

Zomato Novelties - Branded Content Strategy by Radha Iyer

Brand Strategy and Target Audience

Zomato is a food delivery mobile application that has been gaining popularity since 2012. It's not just known for its various food services and offers, but now it also hosts a number of short original online video series, all revolving around the love for food. Keeping up with this food loving spirit and people's never-ending appreciation for it, Zomato has now ventured into the world of lifestyle, with Zomato Novelties. With this, the brand aims to bring out the 'foodie' in everybody. Zomato Novelties includes a wide range of cutlery, with quirky, offbeat, fresh off the boat designs, fit for all kinds of aesthetics, and is sure to make your food look more delectable. We have two months to form a content strategy in order to launch this product successfully.

The target audience would be a large number of people who are highly driven by social media presence and recognition. This product can be targeted towards anyone who loves to upload pictures of food on social media.

The Brand Story

The idea is to spread and share the love for food. Going an extra mile, taking out time, to not just make but also present the food in a good way, that would make someone happy just by looking at it. Zomato Novelties will focus on food aesthetics, bringing in the concept of a treat for the eyes, stomach, and ultimately, a treat for the soul.

The Content and Distribution Plan

Zomato Novelties, as previously mentioned, will mainly focus on food aesthetics. It is going to be a majorly visual content strategy. For this, we require a platform that enables and supports visual content, and is also popular among a wide age group. Hence, Instagram will be an appropriate choice for Zomato Novelties' branded content strategy. Since we have two months to run this strategy, we can have multiple photographs of the products with food/beverages in them,

and four videos revolving around the product. The pictures will be posted biweekly, one consisting of a food aesthetic challenge, and the other one, an audience submitted picture (the best of the submissions). The videos will be posted fortnightly along with the pictures, and will have a continuous narrative.

The Story Concept

While the photographs and weekly challenges are going to act as a way of constant engagement, the video content will carry the main message and the narrative of the brand. These videos will have a common theme of sharing and passing on love through food. All of them will have different storylines and therefore we shall present four different protagonists. Since the theme will remain the same, our challenge is to show four different perspectives of the love for food. The protagonists will face challenges revolving around food - it's either the nervousness of someone cooking food for the first time, or someone finally getting some time to cook up a large spread. Throughout this, we shall highlight the products by Zomato Novelties, as to how they help in adding a special touch to all the love put into the cooking.

The Story Treatment

The first video tells us the story of a man, who has shifted to a new city for his job. This job has kept him busy with work and assignments, and he has never managed to catch a moment to breathe or pursue some of his favourite activities (read cooking).

The viewer slowly realises that the protagonist loves to cook, by seeing a wide range of products by Zomato Novelties, and many cookbooks stacked across shelves in his living room. But then, the next scene cuts to the protagonist ordering lunch from Zomato because he has no time to cook.

One day, he decides to clock in half a day at work. The viewer notices that the protagonist is sick and has to cook for himself. The protagonist decides to cook porridge, and serves it in a bowl by Zomato Novelties. It looks beautiful, he clicks a picture and uploads it on Instagram with the caption 'sick days', and gets a number of messages wishing him a speedy recovery.

The second video focuses on the story of a newly wed woman who decides to cook for her in-laws. Throughout the video, the viewer must feel the anxiousness and butterflies in the stomach as the woman juggles between cooking the starters, main course, and whipping up a dessert, while not being sure about proportions or the correct way to cook. In the end, she serves it on products by Zomato Novelties, not before clicking a picture, uploading it, and receiving tons of compliments. Her in-laws are not just taken aback by her efforts to cook good food, they also appreciate her for how good it looks and tastes.

The third video is about a father who's trying to pacify his toddler, who's crying, by trying to feed him food. But the toddler refuses to eat no matter how hard his father tries. Cue a flashback shot where the father is shown getting a bowl from his own father as some kind of inheritance. The protagonist then brings out a quirky looking bowl by Zomato Novelties, and puts the toddler's food in it. The toddler, now intrigued by a new bright looking bowl, doesn't hesitate to eat up all the food from it. The father then uploads a picture of his child holding the bowl, with the caption 'My kid approves of the bowl'.

Finally, the last video tells us the story of two kids, around 5 years of age, trying to make breakfast for their parents before they woke up. They lousily assemble two jam sandwiches, and watery coffee to their parents who wake up surprised, with some apprehension thinking about the mess the kids might have made. The kids present their creations on cutlery by Zomato Novelties, and their parents are amazed on how nice the platter looks. They feel proud, click and upload pictures of their kids' work, and happily have their breakfasts.

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