



For



Category

BEST CLIENT ADVERTISING CAMPAIGN

INMA - 2026

GLOBAL MEDIA AWARDS



ABOUT SLURRP

**A Food & Drinks
recipe recommendation
platform from HT Labs**

Slurrp applies artificial intelligence to the world of F&B to create hyper-personalised recipe selections for each user from a collection of 3,00,000+ recipes.

Slurrp curates personalised cooking recommendations based on preferences categorised by cuisines, taste, region, nutritional value, allergen info and more.



India's Largest Food & Drink

Bringing Together Content, Communities & Commerce

Monthly unique users

6 Mn

organic users

Largest on-platform community

750K

growing

15%

month on month

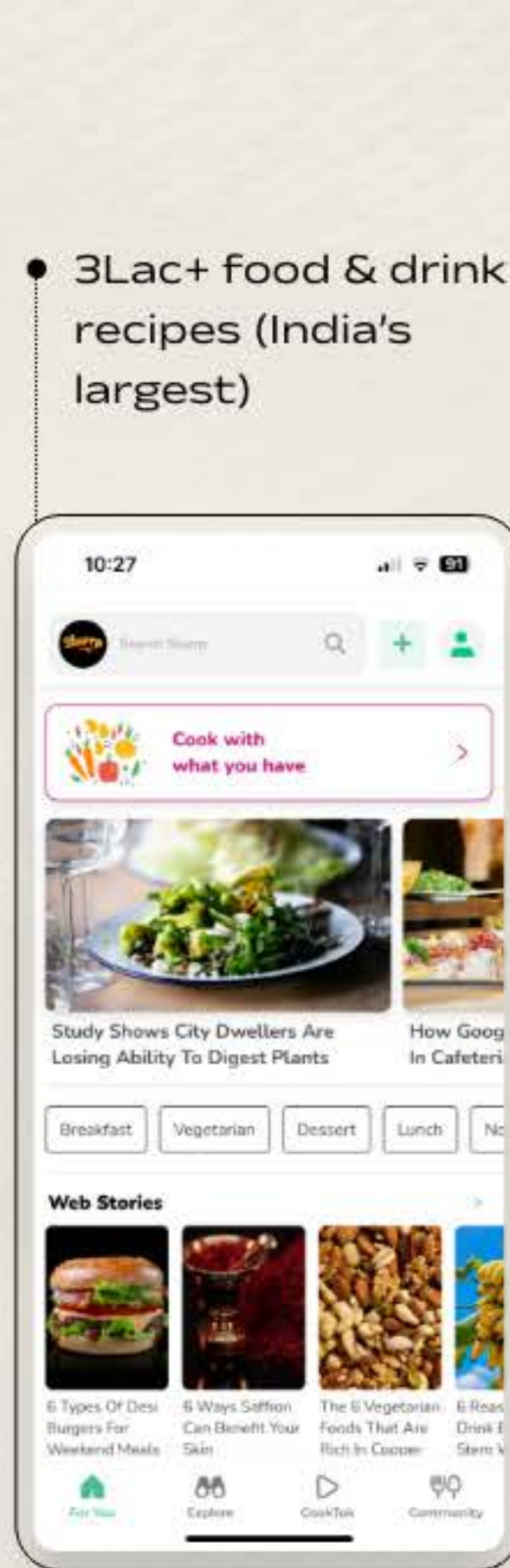
450K

followers in social media

3X

industry engagement rate on IG

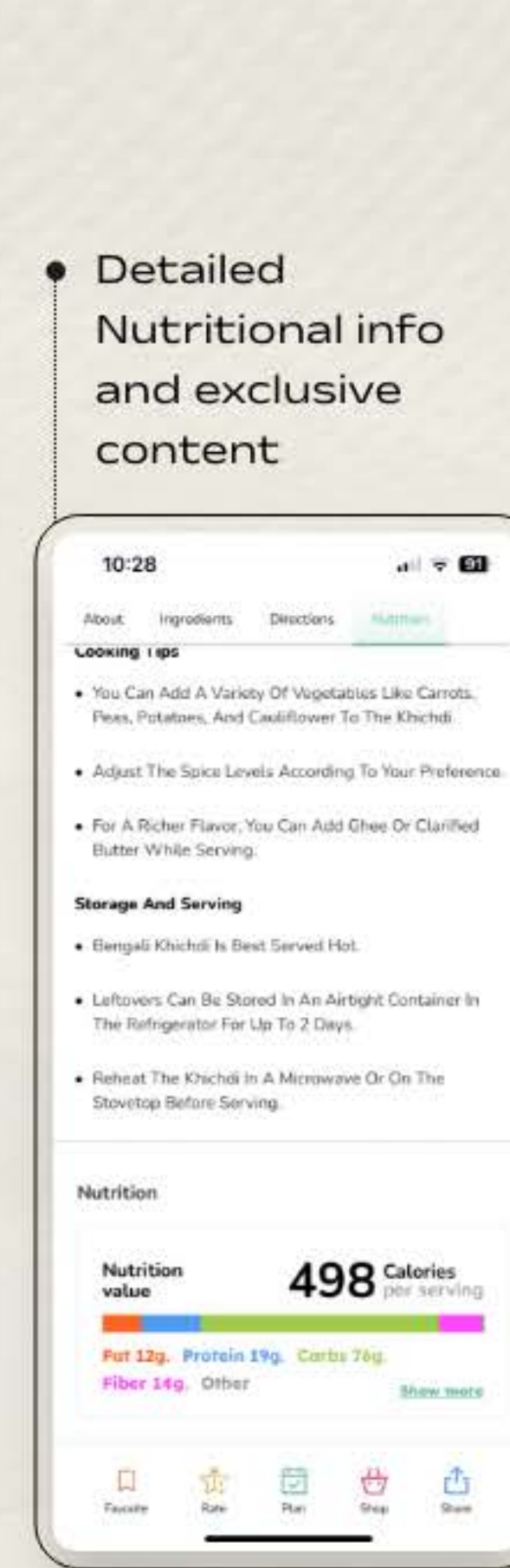
Fastest growing food & recipe website in India as per Comscore



• 3Lac+ food & drink recipes (India's largest)



• Personalized discovery through recommendations & 10+ filters



• Detailed Nutritional info and exclusive content



• Largest on-platform Food & Beverage community - 750K members & growing



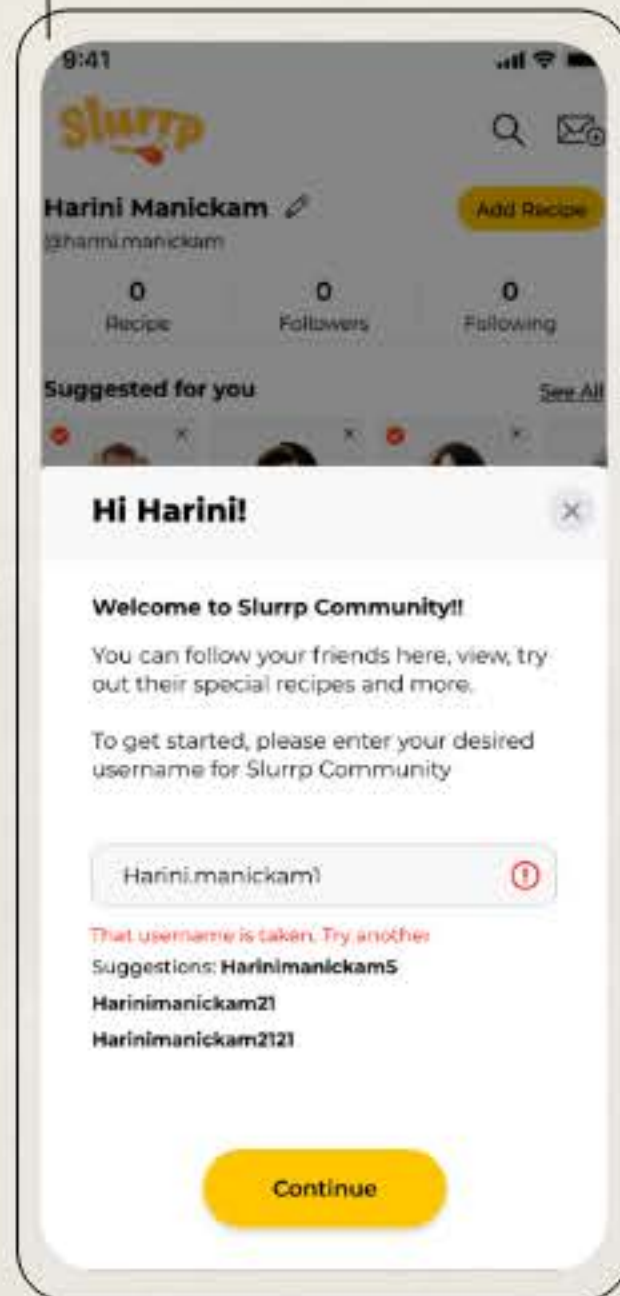
• E-Commerce platform to enable sampling and purchase

Slurrp app also hosts a 'community feature' which boasts of an active community of **100K+** food enthusiasts from homechefs, professional chefs, eat-outers, food photographers etc. that actively share recipes, tips and tricks and participate in weekly contests.

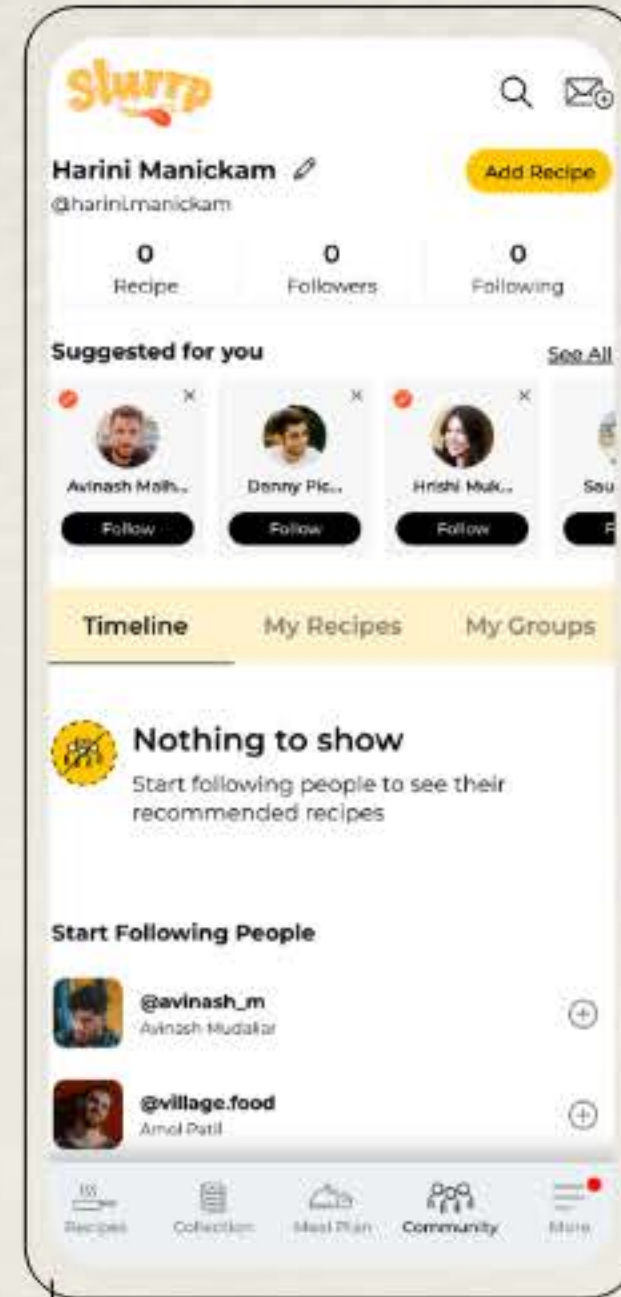
Slurrp Community strives to be the one stop destination for foodies to connect and share all things food.

Our focus is to provide a platform to the homechefs and make daily cooking fun and enjoyable.

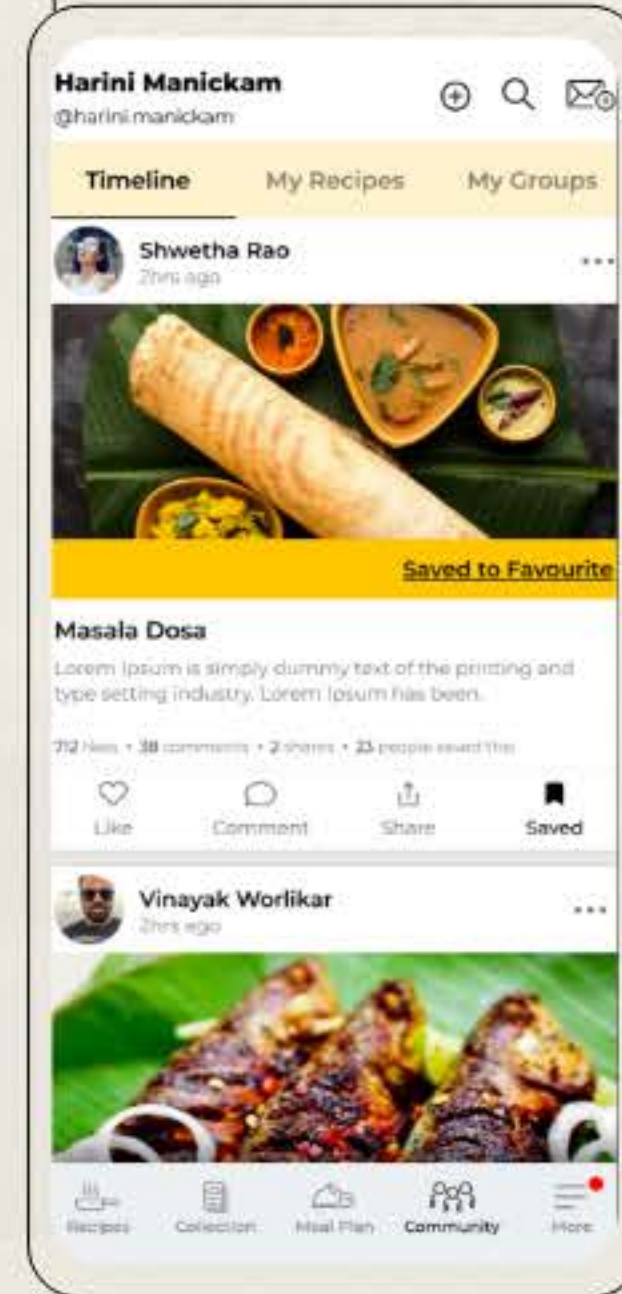
● Follow and invite friends and try out their special recipes



● Suggested friends and overview of personal profile



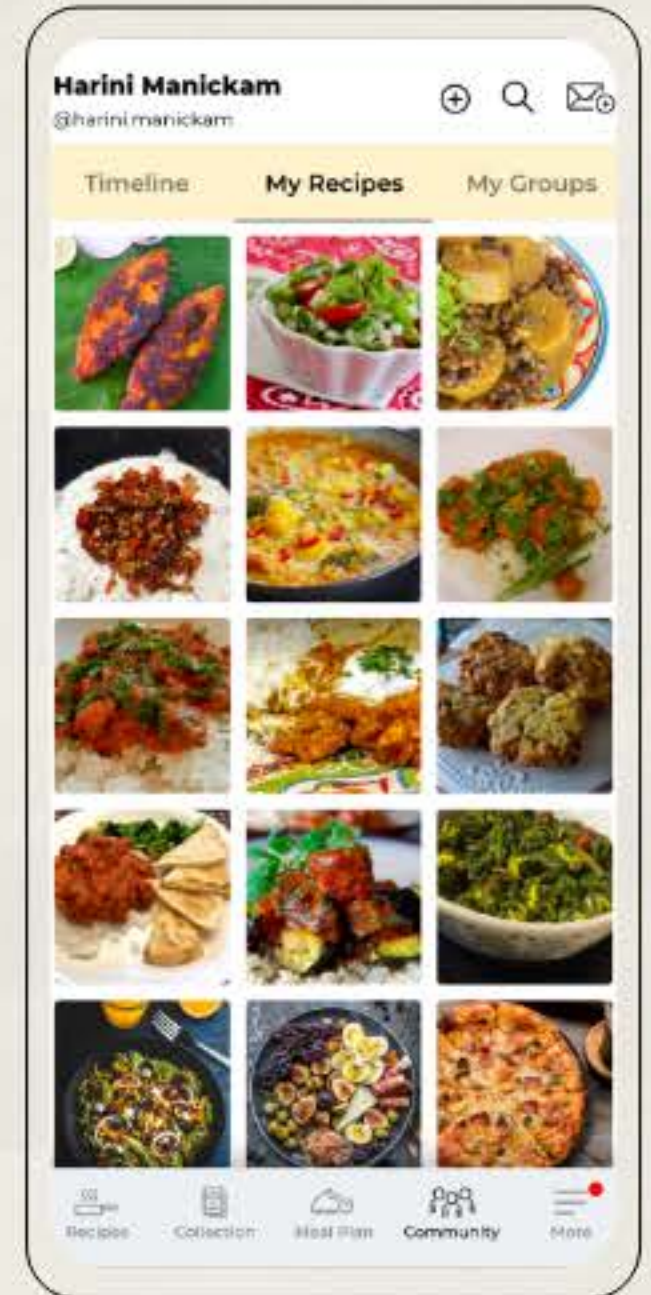
● Timeline displaying posts and comments



● Add recipe, upload pictures and directly publish



● User profile with overview of added recipes, groups followed and more



Client In Spotlight

USHA Appliances is a legacy brand known for its reliable home and kitchen solutions

from mixer grinders to air fryers—designed to simplify everyday cooking. A name that's long been trusted across Indian households.

Identifying the Brand's Key Challenges

USHA's image remained typecast as a sewing machine brand, with limited awareness around its wide kitchen appliance portfolio, especially in a cluttered, competitive market dominated by aggressive digital-first brands. They sought to connect with end users through value adding and viral content



Therefore The Brand Wanted Us To:



Increase Brand Awareness

Showcase USHA's modern kitchen appliance range—like steam oven and air fryers—through relatable, platform-native content to build top-of-mind recall among home cooks and food lovers.



Engage and Educate

Create inspiring recipe videos and snackable content across Slurrp's social and community platforms to demonstrate how USHA appliances elevate everyday cooking with ease and efficiency.



Build Trust and Loyalty

Position USHA as a smart, dependable kitchen partner through consistent storytelling, community engagement and creator collaborations that highlight real users, real kitchens, and real results.



Campaign Strategy

Objective:

To build brand awareness and recall for USHA over 9 months by engaging everyday home cooks and food enthusiasts through authentic creator partnerships and community-driven content.

Activity

Schematic population and promotion of multiple content pieces across Slurrp website and Slurrp social media handles

Content Creation

We created a series of recipe videos, social posts and contests in collaboration with micro and reputed food influencers and Slurrp Homechef Community

Promotion

Further leveraged Slurrp digital to create awareness and drive traffic to e-commerce pages and engagement on social channels

Target Audience

25- 55

Yrs Old

Core TG

25- 45 Yrs

Home cooks and Professionals—from everyday meal-makers to passionate foodies—seeking convenience, inspiration, and smart kitchen solutions. While some are appliance-aware, many are discovering how tools like air fryers and mixers can simplify daily cooking.



Guiding The Consumer Journey Through Instagram Reels

Every reel was a full-funnel brand touchpoint—designed to inspire, educate, engage, and convert

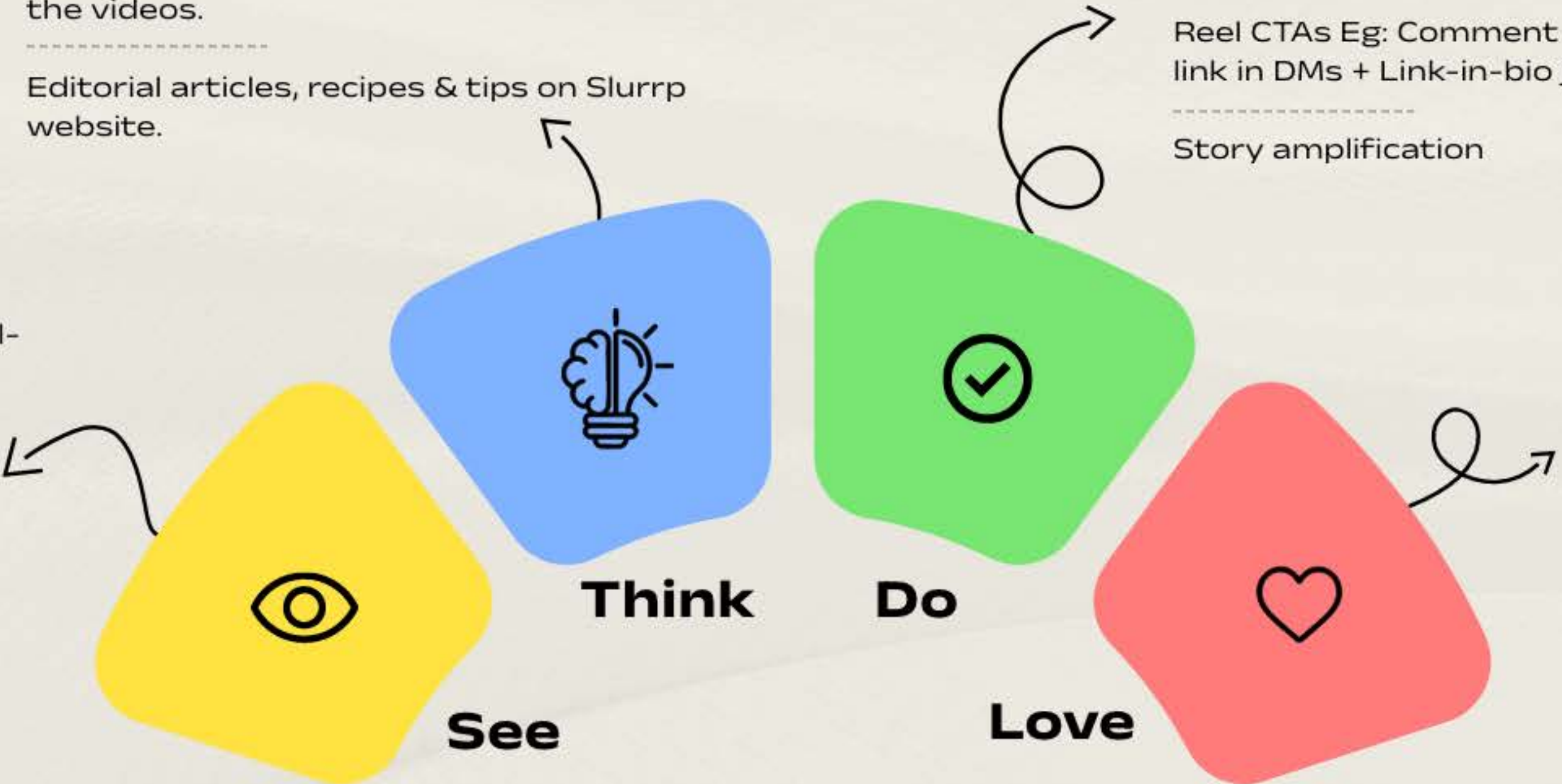
Cross-platform integration: Instagram drove discovery and traffic, editorial fueled inspiration, and Slurrp Community anchored engagement — a multi-touchpoint funnel.

- Online recipe workshops with renowned Masterchefs to drive credibility
-
- Festive recipes and snackable carousels
-
- Creator VO highlighting appliance features in the videos.
-
- Editorial articles, recipes & tips on Slurrp website.

- USHA Biteclub contests via Slurrp Community.
-
- Reel CTAs Eg: Comment Airfryer for link in DMs + Link-in-bio journeys.
-
- Story amplification

- Food Creator-led reels with "Scroll-stopping, drool-worthy visuals"
-
- Regional food creators to showcase region-specific appliances.
-
- Seamless appliance plug-ins in every video
-
- Distributed via Slurrp & creator pages

- UGC & contest winners on both Instagram and Slurrp Community.
-
- Users tagging friends, sharing and saving reels + DMs for links
-
- Building behaviour and community love



The Cultural Insight That Sparked It All

Underused Appliances

Appliances like OTGs and Wet Grinders were seen as 'occasional-use' tools, not everyday essentials.

Rising Food Creativity

Millennials and Gen Z are cooking more creatively at home, inspired by reels and creator-led content.

Craving Relatability

Audiences relate more to creators than polished brand ads—they want real people using real tools.

We positioned USHA as an enabler of everyday creativity—through content that inspired, informed, and invited interaction.





Campaign **Execution**

Harnessed The Power Of Instagram Homechef Creators To Build Strong Voice For Usha

We collaborated with a **diverse creator mix**—home chefs, nutritionists, mom-chefs, Gen-Z vloggers, and kitchen content creators—to spotlight how USHA appliances simplify and elevate everyday cooking.

Through relatable reels and smart recipe content, creators demonstrated the efficiency and versatility of USHA products in real kitchens.

Each video included strong CTAs and direct links nudging viewers to explore USHA appliances on e-commerce platforms—driving both interest and action.



Empowering Brand Collaboration With Diverse Food Video Styles

15+ Diverse Food Video Styles with **50+ creators** keeping brand at the centre with lip smacking dishes that engage the foodie community:

ASMR

Traditional Recipes with a twist

Healthy / sugar free / oil free recipes

Viral trending recipes

Parent X Child Cooking together

Versatile Dishes using a specific appliance

Street food dishes recreated at home

Storytelling style videos

Nutrient-focused recipes



Leveraging The Power Of Instagram



Festive



Regional



Storytelling-style



ASMR



Restaurant style
made-at-home

Regional Activation Through Creator-Led Content

A targeted storytelling approach to inspire real action.

We leaned into regional relevance to drive appliance desirability. Instagram Reels allowed us to partner with regional recipe creators who held deep trust within their communities. These creators not only brought credibility, but also showcased appliances like Wet Grinders and high-wattage Mixer Grinders in ways that resonated with local cooking habits and prep styles.

By anchoring our content in cultural familiarity — from idli batter prep to festive sweets — we connected USHA's products with everyday use cases in specific regions.

This wasn't mass content. It was targeted storytelling built to inspire action through language, format, and food memory.



Recipe creator Shagi from Kerala

Recipe creator Shrimoyee from Assam



Recipe creator Ganesh from Tamil Nadu

Creating Organic Virality For Usha

2.9 Mn+

Views



1.2Mn+

Views



700K+

Views



Reinforced Credibility For Usha Appliances By Doing Digital Live Workshops With Celebrity Chefs And Bakers

2.5K+

Registrations

5K+

Live views

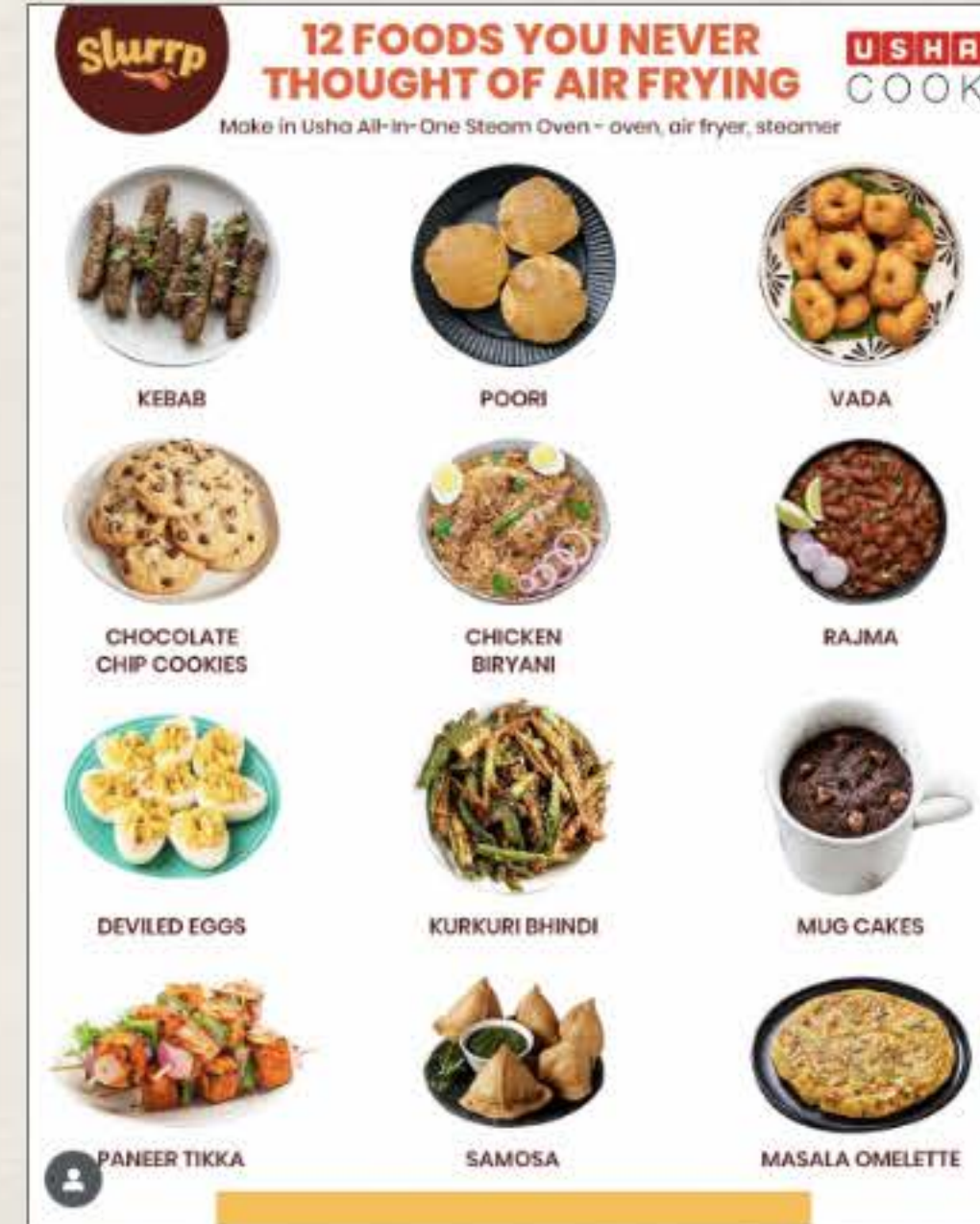
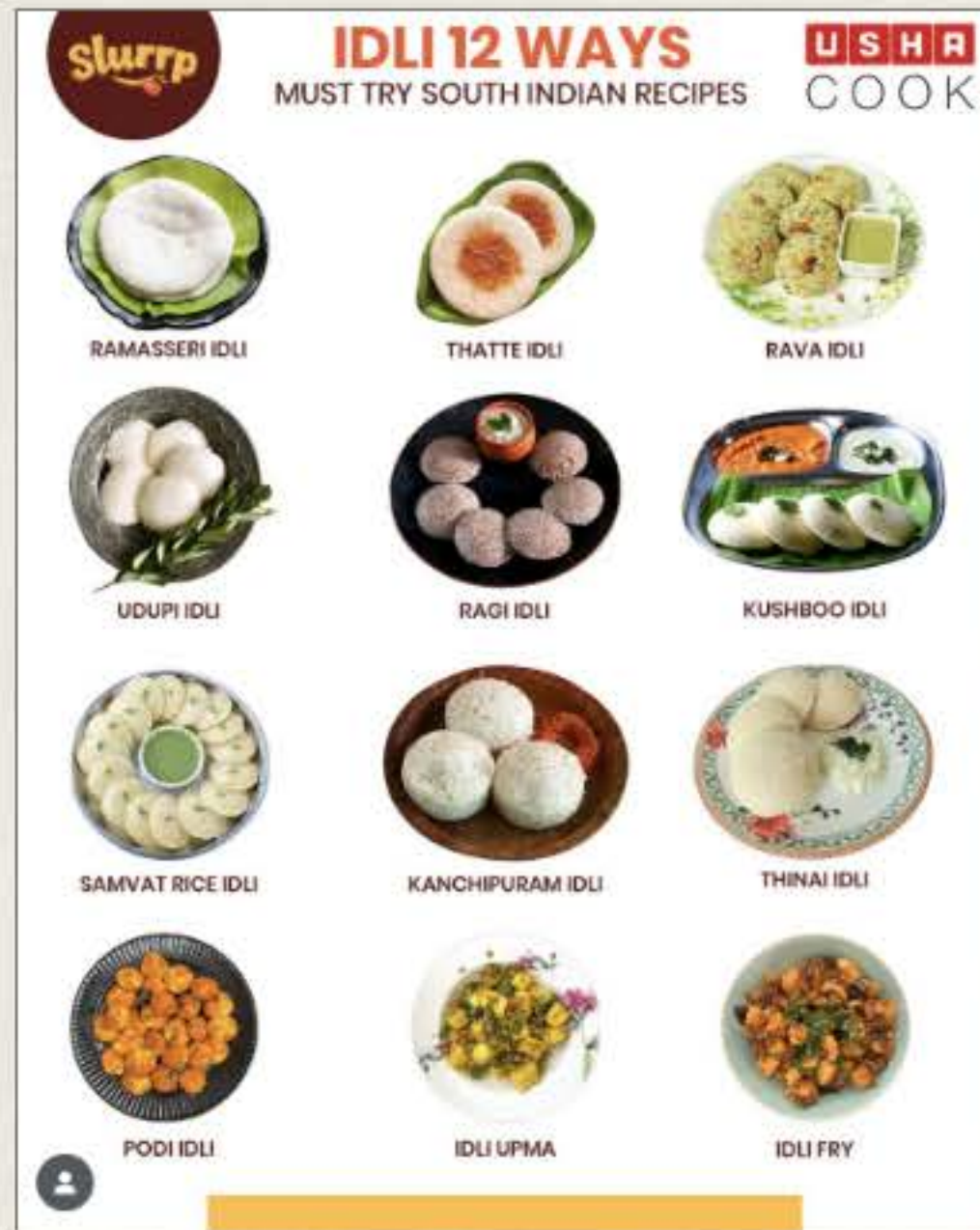
500K+

Views on Reel

Streamed on Instagram Live,
YT Live, Facebook Group and
Slurrp app simultaneously.



Educating And Engaging Foodie Audience With Social Posts - Carousels



1,34,314
Likes

12,611
Shares

55,91,622
Reach

242
Comments

23,201
Saves

03
ER

Sum Of Engagement: 170K+

The Ultimate Cook-Off With Usha Appliances On Slurrp

We ran engaging, theme-based contests, centered around seasonal cravings, everyday meals, and creative cooking—powered by Usha Appliances on the Slurrp community.

These contests showcased the versatility of kitchen tools, from blenders to grills, by encouraging users to create and share dishes using their favorite appliances.

Beyond boosting awareness, the campaigns built strong emotional connections with our community—turning everyday cooks into Usha advocates, and positioning the brand as a trusted companion in modern Indian kitchens.



Usha Biteclub Is An Appliance Interest-Based Group On The Slurrp Community

Where discovery meets engagement. You can explore top Usha appliances, real experiences, and trusted conversations, all in one vibrant community created and managed on Slurrp

Star members have led the way by sharing their authentic experiences with Usha products, fueling meaningful dialogue and deepening brand trust.

Total Members

550K

Group Growth:

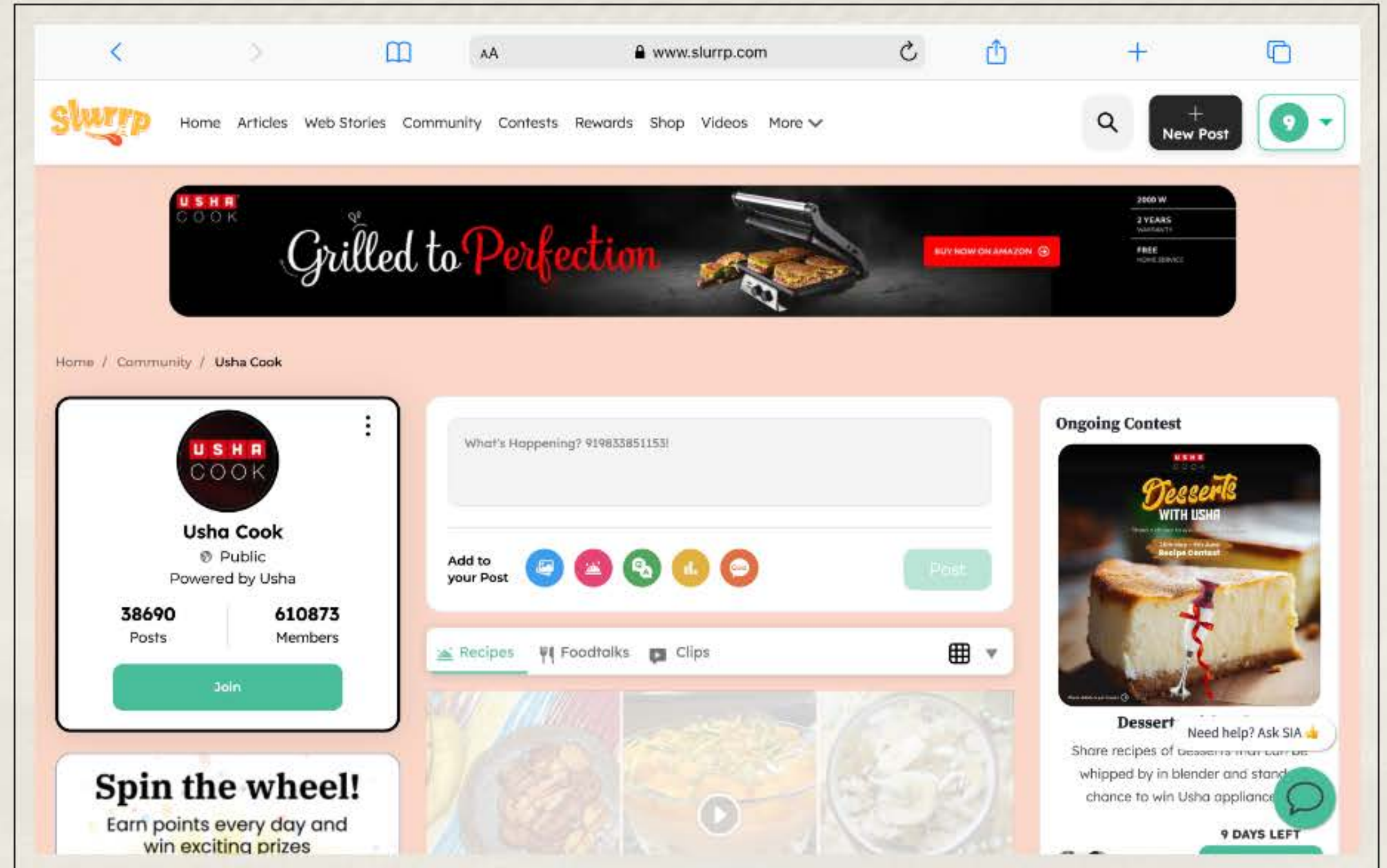
+265K

members in just 8 months

Post Impressions:

160K+

and growing



Slurrp Community Contest:

A celebration of everyday creativity in Indian kitchens - Slurrp Community Contest

16

No. of contest

Delivered Engagement

8k + entries



Summer Sips with Usha
RECIPE CONTEST
Stand a chance to win Usha Juicer Mixer Grinder
17th APRIL - 28th APRIL

Summer Sips with Usha

Whether it's a citrusy lemonade, a fruity punch, or a hydrating detox blend, your juicer is your best friend this season! Squeeze out your signature juice, share the recipe, and stand a chance to win exciting Usha appliances!

What's in it for you?
One Best Recipes - Usha Cold Press Juicer

The powerful **USHA Cpj 382F Nutripress Cold Press Juicer** is your perfect partner for fresh, healthy mornings! Whether you're into fine juices or pulpy smoothies, it comes with both fine and coarse filters for your choice of beverages. Compact yet mighty with 200W power, it's designed to impress.

*In case you face any difficulties in uploading recipes.

17th April Start to 28th April End

Completed

603 Recipes Submitted

[Share](#)

How to Participate:

- Click on 'Create Your Recipe' and upload your amazing recipes to stand chance to win exciting prizes!!

Rules and Regulations:

- Any number of recipes can be submitted for the contest
- A recipe submitted for one contest cannot be used for another contest
- As part of the contest you will be added as member to 'USHA COOK' biteclub and your recipe will be posted on it
- Apple Inc. is not affiliated in any manner with the contest/sweepstakes on Slurrp; the complete responsibility for the contest's organization, coordination, implementation,



WINTER Bakes with Usha
Photo Contest
23rd JAN - 3rd FEB

Winter Bakes with Usha

Winter is all about hearty flavors, warm spices, and comforting textures. From savory casseroles to sweet pies and cookies, the oven becomes your best companion in creating dishes that taste amazing and fill your home with warmth.

This week, we're inviting you to share pictures of your favorite winter bakes to win the **Usha Calypso OTG**

What will the winner get?
One Best Recipe - **USHA Calypso OTG**

The Usha Calypso OTG with Turbo Convection is your ultimate kitchen companion, designed for versatility and convenience. With 8 cooking functions—Air Fry, Bake, Broil, Toast, Rotisserie, Pizza, Chicken, and Dehydration—it caters to all your culinary needs. Its 2600 RPM Turbo

23rd January Start to 3rd February End

Completed

698 Recipes Submitted

[Share](#)

How to Participate:

- Click the "Submit Photos" button above and submit your recipe picture to stand a chance to win exciting prizes!!

Rules and Regulations:

- Any number of dish photos can be submitted for the contest
- A photo submitted for one contest cannot be used for another contest
- As part of the contest you will be added as member to 'USHA COOK' biteclub and your recipe will be posted on it
- Apple Inc. is not affiliated in any manner with the contest/sweepstakes on Slurrp; the complete responsibility for the contest's organization, coordination, implementation,

Polls & Quizzes:

Igniting Instant Buzz with Usha Appliances

Over 300 members joined each poll and quiz, turning simple formats into high-engagement touchpoints.

Our engaging polls and quizzes sparked curiosity and conversation, organically boosting Usha's presence across the community.

12

No- of Post

Delivered Engagement

25k +

views

E.R

3.5%

Avg Participants

300 +

Slurrp Official
a month ago

Why is cold-pressed juice often considered more nutritious than conventionally extracted juice?

Usha COOK
200 W
5 YEARS WARRANTY COOPER MOTOR
FREE HOME SERVICE

Get more juice out of life

BUY NOW ON AMAZON

A It contains more artificial additives
B The cold-press process preserves more vitamins
C Conventional juicing methods can degrade nutrients
D It has a longer shelf life

Click on option to submit your answer and move ahead

Prev 1 2 3 4 5 Next

281 likes • 342 participants • 6.6k views

Share

Slurrp Official
a month ago

Which of the following refreshing summer drinks can be easily prepared using a juicer mixer grinder?

Usha COOK
100% COOPER MOTOR
500 W
5 YEARS WARRANTY

Looks Smart Works Smarter

BUY NOW ON AMAZON

A Aam Panna
B Thandai
C Sugarcane Juice
D All of the above

Click on option to submit your answer and move ahead

Prev 1 2 3 4 5 Next

295 likes • 569 participants • 6.2k views

Share

Native Articles To Educate And Inspire

200+

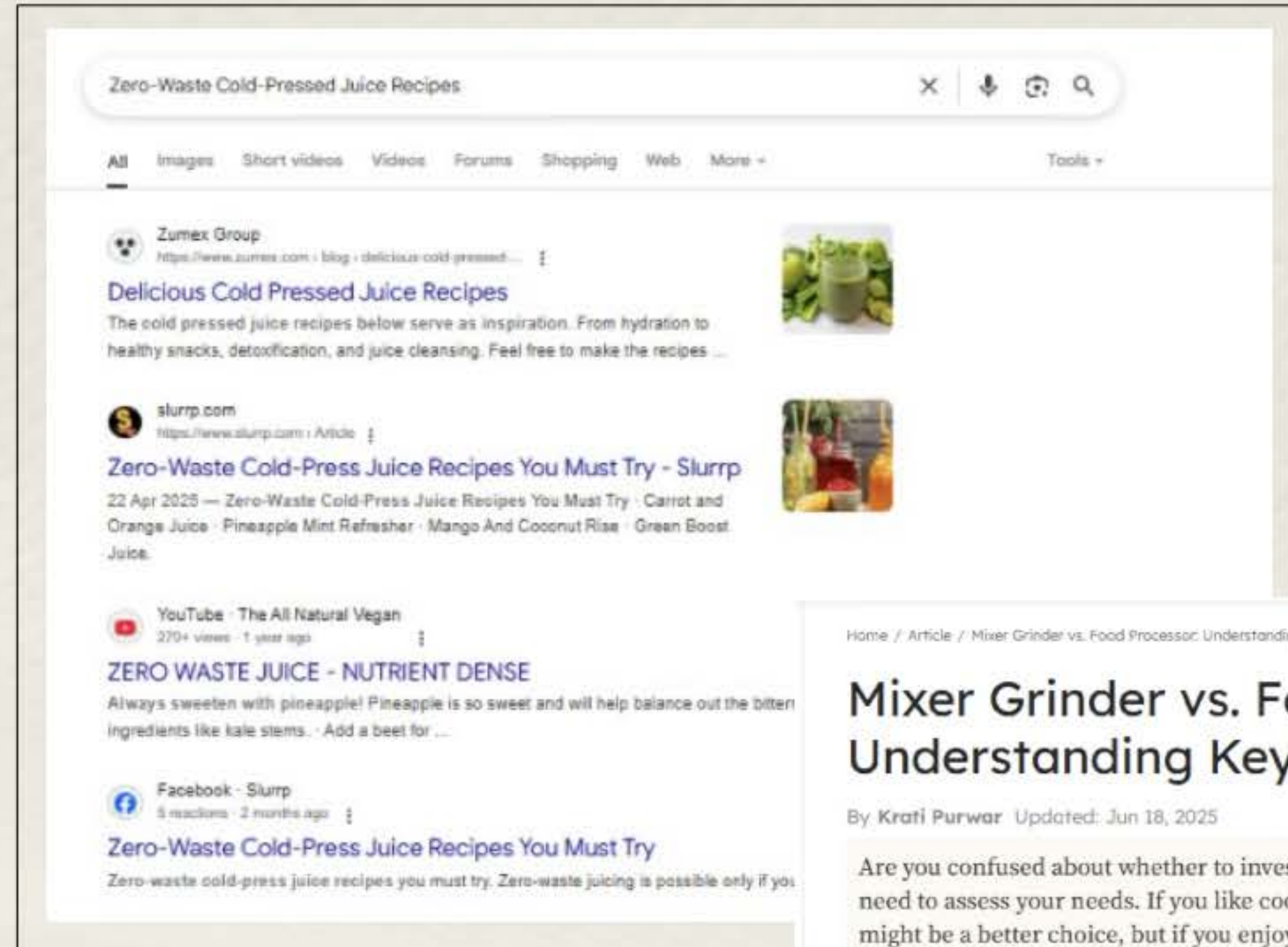
SEO and Product-based native articles with plugins

Key Highlights:- Focus on user-friendly content formats like tips, recipes, budget, listicles

Content attention on right product information dissemination and user awareness; consumer ease and product visibility given highest priority through content

All articles rank on first page on Google search engine; product- and brand-centric articles rank in top 5 search results

Product placements and link backs provided in user-friendly listicles to drive traffic and consideration.



Homechefs And Foodie Community Fell In Love With The Recipes And Usha Brand



nehadeepakshah Wowww ! Now we have a new oven studio

pe

2d Reply



tiredmummy.ales That looks so tender and juicy! What is the capacity of this oven. I want one for home baking.

4d 1 like Reply



soundaryanagaraj17 5w
Grinder price how much sis

2 likes Reply



plumsandpickle 8w
I want this ASAP

1 like Reply



sonia.jain.1982 4w
Plz share ur oven model

1 like Reply



springsky518 5w
Link for Steam oven?

Reply



sarusanvi22 5w
Steam oven

1 like Reply



transformwithsharief 4w
Steam oven

1 like Reply

— Hide all replies



arunima_food_code 4w
@transformwithsharief Check your DM, send you product link

Reply



harshith_dr_ 6w
Oven Link Pls

Reply



vlogsishani 3w
Wow grinder is very nice

2 likes Reply See original



sonalrsharma05 4w
Is grinder ka kya price hai,plzz btaye

2 likes Reply See translation



aayushrijain 4w
Oven link plzz

1 like Reply



prabh_samrath 6w
Link of this oven please

Reply

Slurrp Social Campaign For Usha Appliances

Key Results at a Glance

65+

Total number of Reels and Influencer Collabs

Over delivered view count by gigantic

300%

ER

3.41%

12.3 Mn+

Views Delivered against a target of

3.2Mn

Achieved massive engagement of

600K+ with

92K+ shares and

126K+ saves



Driving Results: Real Business Impact For Usha

Key Highlights | Jan–Jun 2025

Impact on USHA's Appliances Portfolio

38%

**Growth
in Wet Grinder Sales**

(Feb–Jun 2025)

Reflected strong product traction and deepening demand.

20%

**Growth
in OTG Sales**

(Jan–Jun 2025)

Reflects sustained consumer interest powered by effective content strategy

Impact on Website and USHA IG PAGE growth

+52%

**Uplift
in Website Traffic (Unique Views)**

(Jan–Jun 2025)

Surge driven by engaging recipes, CTAs, and social content.

113%

**Spike
in Instagram Followers**

(Nov 2024–Jun 2025)

Driven by Slurrp-led reels, creator collabs, and contests that significantly boosted USHA's brand engagement and community growth.



Words Of Appreciation From Usha Leadership

#Clienttalks

Slurrp has been instrumental in shaping how our brand shows up in the modern kitchen conversation. Their work goes beyond execution — they bring a clear POV on content, audience, and how to grow meaningful engagement in a crowded space. Their recipe-led influencer campaign not only celebrated our products but embedded them into the daily cooking journeys of consumers.

Whether it's co-creating high-quality reels with chefs and creators or building a passionate cooking community through always-on social content, they consistently deliver value across the funnel. We've seen real traction, both in digital visibility and consumer perception. They're a key part of our brand storytelling ecosystem.



Mr. SRIRAM SUNDRESAN
PRESIDENT- USHA APPLIANCES

Words Of Appreciation From Usha Leadership

#Clienttalks

Slurrp has been a partner in helping us drive brand relevance in the digital space. What stands out for me is their ability to marry content with strategy — especially in how they've built and activated our cooking community. Their influencer collaborations around everyday and festive recipes were on-brand, visually elevated and delivered strong engagement metrics. The social media campaign they led brought our products into real kitchen moments, creating authentic connections with food lovers. They understand our category nuances and bring creative thinking that's backed by data and insights.



Mr. AMIT KUMAR SHRIVASTAV
AVP MARKETING - USHA APPLIANCES

Words Of Appreciation From Usha Leadership

#Clienttalks

Collaborating with Slurrp has streamlined our content marketing efforts and elevated the quality of our influencer campaigns. From ideation to execution, their team is hands-on, agile, and always thinking ahead. Their recent recipe-based campaign — integrating our appliances into trending cooking formats — really resonated with our digital audience. They understand the importance of relevance and timeliness, especially on platforms like Instagram. Their ability to create thumb-stopping content while staying true to our brand's voice has helped make a real difference in how we engage with our audience.



POORVA GUPTA

MANAGER – USHA APPLIANCES

Thank You