

GO  MAC 2021



Pre-Campaign Report



CLIENT OVERVIEW



ORGANIZATION NAME : Origami

WEBSITE : <https://www.origamitissues.com/>
<https://www.dogoodkarma.com/>

INDUSTRY : Consumer Goods

COMPANY SIZE : 51-200 employees

HEADQUARTERS : Bengaluru,
Karnataka

TYPE : Privately Held

FOUNDED : 1995

SPECIALITIES : Dispensable paper
products supplier

SERVICES

Origami was started in 1995 and has today grown to become the leading producer of paper disposables in India with a presence in the consumer (retail) market, Institutional supplies, exports, promotional, party products and private label segments.

Origami's product range includes *Paper Napkins, Toilet Tissue Rolls, Facial Tissues, Kitchen Towel, Hand Towels, Pocket Tissues, Wet Wipes, paper Plates, Paper Cups and Table Covers.*

The primary platform for sales for Origami is Amazon, however they do sell on their website too.

ABOUT THE MARKET



- Revenue in the Tissue & Hygiene Paper market is projected to reach US\$30,340m in 2021. The market is expected to grow annually by 4.7% (CAGR 2021-2025). The market's largest segment will be the segment Household Paper with a market volume of US\$ 8,735m in 2021. In the current scenario, paper napkin segment is generating the largest revenue within tissue paper market
- India tissue and wipes market is one of the growing categories in the hygiene industry of India. Tissue paper market is segmented mainly into paper napkins, toilet papers, facial tissues and other tissue based products. Wipes market mainly comprises of two segments such as personal care wipes and household cleaning wipes.
- Premier Tissues India, Bella India Healthcare, Beeta Machines, Origami Cellulo and SCA Hygiene Products India are the major companies operating in the Indian tissue market.

CURRENT SCENARIO

WEBSITE SWOT ANALYSIS

Strengths

Clear product info and updates, Simple site design, direct purchase and delivery from site

Weakness

Product categories are found after scrolling down

No product sub-categorisation, No review/feedback space

Mobile page needs to be accelerated

Product name/description can be put under the product icons

Kleenex, Premier have similar quality & pricing for tissues

Opportunities

Threats

With a rich heritage and a continuous drive for innovation, Origami has become the one of leading dispensable paper products supplier in India.

Social Media Reach



2.2k likes,
2.2k follows



600 follows,
23 Posts

Current Advertising

- CTA - Signups through website, SM follows, Purchase from site
- Advertising done on Amazon for all sub-brands & categories, but no details available on current spends or other platforms used.

TARGET PERSONAS

**HARSHIT
SINGH**



- Harshit is a 29-year old man that lives in Hyderabad, and whose job pays him well.
- Interests: Parties & social events, Environmental care, fitness, finance
- Triggers: Lives only with his wife, owns a home, available disposable income
- Both him and his wife prioritize hygiene and love cooking

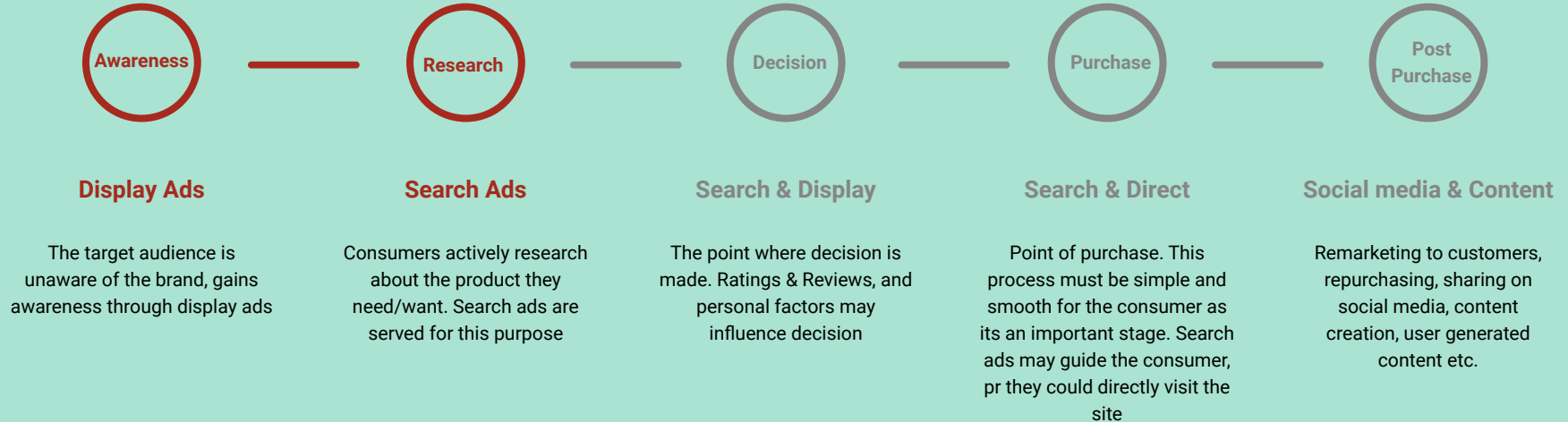
- Divya is a 42-year old marketing manager, and mother of two children, who lives in Mumbai.
- Her job pays well, meaning her and her family have a comfortable, well-off lifestyle.
- She is protective of her children and makes sure to keep her home clean
- Interests: Social gatherings, cooking, outdoor activities
- Triggers: Lives with her husband and two small kids.

(Based on previous brand data, we are emphasizing focus on the female target audience.)

**DIVYA
SHARMA**



CONSUMER JOURNEY



CAMPAIGN OBJECTIVES

Rationale: Our focus would be creating brand awareness and conversions for Origami's "Good Karma" line of paper products, which they launched in 2020. These products have not yet been marketed as such and so our strategy would be as follows:

- 1) Create *brand consideration* for their products on Amazon, via **Amazon Sponsored Brand Advertising**
- 2) Create conversions for their products on Amazon via Amazon **Sponsored Product Advertising**
- 3) Generate brand & product reach and awareness through **Google Display Marketing**

Targeting - Google Display Network

Location: India

Age: 30-46 (based on existing client campaign observations)

Gender: Male & Female

Devices: Mobile, Desktop

Income: Top 40%

Keywords

- Tissues
- Kitchen Roll
- Toilet paper
- Eco friendly tissue
- recycling

Targeting

- **Affinity Audiences**
 - Cooking enthusiasts
 - Eco-friendly Shoppers
 - Green living enthusiasts
- **Custom Intent Audiences**
 - Paper towels
 - Kitchen Rolls
 - Toilet Paper
- **In-Market Audiences**
 - Household supplies
 - Household cleaning supplies

Topics

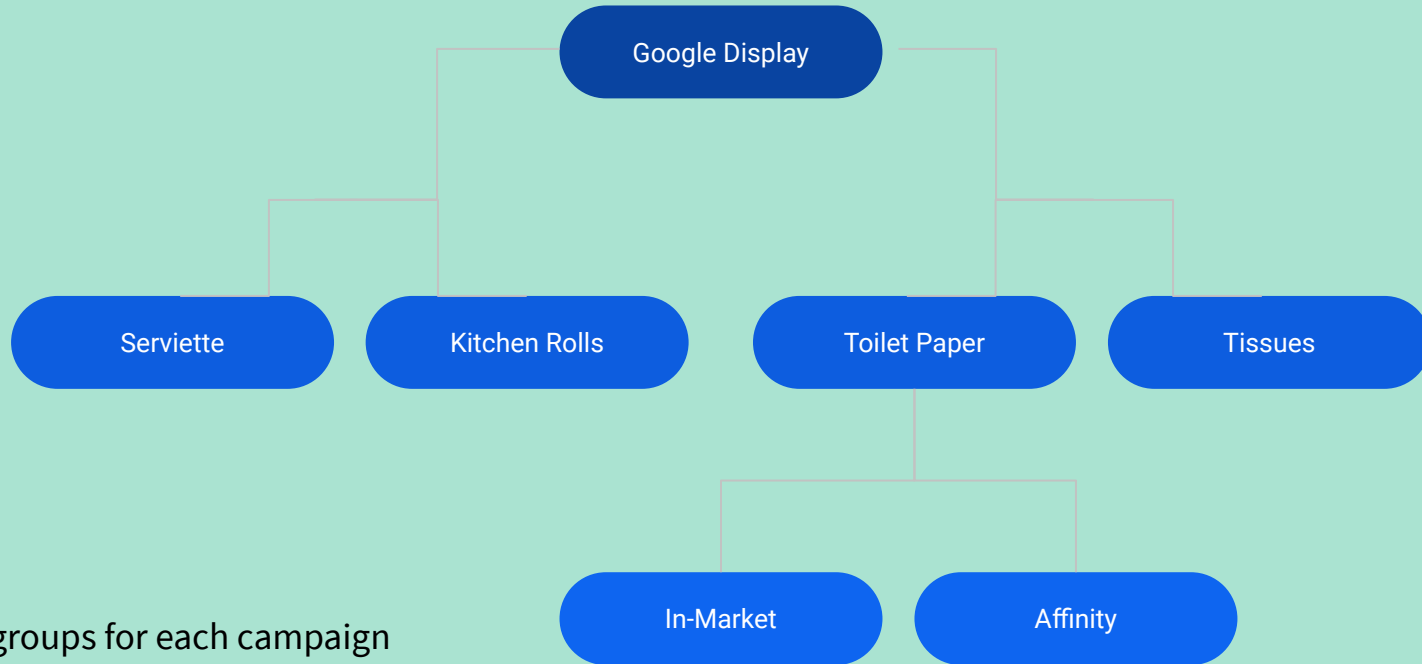
- Green & Eco-friendly shopping
- Environmental care
- Green living & Environmental Issues
- Recycling

Exclusions

- Industrial cleaning
- Paint
- Furniture
- Environmental science
- Cutlery
- Beach cleanup

Rationale- (Outside Brand's Target criteria)
Household supplies- Cutlery, Industrial cleaning products, paint and furniture.
Green, Eco friendly
- Environment Science
Hygiene - Sanitizers, soaps

Ad Structure - Google Display





Same ad groups for each campaign

Ad Structure - Amazon

Good Karma Campaigns				
Good Karma Brand (Sponsored Brand Ads)	Kitchen towels (Sponsored Product)	Toilet tissues (Sponsored Product)	Face tissues (Sponsored Product)	Paper Serviettes (Sponsored Product)
Rationale				
Products that fit in general term of health and hygiene to make use of relevant keywords - Week 1 and 2	Particular product category that we are focussing on - Week 3 and 4	Particular product category that we are focussing on - Week 3 and 4	Particular product category that we are focussing on - Week 3 and 4	Particular product category that we are focussing on - Week 3 and 4
Ad groups				
GKB_Serviettes, GKB_Tissue, GKB_Toilet, GKB_Kitchen	Kitchen_PO6	Toilet_PO4, Toilet_PO6	Face_PO4	Serviettes_50pull, Serviettes_100pull
Keywords				
"recycled toilet paper", "recycled kitchen rolls"	"Organic kitchen towels", "organic kitchen rolls"	"Organic toilet paper pack of 4", "organic toilet paper roll"	"Organic face tissue box of 4", "organic facial tissue papers"	"Organic paper napkins", "


Ad Samples - Amazon & Google Display

Example of your image ad at 160x600 



**Health,
Hygiene &
More**

Click here for the best quality, eco-friendly tissues around. Now with free shipping!



Origami Tissues

 **Wipe away your kitchen worries**
[Shop Origami >](#)



Origami Non-Woven Washable Kitchen Wipes - 2 Rolls - 80 Wipes per roll - Total 160 Wipes
★★★★☆ 1,914
✓prime



Origami Single Non Woven Kitchen Towel 80Pulls and Kitchen Towel Plain 4 in 1 Pack
★★★★☆ 102
✓prime



Origami Good Karma kitchen towel-2in1-3 pack of...
★★★★☆ 1
₹ 600.00 ✓prime
[Shop now](#)

Sponsored 





Sponsored 

Origami So Soft 3 ply Toilet Tissue 12 Rolls - 160 pulls per roll - Total 1920 pulls
★★★★☆ ~ 2,848
₹330 (₹27.50/count)
Save extra with Cashback
Save 5% more with Subscribe & Save
✓prime FREE delivery by Today, January 25

CAMPAIGN TACTICS

Primary Objective: Increased awareness, conversions

Secondary Objective: Product views, consideration

 <p>Amazon Marketing</p>	<ul style="list-style-type: none">• Sponsored product & brand ads will be run last for conversions and consideration.• Overall brand awareness from sponsored brand ad campaigns <p>Measurement - Impressions, conversions, clicks</p>
 <p>Google Display Network</p>	<ul style="list-style-type: none">• Create responsive advertisements of visual appeal, to arouse curiosity and appeal for the product and brand through audience targeting <p>Measurement - Impressions</p>

KPIs & METRICS



Budget	20000 INR
Impressions	580000
CTR	0.54%
Clicks	3150
Conv. Rate	3.17%
Conversions	100
RoAS	1.98

The metrics are estimates and approximations and are not guaranteed



Budget	5000 INR
Impressions	120,000
CTR	0.8%
Clicks	960

Ad Schedules and Budget Allocation

Ad Channel	% of total budget	Week 1 (% of channel budget)	Week 2 (% of channel budget)	Week 3 (% of channel budget)	Week 4 (% of channel budget)
Amazon Ads	80%	30%	20%	20%	30%
Google Display	20%	100%			



Active



Inactive

Budget: 25,000

Campaign Duration: 4 weeks

KPI	Metric
Overall Impressions	700000
Overall Ad clicks	4110
Conversions	100