



SOCIAL MEDIA CASE STUDY

Brand: PearlPet



ABOUT THE BRAND

Pearlpet, a brand of Pearl Polymers Ltd, is India's largest manufacturer of PET bottles and containers. Established in 1984, it's known for safe, eco-friendly, and durable kitchenware and packaging solutions.

With a strong R&D focus, Pearlpet is a trusted choice in the food processing and packaging industries. The company maintains rigorous quality control to ensure consumer safety.

BRAND OBJECTIVE

To empower our customers with well-designed and smart world-class products that transform the way that one chooses storage safely and conveniently in the 21st century.

Pearlpet envisions modern and responsible ways to enhance the safety and quality of primary food packaging across various commercial and non-commercial sectors.

STRATEGIES INVOLVED

Pearlpet's main strategy focuses on engaging consumers through trending reels that showcase products in dynamic ways. By leveraging topical wishings, the brand connects with audiences on relevant occasions and themes.

Additionally, clear and informative product messaging ensures customers are well-informed about the benefits and features of their offerings.

CAMPAIGN ACTIVATIONS

#BeatTheHeat

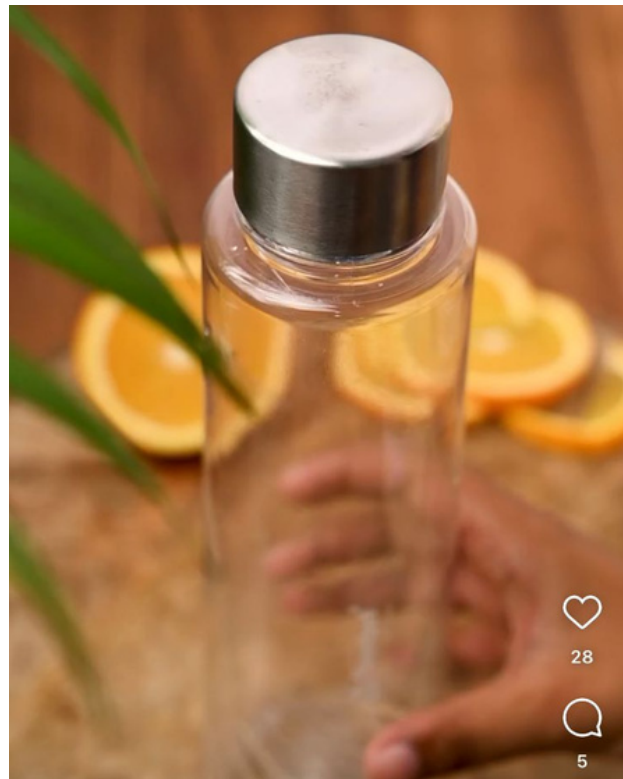
Pearlpet executed a "Beat the Heat" campaign featuring refreshing recipes and tips for staying cool during the summer. By showcasing their airtight containers for storing these summer delights, they emphasized the importance of freshness and flavor in warm weather.

Total Post Reach: 4854

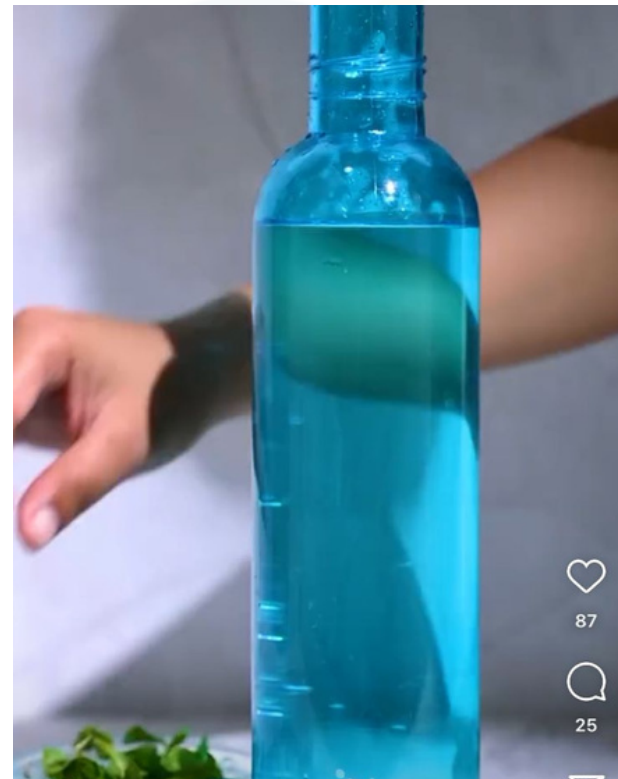
Total Content Interactions: 154

Achievement: Increased reach and engagement.

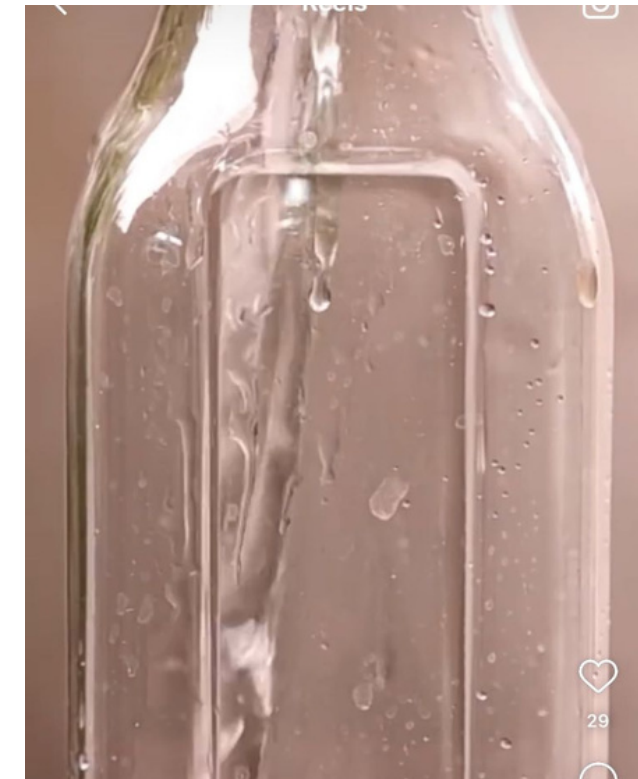
BEST PERFORMING CONTENT



Reach: 627
Interactions: 44



Reach: 2178
Interactions: 154



Reach: 561
Interactions: 39

CAMPAIGN ACTIVATIONS

Monsoon Tips and Tricks

Pearlpet launched a campaign focused on tips and tricks for keeping produce and food fresh in their airtight containers. Through this campaign, Pearlpet demonstrates how their solutions can help customers enjoy longer-lasting, high-quality ingredients.

Total Post Reach: 6547

Total Content Interactions: 234

Achievement: Increased page reach and engagements

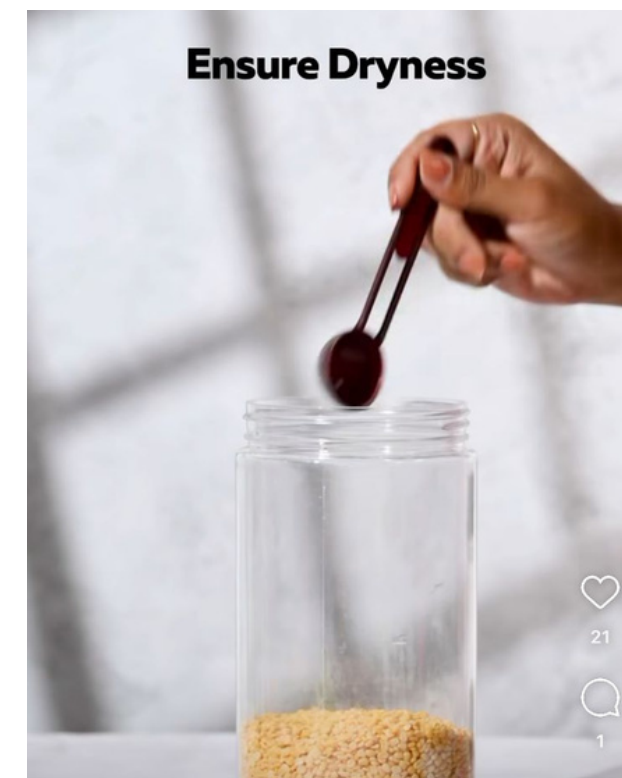
BEST PERFORMING CONTENT



Reach: 741
Interactions: 32



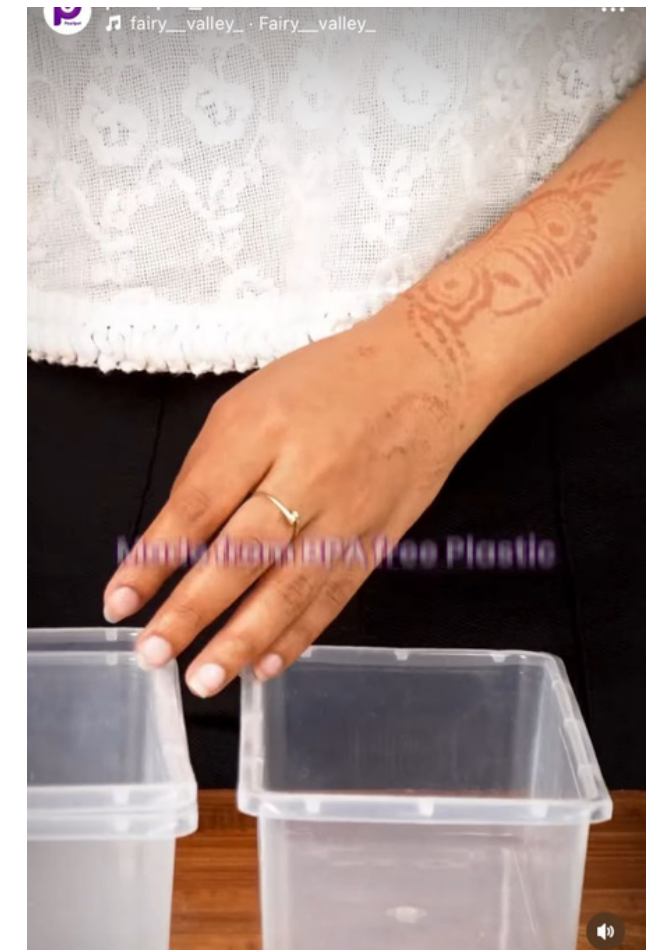
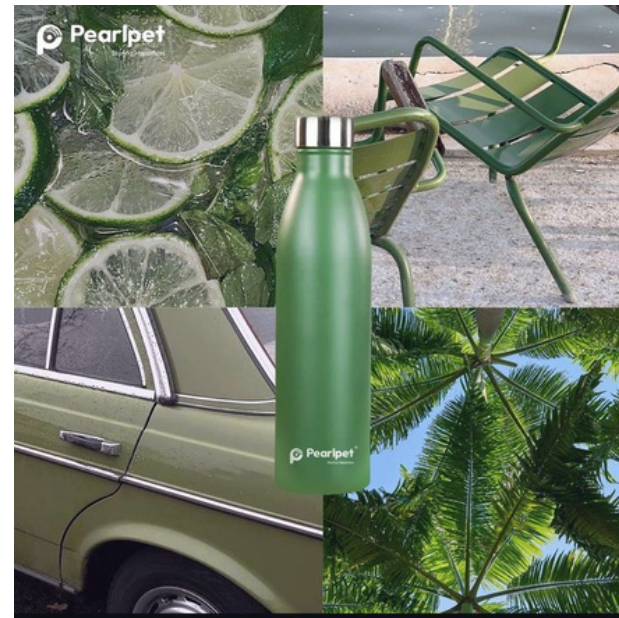
Reach: 709
Interactions: 33



Reach: 1115
Interactions: 24

CONTENT STRATEGY

Major focus for social media marketing strategy remains hopping on current trends and showcasing the USPs of the products.





CONTENT CREATION SHOOTS

SHOOTS



SHOOTS





THANK YOU