



**A B2C PROPOSAL FOR NUTRIGAMY: FOCUS ON
BRAND IDENTITY, PACKAGING INNOVATION,
AND SOCIAL MEDIA MARKETING**

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THE BRAND ICEBERG THEORY

THE BRAND ICEBERG THEORY

ABOVE THE SURFACE

NUTRIGAMY

Redefining food

A colour palette of green, brown, and gold, is used with the visuals to represent nature and health. Their packaging is minimalistic and visually appealing. Usage of transparent materials is implemented to highlight the product's freshness.



Nutrigamy offers a variety of microgreens and (Broccoli, Beetroot, Basil, Radish, Wheatgrass and so on) cold pressed nutrient-dense juices (Pineapple and Amla), which offers consumers with fresh and heavily nutritious products made from locally grown microgreens.

Nutrigamy's brand personality is **enthusiastic, energetic, creative, and inspiring**. The tone is **friendly and informative**. The core message centres on delivering maximum nutrition, sustainability, and freshness in every product.

Nutrigamy's utilises social media platforms, particularly **Instagram** and **Facebook**, to engage with **health-conscious consumers, Gen Z, millennials, and families**. This strategy includes creating engaging content and influencer partnerships about the company's products

Nutrigamy markets itself as a supplier of **eco-friendly, wholesome, and freshly prepared foods**. To set themselves apart from the competition, they highlight **chemical-free** growing practices and guarantee that their products are always **fresh-made**. They use **chemical-free, pesticide-free** practices and **non-GMO in their product seeds**.

Nutrigamy promises to **deliver fresh, nutritious, and affordable** microgreens, sprouts, and edible flowers. and wheatgrass juices. delivering with superior taste and nutritional value. They promise to deliver it with superior taste and nutritional value. The brand is committed to sustainability and affordability, ensuring that nutritious food is accessible to all consumers.

Nutrigamy is on a mission to become an **integrated grower and supplier of vegetables** by adding value to vegetables to extend their shelf lives and make them available for all throughout the year.

Nutrigamy's core values include **sustainability, health, and affordability**. They aim to provide nutritious food that supports a healthier community and promotes sustainable farming practices while making healthy eating affordable and available to all.

BELOW THE SURFACE

Logo

1

Tagline

2

Visual Identity

3

Offering

4

Personality, Voice and Core Message

5

Market Strategy

6

Positioning and Proprietary Systems

7

Brand Promise

8

Brand Mission

9

Core Value

10

NUTRIGAMY BRAND GUIDELINE



NUTRIGAMY

microGREENS

Who is Nutrigamy?

Nutrigamy is a Chennai-based microgreens company founded by a youthful and dynamic team dedicated to promoting a healthy lifestyle through fresh and nutritious foods.

Nutrigamy specialises in producing and supplying a variety of microgreens for culinary businesses.

Apart from that, Nutrigamy also offers fresh, most nutrient-dense based beverages sourced from locally grown microgreens, direct to the consumer.

The consumers of this product are projected to be health-conscious people who seek maximum nutrition. Unlike conventional juices, Nutrigamy's products deliver superior taste and up to 40 times more nutrients in every sip which nourishes the consumer's body with every bottle.

Mission

Nutrigamy is on a mission to become an integrated grower and supplier of vegetables and adding value to vegetables to extend their shelf lives and make them available for all throughout the year.

Target Audience

Rather than focusing too much on traditional audience indicators like age or profession, Nutrigamy believes that behaviour and attitudes are more important to reach the target consumer. The simple acronym below describes our audience.

Audience = SEEDS

S - Sanative minded

E - Enthusiastic about health trends

E - Etiquette oriented

D - Diet-conscious individuals

S - Socially conscious families

This acronym captures the key characteristics of Nutrigamy's target audience, including GenZ, Millennials, health-conscious consumers, and family-oriented individuals.

Brand Message

"Affordable Nutrition for All"

"From Our Farm to Your Table"

"Nourish your day, the Nutrigamy way"

"Health You Can Taste"

"Freshness You Can Trust"

"Connect with your health, naturally"

"Freshness you can taste, nutrition you can feel"

"We are what we eat"

Tone of Voice

Enthusiastic

Energetic

Creative

Inspiring

Informative

Friendly



Top USPs

Nutrition at Nutrigamy

As the consumers of Nutrigamy deserve the most nutrient-dense intake possible, the company bring you microgreens and juices with up to 40 times more nutrients than mature plants along with Mother Nature. Nutrigamy's commitment to same-day harvest and delivery ensures the product's maximum freshness and nutritional value in every bite and sip. Nutrigamy strives to nourish its consumer with the purest, most potent form of natural goodness.

Accessibility at Nutrigamy

We at Nutrigamy believe that nutritious food should be affordable for all. Our diverse range of microgreens and wheatgrass juices caters to both retail customers and food service businesses by making premium nutrition available to all at various price points. We are focused on bridging the gap between high-quality, nutrient-dense foods and affordability.

Sustainability at Nutrigamy

Nutrigamy believes in nurturing both the people and planet. Our integrated growing and supply chain focuses on sustainability from farm to household are some of the key measures toward it. We use chemical-free, pesticide-free practices and non-GMO seeds to produce our microgreens and juices, that ensures a healthier ecosystem and a healthier human. Every Nutrigamy product supports its consumer's well-being and environmental consciousness.

Innovation at Nutrigamy

Nutrigamy keeps evolving to meet with your health needs. From our customisable solutions for restaurants to our new juice product line, we're in relentless pursuit of fresh ideas. Our combination of traditional farming wisdom with modern technology helps us create products that not only nourish but also excite and inspire healthier lifestyles.



Logo

NUTRIGAMY



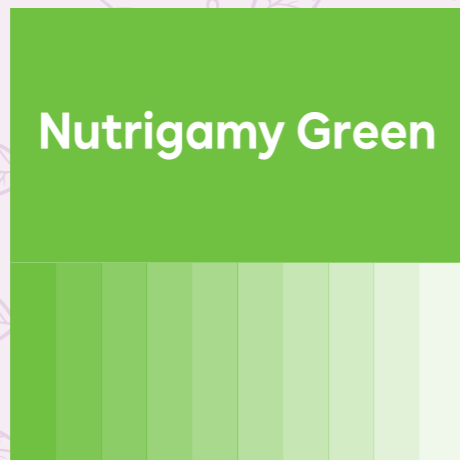
NUTRIGAMY



Colour Scheme

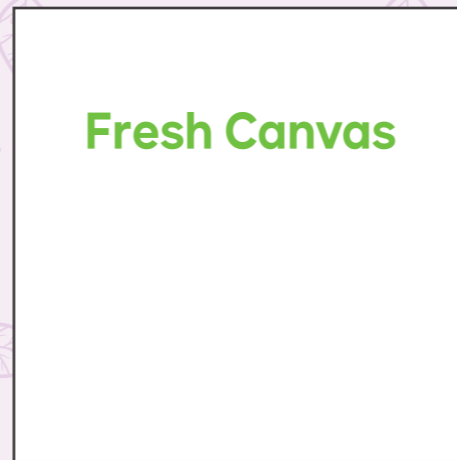
Primary Colours

Nutrigamy Green



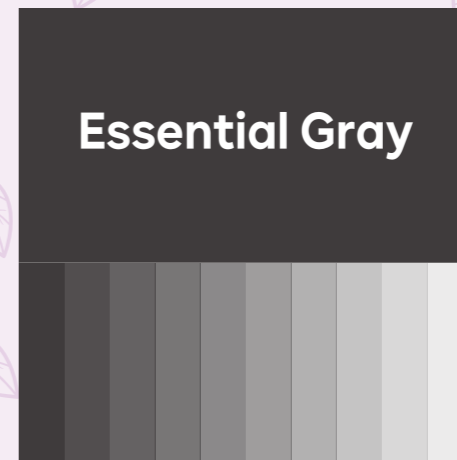
C:60%, M:0%, Y:100%, B:0%
R:114, G:191, B:68
#72BF44

Fresh Canvas



C:0%, M:0%, Y:0%, B:0%
R:255, G:255, B:255
#FFFFFF


Essential Gray



C:0%, M:0%, Y:0%, B:87%
R:72, G:72, B:74
#48484A

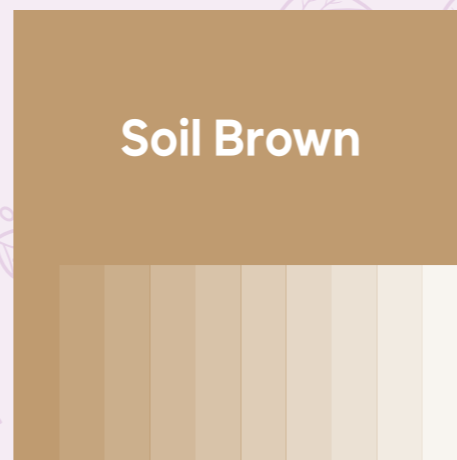
Secondary Colours

Beetroot Purple



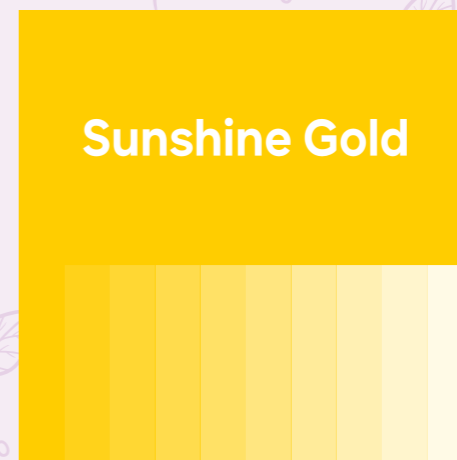
C:47%, M:90%, Y:0%, B:0%
R:150, G:63, B:152
#963F98

Soil Brown



C:30%, M:40%, Y:63%, B:0%
R:185, G:152, B:111
#B9986F

Sunshine Gold



C:60%, M:0%, Y:100%, B:0%
R:255, G:203, B:5
#FFCB05



Typography

Helvetica Neue

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Vag Rounded

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Carmen Sans

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Salina

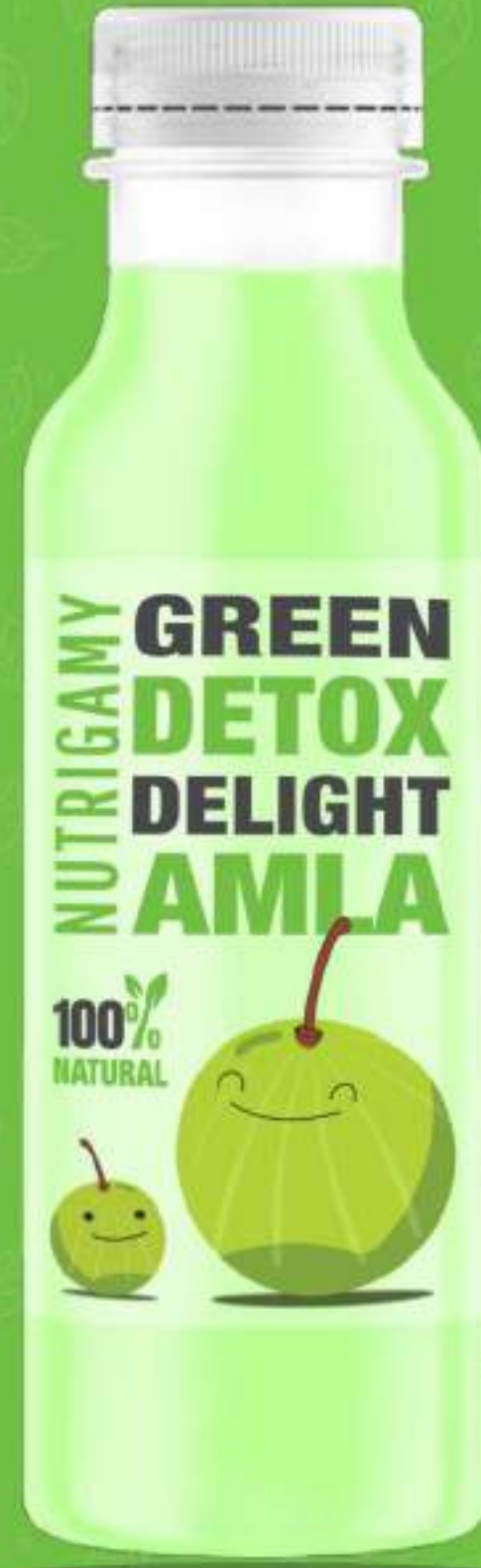
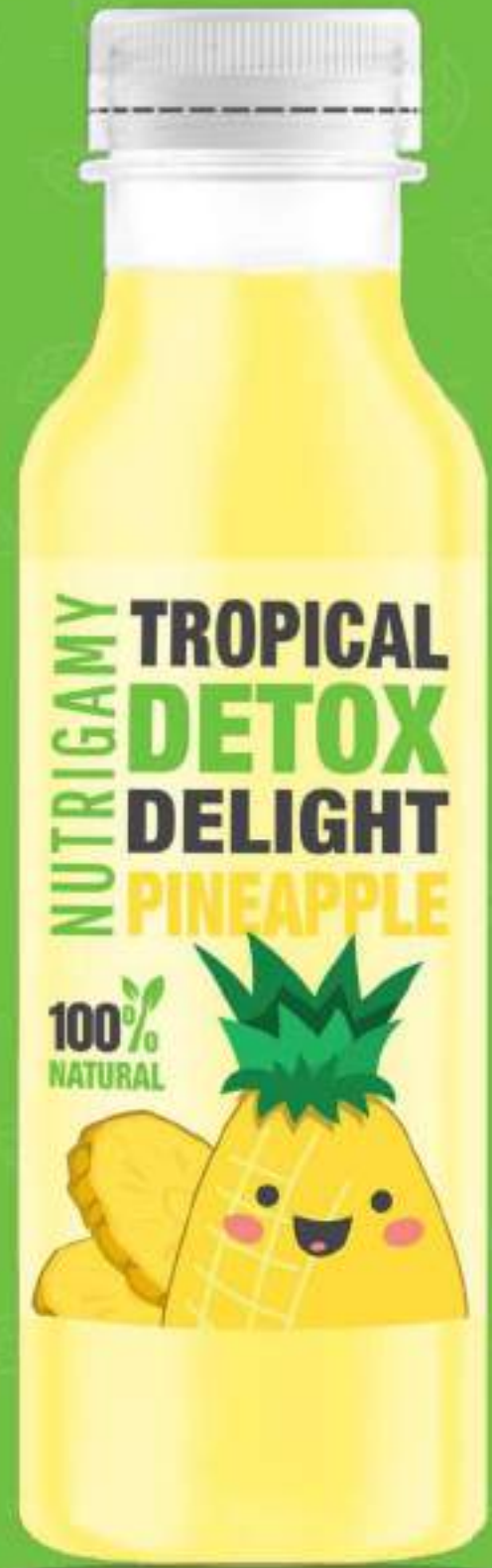
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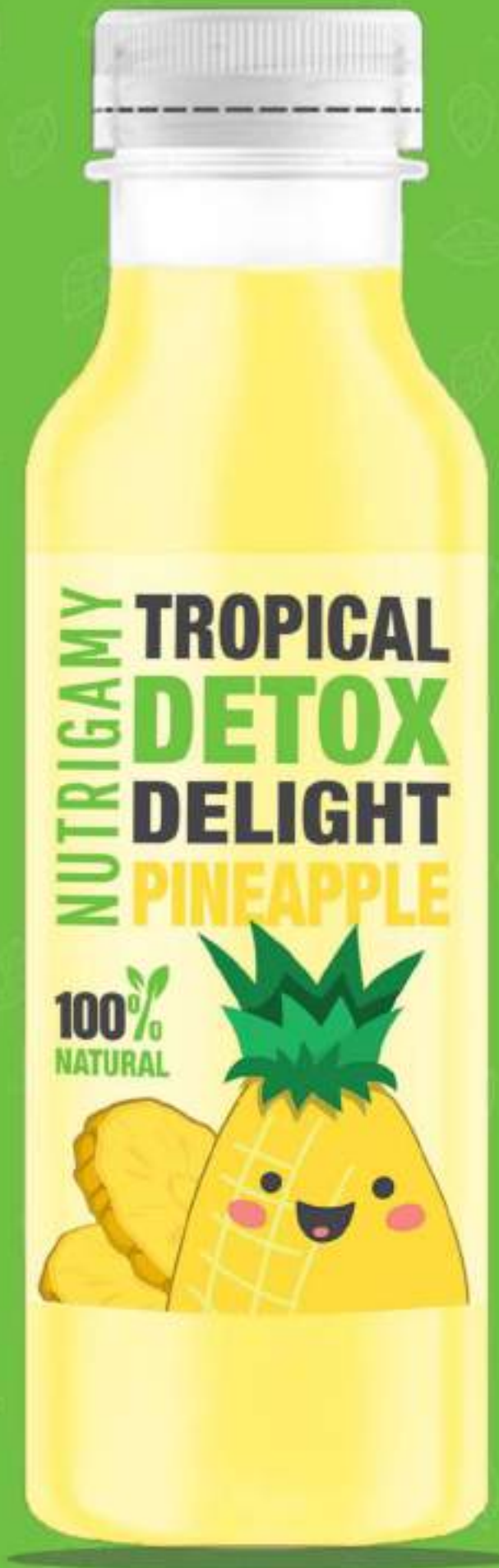
Packaging Design



NUTRIGAMY



COLD PRESSED WHEATGRASS
PINEAPPLE JUICE



COLD PRESSED WHEATGRASS AMLA JUICE



MICROGREENS PACKAGING



SOCIAL MEDIA MARKETING PROPOSAL

social media
marketing proposal.

nutrigamy 

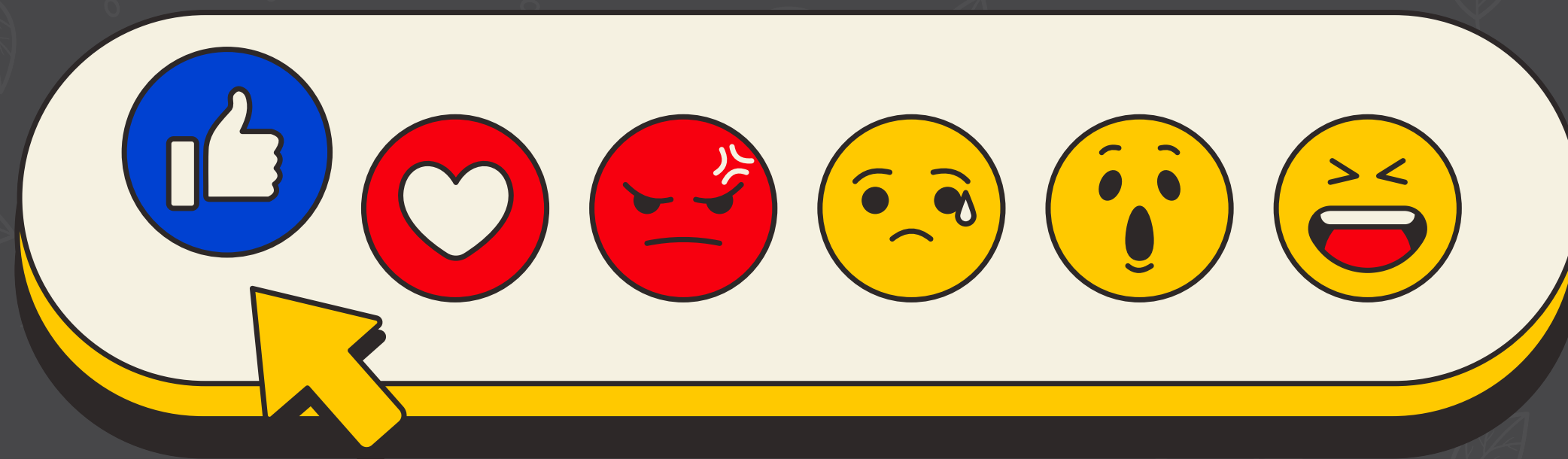


introduction...

In today's digital age, effective social media marketing is crucial for engaging our target audience. This presentation will outline a strategic social media plan aimed at boosting Nutrigamy's brand visibility and consumer engagement.

why social media?

Social media has transformed how brands interact with their audiences. Platforms like Instagram and Facebook are no longer just for social interaction; they also serve as effective tools for marketing and brand promotion. According to recent statistics, 73% of marketers say social media marketing has been beneficial to their firm. For Nutrigamy, social media offers numerous benefits, including increased brand awareness, direct engagement with our customers, and the ability to run targeted marketing campaigns.



target audiences

gen Z



Millennials



family



**health-
conscious**



meta marketing

Meta, which includes Facebook and Instagram, is primary to Nutrigamy's social media approach. These platforms offer broad reach and advanced targeting capabilities, making them excellent for communicating with a diversified audience.

Instagram Marketing

Facebook Marketing

Instagram is particularly effective for engaging Millennials and Gen Z. Whereas Facebook remains a robust platform for reaching a broader audience, including health-conscious individuals and families.

Instagram Marketing

- **Influencer Collaborations:** Collaborating with vloggers, and chefs to create authentic and relatable content. Influencers may help Nutrigamy promote their products on Instagram, making them more appealing to the target audience.
- **Reels and Stories:** Using Instagram's Reels and Stories features to share vibrant, short-form content. For example, product promotional teasers, behind-our-farm scenes, and quick recipes.
- **Microgreen-Infused Recipes:** Featuring dishes that use Nutrigamy products, showcasing their variety and health advantages.

influencer collaborations

@ cookdtv 

Cookd is a popular Instagram account oriented to culinary content, with **1.9 million** followers. Their goal is to deliver "Your Recipe for Happiness," which includes a wide range of recipes, cooking tips, and fascinating delicious foods content. Cookd has a highly engaged audience that loves exploring new and creative recipes.

benefits of collaboration

Broad Reach and Engagement: Cookd has approximately **2 million** followers, giving them a significant reach. Their content routinely obtains significant engagement, indicating a very interested and active audience.

Target Reach: This audience likely includes a significant portion of **Gen Z's** and **millenials** who would be interested in exploring new dishes.

proposed content ideas

Recipe Reels: "Microgreen and Avocado Toast"

Cookd can show how to make nutritious and delicious foods with Nutrigamy microgreens in their reels, live or IGTV.

(visit their page (<https://www.instagram.com/dr.pal.manickam/?hl=en>))



@irfanviews ✓

Mohamed Irfan, is a content creator with **1 million** followers. His content spans various interests, including travel, food, and lifestyle, making him a versatile influencer. His audience primarily consists of Gen Z, who are engaged and interactive with his posts.

benefits of collaboration

Broad Reach and Engagement: Irfan's posts receive high engagement, indicating an active and interested follower base. His influence can drive significant awareness and interest in Nutrigamy's products.

Target Reach: This audience likely includes a significant portion of **GenZ's** showing that his followers are active and interested. His influence can drive significant awareness and interest in Nutrigamy's products.

proposed content ideas

Farm Tour Reels: "Behind the Greens: A Tour of Nutrigamy's Farm"

Engaging live session in which Irfan takes his audience on a tour of Nutrigamy's farm. A farm tour delivers authentic, engaging content that highlights the origins and benefits of Nutrigamy's microgreens, which is in tune with Gen Z's preference for transparency and sustainability.

(visit their page (<https://www.instagram.com/dr.pal.manickam/?hl=en>))



instagram posts



Green Fusion Refresher

Nourish Your Day, The Nutrigamy Way!



@nutrigamy: Green Refreshers ❤️



NUTRIGAMY



Green Omelette

@nutrigamy: Energise your morning bites! 🔍

instagram stories and reel

nutrigamy 3h

Green Fusion Refresher

Nourish Your Day, The Nutrigamy Way!

GREEN DETOX DELIGHT AMLA
100% NATURAL

TROPICAL DETOX DELIGHT PINEAPPLE
100% NATURAL

Send Message

Heyy, watch our new reel !!



Scan the QR below



11:11

Reels

GREEN DETOX DELIGHT AMLA
100% NATURAL

TROPICAL DETOX DELIGHT PINEAPPLE
100% NATURAL

nutrigamy Follow

Green Refreshers

Storm Boy • Xavier.. GRREN

Watch this reel on youtube: https://youtube.com/shorts/R9Mly4_ssak?si=z4ppxOnYxKGKR5IZ

facebook marketing

- **Influencer Collaborations:** Collaborating with health and wellness influencers, to create authentic and relatable content. Influencers may help Nutrigamy promote their products on facebook, making them more appealing to the target audience.
- **Educational and Promotional Posts:** Using Facebook post features to share educational content and product promotional posters. For example, promotional posters of Nutrigamy's new Juice product and DYK (Do you know) content related to microgreens.
- **Quizzes and Interactive Content:** Engaging the audience with interactive content like quizzes about health, nutrition, and microgreens to increase engagement in fun and educating way.

influencer collaborations

@ dr.pal.manickam ✓

Dr. Pal Manickam is a holistic health advocate with a significant social media followers. He has **2 million** facebook followers and **2.9 million** YouTube subscribers. His focus on gut health is ideally aligned with Nutrigamy's aim of promoting health and wellbeing through microgreens and other nutritional products.

benefits of collaboration

Credibility and Trust: Dr. Manickam's medical experience and gastrointestinal knowledge bring credibility to the health-related content he delivers. This can help consumers trust Nutrigamy's products more.

Targeted Reach: His large followers includes **health-conscious individuals** who are likely interested in gut health and wellness, which aligns with Nutrigamy's target audience.

proposed content ideas

Q&A Live: "Gut Health Insights with Dr. Pal Manickam and Nutrigamy"

A series of podcast episodes in which Dr. Manickam discusses gut health and the benefits of microgreens, and how to include them into a nutritious diet. Q&A live might focus on certain aspects of microgreens, such as their nutritional value and preparation methods.

(visit his page (<https://www.instagram.com/dr.pal.manickam/?hl=en>))



interactive posts

Do you know?

Nutrigamy
10:30 AM

Do you know? #micro

MUSTARD GREENS CONTAIN MANY HEALTH-BOOSTING ANTIOXIDANTS LIKE BETA CAROTENE

It can protect your skin and lower risk factors of diabetes, which also offers high amounts of: **Vitamin K.**

#microFACTS



www.nutrigamy.com

7 3 Shares

Like Share

Nutrigamy
10:30 AM

Do you know? #micro

THE RADISH MICROGREEN IS A GOOD SOURCE OF VITAMIN C, ENERGY AND CARBOHYDRATES

It can help prevent **Lungs Cancer.** This microgreen relieves congestion, good for allergies, infections or colds.

#microFACTS



www.nutrigamy.com

7 3 Shares

Like Share

Nutrigamy
10:30 AM

Do you know? #micro

FENUGREEK ALSO HELPS IN IMPROVING THE HOMEOSTASIS OF GLUCOSE AND HIGH IN FIBRE.

It controls diabetes, relieves constipation, lowers cholesterol levels, lowers the risk of heart ailments by lowering **Cholesterol levels.**

#microFACTS



www.nutrigamy.com

7 3 Shares

Like Share

facebook promotional posts

our new launch

Nutrigamy 10:30 AM

Taste the Nature's Best, Now Amla.



7 3 Shares

Like Share

Nutrigamy 10:30 AM

Green Fusion Refresher



7 3 Shares

Like Share

Nutrigamy 10:30 AM

Taste the Nature's Best, Now Pineapple.



7 3 Shares

Like Share



conclusion...

Implementing these social media strategies would not only improve Nutrigamy's digital presence but also support its mission of promoting health and wellness by promoting nutritious microgreens. This will help them effectively connect with their audience, establish a loyal client base, and strengthen their position. Implementing these strategies will facilitate continuous growth and success, positioning Nutrigamy as a leading brand in the industry.

thank you :) 😊