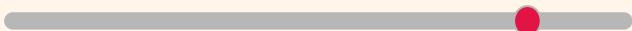
Extrovert



Spontaneous



Optimistic





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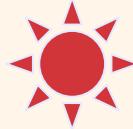
Current feelings

Overstimulated

Tired

Hopeful

Craving ease



Favourite brands

whole
The Truth



Challenges

- She prioritises ease and if it fits into her fast-moving day, it's a win.
- She chooses things that feel good, not just look good on paper.
- She won't compromise on flavour or enjoyment.
- She's drawn to honest, simple brands that don't try too hard.
- She trusts creators, close friends, and real reviews.
- If it reminds her of home, childhood, or familiar routines, she's in.





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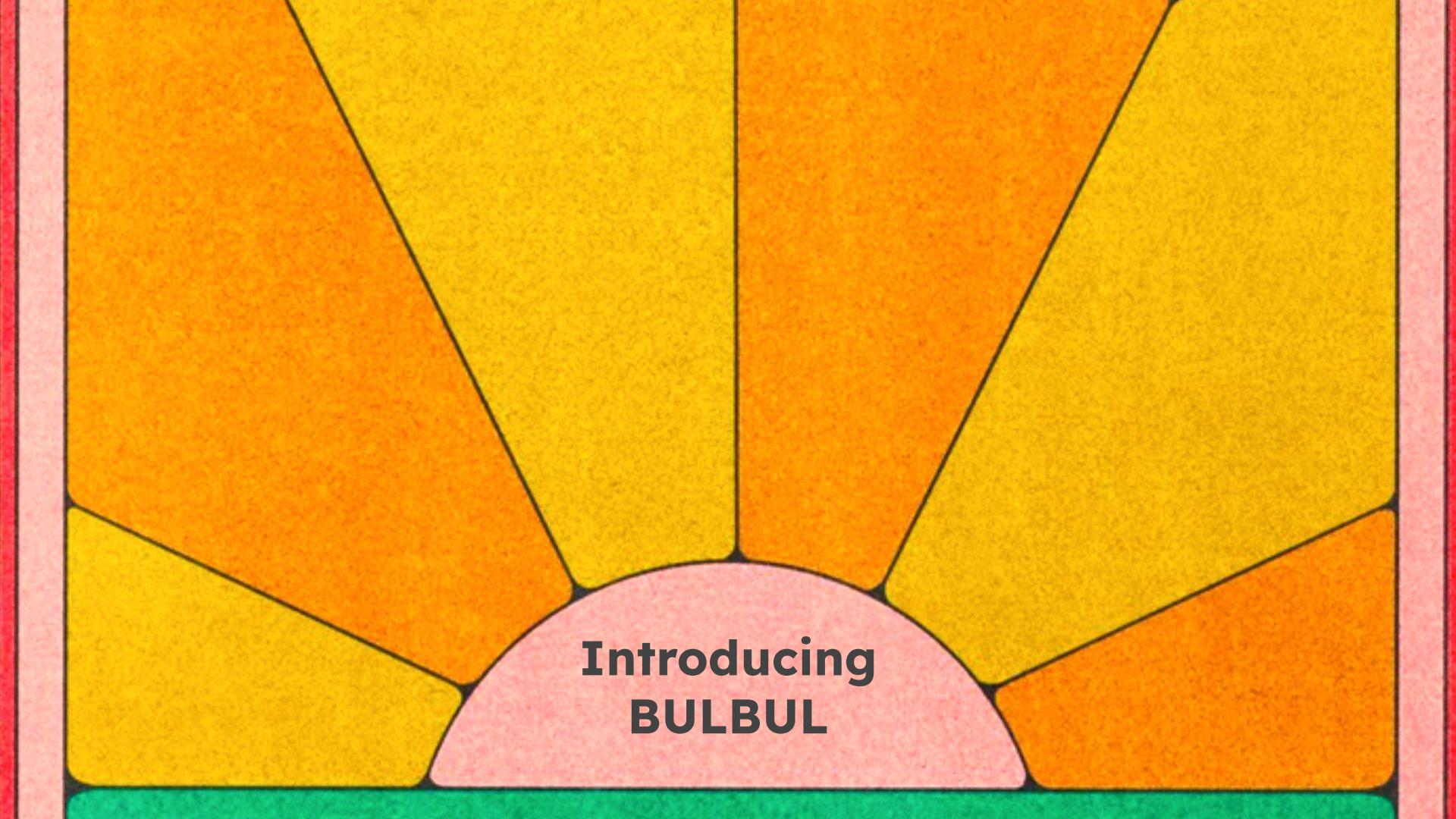
Riya is a young professional navigating a busy work life and an active social circle. She's mindful about her health but isn't obsessive. She prefers practical, feel-good choices that balance wellness with comfort and she has a soft spot for anything nostalgic.



How can we help

- Bulbul fits easily into her routine. When she's rushing between meetings or skipping meals, Bulbul is a grab-and-go comfort that keeps her full and feeling good.
- It tastes familiar and comforting, while still being better for her.
- It brings her small moments of joy without trying too hard.
- By bringing back comforting flavours and memories she didn't know she missed.
- It's simple, honest, and something she'll want to pick up again.





Introducing
BULBUL



We're **Bulbul**, a brand from
the PepsiCo family.

**A little playful, a little
comforting and all you.**

We bring back simple joys
through familiar flavours and
easy, better choices made for
today's fast-moving life.

BULBUL

**Inspired by the bird that sings of
simpler joys**

Bulbul, like the bird, is cheerful and effortlessly Indian. It symbolises everyday joy, a lightness of being we hope every sip can bring.

Our Product

Bulbul is a light, refreshing drink with **10g of protein** in every bottle made for people who want to feel good without giving up flavour.



Our drinks come in familiar Indian favourites like **Mango Chilli, Kokum Sharbat, Aamras, Nariyal Sharbat, and Ganne ka Juice**, all non-dairy, lactose-free, and easy to enjoy anytime.

The Vision

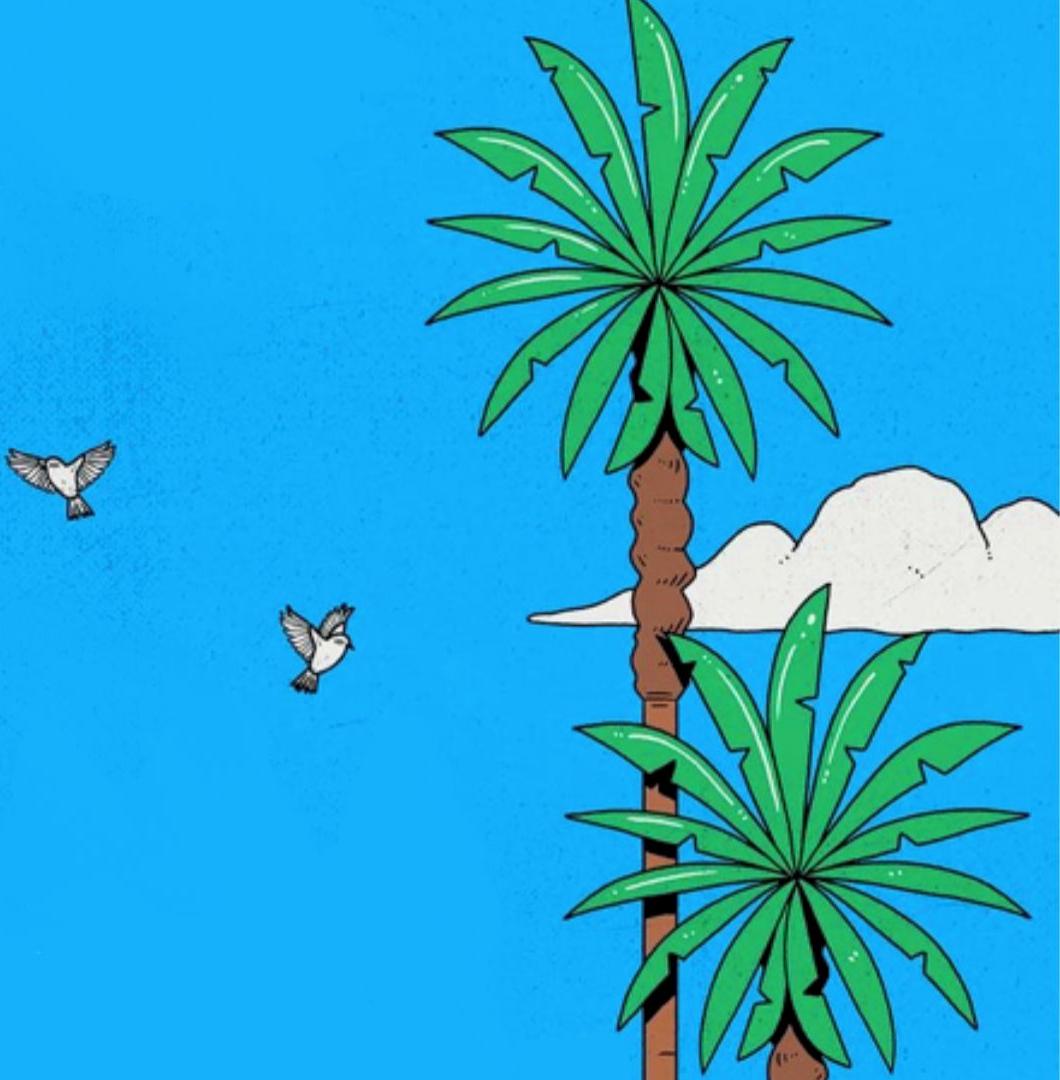
To spread joy and playfulness through simple moments that stay with you.

Like a favourite song or a shared laugh.



Brand Purpose

To remind people that the best moments are the simplest ones.



Brand Essence

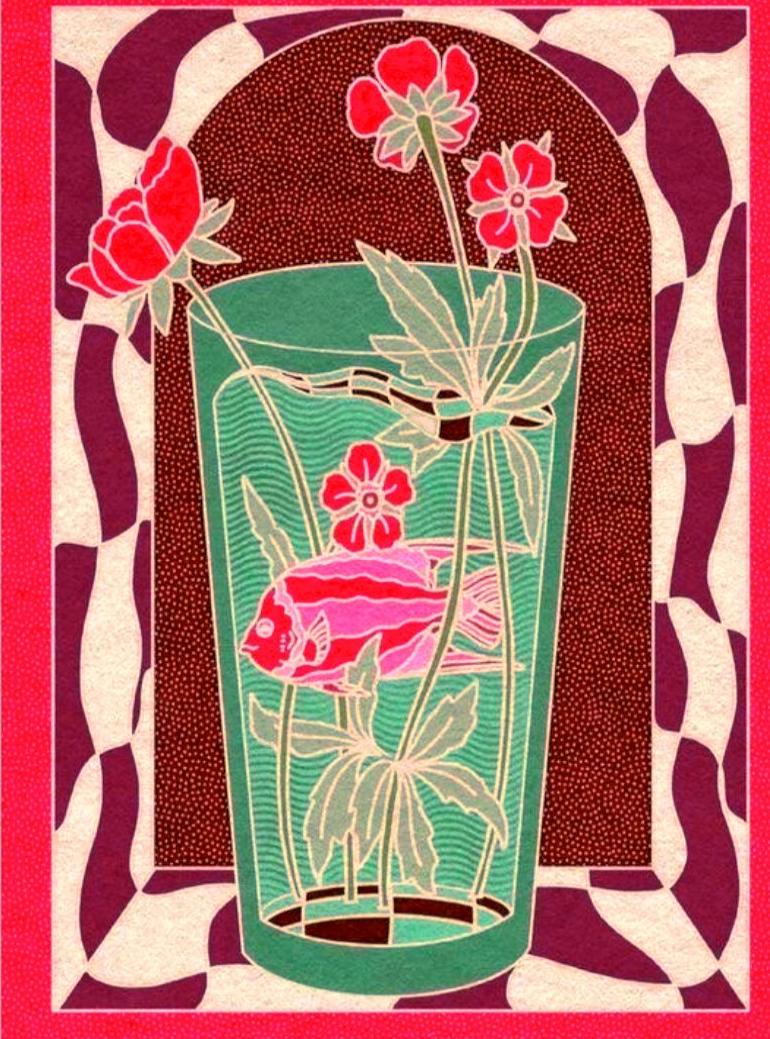
Little Joys, Big Smiles



Brand Promise

We promise to bring back the joy of simpler times, one sip at a time.

Because in a world that's always rushing, we believe in pausing for the little things, familiar flavours and feel-good moments that feel like home.





Brand Values

Playfulness

We don't take ourselves too seriously, and we don't think joy should be complicated.

Simplicity

We believe the best things in life are always simple.

Brand Values

Joy in the ordinary

We appreciate the small, comforting joys that brings a sense of warmth into your everyday moments.

Belonging

Bulbul is for everyone.
Whatever your pace, place, or mood.

Brand Values

Care for Where It Comes From

Inspired by PepsiCo's Positive Agriculture mission, we support thoughtful sourcing and long-term nourishment, for people and the planet.

Brand Character

Bulbul should feel playful, joyful, and full of life like a cheerful pick-me-up that slips easily into your day and leaves you smiling.

Innocent- It's warm, happy and refreshingly honest.

Jester- It's a brand that reminds you to not take life too seriously.



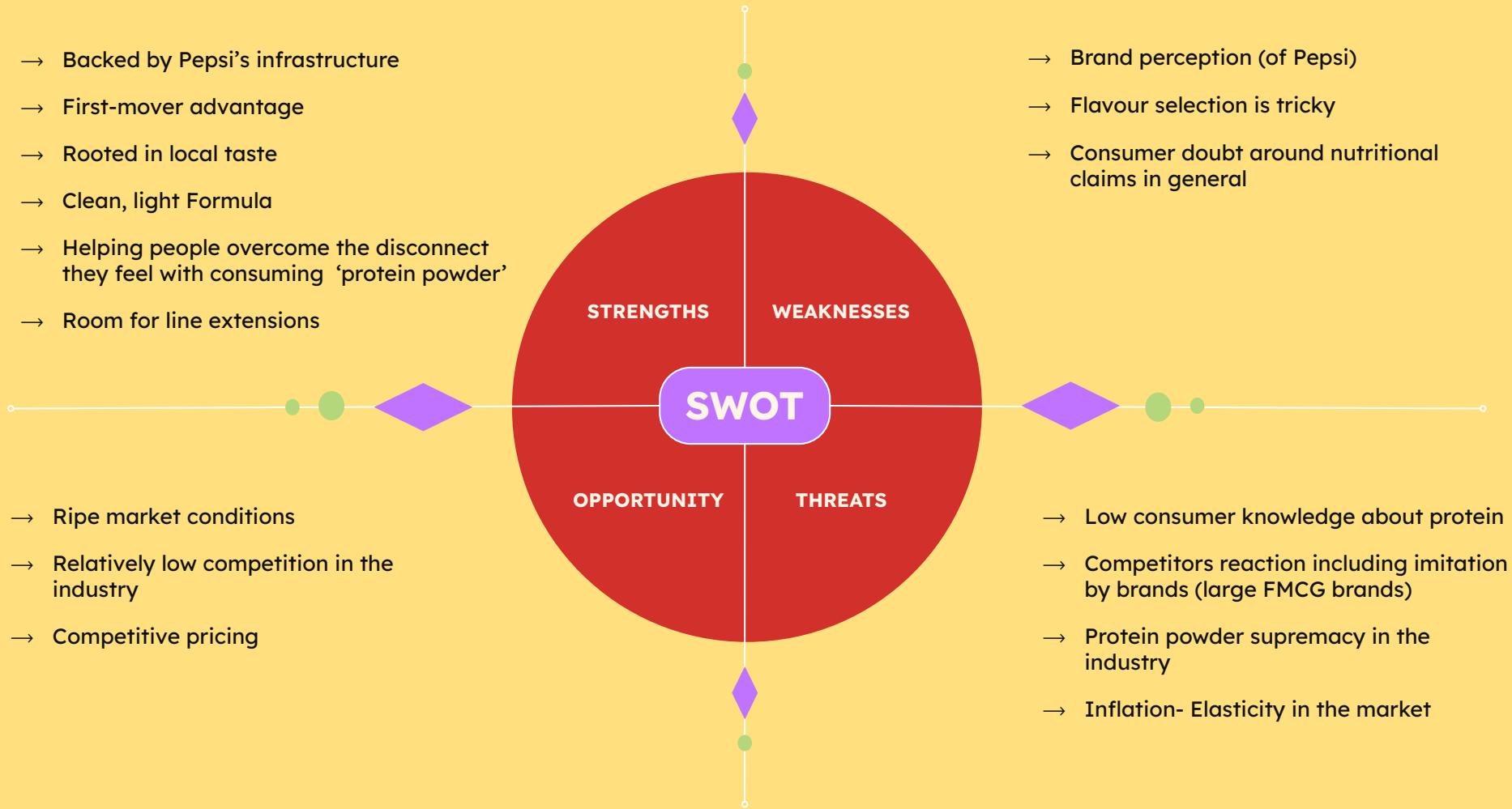
What needs/wants are we fulfilling?

Comfort and sense of belonging through
our familiar handpicked flavours to
provide you a moment to pause

Refreshing drink, perfect for indian
summer

Aiding in your daily protein requirement





Brand Architecture

Branded House

Why are we doing it?

- To leverage Pepsico's brand equity and trust.
- To reduce marketing costs and streamline brand architecture.
- To reinforce a unified brand voice and presence.
- To show innovation within the Pepsico ecosystem.

Physical Evidence

- On-ground activations:
Sampling at like malls and IT parks
- Colourful displays in store with bright and colourful imagery

Price

- ₹40 per bottle
- Targets daily or impulse consumption.

Place

Distribution in 5 metros via:

- Quick commerce: Blinkit, Zepto, Swiggy Instamart
- Modern retail: Reliance Fresh, Foodhall, Nature's Basket
- High-footfall touchpoints: college canteens, gyms, yoga studios, metro stations, cafés
- Sampling at places like malls and IT parks

Promotions

- DVC with magic realism, showing emotional lift in everyday life
- Social Media & Website: Instagram Reels, YouTube Shorts, regional creators
- Print ads, OOH at bus stops, metro stations, coworking hubs
- Influencers: lifestyle, food, wellness, city-based micro-creators

People

- Our brand representatives from promoters to social media managers will reflect Bulbul's personality: warm, approachable and playful.
- They will be trained to engage, and not preach

Process

- Locally sourced ingredients with strong quality control for consistency
- Distribution via quick commerce (e.g., Blinkit, Zepto)
- In-store stocking and placement for easy customer discovery
- Collect real-time feedback through on-ground sampling and online consumer reviews and feedback

BRAND IDENTITY

BULBUL

Tone of Voice

Logo

Colours

Typography

Visual Elements

Applications



PLAYFUL

NOSTALGIC

INCLUSIVE

CONVERSATIONAL

Tone of Voice

Our tone of voice is playfully cheeky, nostalgic, conversational, and inclusive, unmistakably “Bulbul.”

We tell stories with warmth and joy, never preachy, evoking small moments of happiness. Through visuals and communication, we offer a fresh take on nostalgia — not bound to childhood memories, but a celebration of life’s simple pleasures.

Our tone is unconventional yet deeply relatable, helping our consumers feel seen, included, and uplifted.

BULBUL

Tone of Voice

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Primary Logo

Inspired by the old-school lettering we see on the boards outside Indian eateries and the designs we see on the backsides of trucks, this logo is designed to stand out while evoking a sense of familiarity.

We have two colour combinations for the primary logo, each evoking the same feeling but in a slightly different way. The first one leans towards the retro colour palette, while the second has the vibrancy of a truck design.

Determine which version fits the given design more out of the two. For a more serious focus, use the first. For a more playful tone, use the second.

BULBUL

BULBUL

BULBUL

Tone of Voice

Logo

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Applications



BULBUL

BULBUL

BULBUL

BULBUL

Black & White

There will be times where we will not be using our primary logo, given that it has certain design elements that will not fit into certain designs areas.

For such instances, we have a simpler, more one dimensional version of the logo that can be used with more versatility.

It is important to note that the primary logo should always be the first choice, and should it fail to fit, we use these versions.

BULBUL

Tone of Voice

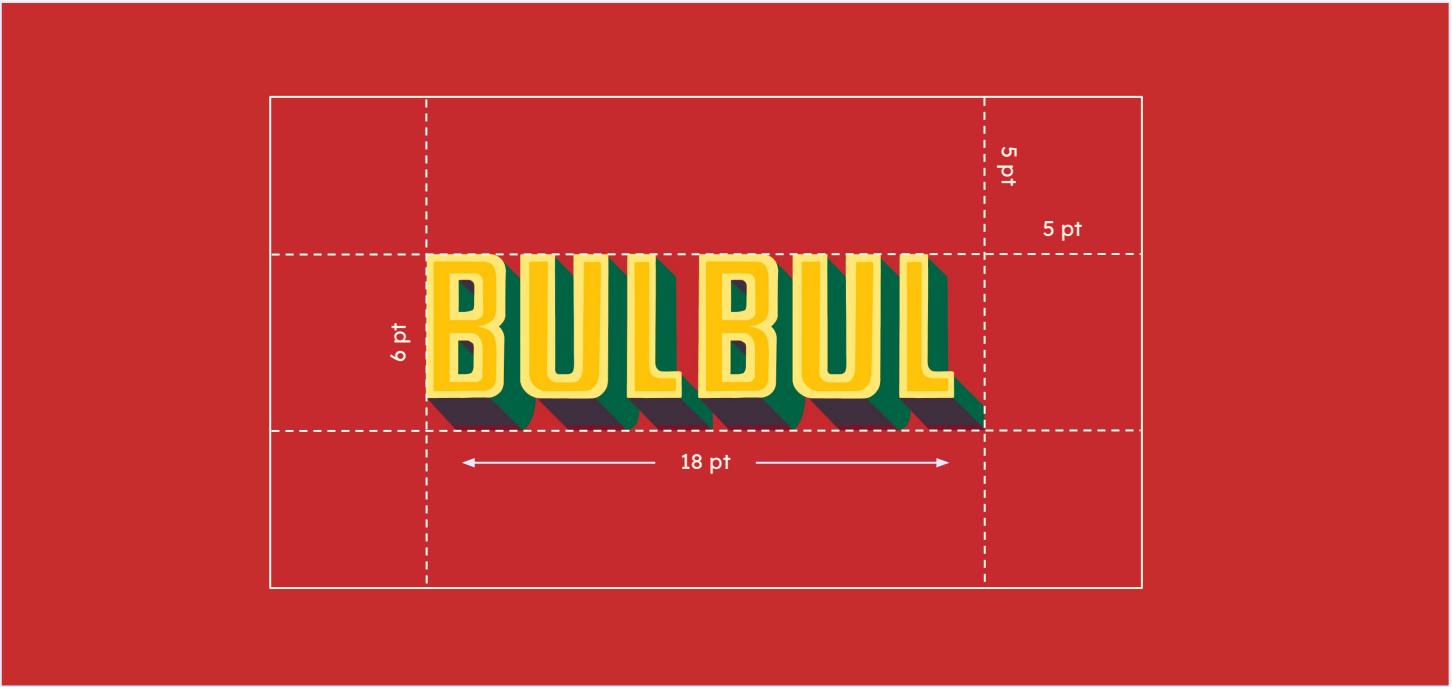
Logo

Colours

Typography

Visual Elements

Applications



Clear Space

The clear space around the logo is essential to ensure maximum visibility and visual harmony. It helps preserve the prominence of the logo among the other visual elements.

Should the logo be resized, the clear space around it must be adjusted proportionately. This guideline is primarily for the primary logo with its shadow element, but is to be followed for logos in black and white too.



BULBUL

Tone of Voice

Logo

Colours

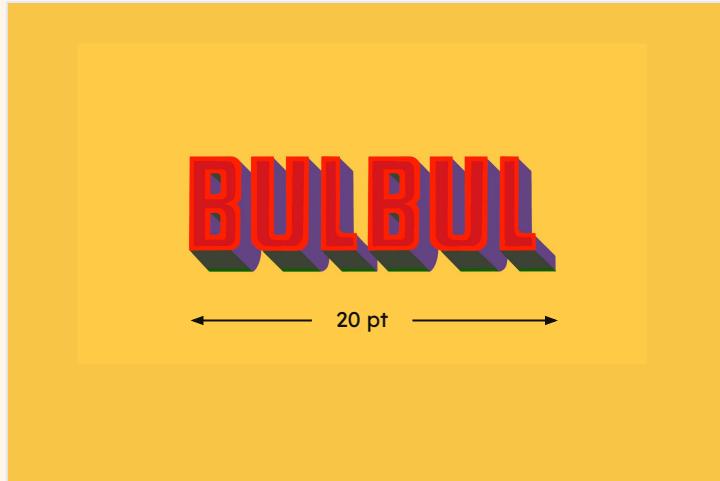
Typography

Visual Elements

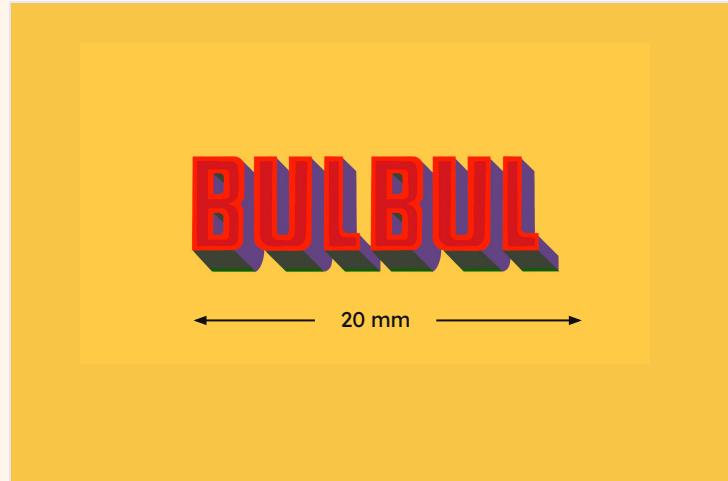
Applications



Digital



Print



Minimum Size

The minimum size for the logo should be reserved for situations where layout place is extremely contained. In any situation, the logo size should never be smaller than this.

BULBUL

Tone of Voice

Logo

Colours

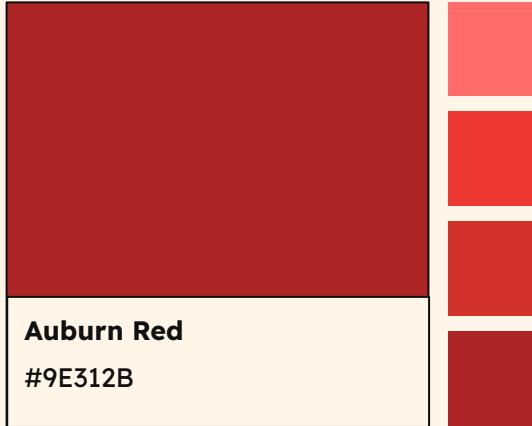
Typography

Visual Elements

Applications



Primary Colour Palette



Auburn Red

#9E312B



Saffron Yellow

#F9C546

Colour Palette

Our primary colour palette evokes earthy tones, and gives a grounded feeling.

Their different shades can be used in design elements, with some variations giving a brighter, more vibrant feeling.

The secondary colours help us add a contrast to the overall design and keep them interesting.

Secondary Colour Palette



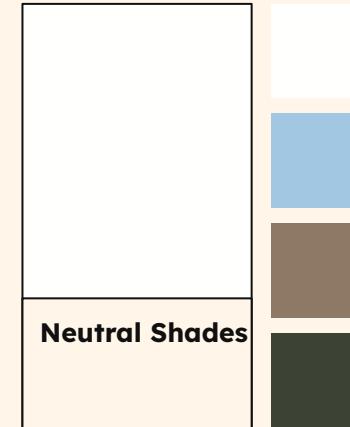
Ultra Violet

#634383



Dark Green

#1E553B



Neutral Shades

Different combinations may be used as needed. When it comes to our different flavours, we have specific colours designated for each, keeping their harmony with our brand colour palette in mind.

BULBUL

Tone of Voice

Logo

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Heading

Aa

Bodoni Moda

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Subheading

Aa

Lexend Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Body Text

Aa

Lexend Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Good Use of Type

Heading

Subheading

This is the body text for the purpose of showcasing the typography.

The heading font is selected for its simple yet old-school look. We want to make an impression without standing out too much. The serif font works in contrast to the rest (logo and body text), and has a long structure that is reminiscent of our logo.

The subheading and the body text is a very easy to read font. It is to be used in bold for subheading and in regular for paragraphs and lengths of content.

BULBUL

Tone of Voice

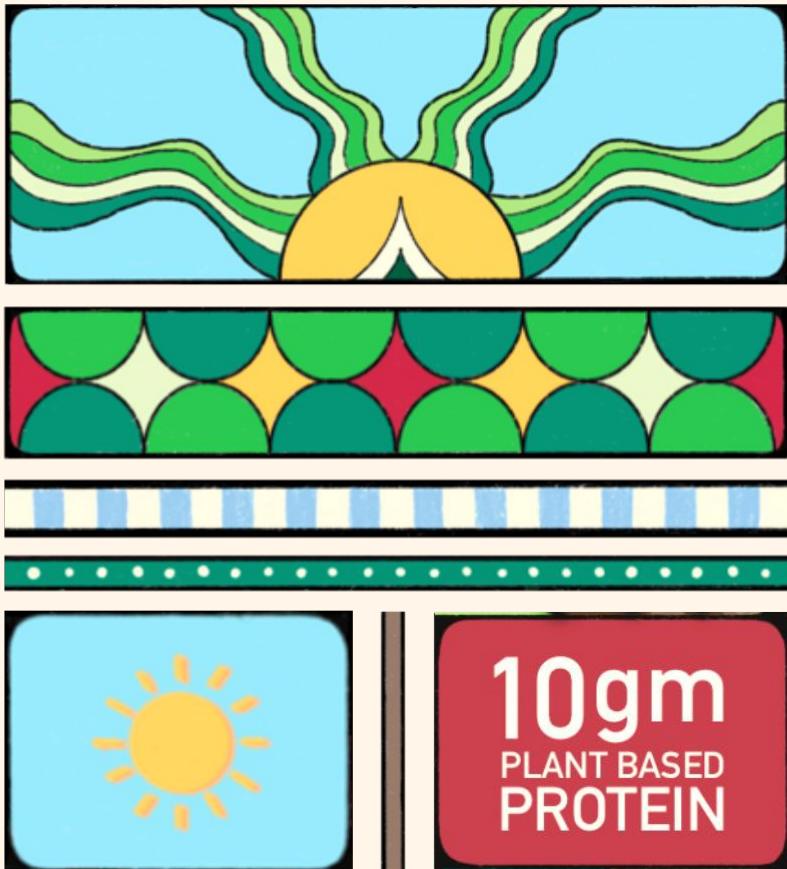
Logo

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Applications



Visual Elements

These are the base elements of our visual identity, to be used both in packaging in our communications.

The colour palette for these designs is not stagnant and may be changed to suit the design, using the colours from our colour palette.

They are to be used as entire blocks themselves in most cases, but can be repurposed to fit the design/illustration.

BULBUL

Tone of Voice

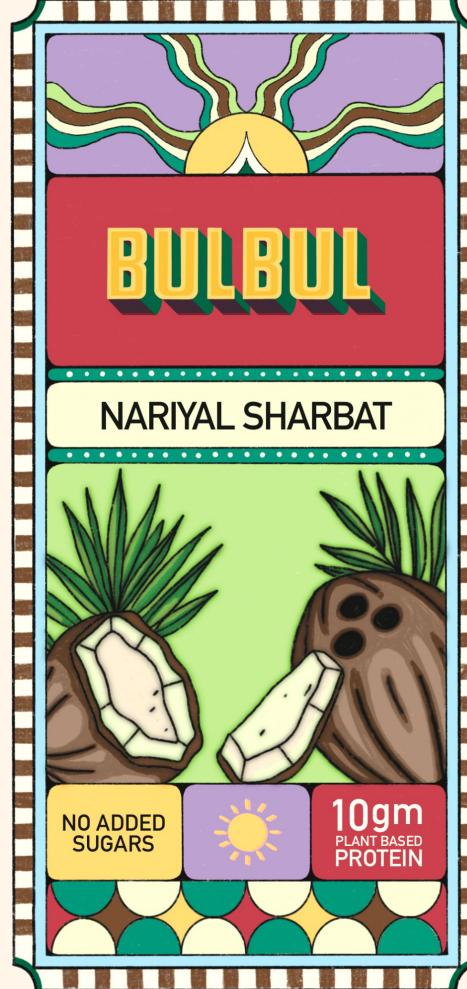
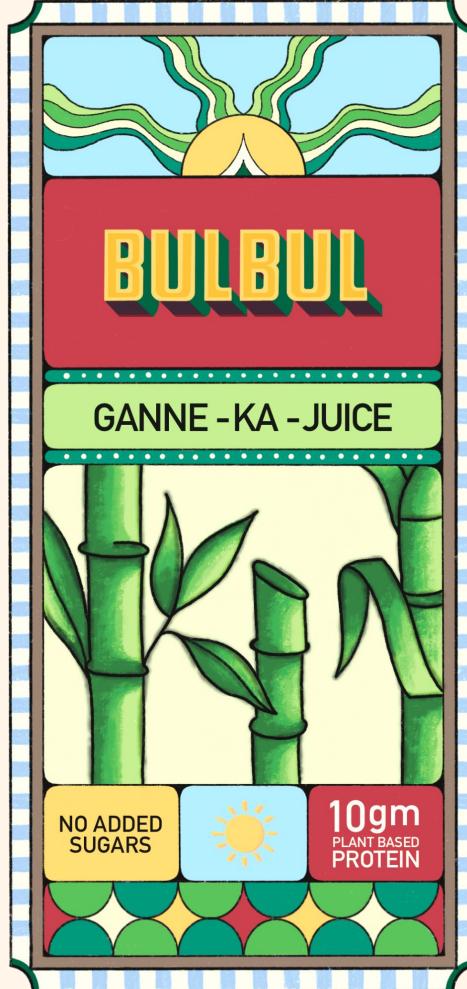
Logo

Colours

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Applications



Packaging

Our packaging shows the best case application of our visual elements. The elements come together coherently to convey our visual identity.

The blocked placement of the elements allows us to add our visual elements in a structured manner, and is ideal for ease in application.

BULBUL

Tone of Voice

Logo

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Product Posters

Our product posters are meant to highlight our product, in contrast to our print ad designs. These are ideal for shopkeepers to add to their wall or main hoarding.

The swirl of the drink around the bottle is meant to tie us to Pepsico brand, using the Pepsi drink's motif.

BULBUL

Tone of Voice

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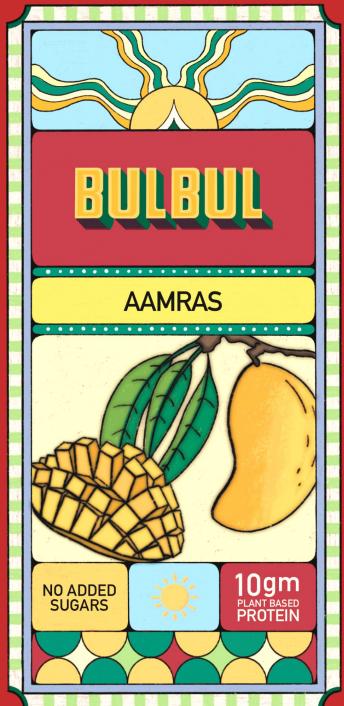
Visual Elements

Applications

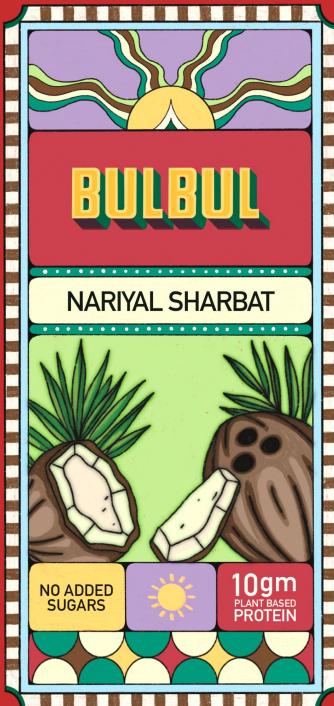


Product Posters

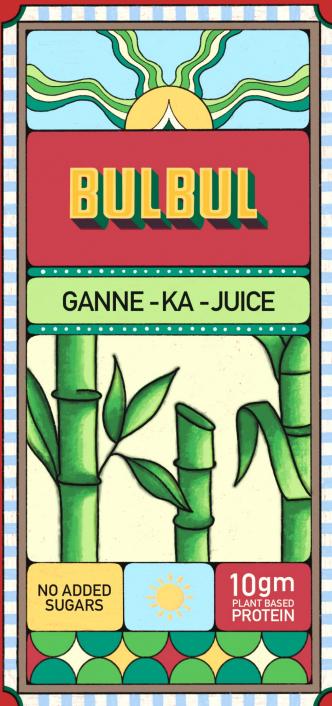
FLAVOURS



Aamras



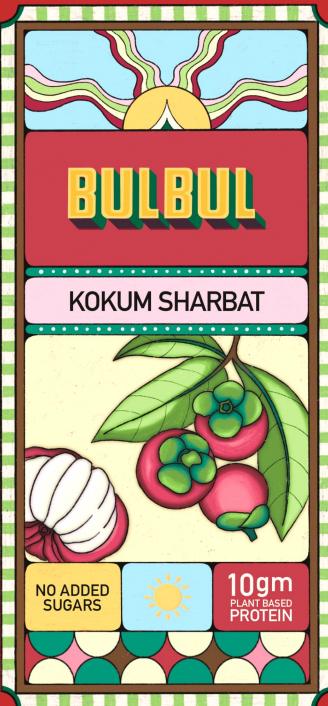
Nariyal Sharbat



Ganne-ka-Juice

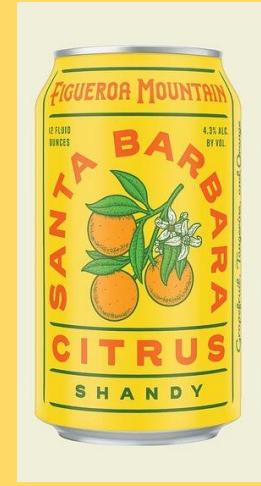


Mango Chilli



Kokum Sharbat

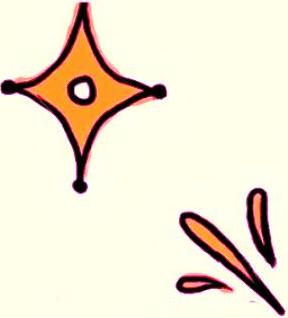




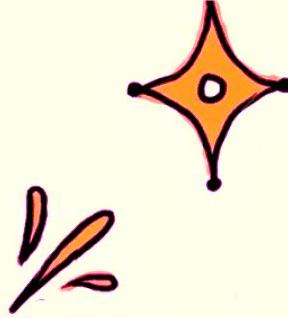
**DESIGN
REFERENCES**



Creative Brief



Why are we advertising?



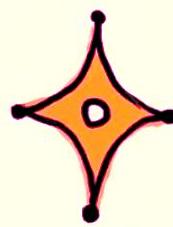
Launch the brand with a big bang!



Increase brand awareness, brand knowledge

Establish trust and build brand credibility

Differentiate from competitors



Territory

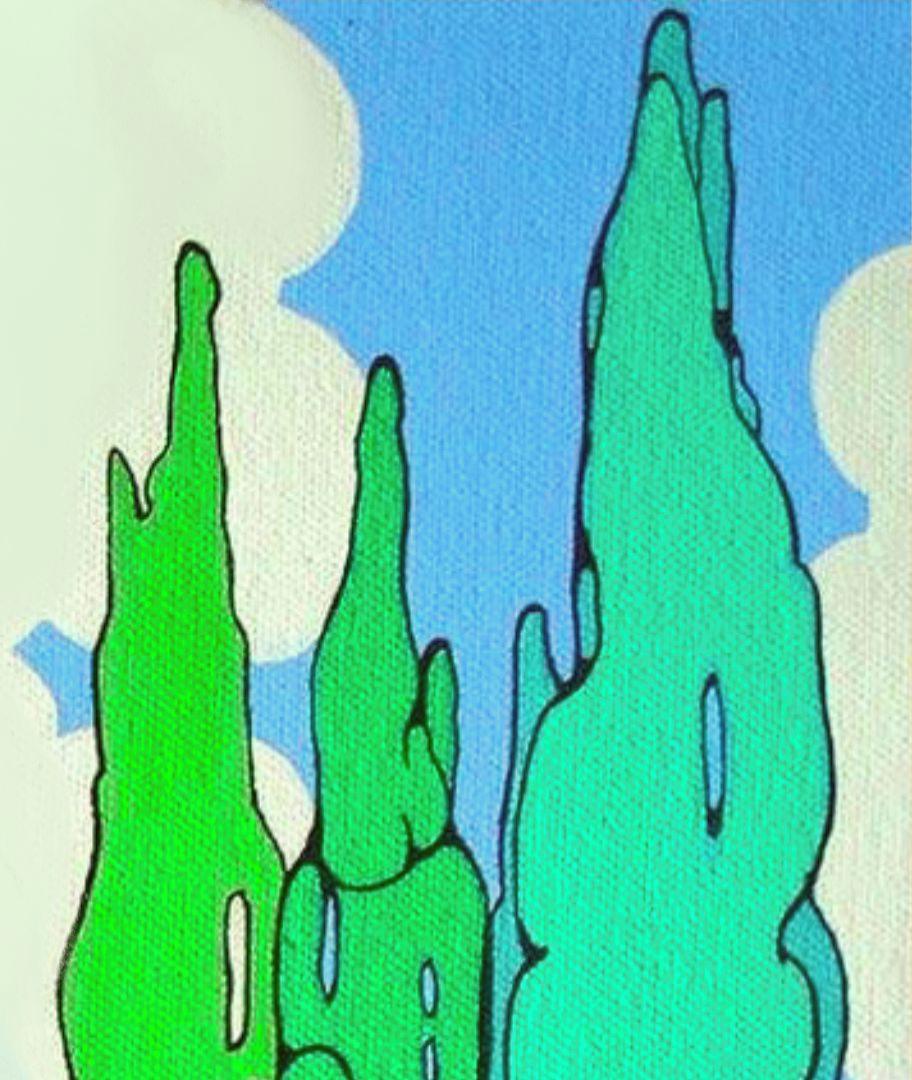
What territory do we want to own with this brand and why?

Bulbul sits between two categories:

Indian flavoured drinks and protein drinks

From Indian drinks, we bring familiar flavours that people love.

From protein drinks, we bring health, nourishment, and function.

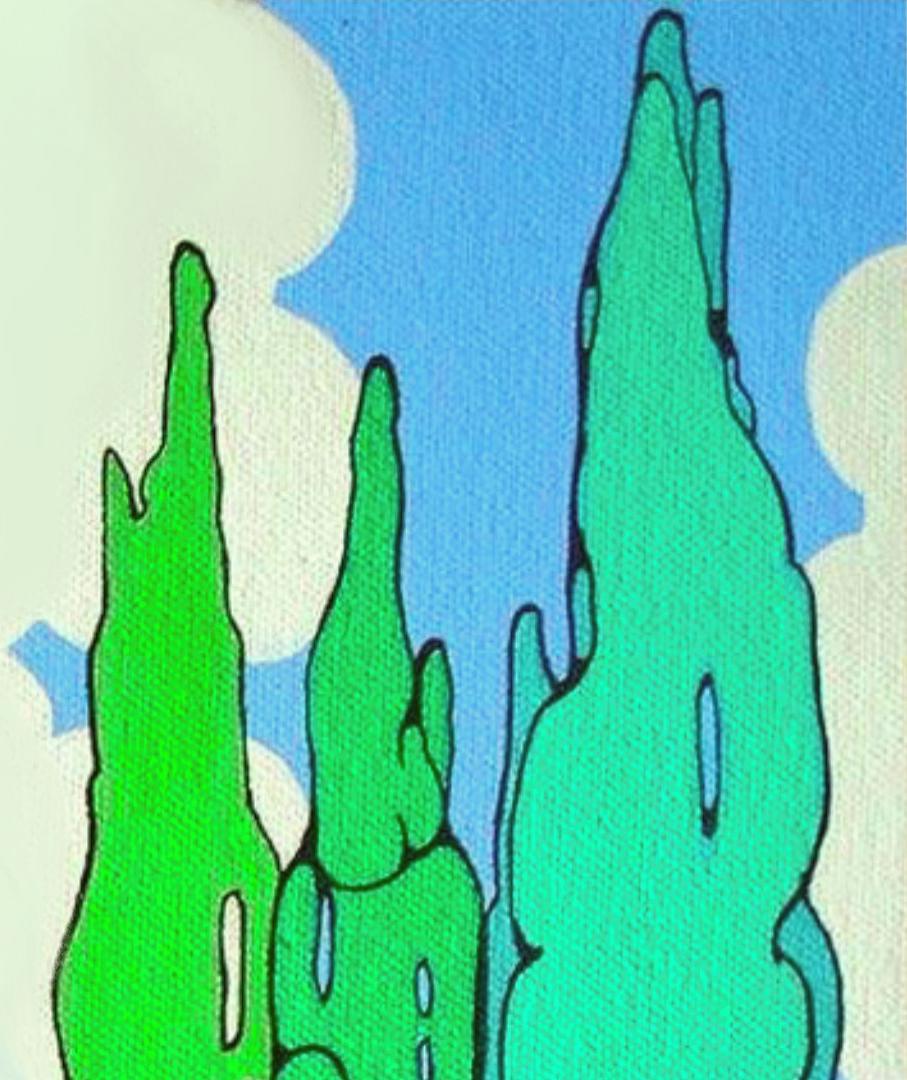


Territory

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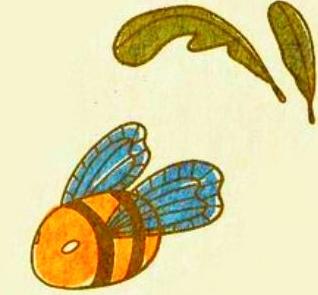
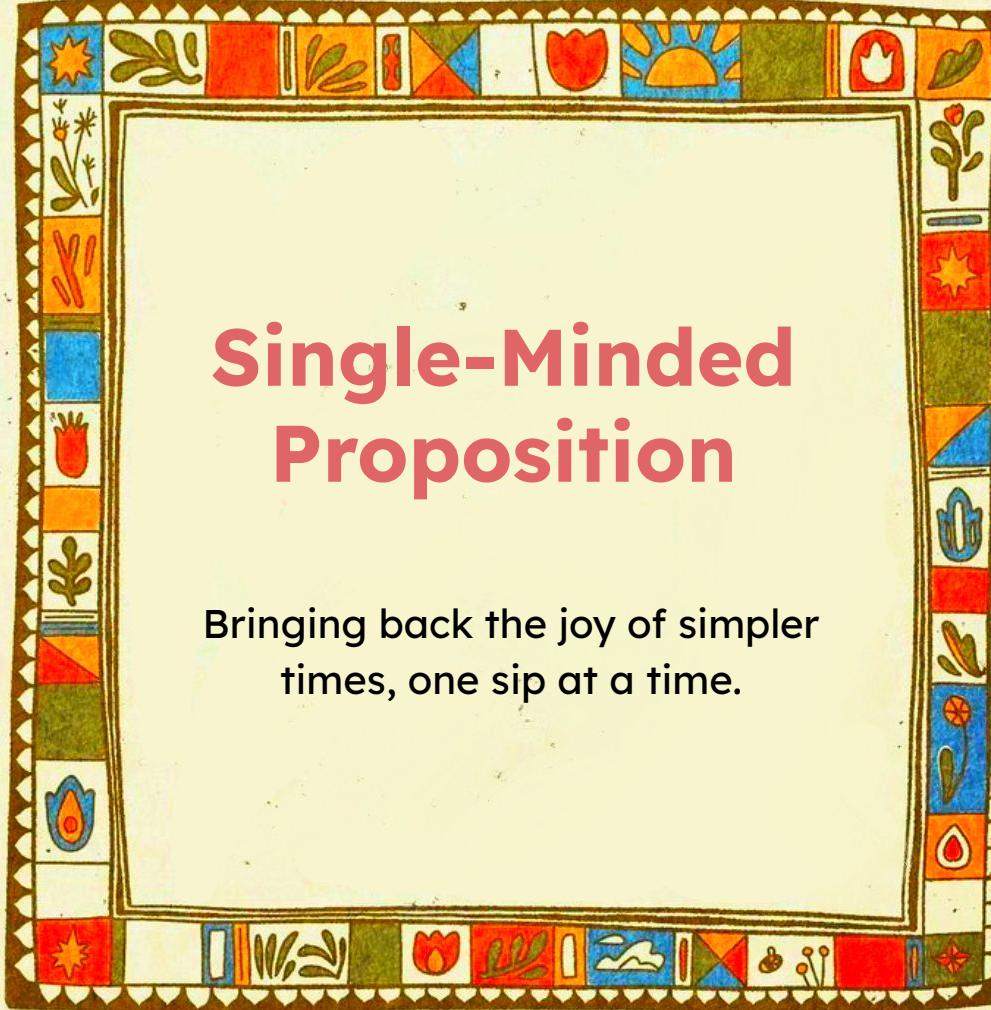
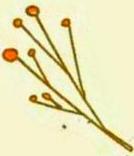
By combining both, Bulbul offers something new.

Bulbul is what happens when your favourite childhood flavours grow up - with a little more care, a little more nourishment, and the same great feeling.



Single-Minded Proposition

Bringing back the joy of simpler
times, one sip at a time.



Reason to Believe

Crafted with iconic Indian flavours Bulbul **brings back familiar tastes** that spark comfort and memory.

Made with **clean, simple ingredients** because joy shouldn't be complicated.

Tailored for modern routines, Bulbul **blends health, taste, and ease** in every joyful sip.



What do we want the creative team to produce?

We're building a 360° launch campaign to introduce Bulbul.

The goal is to create awareness, emotional connection, and cultural relevance.

This campaign should feel playful and unmistakably “Bulbul” with a fresh, modern voice.



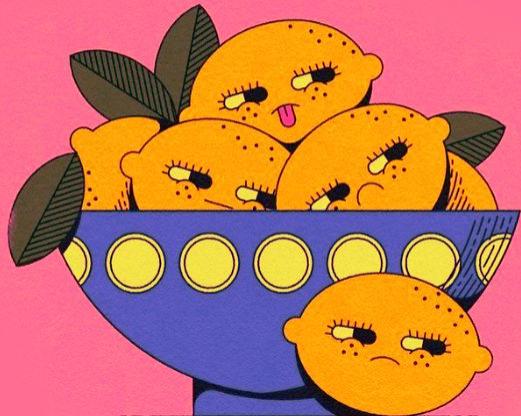
Deliverables

Digital content

- Digital video commercial (DVC) for YouTube, Instagram, and Facebook
- Social media creatives (posts, reels, stories)
- Collaborate with relevant creators

Print

- Print ad, visual-led with minimal copy
- Adaptations for key regional publications



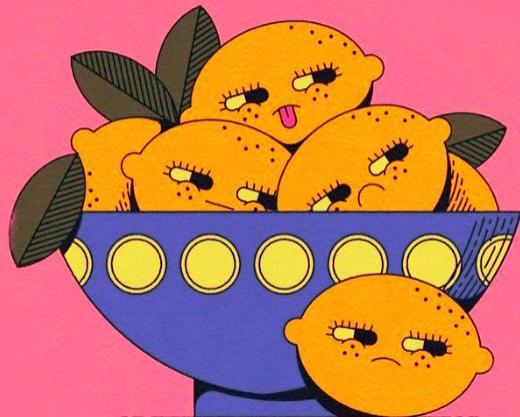
Deliverables

Experiential activation

- Pop-up experiences or sampling zones inspired by “slowing down” or “simple joys”
- Touchpoints that allow people to taste and emotionally engage

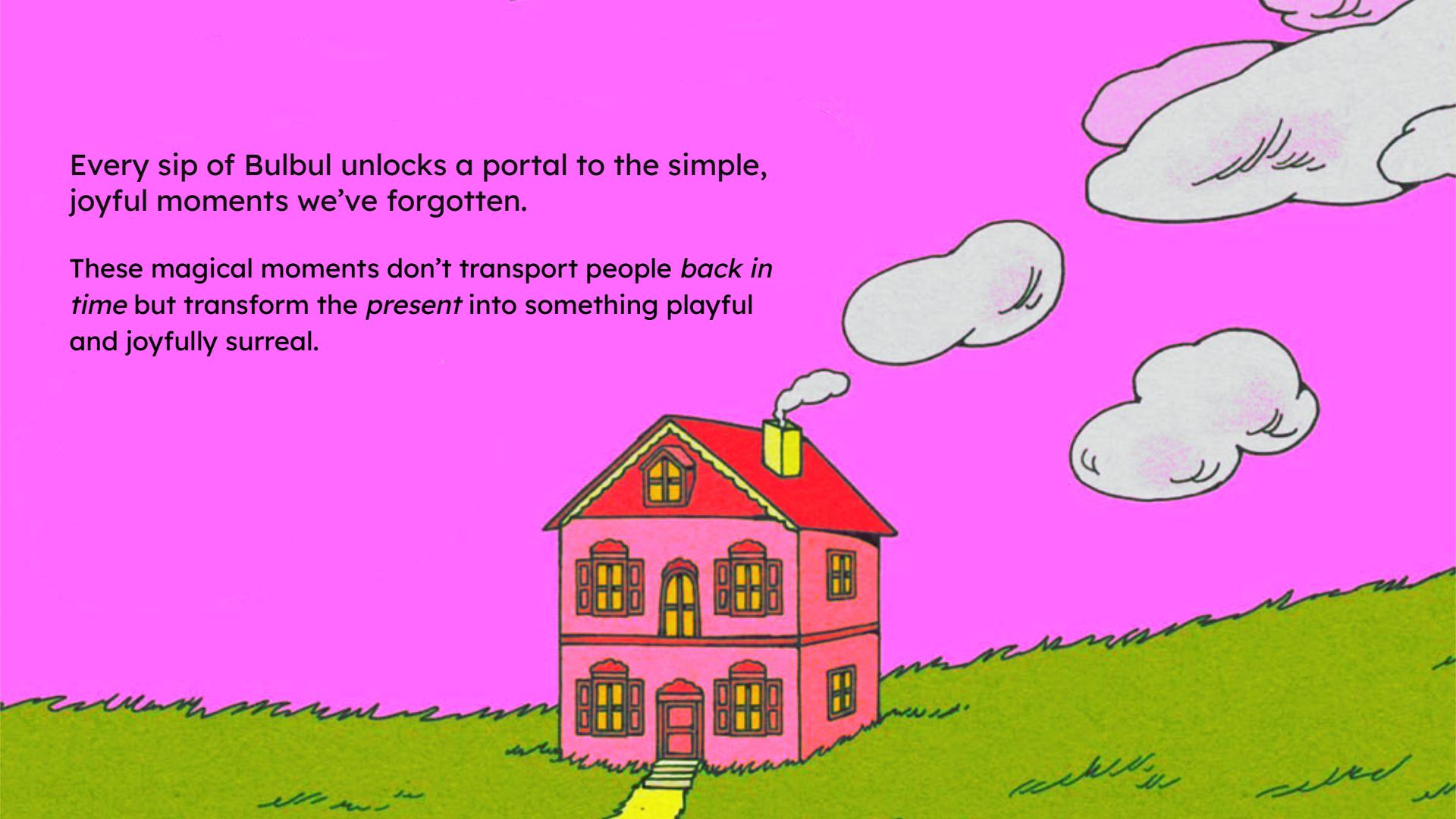
OOH

- Advertisements on bus stands and metro hoardings



The Big Idea

A sip of Bulbul is a return to yourself:
light, grounded, and joyful.



Every sip of Bulbul unlocks a portal to the simple,
joyful moments we've forgotten.

These magical moments don't transport people *back in time* but transform the *present* into something playful and joyfully surreal.

Launch Teaser

Bulbul the brand, the bird arrives first as a *feeling*.

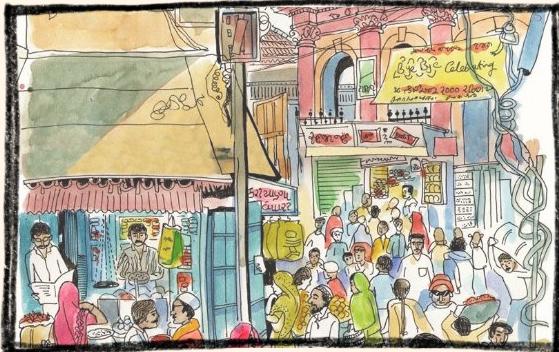
A soft, surreal presence that glides through the city's chaos and reminds us: even the fastest days can hold stillness.

The emotional world of Bulbul is introduced through this first flight a glowing bird that doesn't transport us to the past, but gently transforms the present through tiny magical changes in familiar moments.





Bulbul bird sits on a treetop.



quietly observing the people in chaos.



a woman trapped in honking traffic,
impatiently tapping the wheel.



a student sprinting to catch a bus,
earphones dangling



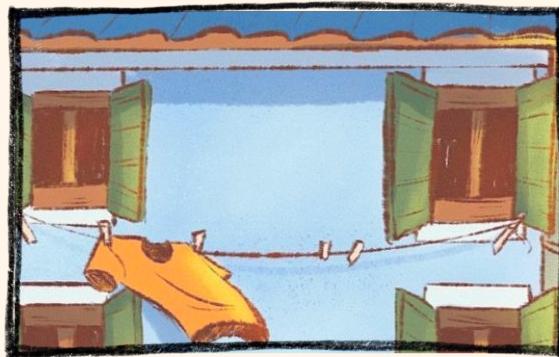
a delivery man blocked by a
loud, crowded baraat.



the bird takes flight.



time subtly slows



the noise recedes



a single marigold blooms in the traffic jam



a dupatta from the baraat
floats in slow motion



bulbul continues its flight



BULBUL ... coming soon

DVC

Title: Joy in the air

Duration: 30 sec (main),
15 sec (cutdowns)

Tone: Emotional, relatable, slice-of-life

Platform: YouTube, Instagram, Facebook, Disney+ Hotstar





a noisy open-plan office.



fluorescent lights hum.



phones ringing.



frantically typing.



eyes glued to the screen.



all movement, no emotion.



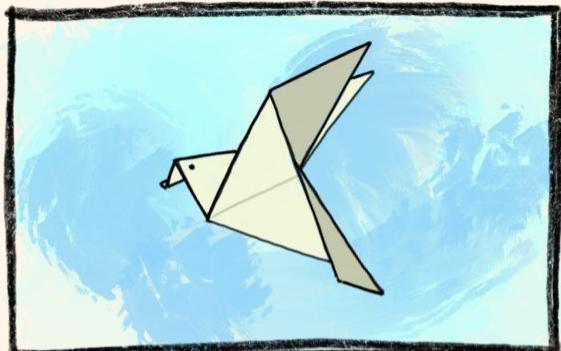
as she sips bulbul, the office
seems to shift.



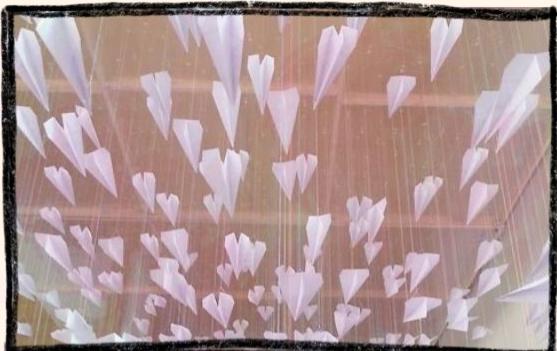
no longer harsh, they soften to
a golden warmth.



a breeze stirs a sheet of paper.



it lifts and folds mid-air into a
chirping origami bird.
she watches in surprise and delight.



more birds fold and flutter,
office quiets for a moment, on
chirping. joyful surrealism.



BULBUL ... little joys, big smiles

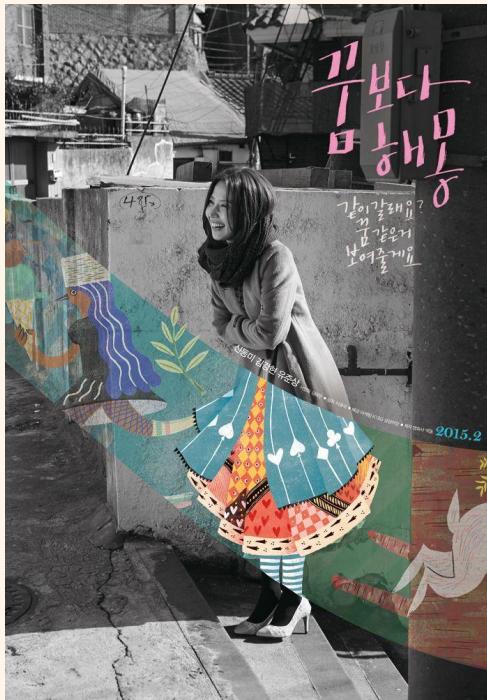
Print

States: Mumbai, Delhi, Kolkata, Chennai and Bangalore

Publications: Hindustan Times, The Hindu, The Telegraph, Times of India, Deccan Herald

Concept: “The Magic In The Mundane”

Bulbul doesn't change your world, it changes how you feel about it.



HEADLINE: “A Sip is All it Takes to Feel the Simple Joys Again”

TAGLINE: Little joy, big smiles.

OOH

Locations: Rooftop
Billboards, Corporate Parks,
Flyover, Bus Stops, Metro
Stations, College Gates,
Malls.

Concept: "The Joy Of
Simpler Times"

Core Message: Bulbul
doesn't transport you away
it reconnects you to the
beauty you've forgotten.
One sip at a time.



Social Media

Platform Strategy:
Instagram-first, with
adaptations for YouTube
Shorts and Facebook

Content Samples



UGC campaign

Objective: Build emotional community around small joys.

Direction:

- Ask followers “What was joyful pause today?”
- Encourage video/photo entries with Bulbul in real everyday moments.
- Stories and posts will be reshared on page.

Reels/posts Ideas

- Witty, emotional reels showing everyday Indian moments (like traffic, chai breaks, or inbox chaos) made softer and magical with a sip of Bulbul.
- Reels inspired by lost habits — writing letters, dancing in the rain, watching sunsets — reawakened by Bulbul’s warm, unfiltered presence.
- Relatable slow-life moments, where sipping Bulbul feels like hitting pause — without needing to escape or go offline.



Social Media

Platform Strategy:
Instagram-first, with
adaptations for YouTube
Shorts and Facebook

Content Samples



Influencer Marketing

Influencer types: Lifestyle creators, Regional food bloggers, Professionals / Gen Z

Collaboration Ideas

“Remix Recipe”

- Food influencer uses Aamras Bulbul to make a mocktail or dessert
- Hook: “Flavours of my childhood, reimaged for now.”

“Mini-Documentary Style IGTV”

- Creators film their daily life and end with a moment of pause with Bulbul
- Concept: “*My Day, Slowed Down*”



Experiential Marketing

Bulbul Pop-Up Carts

Wooden carts inspired by haath-gadis,
styled like old Delhi/Jaipur bazaar stalls.



PR & Earned Media

Launch PR kits

5-Flavour Bulbul box

Postcard Set

“Bulbul fridge magnet”

QR code

Target Outlets

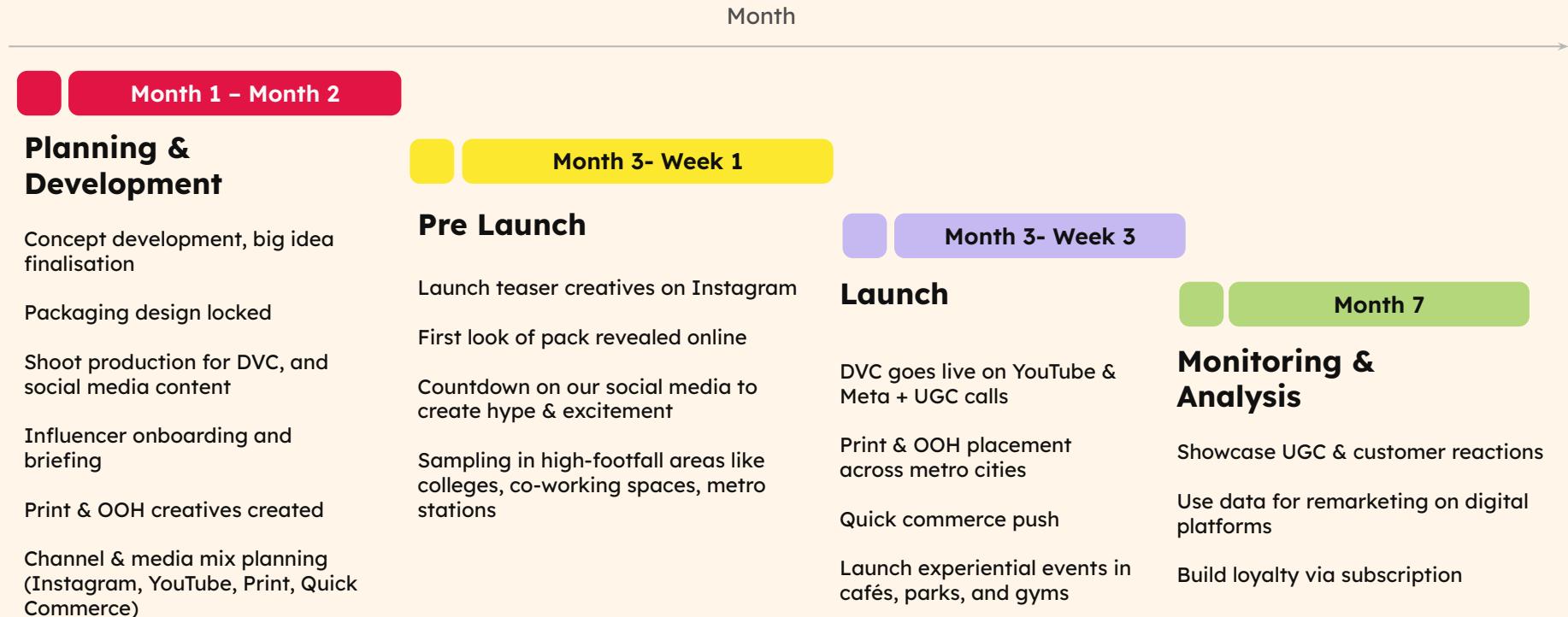
Lifestyle, Design, & Culture

e.g. Homegrown India, Design Dekko, etc.

Food & Pop Culture

e.g. India Food Network, The Swaddle, Rolling Stone India

Launch Timeline



Customer Journey

	Awareness	Interest	Purchase
ACTIONS	Spots Bulbul via Instagram ad, print campaign, or in-store Gets intrigued by the familiar flavour names or the bright, playful packaging Googles the brand	Sees fun packaging and familiar flavours like Aamras and Kokum. They are surprised by 10g protein. Realises it's non-milky, light, and grab-and-go.	Impulse pick-up from shelf/ order from quick ecommerce. Drawn by flavour, visual appeal.
EMOTIONS	Curious, slightly amused Skeptical	Surprised by the protein twist and convenience.	Satisfied, comforted. Mild delight.
PAIN POINTS	Doesn't know if it's worth trying Unsure if "protein" means bad taste	Wonders if 'protein' means bad taste or heavy feel.	Hopes it's not artificial.
TOUCH POINTS	Instagram ads, print, in-store displays, influencer mentions.	Label, social content, reels, unboxings.	Packaging, first sip moment.
OPPORTUNITIES	Use storytelling to emotionally connect with the customer and highlight the simplicity, joy and comfort of our drink. Eye-catching packaging that explains the benefits without sounding technical	We highlight the grab-and-go convenience + Indian flavours + light protein.	Strong first-taste experience, flavour payoff.

Customer Journey

	Repeat/Adoption	Advocacy
ACTIONS	<p>Starts buying regularly. Associates Bulbul with a comforting break or mood lift.</p> <p>Triggers repeat purchase or quick commerce reorder.</p>	<p>Tells friends, posts on social media, shares it as a 'hidden gem'. UGC and word-of-mouth advocacy.</p>
EMOTIONS	<p>Feels confident and emotionally connected.</p>	<p>Proud to share, feels part of something joyful.</p>
PAIN POINTS	<p>Might not like all the flavours easily.</p>	<p>May lose interest if the brand doesn't engage emotionally.</p>
TOUCH POINTS	<p>Habit reminders.</p>	<p>Friends, social posts, user stories, comments, reviews.</p>
OPPORTUNITIES	<p>Subscription model, restock alerts, playful post-purchase messaging.</p>	<p>Inspire UGC, and highlight real stories of our consumers</p>

A Claim about the Role of Marketing Channels



Instagram

Audience

Urban & semi-urban millennials looking for light, nutritious drink options that feel familiar and joyful.

Actions

Carousel posts, reels, meme-driven storytelling, nostalgia-toned influencer content, behind-the-scenes production videos.

Goal

Drive awareness, emotional connection, and engagement with the idea of “simple, everyday joy in every sip.”



YouTube (Digital Film)

Audience

Young professionals, urban millennials who are seeking a healthier mid-day refreshers with taste and emotional resonance.

Actions

Launch a magic realism-inspired digital video (DVC) showcasing how a sip of Bulbul creates a joyful pause in a busy day.

Goal

Build brand story and evoke an emotional hook that top of the mind recall.



Print + Outdoor (OOH)

Audience

On-the-go consumers, office-goers, and students in urban spaces like metro stations, malls, cafés.

Actions

Striking visuals of flavours + short lines capturing simplicity, placed on hoardings, metro panels, and in-store posters.

Goal

Trigger curiosity and drive impulse purchase from quick commerce or from the shelves of stores



In-store / Quick Commerce Apps

Audience

Busy consumers making quick, everyday purchase decisions based on convenience.

Actions

Eye-catching packaging, pop-up banners on app homepages.

Goal

Drive instant purchase and possibility of repeat consumption.



THANK YOU

Nishtha | Swaraj | Pulkit | Kriti