

Digital Advertising

Blue Tokai

@bluetokaicoffee

Pratham Shah

Brand Overview



Blue Tokai Coffee Roasters, founded in 2013, is a leading Indian specialty coffee brand known for sourcing high-quality Arabica beans directly from Indian farms. With a strong focus on transparency, freshness, and traceability, the brand has grown from an online D2C business to operating over 100 cafés across India and abroad. Blue Tokai has played a key role in shaping India's third-wave coffee movement by educating consumers and offering premium coffee experiences both online and offline.

Objective

Conversions (Sales)



Blue Tokai Coffee Roasters

Sponsored

Library ID: 1052857277054240



Celebrate the sweetest bond with something thoughtful. Our gift hampers go beyond sweets - with specialty brews, artisanal snacks, and lots of love.

Celebrate the sweetest bond with something more than just sweets.



Explore our range of gift hampers full of love, specialty brews, and artisanal treats.



Comes with a complimentary Rakhi!

[Not Just Sweets - Something Special](#)

[Discover hampers that brew joy and make Rakhi memorable.](#)

Shop Now

Good Points

Ad Creative:

- Visually appealing layout
- Product clarity
- Cultural connection

Ad Copy:

- Emotional appeal
- Positioning
- Descriptive language

Active

Library ID: 1052857277054240

Started running on Jul 28, 2025

Platforms     

This ad has multiple versions 



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Shop Now

Areas of Improvement

Ad Creative:

- Overcrowded visual
- No human element

Ad Copy:

- Could benefit from urgency
- A clear price mention or value proposition

CTA Button:

While “Shop Now” is effective, testing with “Explore Hampers” or “Gift a Hamper” could better align with the ad’s emotional positioning.

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Shop Now

Ad Targeting :

Age Group :

Likely 25–44 years

Why:

- Emotional copy and product choice (coffee, artisanal hampers) appeal to working professionals and gift buyers, not teens.
- Affordability and taste in artisanal products suggest slightly mature urban audience.

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Ad Targeting :

Gender :

Targeted to all gender demographics

Location :

Urban India – metro cities like Mumbai, Delhi, Bangalore, Pune.

Why:

- Product category (specialty coffee, artisanal snacks) appeals to urban premium buyers.
- Blue Tokai has strong presence in metro cities.

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Detailed Targeting :

A .Demographics:

- Professionals, young working adults, affluent students (esp. gifting enthusiasts).
- Likely to target relationship status: siblings, family-based interests.

B. Interests:

- Coffee, Specialty Food, Premium Gifting, Artisanal Goods, Raksha Bandhan.
- Users who interact with homegrown D2C brands or premium lifestyle content.

C. Behavior:

- Online shoppers, frequent gift buyers, and those who've engaged with similar campaigns.
- Festival shoppers who buy seasonally (Raksha Bandhan, Diwali, etc.).

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Shop Now

Campaign Creation

Blue Tokai

Introducing Ready-to-drink
Coffee Cans



Campaign Objective & Performance Goal

Conversion

Conversion location

Choose where you want to drive sales. [About conversion locations](#)

- Website
Drive sales and conversions on your website.
- App
Drive sales and conversions on your app.
- Website and app
Drive sales and conversions on your website or app.
- Message destinations
Drive sales and conversions through Messenger, Instagram and WhatsApp.

Performance goal

How you measure success for your ads. [About performance goals](#)

Maximize number of conversions

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales



Sales

Find people likely to purchase your product or service.

Good for:

- Conversions
- Catalog sales
- Messenger, Instagram and WhatsApp
- Calls

Ad Budget & Schedule

✔ Budget

✦ Advantage+ on

Budget strategy ⓘ

Campaign budget

Daily budget ▼

₹ 5,000.00

INR

You'll spend an average of ₹5,000.00 per day. Your maximum daily spend is ₹8,750.00 and your maximum weekly spend is ₹35,000.00.

[About daily budget](#)

Campaign bid strategy ⓘ

Highest volume

[Show more settings](#) ▼

Schedule

Start date

📅 Aug 5, 2025

🕒 10:00 AM IST

End date

Set an end date

📅 Aug 15, 2025

🕒 12:00 PM IST

Ad Targeting (Detailed)

Locations

Inclusion: India: Delhi; Mumbai (+25 mi), Pune (+25 mi) Maharashtra; Bangalore (+1 mi) ; Hyderabad (+25 mi) Telangana

Age ⓘ

22 - 45

Gender

All genders

Custom audiences ⓘ

None

Detailed targeting **Your suggestion**

People who match:

- Interests: Coffee, Coffeehouses, urban or Online shopping
- Behaviors: Engaged Shoppers

Languages ⓘ

- Hindi or English (All)

Ad Placements

✓ Placements

✦ Advantage+ off

We'll automatically show ads in the places where people are likely to respond. [About placements](#)

Devices and operating systems

All

Platforms

Facebook and Instagram



Facebook Marketplace



Facebook Profile feed



Facebook Notifications



Facebook Video feeds



Instagram Feed



Instagram Explore



Instagram Explore home



Facebook Stories



Instagram Stories



Instagram Reels



Instagram Search results



Facebook Reels

Ad Creative



Ad Copy

Primary Text, Headline,
Description & CTA

Primary Text

No machine. No barista. No stress.
Just crack open, sip, and vibe ☕
Your fav Blue Tokai brews are now
ready-to-drink — wherever you go.
Workdays, gym sessions or 3 a.m.
cravings — we've got you.

10% OFF your first order — because
great coffee should come easy.

Headline

Premium Coffee, Minus the Effort

Description

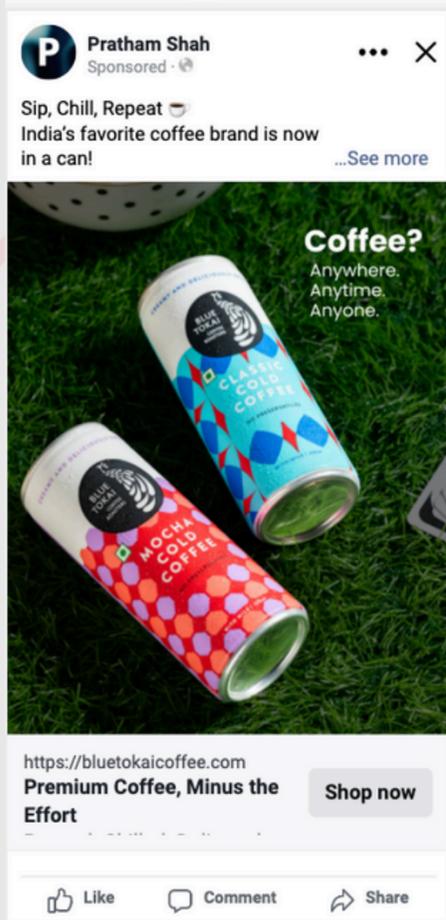
Brewed. Chilled. Delivered.
Just how you like it.

CTA

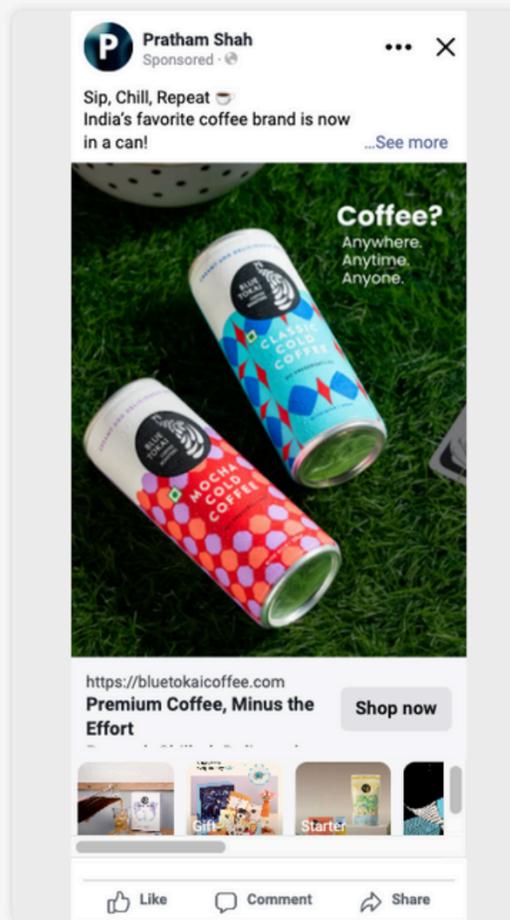
Shop Now

Meta Ads

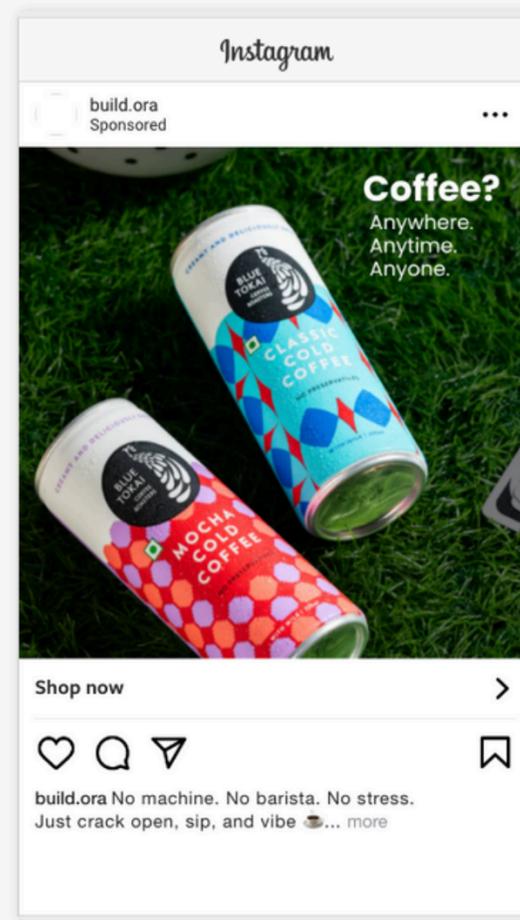
In various Formats



Facebook Feed



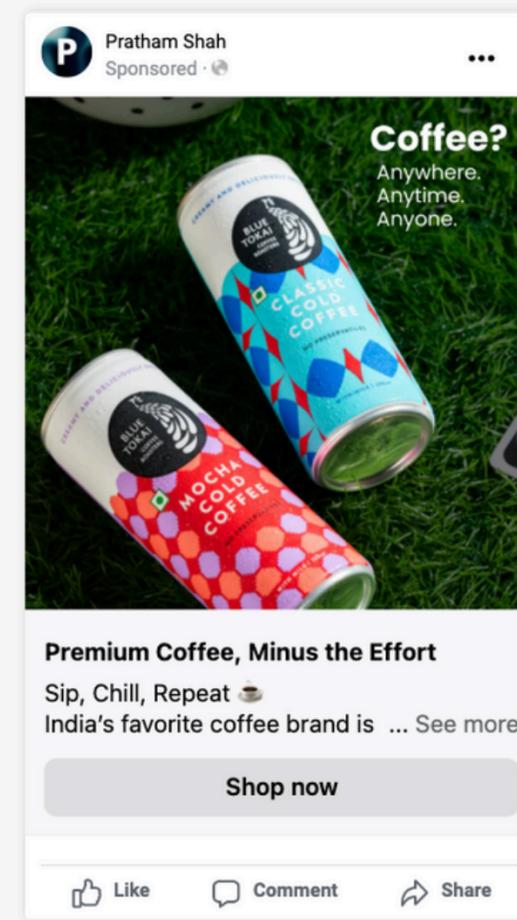
Facebook Feed (with Sitelinks)



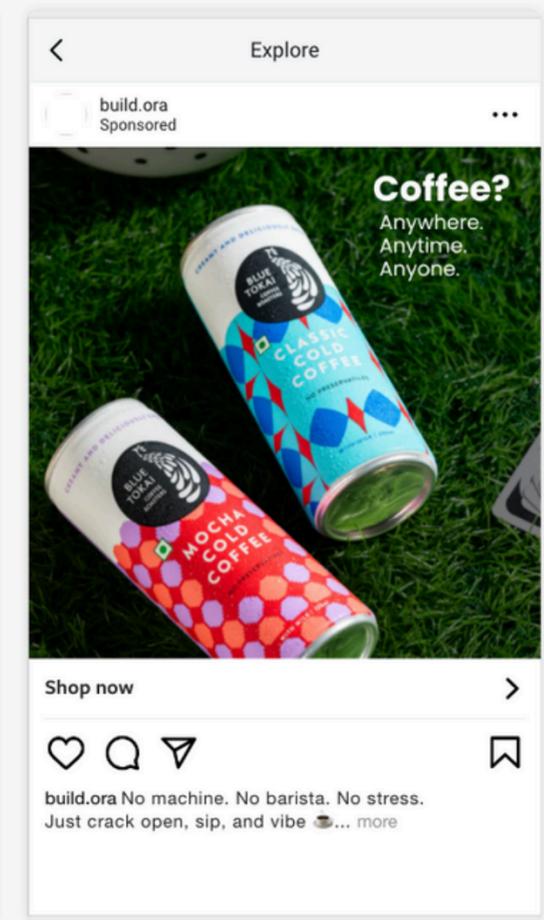
Instagram feed



Facebook Stories



Facebook profile feed



Instagram Explore

Ad Landing

Page / URL

✓ Destination

Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

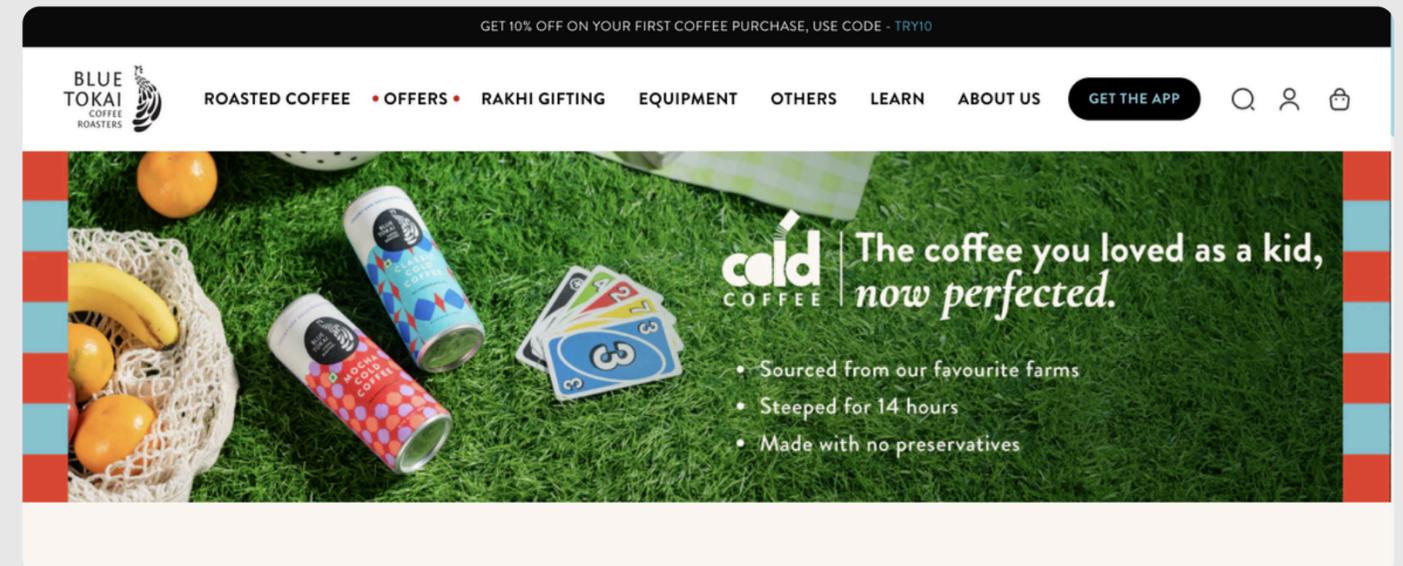
Website
Send people to your website.

* Website URL ⓘ

[Preview URL](#)

[Build a URL Parameter](#)

Display link



Thank You

thank you