

“

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

145k+
clicks

26M+
impressions

“Vande Mataram”

“Hail Motherland”

A long format digital film
that won the hearts of the Indian market.

Film objective

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

Creative 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.

Film 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.

This was our film message “A gift from our motherland”.

Film channels

Meta, Youtube, LinkedIn

Impact

The film didn't just win attention, it sparked an emotional connection at scale, delivering 26M+ 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.

The film's cultural and emotional relevance also helped transform an awareness campaign into lead generation by bringing in 2000+ inquiries. **Vande Mataram.**