

# FRUITBOWL

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Here at Fruitbowl, we try to look at our employees as our army of creative fruits – the kind that will stay up on their feet, and are prepared to learn and express themselves creatively. So, if you are someone who likes to don the thinking hat and attempt to break media platforms ever so often, we're looking for you to join our contingent!

Consider this assignment your chance to show us who you are – a reflection of your personality, so that we can gauge whether you belong in our fruit basket!  
Show us what you got and how much of it you will bring to the team.

A small creative representation of yourself is what we are looking for!  
Have fun and remember, YOU GOT THIS!

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*Pick any 2 tasks out of 3 of your choice or either select any one task and share any 2 pitch/deck on any brand priorly made by you.*

## Task 1

*Pick any 2 brands of your choice from the below and suggest a brand strategy for them that would help them achieve their respective goals.*

### 1. Hilton Shillim

*Shillim is a 5 star holiday destination in Lonavala wherein they offer relaxations so and body/soul treatment. A perfect gateway to destress from a busy lifestyle.*

*Target Audience: A) Sec/NRI people B) Celebrities*

*Prepare a 360 degree digital plan*

### 2. Zodiac Clothing

*Zodiac wants to sell their products the elite audience (cxo category) and wants to be talked about in the common people as an exclusive and aspirational brand.*

*Suggest a campaign idea and execution strategy accordingly.*

### 3. Marimbula

*A flavoured syrup that is widely used in cocktails and mock tails. The brand has a name for itself in the industry but needs to create more awareness in the consumers mind + wants to create awareness about its various flavours.*

*Target Audience: A) Bar/Coffee Shop Owners B) Bar/Coffee shop regular users*

*Objective: Create a distinct identity among the users.*

*a. Prepare a social media specific strategy*

*b. Recommend digital plans as well*

## **Task 2**

*Recommend any 3 of the below mentioned channels for any of the above brands and suggest how the same can be used innovatively in sync with the brands objectives.*

*WhatsApp, Instagram, Snapchat, Clubhouse*

## **Task 3**

*Name any recent 3(three) digital media campaigns and make a small summary of any 1(one) out of them as to what u think of the campaigns - flaws, scope of improvement, learnings.*

