

URFI JAVED | **zomato**

WHAT

Zomato is one of India's leading Food delivery companies. ITW was responsible for onboarding Urfi Javed, a well-known Social media personality, for the Zomato Gold Dining Carnival Campaign (ZGDC).



OBJECTIVES

To drive brand awareness for the 'Zomato Gold Dining Carnival,' promotional message: Pre-book your slot for a hassle-free dining experience to gain new customers and build long-lasting relationships with current Zomato Gold members.



EXECUTION

ITW onboarded Urfi Javed for the campaign due to her popularity and quirky attitude and ITW tied up with the famous paparazzi Viral Bhayani to execute the campaign on Instagram.

A conflict between Urfi and the restaurant manager was captured and posted by Viral Bhayani on his profile. The conflict begins when Urfi Javed is denied entry into a restaurant because she didn't make a reservation, leading to an entertaining drama as she disputes with the restaurant staff, highlighting the notion that the only truly privileged customers are ZGDC members.

A screenshot of Urfi complaining to Zomato customer care was also posted on Zomato's official page to generate more publicity. This campaign concept portrayed ZGDC as a top-rated event, where even celebrities need a reservation through Zomato to secure restaurant seats.

RESULTS

The video shot by Viral Bhayani sparked conversations among fans about the campaign, enhancing brand visibility with a reach of **11 million**.