



ORIVANOTM
where nature and taste meet

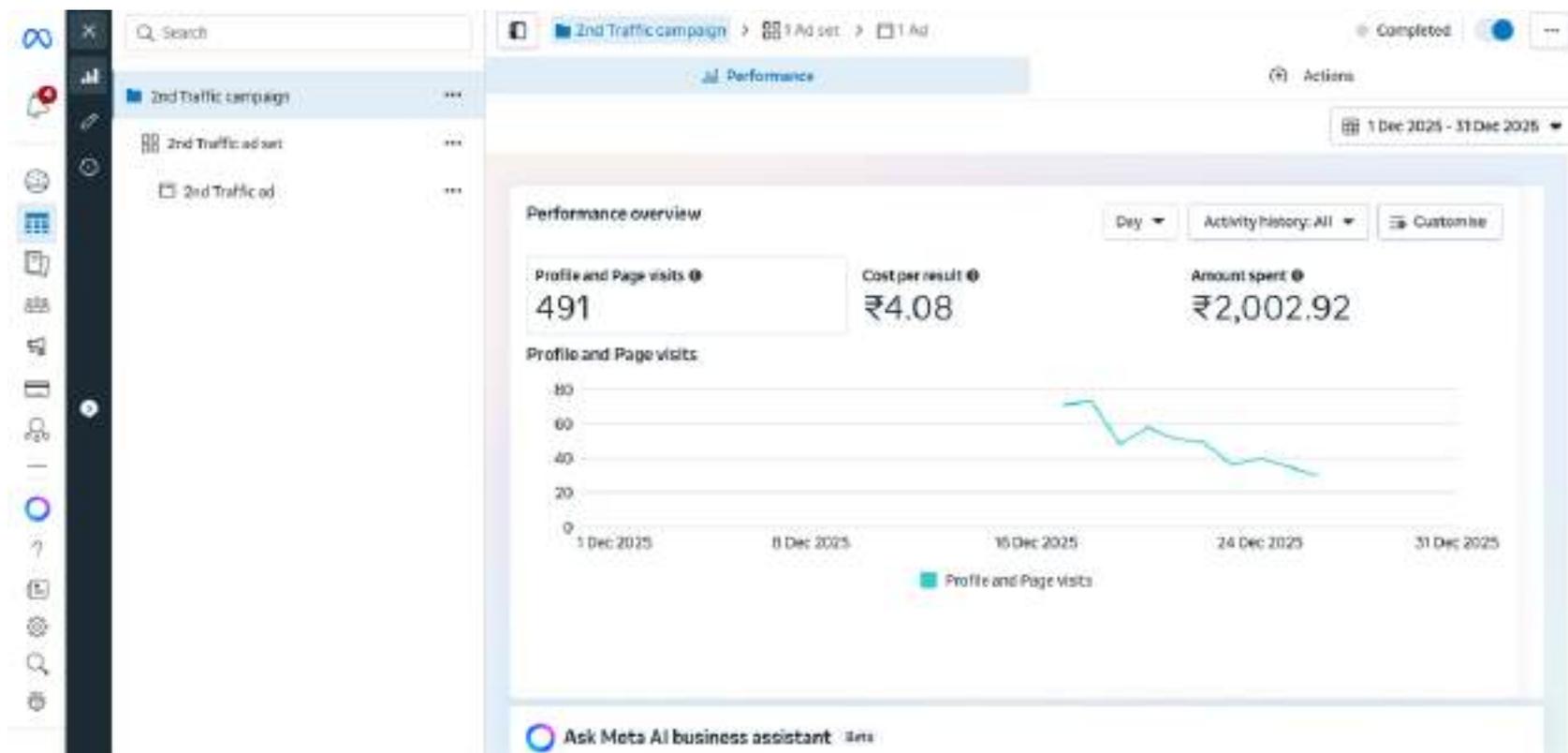
Who is Orivano?

Orivano Foods is an authentic Kerala-based brand specialising in premium, 100% natural snacks. They deliver homemade treats like banana chips and murukku directly from their kitchen to customers. By using traditional recipes and pure coconut oil, they cater to health-conscious ethnic snack lovers. Their mission is to provide high-quality, preservative-free flavours with a modern, digital-first approach.

How I Scaled Brand Awareness for Orivano Foods 👉

campaign objective : Traffic

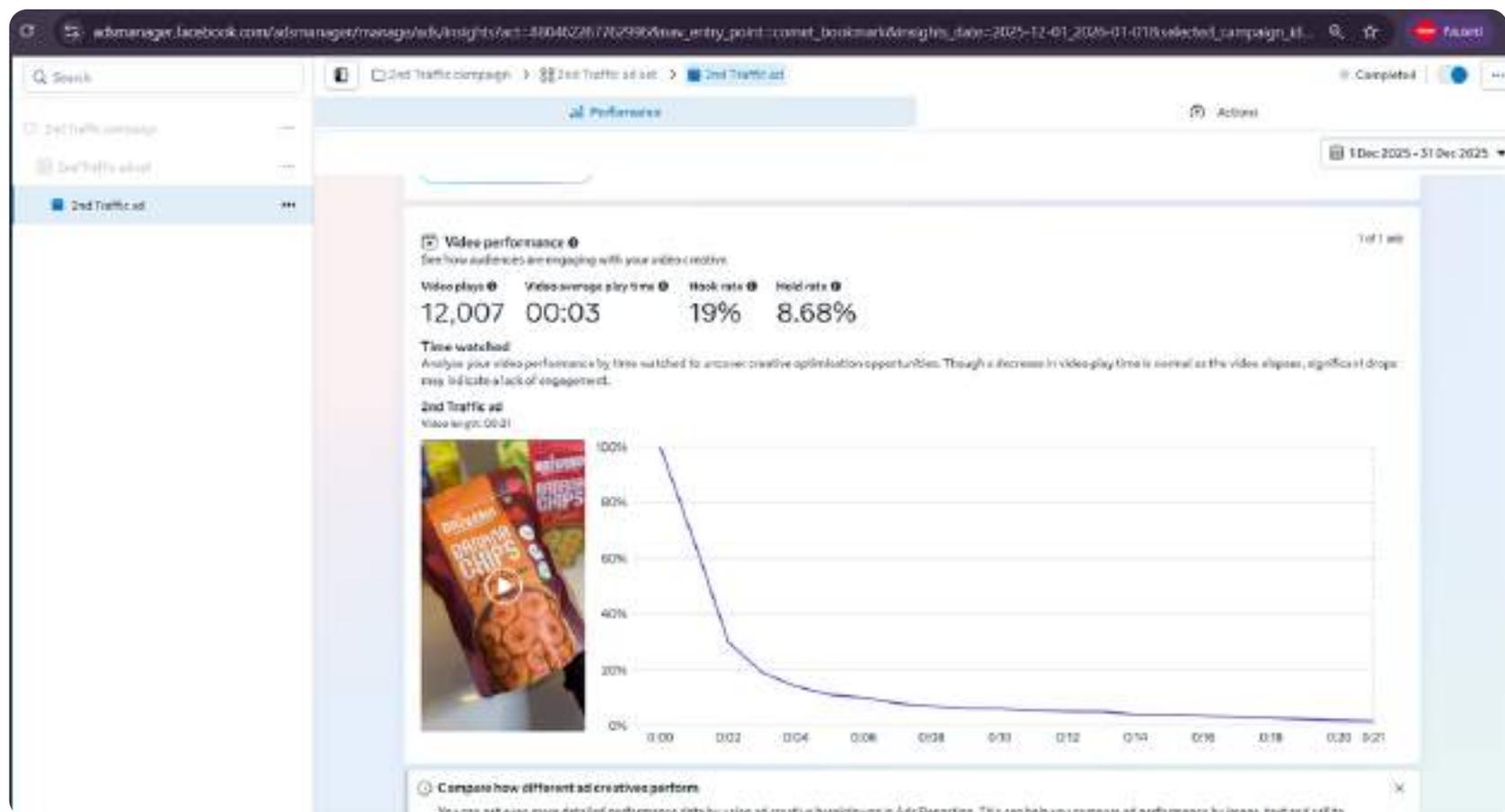
The client requested a targeted Traffic campaign with a core budget of ₹2,000.



Campaign Configuration and Targeting :

- **Location Targeting:** Focused exclusively on Kerala to reach the brand's core local audience.
- **Age Demographics:** Optimised for a broad yet high-intent range of 18 to 50 years old.
- **Budget Management:** Precision-set to a ₹2,000 core budget, achieving 99.9% accuracy with a final spend of ₹2,002.92.
- **Platform Placement:** Selected Meta's ecosystem (Facebook & Instagram) to ensure high-quality visual delivery of premium snack content.

- **Interest Alignment:** Reached consumers interested in traditional, 100% natural, and homemade Kerala treats.
- **Ad Copywriting:** Developed persuasive, brand-aligned ad copy designed to highlight Orivano's premium quality and drive engagement.



- **First-Time Brand Growth:** Achieved immediate market resonance during Orivano's debut Meta Ad campaign.
- **Massive Reach:** Generated 12,007 Video Plays, introducing the brand to a wide audience across Kerala.
- **Strong Hook Power:** Secured a 19% Hook Rate, successfully stopping the scroll for 1 out of every 5 viewers.
- **Proven Engagement:** Maintained an 8.68% Hold Rate, keeping users interested in the brand's homemade snack story.
- **Instant Impact:** Delivered the core brand message within a 3-second average play time, maximising awareness.

Overall :

Orivano Foods has achieved remarkable market resonance through its debut Meta Ads campaign, successfully introducing authentic Kerala snacks to a digital audience. By strategically managing a modest ₹2,000 budget, the campaign generated 12,007 video plays with a strong 19% hook rate, proving the brand's message stops the scroll. This first-time performance delivered 491 high-intent visits at an efficient cost of just ₹4.08 per result, establishing a powerful foundation for future scaling.