> "This is a masterclass in market entry strategy.
> **Aniket Choudhari**

> "Hearing this gives me chills.
> **Deepak Kanojiya**

> "That's how you connect. Truly inspiring!
> #MarketingWithPurpose #CulturalInsight
> **Akul Raizada**

> "Great campaign and cheers for knowing the target audience well!
> **Avneet Sharma**

> "I am happy you have brought our anthem to life in such a beautiful way.
> **Rahul Baba**

> "This is what you call an amazingly thoughtful marketing campaign that will touch hearts of your target market.
> **Ashish Rana**

50k+ reactions

2 068 000 times the 52-sec film was watched till the end

800k+ ad interactions

451 000+ website sessions

70M+ impressions

2000+ inquiries

"Vande Mataram"

"Hail Motherland"

Singing our way into the Indian food & beverage market

Campaign Goal

Create awareness around Estonia's food and beverage sector in India.

Campaign Strategy

Strike a cultural connection by using song and music.

Instead of just promoting our food & beverage sector, strike an emotional connection by praising our motherland for the food she provides.

Creative idea and message

"Vande Mataram" is India's most emotional patriotic song that praises the motherland for her pure food, water and air. We adopted and reimagined the song to praise Estonia for her pure food, water and air.

To launch our food and beverage sector, this was our message "A gift from our motherland".

Creatives and channels used

52-sec launch film, 3 retargeting product films, banners and a website. Platforms: LinkedIn, Meta, YouTube & local networks.

Impact

We didn't just win attention, we sparked an emotional connection at scale, delivering 70M+ impressions and crossing 50K+ positive reactions. Despite being a long-format 52-second video, our hero film drove 2 068 000+ completed views, proving people didn't scroll past. They stayed, listened, connected.

What began as an awareness campaign, rapidly translated into business impact, generating 2000+ inquiries. **Vande Mataram.**