

CASE STUDIES

Anandhaas Wondr Diamonds Micro Skin Gustovita



Anandhaas Sweets & Snacks

Sweet Success, Powered by Performance Marketing

Reading Time: 1 minute

Objective

To expand Anandhaas—a traditional Coimbatore-based sweets and snacks brand—across India, driving online sales and creating a nationwide sweet tooth revolution.

Target Audience

- Sweet lovers across India, especially those who appreciate authentic Tamil Nadu treats.
- Gift seekers looking for irresistible combos and festive offers.

Challenges Overcome

Breaking through the clutter of the digital marketplace while positioning Anandhaas as the go-to brand for Indian sweets across regions.



Creative Solution

1. **Campaign:** Launched the “India Gets Sweeter” initiative to make Anandhaas a household name beyond Coimbatore.
2. **Influencer Marketing:** Collaborated with local influencers in Tamil Nadu, Karnataka, and Telangana to build trust and drive authentic engagement.
3. **Ad Platforms:** Ran powerful ad campaigns across Meta (Facebook & Instagram), Google, and WhatsApp to capture diverse audiences.
4. **Content Strategy:** Developed curated content for brand awareness, engagement, and retargeting, emphasising Anandhaas’ premium gifting options and mouth-watering visuals.
5. **Exciting Offers:** Introduced festive combos and gifting solutions that customers couldn’t resist.

Results

The campaign didn’t just bring in followers—it delivered sweet results month after month.

- **ROAS (Return on Ad Spend):** From a modest **1.26x ROAS** in January, we turbocharged the ad efficiency to reach **5.04x ROAS** by August—proving that each rupee spent returned big dividends.
- **Order Volume:** We saw a consistent rise in orders, with July and August crossing 800 orders each month, all with an impressive AOV (Average Order Value) of **₹940+**.

Conclusion

The Anandhaas campaign turned traditional sweets into a digital sensation, proving that the right mix of performance marketing, influencer trust, and irresistible offers can break all barriers. We didn’t just boost revenue; we built an empire of sweet success, reaching homes and hearts nationwide.



Want your brand to see this kind of growth? Let’s sweeten your success, reach out to us today