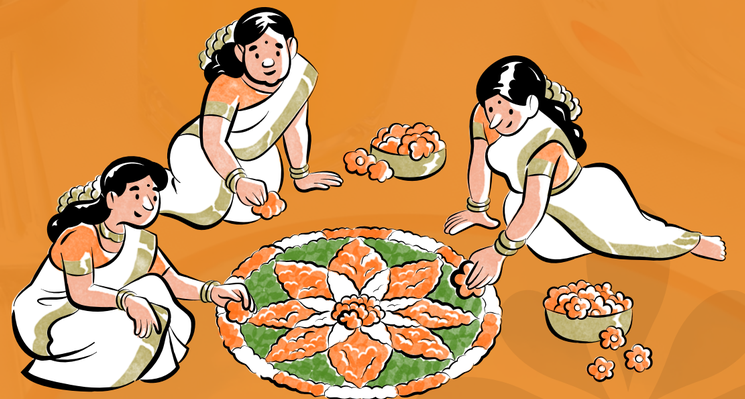
Aroma August
Onam Campaign



Onam Campaign
Sadhya-fy your senses

*Aroma's Onam campaign, #**sadhyafyyoursenses**, celebrates the joy of the Onam festivity through food that satisfies every sense. Centred around Aroma's flavourful products, the campaign highlights how the rich aromas, vibrant colours, comforting textures, and authentic tastes of an Onam sadhya (feast) come together to create an unforgettable experience.*

WEEK 1



Carousel :

Slide 1

5 Adipoli Secrets for the Perfect Palada Payasam

Turn every sadhya into a full feast.

Slide 2

Eda... Slow aayittu!

Don't rush the boil.

Slowly simmering the milk gives your payasam its rich texture.

(Visual: Aroma Milk)

Slide 3

Aha... Ithaanu Magic!

Roast the ada with a spoon of ghee.

That irresistible smell starts here.

(Visual: Aroma Ghee)

Slide 4

Padhike... Padhike...

Keep stirring.

The more love you stir in, the creamier it gets.

Slide 5

Adipoli Touch!

Golden cashews,

juicy raisins,

roasted in ghee.

Add on crunch and flavour.

(Visual: Aroma ghee)

Slide 6

Whether you like it at the end or on your ela, palada payasam can never go wrong.

With Aroma, make every dish a feast for your tastebuds.

CTA: How do you eat your payasam? Comment below

#sadhyafyyoursenses



Reel : ASMR

Recipie: Mango pachadi

The entire reel is driven by satisfying kitchen sounds.

Shots

- Thick Aroma Curd being opened
- Curd slowly poured into the bowl
- Mango pieces dropping in
- 🥥 Tempering sizzles.
- Curry leaves hitting hot coconut oil
- Mustard spluttering
- Tempering poured over the curry (hero shot)
- Slow swirl
- Served on a banana leaf
- First spoon

Silence...

Then

"Mmmmm..."

End Frame Text

It's more than food... it's music to the ears!

#sadhyafyyoursenses

WEEK 2



Static :

Neyy Koodi... Onam Ready!

The Golden touch for your Sadhya
#sadhyafyyoursenses



Reel :

Text: Can you guess this Onam favourite?
Shot 1
Close-up of Aroma Ghee melting in a pan.
Shot 2
Cashews roasting in Aroma Ghee.
Slow-motion.
Shot 3
Raisins puffing up in the ghee.
Shot 4
Fresh Aroma Milk being poured into a heavy-bottom vessel.
Steam starts to rise.
Shot 5
Ada (rice flakes) being added to the simmering milk..Slow stir.
Shot 6
Cardamom powder sprinkled.
Golden cashews and raisins added on top.
Shot 7
Beautiful hero shot of Palada Payasam in a traditional uruli or brass bowl.
Text:
Did you guess what’s cooking?
Final Shot
A spoon lifts the creamy payasam.
Text:
The sweetest part of your Onam.
#sadhyafyyoursenses



Reel :

The Ghee Drizzle Challenge

Beautiful slow-motion shots.
Different dishes (on a banana leaf)

- **Parippu + Ghee**
- **Sambar Rice + Ghee**
- **Avial + Ghee**
- **Payasam + Ghee**

Question on screen:
Guess how many spoons of ghee you add to your *sadhya*!

End screen text: #sadhyaforyoursenses

WEEK 3

Carousel :

Slide 1
Which one are you during Onam?
Swipe to find your festive personality.
Slide 2
The Pookalam Designer

- **Wakes up at 5 am.**
- **Has a Pinterest board of 100 pookalams**
- **Will restart the design if one petal is out of place.**

Slide 3
The Kitchen Assistant
Official job: Helping Amma.
Actual job: Stealing payasam by the spoonfuls.
Slide 4
The Food Photographer
Clicks 50 photos of the Sadya
before taking the first bite.

Slide 5
The Sadya Specialist
Already knows exactly where
the avial, olan, and payasam should go.
Slide 6
The Payasam Refiller
“Just one more bowl..."
(Becomes four.)
No regrets.
Slide 7
Every Onam has its characters.
Every sadya has its Aroma.
Comment your role.
#sadhyafyyoursenses

Static :



Maveli's Checklist ✔️

☑️ Pookalam
☑️ Sadya
☑️ Aroma

#sadhyafyyoursenses



Reel :

A plating of a traditional sadhya. Once all dishes are plated, the person eating combines all the best items (upperi, pachadi, curd, papadam, rice, sambhar, etc.) to take one bite.

Text: Take the ultimate bite.

CTA: Which item do you eat first on your ela? Comment below.
(Show Aroma products used in sadhya)
#sadhyaforyoursenses

WEEK 4

Carousel :



Slide 1
🍕 **Margherita Pizza**
Cheese Used
🧀 **Aroma Mozzarella Cheese Shredded**
Foreground
Cut-out pizza
Background Video/Image
Hand sprinkling shredded mozzarella over pizza.
Slide 2
🥪 **Grilled Cheese Sandwich**
Cheese Used
🧀 **Aroma Cheddar Cheese**
Foreground
Cut sandwich
Background
Cheddar being grated.

Slide 3
🍝 **Creamy White Sauce Pasta**
Cheese Used
🧀 **Aroma Mozzarella Diced Cheese**
Foreground
Pasta bowl
Background
Diced mozzarella falling into hot pasta.
Slide 4
🍔 **Cheese Burger**
Cheese Used
🧀 **Aroma Cheese Slice**
Foreground
Burger cut-out
Background
Cheese slice melting on the patty.
Text: Every recipe has a cheese soulmate. Find yours with Aroma.

Reel :



Korean cheese corn (products - unsalted butter , mozzarella cheese)

Method:
1. Heat butter in a pan and add boiled corn. Mix well.
2. Add mayo, garlic powder, onion powder and black pepper. Toss until evenly coated.
3. Top generously with shredded mozzarella cheese and let it melt completely.
4. Garnish with green onions and serve hot!

Final screen text: It gets butter and butter with every bite.

Reel :



Cheesy Garlic Bread Recipe

Method:

1. **Mix softened butter with minced garlic, chopped coriander (or parsley), chilli flakes, oregano, and a pinch of salt.**
2. **Spread the garlic butter generously over sliced bread.**
3. **Top with Aroma Mozzarella Shredded Cheese and a sprinkle of oregano.**
4. **Bake or toast until the bread is golden and the cheese is perfectly melted.**
5. **Slice, serve hot, and enjoy the ultimate cheese pull! 🧀✨**

Made with:

🧈 Aroma Butter

🧀 Aroma Mozzarella Shredded Cheese

Final screen text: Get the perfect cheese pull



THANK YOU