

#HTNeighboursKitchen

Branded Web Series in Association
with Glen
- A Case Study



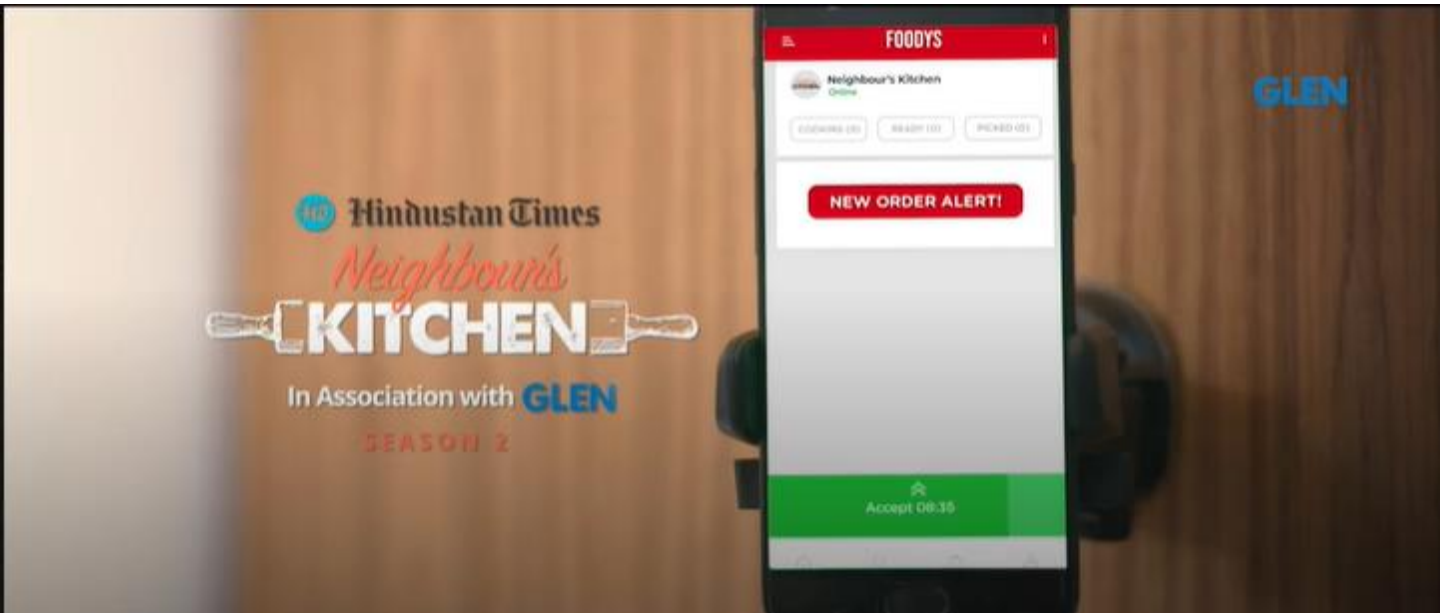
HT

Brand
Studio

GLEN

Live Better !

#HTNeighboursKitchen



Glen partnered with HT Brand Studio to create one of its kind Digital Series - Neighbor's Kitchen to establish an emotional connect with their core audience through stories of food straight from the kitchen

HT BRAND STUDIO x GLEN

Glen collaborated with HT Brand Studio as their production and digital distribution partner. **The 2 Season web-series was created on 2 different concepts revolving around a central theme of Cooking**

The assets thus created were further amplified with a holistic digital distribution strategy involving HT Media's digital properties.

Duration

S01 Aug'20 – Sep'20

S02 Feb'21 – Mar'21

Objective

Positioning Glen appliances as a Integral part of Millennial lives. Extending emotional bond that the kitchen brims not just within the families but among neighbours and friends too.



Concept & Brand Integration

Overall content in both seasons revolves around the Idea of Cooking
The content strategy was kept central to the objective of keeping the kitchen appliances, food and love between families as a central theme

S01

Concept - Tanmay keeps dropping in at his neighbor's house (Subhash and Gauri, an elderly couple living alone) to borrow their kitchen equipment. However, since he stays alone and has just shifted to Delhi, he hardly has any kitchen appliances

Brand Integration - Subhash and Gauri's kitchen is stocked with Glen's appliances, which Tanmay uses to indulge in his love for cooking

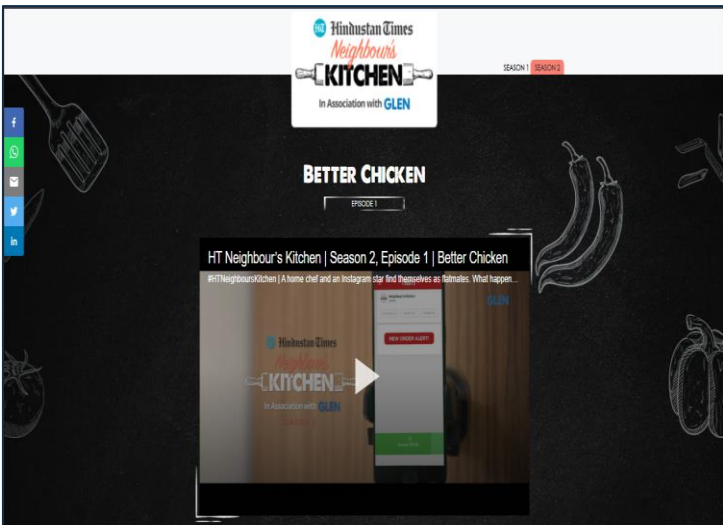
S02

Concept - Tanmay lost his job as chef due to corona and to sustain his livelihood he starts his Cloud Kitchen business from his flat

Brand Integration - Tanmay renovates his Kitchen and Equips it with High-End Glen Kitchen Appliances to help him with his cooking

Campaign Snapshots

Microsite



Articles



S01

Kashmiri
Chukandar Curry

Turnip The
Heat

Takeaway Troubles

Malabar
Lasagnz

G-P-S

Hasta La
Vista



Vedaant Saluja
Tanmay

Himanee Bhati
Anamika

Shahab Ali
Alexi

Renuka Sharma
Mrs. Ghosh

Sudhir Gulyani
Mr. Shosh

S02

Better Chicken

Sixer Ya Duck

Tough Cookie

Kung Fu Tinda

Muqaddar Ka
Chukandar



Vedaant Saluja
Tanmay

Rhea Bedi
Kinjal

S.K. Batra
Landlord Uncle

R. Srinivasan
Appa

Amit Vikram Pandey
Akshay

Content Distribution Strategy

Desired KPI's

- 16 M Video Views
- 30 M Social Reach

01

Articles

Articles on HT.com before episode/season release to set the context

02

Promos

Promo on Social Media to draw interest blending humor, romance & togetherness

03

Microsite

Content hosted on Microsite

04

Social Media

Content Distributed via HT Social Media handles to reach larger Audience Base



1

Microsite



20+

Marketing Posts



6

Articles



7

Video Promo Posts



11

Episodes

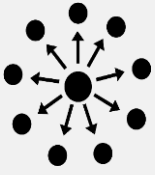
Platforms & Properties

Properties

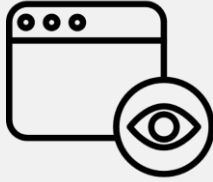


Platforms

The 2 Season Series successfully proved that food can help in building strong relations with Humans & Brands



53M
Reach



17M
Video Views



0.72M
Engagements

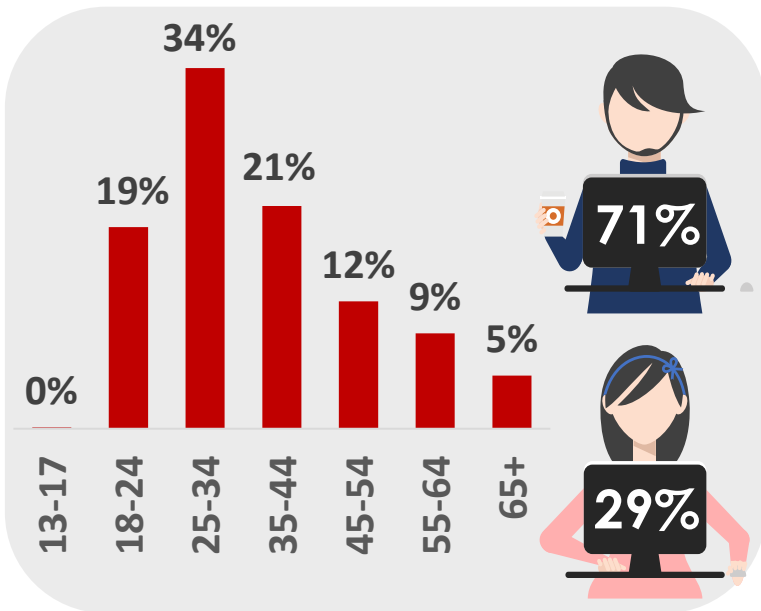


142K Hrs
Watch Time



0.5M
Page Views

Who's Watching



“ **Highly effective TG Targeting by reaching a large chunk of Millennial & Female Audience** ”

High Avg. Time Spent by audience (2+ Min's) on HT Microsite & Articles shows people interest towards the concept & content

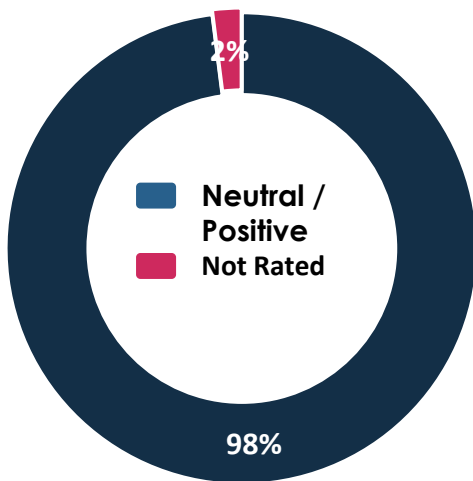
Social Buzz* #HTNeighboursKitchen

Good Mix of posts across social media platforms to target a wider audience base

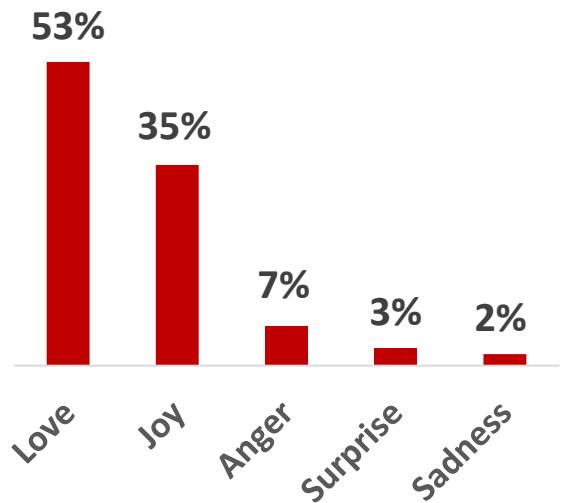
Social posts created around #HTNeighboursKitchen is having 98% Neutral or Positive Sentiment , Even the emotional context of the same is largely on the positive side



Sentiment Analysis



Emotional Context



*Source : Meltwater , Post Count ~ 0.8K

Industry Benchmarking

Campaign outperformed when benchmarked* against content of 2 related verticals i.e.

- **Kitchen Industry** (Kutchina, Prestige, Murphy Richards, Philips, Havells & Glen) &
- **Publisher Industry** (TOI , HT , DH , Indian Exp.)

on 2 Important KPI's i.e.

- **Average Views &**
- **Average Engagement**

Average Views Per Post

4.1X views than Kitchen Brands

30X views than Publisher Brands

2.2X views than HT Branded Content

Average Engagement Per Post

1.8X Eng. than Kitchen Brands

4X views than Publisher Brands

2.6X Eng. than HT Branded Content

*Benchmarking

- Last 12 Months , Facebook Platform, Engagement is based on public data i.e.. excluding post clicks
- Campaign - Based on 11 Main Videos on Facebook Platform

Campaign Outcome

Campaign Over Delivered on all the KPI's

1.1X Video Views

1.8X Social Reach

“ **Brand's objective of High Reach & Views was over achieved by HT's efficient content Strategy & Distribution** ”

Brand Impact

S01

54% jump in Glen site visits from organic search

31% increase in direct visits to Glen website

S02

36% jump in Glen site visits from organic search



*S01 -> Source: Glen Google Analytics (Aug - Oct 20)

*S02 -> Source: Semrush (Jan - Apr 21)

#HTNeighboursKitchen

Thank You !

AJAY KHANDA, Director, Glen Appliances



At Glen, we believe cooking is an activity that can bring people together. On the same theme, we wanted to create an engaging campaign that resonates with the users, and highlights cooking as an emotional activity that involves all family members. With HT Brand Studio's creative & production capabilities, we were able to bring our creative vision to life through a unique web-series "Neighbor's Kitchen". The HT Brand Studio team brought in a great mix of technical capabilities, a creative outlook and a diligent team which was a delight to collaborate with.

