

Advanta PAC 837+

Apr-May Campaign Calendar

Campaign Architecture

01

**April = Build Curiosity +
Seed Trust**

- Tease "वज़नी" with playful exaggeration + proof cues
- Start disease-tolerance confidence (without going too technical)
- Warm up trade: retailer/dealer excitement, visibility, WhatsApp ammo

02

**May = Build Desire + Proof +
Conversion Readiness**

- Farmer proof stories, mandi moments, grain visuals
- Stronger CTA layers (dealer locator, WhatsApp lead capture)
- On-ground mini-activations and retailer push kits

Approved Creatives



एडवन्टा धान
(एडवन्टा फूड्स प्राइवेट लि.)



PAC 837⁺

वजनी धान

मोटा दाना, मोटी उपज





एडवन्टा धान
PAC 837⁺
मोटा दाना, मोटी उपज

अधिक जानकारी के लिए कृपया व्हाट्सएप करें

98870 91390



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PAC 837⁺

वजनी धान

ब्लास्ट रोग से सुरक्षा





अधिक जानकारी के लिए कृपया **ट्राइसॉप** करें

98870 91390



MFG/EXP



एडवॉन्ट धान
कृषि रक्षक और बेहतर

PAC 837⁺



ADVANTA
सुरक्षा रक्षक

वजनी धान

कर दे सबको हैरान





PAC 837⁺
HYBRID PARENT SEED

**मोटा
दान**

**स्टैंडर्ड
रोम में
काजू**

**120-125
दिनों में
हैयर**

अधिक जानकारी के लिए कृपया **व्हाट्सएप** करें **98870 91390**



Strategic Roadmap

Phase 1	Phase 2: THE DIFFERENTIATOR (April 12-30)	Phase 3: THE LAUNCH (May 1-15)	Phase 4: THE CONVERSION (May 16-June 1)
Trigger: Use the visuals of heavy bags and stunned onlookers to create a "FOMO" (Fear Of Missing Out) effect among farmers in MP and CG. Media: Heavy reliance on WhatsApp Status and Facebook Groups—the primary digital spaces for the target demographic.	Trigger: Connect the mystery to a specific physical trait: Grain Boldness. Media: "Peer-to-Peer" communication. Use recorded testimonials (500+ available in research) to let one farmer convince another.	Trigger: The official reveal of Advanta PAC 837+. Media: High-impact "Large Surface" branding—Village walls and tractors—to ensure the brand name is top-of-mind just as the pre-sowing purchase window opens.	Trigger: Incentivized action. Media: Direct engagement through MDOs (Market Development Officers) and the Sambandh App. Use the "Scan & Cashback" offer to close the sale at the retail counter.

Teasers for: मोटा दाना, मोटी उपज Creative



Teaser 1



Teaser 2

Copy

- सबसे मोटा दाना
जानते हो किसका है?
- सबसे मोटी उपज!
जानते हो किसकी है?'

Teasers for: सबपे भारी, सबसे भारी Creative



Teaser 1



Teaser 2

Copy

Teaser 1:

बोलो, इनमें से किसमे दम है, भारी उपज उठाने का?

थैली | बोरी | ट्रैक्टर | ट्रक

जवाब कमेंट्स में बताइये

Teaser 2:

- मजाक कर रहे हो भाई? इससे क्या ही उठेगा
- ना, इससे तो टस से मस ना होगा
- इससे भी नहीं उठेगा भाई
- जी नहीं! इससे भी नहीं उठेगा

Teasers for ब्लास्ट रोग से सुरक्षा

एडवॉन्ट धान
सुलझाए खाना-अन्न-विषय

ADVANTA
Modern Science - Traditional Values

PAC 837⁺

ब्रेकिंग न्यूज़

ALERT

गर्दनतोड़ का खतरा

अब धान को जलाने वाली
गर्दनतोड़
को मिलेगा जवाब **मुँहतोड़!**

कैसे? जानने के लिए जुड़े रहिये

Teaser 1

एडवॉन्ट धान
सुलझाए खाना-अन्न-विषय

ADVANTA
Modern Science - Traditional Values

ब्रेकिंग न्यूज़

ALERT

क्या आपकी धान में छुपा है
ब्लास्ट रोग
का **शैतान?**

अगर हाँ, तो तैयार हो जाइये, ब्लास्ट रोग का नामोनिशान मिटाने के लिए

Teaser 2

Copy

Teaser 1:

अब धान को जलाने वाली गर्दनतोड़ को मिलेगा जवाब मुँहतोड़
कैसे? जानने के लिए जुड़े रहिये

Teaser 2:

क्या आपकी धान में छुपा है ब्लास्ट रोग का शैतान?
अगर हाँ, तो तैयार हो जाइये, ब्लास्ट रोग का नामोनिशान मिटाने के लिए

Teasers for कर दे सबको हैरान creative - static



Teaser 1



Teaser 2

Copy

Teaser 1: ये धान है या चट्टान?

Teaser 2: ये धान है या पूरा गोदाम?

Advanta 837+ Radio Jingle

Male VO

वजनी धान, वजनी धान,
Advanta 837+ वजनी धान
वजनी धान, वजनी धान,
कर दे ये सबको हैरान

Verse 1

खेत में जाए, शान बढ़ाए,
मंडी में पहचान बनाए
Advanta 837+ वजनी धान,
कर दे ये सबको हैरान

Chorus

वजनी धान, वजनी धान,
सबसे भारी वजनी धान
Advanta 837+ वजनी धान,
सफल किसान की पहचान

Verse 2

मोटा दाना, बढ़िया उपज,
भरोसे की ये पक्की फसल
ब्लास्ट रोग से रक्षा पाए,
किसान का हौसला बढ़ाए

End mnemonic

ADVANTA PAC 837+
वजनी धान... कर दे सबको हैरान

RECOMMENDED CALENDAR SNAPSHOT

We ek	Hero Thought	Social	BTL	Retailer/Distributor	Influencer
1	मोटा दाना, मोटी उपज	Grain reels, size poll, explainer carousel	Grain-focused POS, shop counters	Status kit, proof cards	Grain-size reaction reel
2	सबसे भारी, सबपे भारी	Guessing game, crane teaser, humour posts	Crane cutout, vehicle branding, selfie point	Leaderboard push, WhatsApp packs	Mandi-style “भारी” reporter reel
3	ब्लास्ट रोग से सुरक्षा	Breaking-news reel series, myth-busters	Kavach themed standees, crop-talk corners	FAQ cards, retailer reels	Protection explainer reel
4	कर दे सबको हैरान	Reaction series, recap montage, launch reel	Mandi activation, loudspeaker promo	Retailer of the week, final push	Mandi reveal / crowd reaction reel

BTL Activities

Sabse Bhaari/Vajni Kaun



<https://www.youtube.com/shorts/EzTMZZt2iOc>

- We line up 5-10 farmers against a cardboard wall.
- On the other side will be sacks with varying weights (lightest to heaviest)
- On the farmer-side will be ropes attached to the sacks.
- Farmers will try to pull the rope, obviously the heaviest one will be difficult.
- This will further reinforce our promise of 'वजनी धान'

Vajni Jitna. Jeeto Utna.

- A literal weighing game where farmers will be asked to weigh themselves.
- Generally the lesser weight ones are commended, but we'll reward the person who weighs the most.
- This will again stress our promise.



Vajni Daud



- We hold a race with 5-8 farmers.
- Farmers will be dragging sacks of moderate weight.
- Usually in races, the fastest one wins. Here, the twist is that the slowest one will win.
- We can keep the element of surprise at the end.

Sabse bhaari kaun?

Team loading race with reverse scoring

- 2 teams of 5 fill sacks with loose grain
- Usually faster team wins
- Here, winner is the team whose sack weighs more at the end



BTL ACTIVITIES

SEE SAW

How to play

Place a sack on one end of the seesaw.
A participant sits on the opposite end.
The seesaw will naturally tilt based on weight.
If the sack goes down the participant will lose.



BTL ACTIVITIES

STEAL THE SACK / बोरी की चोरी

How to play

- 2 players stand opposite (5–7 steps away)
- 1 **mini sack** placed in center
- Both walk/move in circle

Anchor gives signal:

👉 “READY... READY... GO!”

- First to grab sack → WIN
- If someone moves early → OUT



BTL ACTIVITIES

SACK SIT UPS/ PUSH UPS / जोर लगाओ, धान उठाओ

How to play

Give a small seed sack

Players do sit-ups holding it or push ups
by carrying it over their backs.

Count how many in 30 seconds



BTL ACTIVITIES

SACK BALANCING / तोल-मोल

How to play

Place a sack on your head.

Stand straight with shoulders relaxed.

Start walking slowly without letting the object fall.

Keep your eyes forward and body steady.

If it falls, restart and try again.



BTL ACTIVITIES

Guess the Weight – Jeeto Inaam

How to play

Display items like: fertilizer bags, grain sacks, fruits, tools
Farmers guess the weight (write or say it)
Closest guess wins



BTL ACTIVITIES

Sahi Tol, Sahi Fayda

How to play

Give participants a weighing scale + loose grains
Ask them to measure exactly (e.g., 1 kg, 500 g)
Fastest & most accurate wins



BTL ACTIVITIES

HOLD STILL CHALLENGE

How to play

Place a sack on your head.

Stand straight with shoulders relaxed.

Start walking slowly without letting the object fall.

Keep your eyes forward and body steady.

If it falls, restart and try again.



BTL ACTIVITIES

GUESS THE SEEDS / बीज बूझो (बूझो means understand or guess)

How to play

Keep 4–6 types of seeds in separate bowls

Players look or touch Blindfoldedly (no phones/help)

They write or say the seed names

Most correct answers wins



CONTENT CALENDAR

CONTENT CALENDAR

DIGITAL PLAN							
Total - 5 Weeks	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1	March 30	March 31	April 1	April 2	April 3	April 4	April 5
Week 2	April 6	April 7	April 8	April 9	April 10	April 11	April 12
					TEASER	TEASER	
					Sample copy: धान का वजनी पहलवान आ रहा है	धान किसानों ध्यान देके देखो	GRID POST 1
					STORY	GIF IMAGE	STATIC
Week 3	April 13	April 14	April 15	April 16	April 17	April 18	April 19
						CREATIVE 1	CREATIVE 2
	GRID POST 2	GRID POST 3	GRID POST 4	GRID POST 5	MAIN CREATIVE REVEAL 1		
	STATIC	STATIC	STATIC	STATIC	STATIC	CAROUSEL/REEL	POLL
Week 4	April 20	April 21	April 22	April 23	April 24	April 25	April 26
	CREATIVE 2	CREATIVE 2	CREATIVE 2	CREATIVE 2	MAIN CREATIVE REVEAL 2		CREATIVE 3
	STATIC/REEL	STATIC/REEL	STATIC/REEL	STATIC/REEL	STATIC		REEL
Week 5	April 27	April 28	April 29	April 30			
	CREATIVE 3	CREATIVE 3	CREATIVE 3	MAIN CREATIVE REVEAL 3			
	REEL	REEL	REEL	STATIC			

CONTENT CALENDAR

DIGITAL PLAN							
Total - 5 Weeks	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1					May 1	May 2	May 3
					INFLUENCER BASED SERIES		INFLUENCER BASED SERIES
					REEL		REEL
Week 2	May 4	May 5	May 6	May 7	May 8	May 9	May 10
		INFLUENCER BASED SERIES		INFLUENCER BASED SERIES	MAIN CREATIVE REVEAL - 4		
		REEL		REEL	STATIC		
Week 3	May 11	May 12	May 13	May 14	May 15	May 16	May 17
	DID YOU KNOW?				FARMER PROOF		Product explainer with USPs Vajni Dhaan Mota Daana Jyada Upaj
	STORY				REEL		CAROUSEL
Week 4	May 18	May 19	May 20	May 21	May 22	May 23	May 24
	DID YOU KNOW?		How-to reels 837+ lagaane ka sahi tarika				Retailer champions
	STORY						REEL
Week 5	May 25	May 26	May 27	May 28	May 29	May 30	May 31
	DID YOU KNOW?		Influencer interviews with user farmers				
	STORY		REEL				

Thank You