Launch of Brain Freeze by Café Coffee Day

The Situation

Youth in India desire a refreshing ice cold chilled beverage to beat the summer heat

The Objective

- Generate awareness on the launch of CCD's new summer slushes – Brain Freeze a refreshingly chilled beverage
- Create discussions on the social media space

PR Tactic

- 'Brain Freeze Style Meet' was organised bringing a fashion element to the beverage to strengthen its youth positioning
- Press release dissemination in 8 key markets across- Mumbai, Delhi, Bangalore, Kolkata & other cities

The Result

- Received exposures in 76 media (print + online)
- Total media evaluation of rupees 87,90,742/-
- Reached out to **43,078** followers through bloggers meet and their reviews