



## **Seasonal Campaign & Consumer Survey for Organic Juices**

**For a leading Organic products FMCG, April 2013**

Cashing in on the Rs. 1000 crore Organic food and beauty care industry are the companies like Sreshta Natural Bioproducts Ltd., Morarka, Organic Inddia, Navdanya, FabIndia, Conscious Food, Ecofarms, etc. that have been growing over 50% y-on-y.

When one such leading player, popular with the brand name 24 Mantra planned out a seasonal promotional campaign for its Organic Juices range, BSBS students achieved the desired business results through Product Sampling, Experiential Marketing and Consumer Survey.

***Where was the sampling done? What are Specialty stores?  
How to capture consumer behavior?***

***Talk to BuSiBeeS.....***