

Social Media Application Development

Short one line

To create brand awareness about the different fruit flavours of Eno by using engagement tactics on the social media platform.

Case Study Client

GSK-Asia, Brand - Eno

Situation

Eno is an antacid brand by Glaxo Smitkline. The company launched a new flavour of Eno every few years starting 2001, as a result of which Eno was available in the market in a regular version and four fruit flavours namely Lemon, Orange, Pineapple and Mausambi. While the brief was being given to us the launch of the 5th flavour, Guava, was in the offing.

Even with the availability of so many flavours, there was very little brand awareness about them in the market. The main objective of the campaign was to create brand recall about the different fruit flavours of Eno. The brand was doing a 360 degree campaign and Envigo was given the mandate to manage the campaign on the social media platform.

Solution

Apart from regular community management and Facebook advertising the following Facebook applications were developed for enhancing brand recall

- **Vote for your favourite Fruno** – A voting application to garner votes for the different fruit flavours with the objective of declaring a winner
- **Which Fruno are you** – An MCQ application to determine the user's likeliness to an Eno flavour
- **Captain Foodie** – A customized version of Pacman where eating food items increases the acidity level and consuming Eno sachets reinstates healthy Ph level

Result

- Organic growth in fans .
- Increase in 'Shares'
- Consistent increase in 'likes' and 'comments' on wall posts
- High engagement with TG