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This is a masterclass in  
market entry strategy.  
Aniket Choudhari

“  
Hearing this gives me chills.  
Deepak Kanojiya

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

“  
Great campaign and cheers  
for knowing the target  
audience well! ❤️  
Avneet Sharma

“  
That's how you connect.  
Truly inspiring!  
#MarketingWithPurpose #CulturalInsight  
Akul Raizada

# “Vande Mataram”

“Hail Motherland”

A digital campaign that won the hearts of the Indian market.

## Campaign Goal

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

## Creative idea and message

We wanted to enter the Indian market, the Indian way. Indian audiences love music and are very emotionally-driven by culture.

“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.

At the heart of our digital campaign was a long-format music video that would enable us to create a truly immersive emotional experience, creating a cultural bridge.



## Digital creatives and channels

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

## Impact of digital creatives

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.

Supported by a product-led retargeting campaign that framed our products as a gift from our motherland, and an informative, story-driven website, the digital journey converted emotion into action. Even with awareness as the primary objective, the campaign generated 2,000+ inquiries.

**Vande Mataram.**

50k+  
reactions

800k+  
ad interactions

70M+  
impressions

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

451 000+  
website sessions

2000+  
inquiries