MEMBER OF ASCI

VAVO DIGITAL

Serving Up Influence: Food, Beverage & Dining



Trusted by leading F&B brands

Dabur · ORION · The Belgian Waffle Co · Geki Korean Ramen · emami Healthy & Tasty · monginis · London Dairy · Haldiram's · Suhana Tastemakers of India since 1962

Who are we?





NEHA K. PURI
Founder & CEO

Vavo Digital is a full-service influencer and content marketing agency that helps brands craft powerful narratives, build authentic connections, and drive measurable impact. With a data-driven approach and a strong creator network across categories, we bring together strategy, creativity, and technology to deliver campaigns that don't just create buzz but also move the needle for brands.

From influencer collaborations and social media activations to large-scale digital campaigns, we design ideas that are relatable, scalable, and ROI-focused. Our team thrives on blending culture with content, ensuring every campaign resonates with the right audience at the right time.

Awards & News Coverage



Forbes

THE TIMES OF INDIA

ar Agency Reporter

Entrepreneur 35 UNDER 35 SPECIAL ISSUE 2019

[IMPACT] DIGITAL INFLUENCER AWARDS

FINANCIAL EXPRESS
Read to Lead



Clients We've Worked with



And Many More...

Govt & CSR Initiatives we have worked in

- Maharashtra DGIPR
- Govt of Haryana
- Govt of Chhattisgarh
- WEF
- Indian Oil
- BPCL
- UNFPA
- WAVES Summit
- Govt of J&K
- Vantara India
- Govt of Bihar
- UNICEF
- Goa Tourism
- My Gov
- CIDCO

Our Services for Food & Beverages



INFLUENCER MARKETING

Tapping foodies, chefs, lifestyle creators, and regional influencers to drive authentic conversations around taste, experience, and brand connect.

WHATSAPP SAMPLING & PROMOTIONS

Driving direct consumer trials through WhatsApp campaigns, coupon redemptions, and limited-time offers to boost footfall and sales.

CAMPAIGN AMPLIFICATION

Expanding reach of F&B campaigns across platforms with paid boosts, regional collaborations, and media amplification.

MEME & TOPICAL MARKETING

Making food conversations viral with relatable, humorous, and trend-driven meme content.



PRODUCTION (RECIPE, DVC, FOOD STORIES)

High-quality video production for recipes, brand stories, documentaries, and snackable content that showcases food in its best light.

EXPERIENTIAL AR/VR FOOD ENGAGEMENTS

Interactive AR filters (e.g., recipe try-ons, “build your dish” games) and VR brand experiences to deepen consumer connect.

SOCIAL MEDIA & COMMUNITY MANAGEMENT

End-to-end content management for F&B brands across Instagram, YouTube, LinkedIn & regional platforms — building communities around taste & culture.

Why Us Food & Beverage?

Category Depth

From everyday staples like spices, oils, and packaged foods to indulgent snacks and beverages, we understand how to position products across the entire F&B spectrum.

Creator Ecosystem

Our network spans food bloggers, home chefs, nutritionists, lifestyle creators, and regional voices — ensuring both credibility and mass appeal.

Cultural Relevance

We tap into festivals, regional cuisines, and local dining habits to make campaigns relatable and timely.

Engaging Storytelling

Recipe integrations, taste-test challenges, “how-to-use” content, and UGC that translate into high engagement and shareability.

Impact & ROI

We drive measurable results — from brand awareness and trials to influencing purchase decisions online and offline.



Thumbs Up – Biryani Hunt Campaign









Requirement

Thumbs Up wanted to strengthen its positioning as the bold and ultimate beverage companion by tapping into India's deep-rooted love for biryani. The brand aimed to create a cultural moment that tied food passion with the drink's Toofani spirit.

Strategy

- Conceptualized and executed the Thumbs Up Biryani Hunt, a nationwide campaign celebrating the biryani-Thumbs Up pairing.
- Collaborated with top food bloggers and iconic chefs, sparking conversations across regions about the best biryani styles — Hyderabadi, Muradabadi, Lucknowi, and more.
- Creators showcased authentic food experiences while integrating Thumbs Up as the perfect match for India's favorite dish.
- Designed a viral loop of discovery where audiences followed the hunt, engaging with content across multiple touchpoints.
- Elevated traditional food storytelling into a modern cultural trend that combined taste, heritage, and brand recall.

Creator Mix

A blend of celebrity chefs, regional food bloggers, and mainstream culinary influencers across India.
Ensured diversity of voices to represent different biryani traditions, creating inclusivity and relatability.

40 CELEBS & MACRO CREATORS

Thums Up

Top Performing Creators

23.4M+ REACH **26.5M+** VIEWS **0.64** CPV

4.6% ER **103K+** COMMENTS & SHARES

Sarah Hussain	Sarah Todd	Asim Riaz	Aahana S Kumra









Turning 60-second mocktails into a social media trend











Requirement

To boost awareness and highlight the versatility of Dabur Real Mocktails, by creating a fun, challenge-driven campaign that positioned the brand as the go-to choice for quick, refreshing drinks.

Strategy

- Launched the #MixInAMin Challenge with 15 popular macro influencers, each creating unique mocktails in just 60 seconds using Dabur Real.
- Influencers nominated peers, sparking a viral loop and keeping the challenge trending.
- Content showcased different moods like “Pineapple Staycation” and “Party Punch,” showing versatility across occasions.
- Audience participation was encouraged by inviting users to share their own mocktail recipes for a chance to win prizes — turning viewers into co-creators.

Campaign Highlight

A 60-second challenge turned Dabur Real into a social media trend — blending influencer creativity with audience participation to create India’s most refreshing mocktail moment.

15 MACRO CREATORS

Dabur

Real Fruit Power

Top Performing Creators

2.1M+ REACH **2.78M+** VIEWS **0.45** CPV

4.81% ER **22.4K+** COMMENTS & SHARES

Pavitra Kaur



Afshan



Chef Kirti Bhoutika



Nayanjyoti Naikia



Rohit Ghosh



The Cheese Detective campaign made the brand more than a product, it became a playful, spicy trend that spoke the language of Gen Z.











Requirement

Nissin wanted to introduce its Hot & Spicy Korean Ramen – Cheese Flavour to Indian consumers, highlighting its unique cheese powder seasoning and chilli oil sachets as key differentiators in the instant noodle market.

Strategy

- Designed the “Cheese Detective” digital campaign, gamifying discovery of the unique cheese + chilli oil fusion that sets Nissin apart.
- Partnered with 13 creators across chefs, food bloggers, and lifestyle influencers, ensuring a mix of credibility + relatability.
- Content showcased playful taste challenges, exaggerated spice reactions, and quirky recipe hacks to spark organic shares.
- Leveraged Instagram Reels and snackable storytelling to capture Gen Z and young millennials, aligning with their content consumption patterns.
- Positioning focus: “Bold Spice Meets Creamy Cheese” — a disruptive flavor narrative that elevated ramen from everyday convenience to youth culture trend.

Creator Mix

Chefs (e.g., Girish Chhabaria, Subhojit Sen) → Authority + expertise.
Food bloggers & lifestyle influencers → Everyday relatability and aspirational lifestyle tie-ins.
Geographic spread across metros like Mumbai & Kolkata → strong resonance in urban food culture hubs.

13 MICRO & MACRO CREATORS

Geki KOREAN RAMEN

1.82M+ REACH **2.14M+** VIEWS **0.36** CPV

108.3K+ LIKES **5.23%** ER

Top Performing Creators

Subhojit Sen	Girish Chhabria	Karan Chugh	shyamalima Tamuly	Kathika











Lal Sweets positioned Mysore Pak as the ultimate Rakhi gifting choice, blending nostalgia with authentic influencer storytelling











Requirement

Celebrate Rakhi as a festival of bonds and tradition by positioning Lal Sweets as the go-to choice for gifting and celebrating with authentic Indian sweets, led by the hero product Mysore Pak.

Strategy

- Partnered with 15 micro & macro influencers across food, lifestyle, and family niches.
- Content showcased Rakhi rituals & gifting traditions, with Mysore Pak as the centerpiece.
- Balanced mix of male & female creators highlighting sibling bonds.
- Regional + Hindi + English content ensured diverse cultural coverage.
- Focused on emotional storytelling to link Lal Sweets with warmth, nostalgia, and celebration.

Creator Mix

- Categories: Food, Lifestyle, Family, Mom, Travel
- Locations: Delhi NCR, Lucknow, Varanasi, Allahabad, Bhubaneswar, Mumbai, Bengaluru
- Mix of regional creators from North & East India for maximum festive relevance.

15 MICRO & MACRO CREATORS

LAL

The joy of eating good

Top Performing Creators

2.11M+ REACH **2.47M+** VIEWS **0.35** CPV

134.2K+ LIKES **5.52%** ER

Rohit Saluja



Milan Singhal



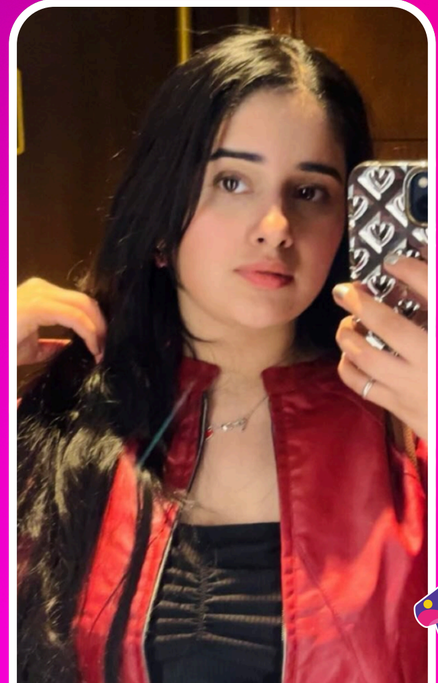
Mansi Rajani



Priyal Goyal



Himani



ORION®

Requirement

Orion partnered with us on a monthly retainer to drive consistent brand storytelling and embed its products into everyday routines as well as festival-led cultural moments.

Strategy

- Weekly YouTube Recipe Series – #LunchTreats
- Collaborated with leading mom influencers to design relatable recipe videos showcasing Orion products as family-friendly lunch solutions. Four videos were rolled out in January, ensuring weekly visibility and consistent brand recall.
- Festival Integrations
- Lohri: Partnered with Chef Gurkirat for a festive recipe integration that celebrated the season with Orion.
- Makar Sankranti & Uttarayan: Activated regional creators from Gujarat & Rajasthan who merged kite-flying festivities with Orion Choco Pie as the perfect snack.
- Republic Day: Collaborated with a North India–based creator on a Tiranga-inspired recipe video, adding a patriotic yet playful twist.

Creator Mix

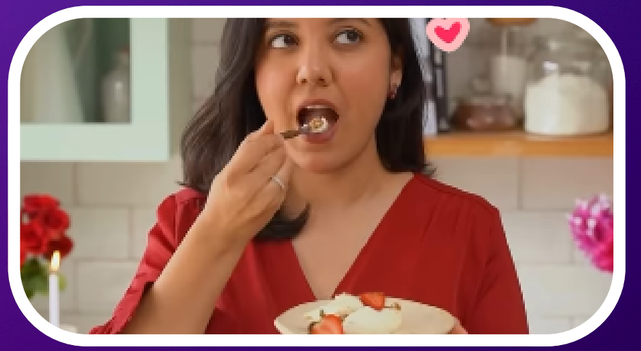
- Mom Influencers (YouTube-first) → authenticity & relatability.
- Regional Food & Lifestyle Creators (Punjab, Gujarat, Rajasthan, Delhi NCR) → cultural relevance.
- Chef-led Creator → aspirational authority & festive recall.











18 MACRO CREATORS

ORION®

Top Performing Creators

3.23M+ REACH **3.81M+** VIEWS **0.40** CPV

153.4K+ LIKES **4.1%** ER

Harpreeth Suri	Aarti Rajput	Gurkirat Singh	Arushi Hasija	Deepali Soam
				

Suhana®

Through food influencers, Suhana Masala became the go-to spice brand of Diwali 2024











Requirement

Suhana Masala aimed to enrich Diwali celebrations by showcasing its premium spice blends as the secret ingredient to festive favorites like Chakali and Chivda. The objective was to highlight how Suhana brings authentic taste, convenience, and tradition together for every festive kitchen.

Strategy

- Partnered with 25 regional food influencers who created authentic, festive storytelling around Suhana Masala.
- Positioned Suhana as the go-to brand for traditional festive flavors, ensuring it was seen as both trustworthy and celebratory.
- Creators demonstrated easy-to-use spice blends while capturing the warmth and nostalgia of Diwali cooking at home.
- Content emphasized Suhana's role in making homemade delicacies taste richer, more flavorful, and festival-ready.

25 MACRO CREATORS

Suhana®

Top Performing Creators

3.23M+ REACH

3.8M+ VIEWS

0.33 CPV

241.4K+ LIKES

31.4K+ COMMENTS & SHARES

Shubhangini



Neeti Jain



Punam Patil



Rashmi Vaishnav



Foodie Gujarati



Fresca Juices

Turned mango cravings into a summer sensation with Fresca's Aam Ras











Requirement

Fresca Juices wanted to spotlight its signature Aam Ras variant by creating a refreshing summer moment that celebrated mango cravings in a fun, engaging, and relatable way for consumers.

Strategy

- Introduced Fresca Juices, a legacy brand, to influencer marketing with its first-ever creator-led campaign.
- Partnered with leading macro food influencers and chefs to build credibility and cultural relevance.
- Showcased Aam Ras both as a refreshing ready-to-drink indulgence and as a versatile ingredient for recipes.
- Mixed static posts with interactive story formats to drive higher recall and seasonal buzz.
- Positioned Fresca as the go to mango drink for summer, linking nostalgia with modern influencer-led storytelling.

Creator Mix

We handpicked food influencers and chefs from East and North India, the key markets where Fresca's packaged juices were delivered. This ensured hyper-relevance, with creators showcasing Aam Ras in their authentic regional styles driving stronger resonance and trust among local audiences.

12 MACRO CREATORS

Fresca Juices

Top Performing Creators

2.68M+ REACH **3.3M+** VIEWS **0.31** CPV

214.2K+ LIKES **28.3K+** COMMENTS & SHARES

Shweta Mishrra



Rituka Negi



Parul aggarwal



Guntas Sethi



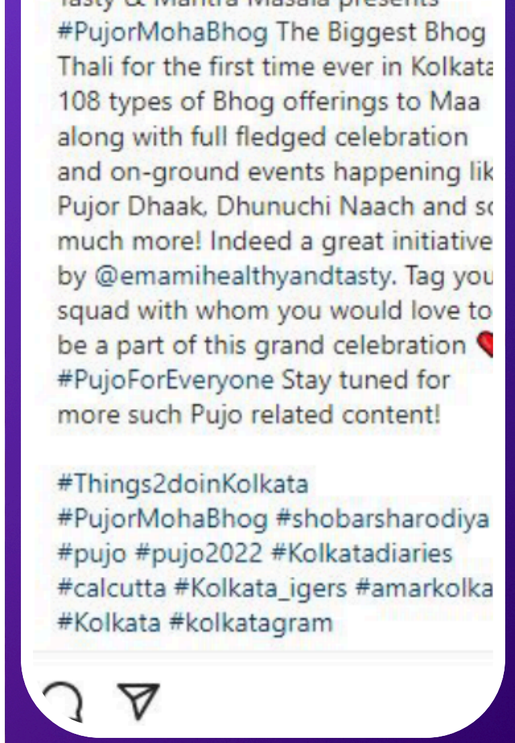
Palak Kapoor



emami Healthy &Tasty

#PujorMohaBhog campaign turned Durga Puja into a digital celebration, making the brand part of Bengal's most cherished festive moments."





Requirement

Emami wanted to build festive buzz during Durga Puja by leveraging digital touchpoints to connect with audiences at scale. The objective was to make Emami synonymous with the celebrations, driving recall and participation across Kolkata and beyond.

Strategy

- Executed a 3-day influencer-led campaign across key cities, with a strong focus on West Bengal.
- Partnered with regional lifestyle, food, and culture influencers who resonated with festive audiences.
- Content highlighted Emami's association with Pujo celebrations, making it a part of the cultural narrative rather than a standalone promotion.
- Deliverables included Reels & Stories, amplifying reach during the peak festive period.

Creator Mix

- A curated pool of 6 top Kolkata-based creators, including lifestyle bloggers, food reviewers, and city culture pages.
- Influencers like Nivedita Mullick, Abhishek Ghosh, Kolkata Foodographer, Things To Do in Kolkata, and This is Kolkata created high-engagement festive content.
- Mix ensured credibility + cultural relatability, tapping into both youth and family audiences.

6 MACRO CREATORS

2.62M+ REACH **3.12M+** VIEWS **0.37** CPV

156.3K+ LIKES **20.3K+** COMMENTS & SHARES

The campaign positioned Haldiram's as more than just food — it became the flavor of winter celebrations





Requirement

Haldiram's wanted to generate buzz and consumer engagement around its Winter Special Menu, showcasing iconic seasonal delicacies like gajar ka halwa and regional favorites. The goal was to drive nostalgia, festive connect, and footfall intent by making the menu a trending topic on social media.

Strategy

- Partnered with 3 leading food & lifestyle macro influencers known for their strong credibility in the F&B space.
- Creators crafted authentic storytelling videos that not only highlighted the dishes but also tapped into cultural nostalgia around "winter comfort food."
- Positioned the Winter Special Menu as a limited-time, must-try offering, creating urgency and seasonal excitement.
- Content formats included relatable reels and taste-test videos, weaving in heritage with contemporary influencer appeal.
- Ensured seamless resonance with both younger urban audiences discovering Haldiram's on Instagram and families who associate the brand with trust and tradition.

Campaign Highlight

"From reels to real cravings — Haldiram's Winter Menu became the season's must-try conversation starter, blending nostalgia with modern digital storytelling."

3 MACRO CREATORS

2.23M+ REACH **2.65M+** VIEWS **0.48** CPV

92.5K+ LIKES **14.5K+** COMMENTS & SHARES

Lal Sweets positioned Mysore Pak as the ultimate Rakhi gifting choice, blending nostalgia with authentic influencer storytelling

Requirement

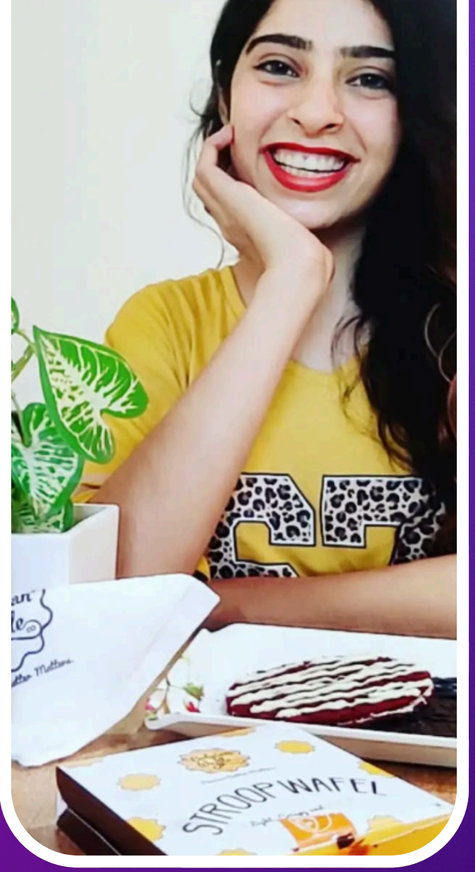
Belgian Waffle Co. wanted to introduce Stroopwafels – a Dutch favorite from the streets of the Netherlands – to Indian consumers, highlighting it as the sweet spot between a cookie and a waffle. The goal was to drive awareness of this new, versatile snack that could be enjoyed on its own or paired with coffee, tea, or desserts

Strategy

- Collaborated with 50 food & lifestyle influencers to create snackable content showcasing Stroopwafels as an anytime indulgence.
- Influencers highlighted key USPs – thin, crunchy, gooey-centered, and delightfully addictive.
- Creators demonstrated multiple consumption occasions: on-the-go snack, coffee companion, and dessert topping.
- Positioned Stroopwafels as a modern, playful twist on international snacking while tying into everyday Indian cravings.

Creator Mix

- Food bloggers, lifestyle influencers, and micro-creators with strong snack & dessert affinity audiences.
- Targeted social-media savvy 18–35 yr olds who are willing to experiment with new food experiences





50 MACRO CREATORS

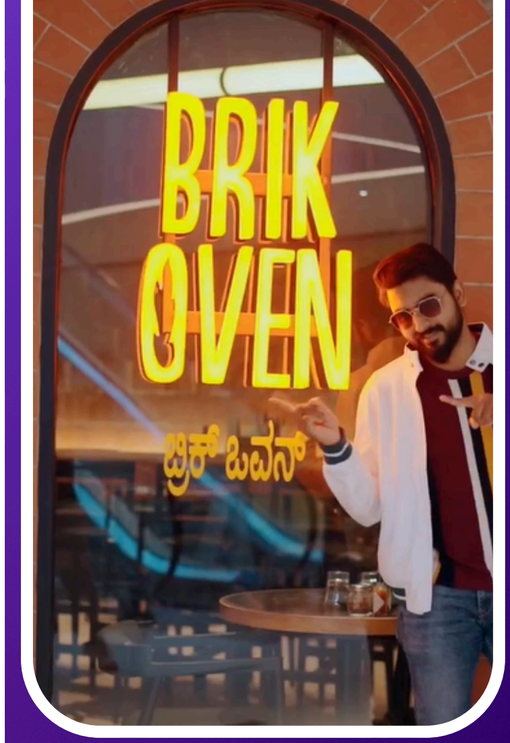
2M+ REACH **2.34M+** VIEWS **0.41** CPV

143.2K+ LIKES **37.8K+** COMMENTS & SHARES

BRIK OVEN

Our campaign positioned Brik Oven as more than a pizzeria — a cultural landmark for food lovers in Bangalore





Requirement

Brik Oven, known for pioneering authentic Neapolitan pizzas in India, wanted to strengthen its presence in Bangalore and attract new customers through influencer storytelling. The goal was to build local buzz, establish credibility, and drive footfall by leveraging food-focused creators.

Strategy

- Partnered with 10 top Bangalore-based food bloggers and micro influencers who are trusted voices in the city's F&B scene.
- Content showcased the authentic Neapolitan pizza-making process — wood-fired ovens, fresh ingredients, and the unique dining experience.
- The campaign amplified Instagram Reels and Stories, making Brik Oven trend as a must-visit destination for pizza lovers in Bangalore.
- Messaging encouraged both awareness + footfall, creating urgency to experience the pizza joint in person.

Creator Mix

"Brik Oven became more than a pizza joint — it was positioned as Bangalore's must-visit destination for authentic Neapolitan pizza, blending legacy, experience, and influencer buzz."

10 MICRO & MACRO CREATORS

1.71M+ REACH	2.45M+ VIEWS	0.31 CPV
84.3K+ LIKES	4.15% ER	

monginis®

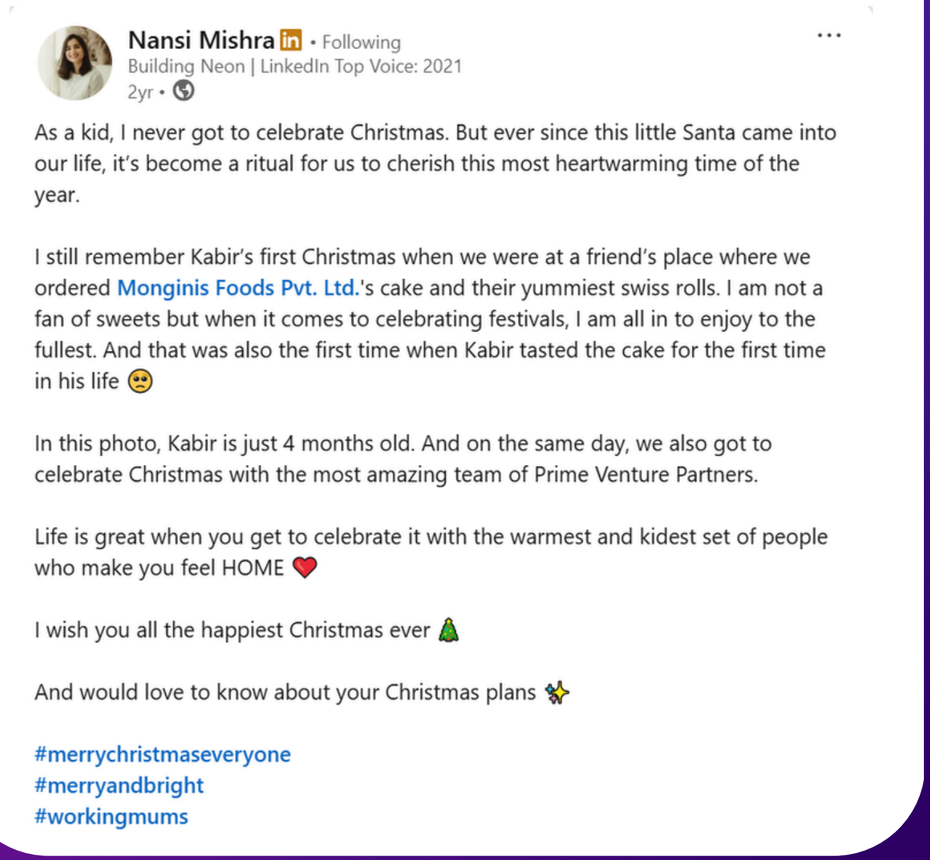
By leveraging LinkedIn creators, Monginis transformed Christmas memories into moments of brand connection

Requirement

During the Christmas season, Monginis wanted to go beyond product promotion and instead create an emotional connect with professionals on LinkedIn. The objective was to evoke a sense of nostalgia, homeliness, and festive warmth reminding audiences that Monginis has been a part of cherished celebrations for decades.

Strategy

- Partnered with 15 carefully selected micro-influencers on LinkedIn from diverse fields such as travel, finance, and entrepreneurship.
- Influencers shared personal, story-driven posts about their interactions with Monginis — from childhood memories to present-day celebrations with family, friends, and colleagues.
- The campaign deliberately used narrative-led content instead of direct product placement, aligning with LinkedIn's professional yet personal storytelling culture.
- Posts were crafted to highlight nostalgia, family warmth, and festive rituals, making Monginis not just a cake brand, but an emotional symbol of Christmas celebrations.
- Hashtags like #MerryAndBright #WorkingMums #ChristmasMemories were leveraged to amplify organic discoverability and encourage user engagement.



Nansi Mishra • Following
Building Neon | LinkedIn Top Voice: 2021
2yr •

As a kid, I never got to celebrate Christmas. But ever since this little Santa came into our life, it's become a ritual for us to cherish this most heartwarming time of the year.

I still remember Kabir's first Christmas when we were at a friend's place where we ordered Monginis Foods Pvt. Ltd.'s cake and their yummiest swiss rolls. I am not a fan of sweets but when it comes to celebrating festivals, I am all in to enjoy to the fullest. And that was also the first time when Kabir tasted the cake for the first time in his life 😐

In this photo, Kabir is just 4 months old. And on the same day, we also got to celebrate Christmas with the most amazing team of Prime Venture Partners.

Life is great when you get to celebrate it with the warmest and kidest set of people who make you feel HOME ❤️

I wish you all the happiest Christmas ever 🎄

And would love to know about your Christmas plans ✨

#merrychristmaseveryone
#merryandbright
#workingmums

15 MICRO CREATORS

2.24M+ IMPRESSIONS **15.2K+ LIKES**

4.4K+ COMMENT & REPOST

VAVO DIGITAL

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