

Taking a Wellness Gummies Brand from Shelf to Screen

An integrated content and marketplace system designed to keep product communication consistent across social channels, listings and reviews.

3	Product lines	Eeshu, Axtizz & Axtika
5	Core workstreams	Creative to reputation
2	Marketplace channels	Amazon + Flipkart
1	Joined-up system	Social + listings + reviews

The brief

Wellness shoppers compare products across social content, marketplace listings and reviews. The brief was to make the product feel consistent wherever a potential customer encountered it.

Strategy & execution

- Built a visual system for each product.
- Created short-form reels for discovery feeds.
- Defined a message and audience for each product.
- Kept marketplace listing content accurate and on brand.
- Monitored reviews and tracked responses as part of ORM.

Reported results

The work connected social, marketplace and reputation management into one customer journey. The source case study focuses on consistency of product naming, benefits, visual language, listings and review management rather than a single acquisition metric.

Campaign moment: Independence Day offer



One offer, built for two placements.

INDIA'S FIRST LIPOSOMAL GUMMIES

INDEPENDENCE DAY OFFER

25% OFF

Aug 12th - Aug 18th

DISCOUNT CODE FREEDOM25

Get into sleep in 30 minutes
6-8 hours deep sleep

No morning grogginess
Regulates Sleep Cycle

Improves Sleep Quality

25% off
oi ummies

12-18 Aug
offer window

FREEDOM25
discount code

INDIA'S FIRST LIPOSOMAL GUMMIES

INDEPENDENCE DAY OFFER

25% OFF

Aug 12th - Aug 18th

DISCOUNT CODE FREEDOM25

Helps in overall body nutrition

No more dullness, muscle weakness or impaired immune function

Heart Health

25% off
oi ummies

12-18 Aug
offer window

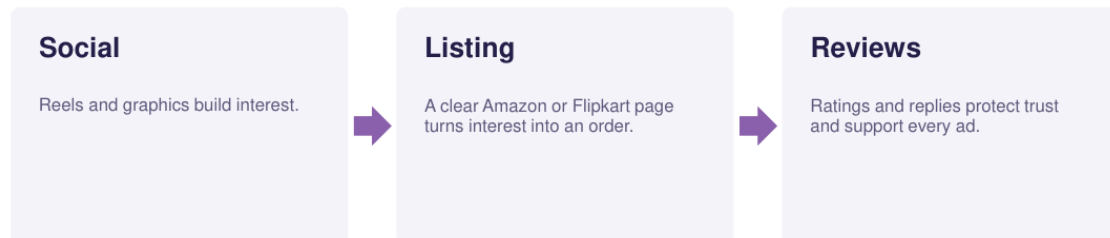
FREEDOM25
discount code

Two placements

A 16:9 version for banners and web, and a vertical one for stories and reels, share one clear offer: percentage, dates and code.

The tricolour palette makes it feel timely without losing the look.

Why joined-up work matters



A shopper who sees an Eeshu reel, then opens the Amazon page, meets the same product name, benefits and look. Managing all three keeps that experience consistent.

What comes next

Build recurring reel series by product, expand the visual system to new ranges, use review themes to sharpen listing copy and report social, marketplace and reputation signals together.

Public portfolio note

Client brand names and identifying brand assets have been anonymised for public portfolio use. Reported figures are reproduced from the supplied NWSPL case-study material.