



777

August Campaign Plan



Campaign Line & Thought

Onathinte Manoharam.

The beauty of Onam!

“Onathinte Manoharam” celebrates the beauty of Onam through its most cherished tradition, the festive feast. After all, no Onam is complete without the warmth, flavours, and togetherness of an authentic Sadya.

This Onam, SGR 777 brings the celebration to life by capturing the emotions, rituals, and flavours that come together while preparing a wholesome festive meal. Through this campaign, we aim to position SGR 777 as an integral part of every Onam celebration and *sadhya*, building stronger brand recall by becoming the trusted partner behind the festival's most memorable moments.

Campaign Grid Plan

July Last Week	Pookalam & Grocery Shopping	The Beauty of Cooking	Contest
	Influencer Reel	Making of Payasam	Contest reminder
August	Making Sambar & Rasam	Influencer Reel	Onathinte Manoharam - carsousel
	Gift a Mallu friend	Static <i>sadhya</i> post	Plating the Sadya



Design Reference

Post 1

Concept:

Getting ready for Onam, where women are decorating homes and also stock up on 777 products.

Video Flow :

Women putting pookolam - close-up shots of flowers- product comes in - close-up shots of products.

Copy:

Onam is around the corner. Let's get to cooking!

Caption: From vibrant pookolams to festive feasts, every Onam tradition begins at home. Stock up on your favourite 777 products and get ready to celebrate the season with the people you love.

#777foods #onam #onamcelebrations #festiveflavours



Post 2

Concept:

A cinematic montage capturing the warmth of Onam cooking, where every ingredient and every flavour comes together with SGR 777.

Video Flow:

Kitchen moments → Ingredients → SGR 777 spices → Tempering → Steam → close-up of bangles → close up Jhumkas, etc

Copy:

Beauty is hidden in every ingredient.
Bring your Onam *sadhya* to life with 777.

Caption:

Every ingredient carries a story. Every spice adds its own touch. This Onam, bring together the flavours that make every celebration special with SGR 777.

#777foods #onam #onamcelebrations #onamsadya #festiveflavours





Concept:

A contest that encourages our audience to share their favourite Onam memory through a story, tagging us to win exciting hampers

Copy:

Slide 1

Remember that Onam when you devoured a full Sadya and fell into the best food coma ever?

What's the first memory that comes to mind when you think of Onam?

Share it with us, and let us add a little extra flavour to your celebrations this year!

Slide 2

Comment your favourite Onam memory along with a picture, and the Top 5 entries will win exciting SGR 777 festive hampers!

Let's fill the comments with your happiest Onam moments.

Caption: Celebrate the spirit of Onam with memories that feel like home.

Tell us about your favourite Onam moment and share a picture in the comments. Whether it's a grand sadya, family traditions, or childhood celebrations, we'd love to hear your story. #777foods #onam #onamcelebrations #onammemories #festivecontest

Post 4

Concept:

Celebrate the sweetness of Onam by showcasing the preparation of traditional payasam, made with SGR 777 Semiya.

Video Flow:

**Ingredients → 777 Semiya → Roasting → Pouring milk → Stirring
→ Serving → Banana leaf.**

Copy:

Onathinte mathuram. Onathinte manoharam.

Caption:

The sweetness of Onam comes alive in every bowl of payasam. Celebrate the season with SGR 777 Semiya and make every festive moment even more special.

#777foods #onam #onamsadya #payasam #semiya





Concept:

Invite your audience to celebrate the beauty of Onam through their own stories and traditions. Encourage them to capture what “Onathinte Manoharam” means to them, whether it's a family tradition, a festive meal, a beautiful pookalam, or a cherished moment, and share it with the people they love while tagging SGR 777 for a chance to win exciting festive hampers.

Copy:

What is your Onathinte Manoharam?

Capture the beauty of Onam through your lens, share it on your story, tag your loved ones and @SGR777, and add #OnathinManoharam for a chance to win exciting festive hampers!

Caption: Every Onam has a story worth sharing. Whether it’s a cherished tradition, a festive feast, or a beautiful pookalam, show us what Onathinte Manoharam means to you.

Share it on your story, follow and tag @SGR777 and use #OnathinManoharam to stand a chance to win exciting festive hampers.

#777foods #onam #onathinmanoharam #onamcelebrations #festivecontest

Post 6

Concept:

A fast-paced, visually rich reel set to an upbeat Malayalam track that captures the making of two Onam staples, Sambar and Rasam. Through cinematic food shots and rhythmic edits, the reel celebrates the aromas, colours, and warmth that make an Onam kitchen come alive.

Video Flow:

The reel opens with an SGR 777 spice pack being unboxed, followed by the masala being poured into a bowl. Quick cuts showcase fresh vegetables being chopped, spices being tempered, water coming to a boil, and the masala blending into the pot as steam fills the frame. The pace slows for the finale, transitioning into a cinematic shot of hot sambar being generously poured over steaming rice, ending with a comforting visual that embodies the essence of Onam.

Copy:

The smell of Onam stays for days.

Team Sambar or Team Rasam?

Comment your *sadhya* pick; we're settling the ultimate Onam debate!

Caption: The aromas of Onam linger long after the feast is over. From the rich flavours of sambar to the comforting warmth of rasam, every celebration has its favourite. Which side are you on? Team Sambar or Team Rasam? Tell us in the comments.

#777foods #onam #onamsadya #sambar #rasam #festiveflavours





Concept:

A carousel post that showcases the emotions of Onam

Copy:

Slide 1: (Visual- Women around a pookalam)

Text: Euphoria

Slide 2: (Visual: A grandmother and child arranging the sadya)

Text: Nostalgia

Slide 3: Visual: Family members seated together, sharing a meal and smiling.

Text: Belonging

Last slide:

SGR 777: Celebrate *Onathinte Manoharam*

**Caption: Onam is more than a celebration. It is the joy of coming together, the warmth of traditions, and the moments that stay with us forever. This season, celebrate every emotion that makes Onam beautiful with SGR 777.
#777foods #onam #onathintemanoharam #onamcelebrations #festiveseason**

Post 8

Concept

A reel showcasing the perfect Onam gift hamper for your Malayali friend, packed with festive flavours that remind them of home.

Copy:

Hook:

It's Onam! Here's what to gift your Mallu friend.

Video Flow:

An aesthetic gift-packing reel where an empty box is filled with SGR 777 spices, nuts, banana chips, pickle, a festive keepsake, and a handwritten Happy Onam note. The hamper is wrapped beautifully, ending with a heartfelt reveal.

End Frame:

This is your sign to make your Mallu friend feel at home this Onam.

Tag them below and tell them their gift is on its way!

Caption: This Onam, gift a little piece of home.

From festive flavours to familiar favourites, put together a hamper that brings back memories of grand sadyas, family gatherings, and celebrations that last a lifetime.

Tag your Mallu friend below and let them know their Onam gift is on its way.

#777foods #onam #onamcelebrations #onamgifts #giftideas #onamspecial

#festiveseason



Post 9

Copy:

(What is a buffet?)

Dive into abundance.

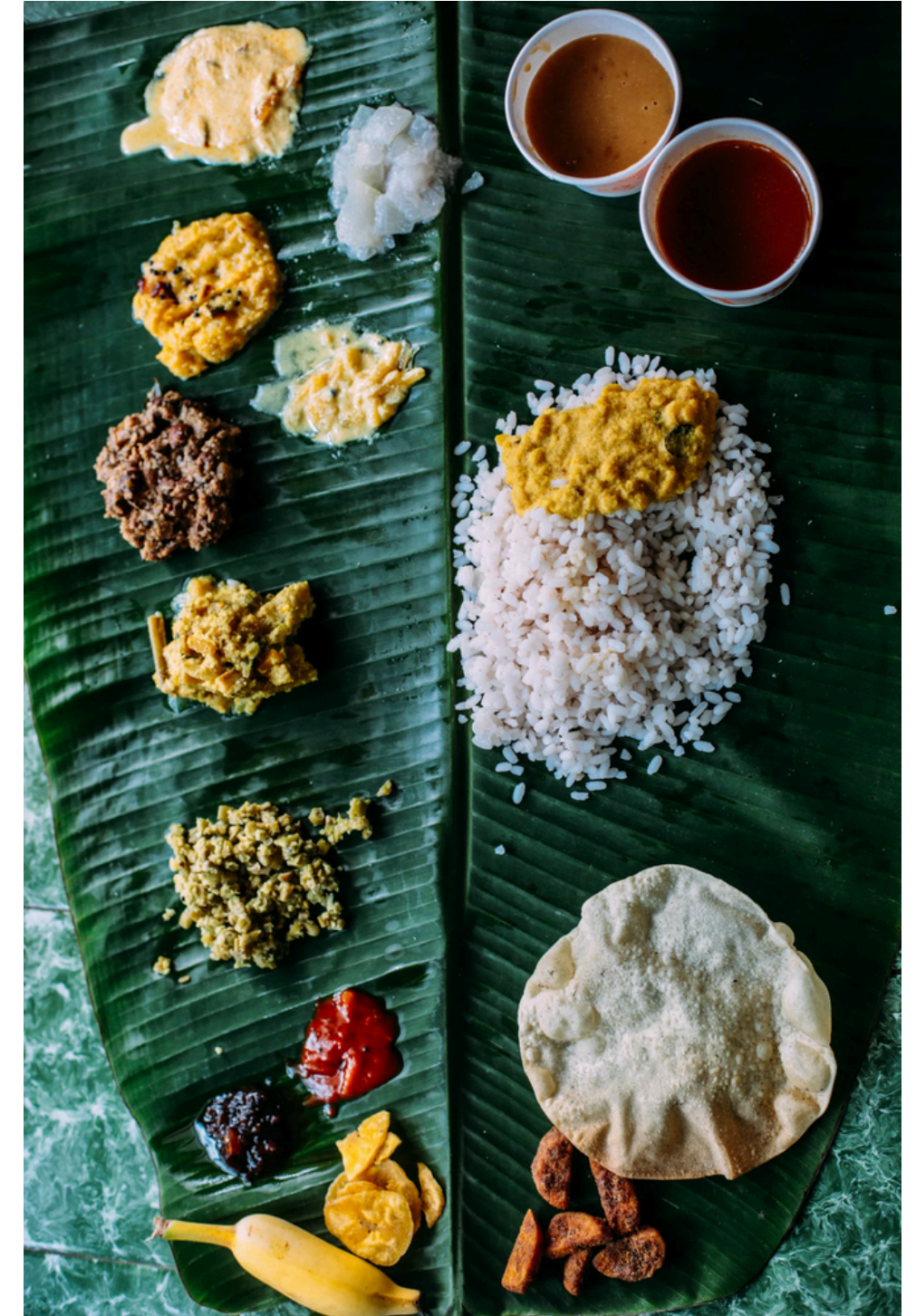
Onathinte Manoharam.

Caption:

**Nothing beats the feeling of seeing a complete sadhya laid out before you.
This Onam, taste the flavours of Kerala with 777's range of products.**

What is your family's favourite sadhya dish? Comment below.

**#onamsadhya #onamcelebrations #onathintemanoharam #keralafood
#sgr777**



Post 9

Copy:

End copy:

May the beauty of Onam fill your home, heart, and every plate you serve.

Onashamsakal!

Caption:

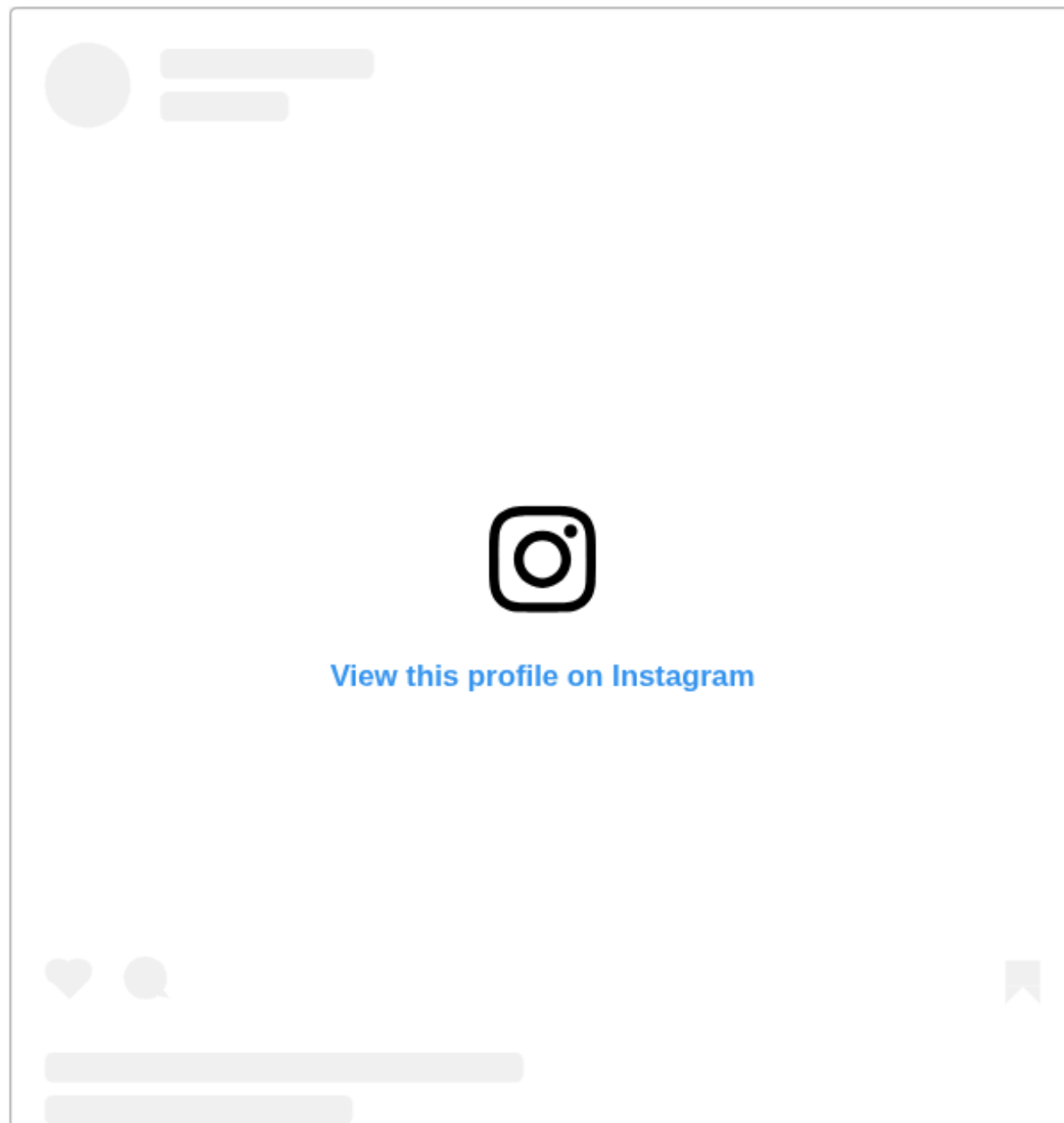
From festive feasts to cherished moments, may the beauty of Onam stay with you long after the celebrations end.

Onashamsakal from SGR 777.

**#777foods #onam #onashamsakal #onamspecial
#celebration**



Influencer Suggestion





Thank
you!