

CASE STUDIES

Anandhaas Wondr Diamonds Micro Skin Gustovita

Gustovita

Bringing Artisanal Ice Cream to the Masses

Reading Time: 1 minute

Challenge

Gustovita, a line of handcrafted Italian ice cream, needed to break into a competitive market dominated by big-name brands. The goal? Position it as the artisanal choice, with premium ingredients and flavors that speak for themselves.



Solution

We treated Gustovita like the culinary luxury it was. From subtle packaging redesigns to strategic placements, we ensured that Gustovita stood out without shouting. Here's how we did it:

- Artisanal Aesthetic: A minimalistic design that whispered luxury, featuring the prestigious 'Gelato World Tour Winner - Almond Carnival' title on every pint.
- Clever In-Store Marketing: Dangers, posters, and refrigerator signage in select supermarkets that caught attention without gimmicks.
- Event-Led Marketing: At food fests and ice cream eating contests, we didn't just promote Gustovita—we made it an experience.

Results

We turned a launch into a movement, with a fan following that grew organically. Gustovita became the artisanal favorite in Chennai, leading to a surge in demand for a product that spoke for itself.

The Flavorful Shift

With minimal spend, we captured maximum attention. Gustovita is now a market leader in the ice cream segment, not through flashy ads, but through word of mouth and careful brand curation.



Want your product to create buzz without breaking the bank?
Let's make it happen, get in touch.