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Govinda's

MyGovinda's Restaurant

Case Study

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CLIENT INTRODUCTION

MyGovinda's is a chain of sattvic Indian restaurants, based in UAE. It has won the loyal following of clientele for last 25 years in Dubai, with its pure veg offerings which delivers on taste and quality.

OBJECTIVE

The restaurant chain needed a brand identity which would resonate with the modern audience and establish its uniqueness.



WHAT WE DID

Social Media Marketing: We designed a Social Media campaign to reshape its identity and communication. New visual campaign was developed with modern visual aesthetics. The campaign was leveraged on Facebook and Instagram and was well supported with contests and giveaways to create audience engagement.

Awards: To seal the category prominence. MyGovinda's had been having, we participated in popular **'What's on Awards'**. The nomination in the best vegetarian restaurant was highly supported with digital campaign to garner adequate support and votes.

PR: MyGovinda's had placed a 'Kindness Fridge' outside its restaurants, to offer free food for the needy. This news of this charitable act was spread through PR and was covered by all leading publications- Gulf News, Khaleej Times amidst others.

Blogger Outreach Program: To convey the unique flavours that MyGovinda's offered, we organised many events for bloggers and media. From tasting session for **'Healthy Iftar'** menu, special **'Rajasthani Festival'**, special cooking classes for kids as well as mums, each event was well planned and executed to perfection.



RESULTS

The combined effect of the social media campaign, along with SEM, PR campaign, events and digital marketing; brought the brand to the forefront. The campaign led to the victory of MyGovinda's as the winner in the Best Vegetarian Indian restaurant in Dubai (under 400 aed), which certified its popularity.

