

Brew House

TEA BREWING CO

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HEADSHOT

MEDIA



Goal

To increase awareness about the newly launched Brew-House multi flavoured mixers.

To target a young audience and promote the fact that Brew House can be a perfect replacement for alcoholic beverages.

Solution

An extremely customised and highly engaging concept of a sketch highlighting the tonality of the brand- Fun and Party

A 10 Minute sketch with an integration of the Brew House Flavoured Iced Tea within the video along with faces that are relatable to the specific TG of the company

Result

HSM over delivered the promised deliverables by successfully garnering a cumulative reach of around 260K and 128.3K views. HSM targeted the video to the TG of the brand with 76% of the viewers being in the age group of 18-34 years.



Video Cast



SHIVANI
JOSHI



SAHIL
VERMA



Product Integration



Insights

2

Total Platforms

360K

Total
Reach

167K

Total Views

1.4K

Total
Engagements

