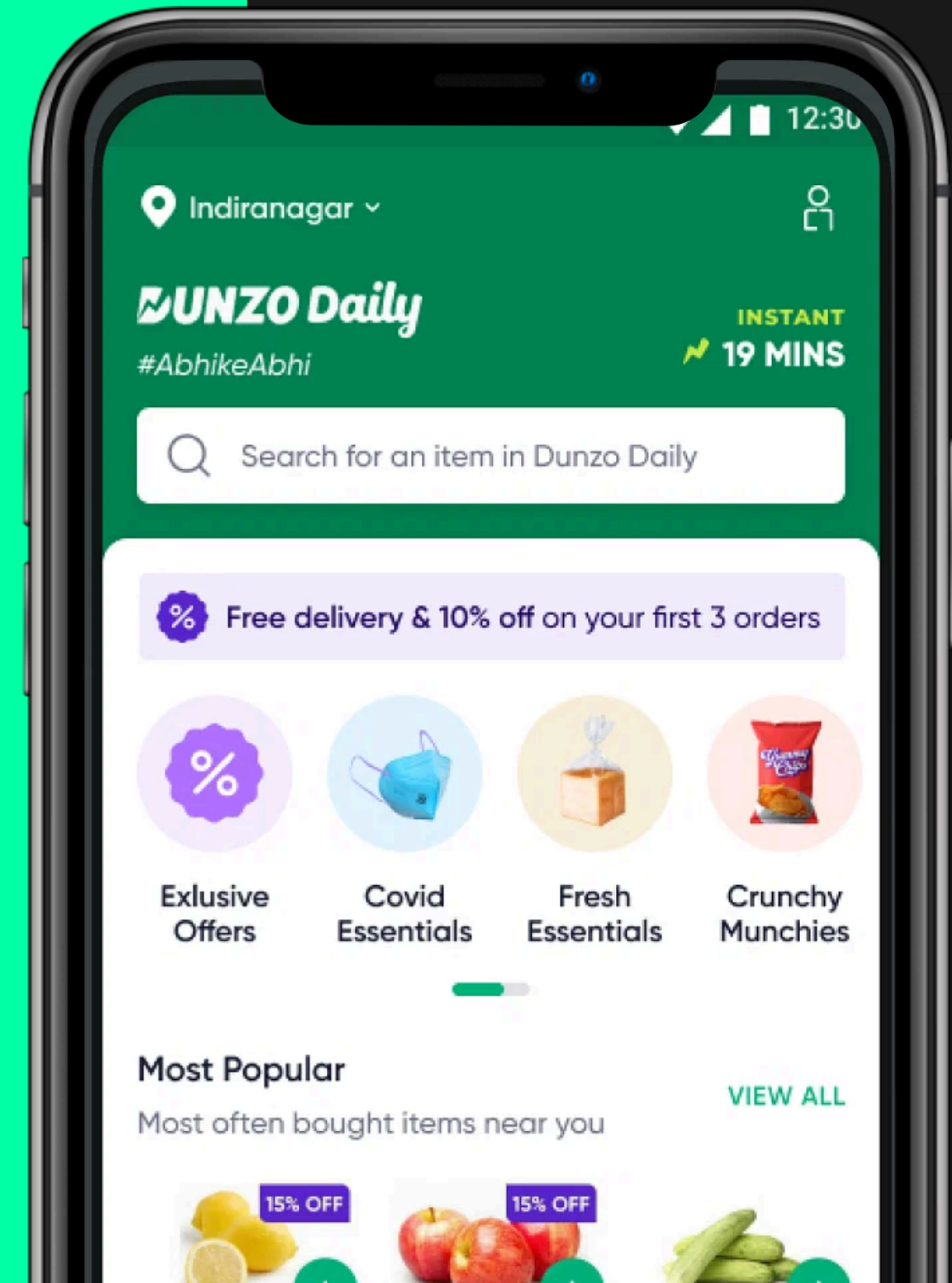




# DUNZO





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- Poster copies Push
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# Poster copies for RWA apartments

Aim- To promote Dunzo Daily  
Target audience- Age group 35-50  
Language- English







## Poster Copy 1

From **potato** to **peanuts**,  
Grocery delivered in minutes

**DUNZO**



## Poster Copy 2

**For your welfare**  
Just dunzo it

**DUNZO**



# Push Notification and Tweet

Integrating IPL & Dunzo Daily

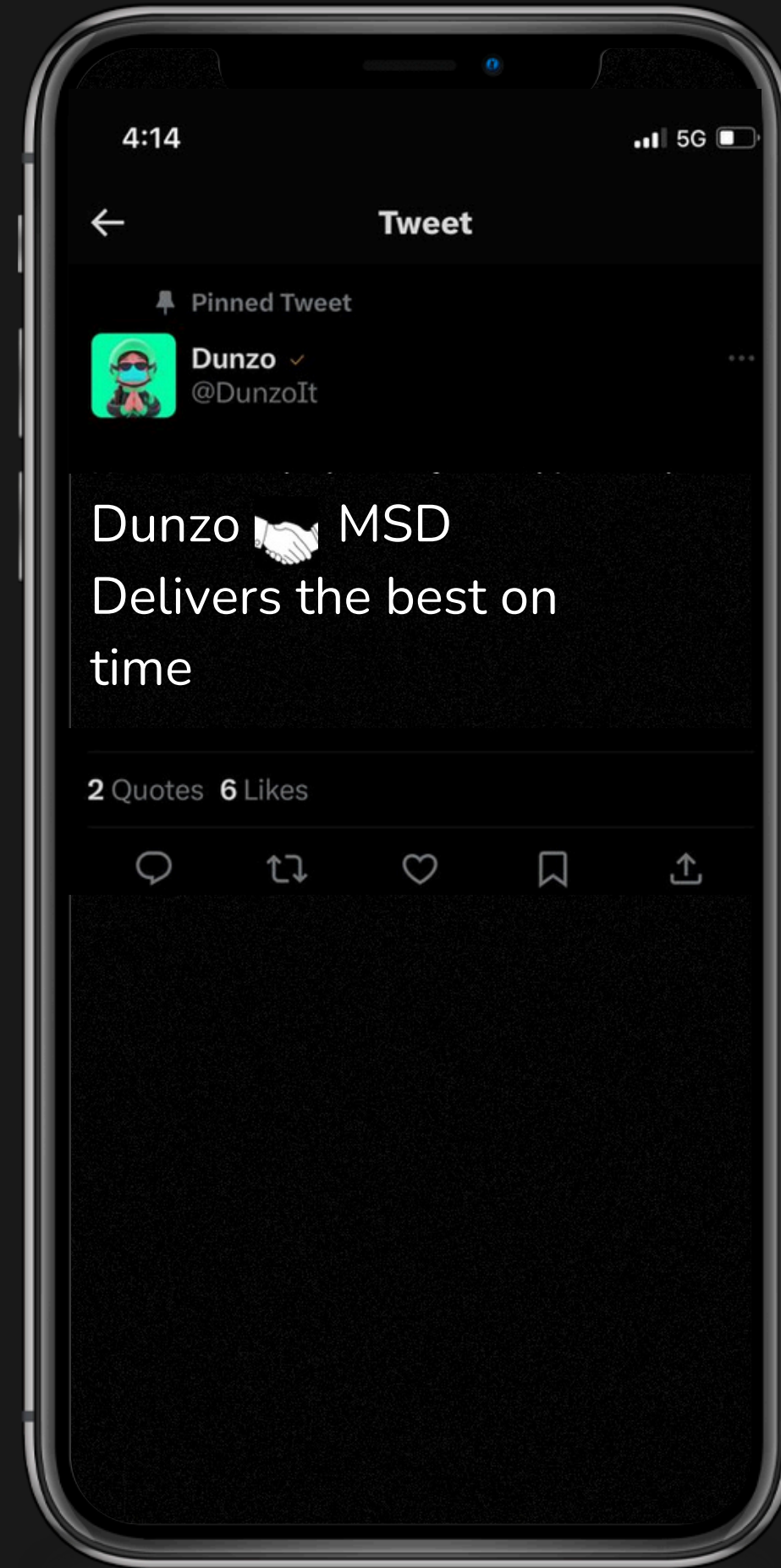
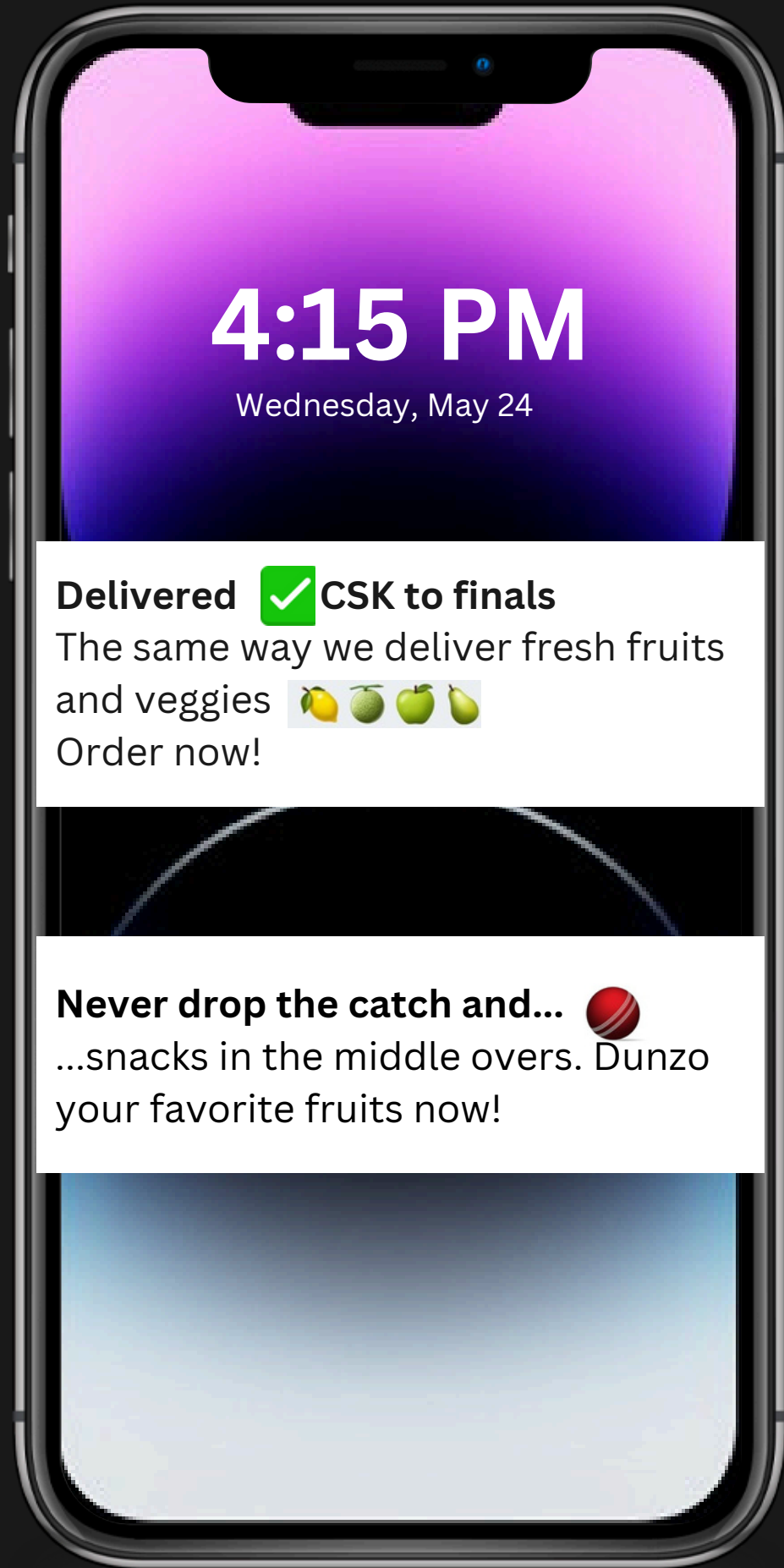


Aim-  
To push Fruits & Veggies category



A tweet on same topic







# Social Media Post

For friendship day



“Haan bhai bas  
**19 minutes**  
me aa raha hu”

again your friend  
lied but not us





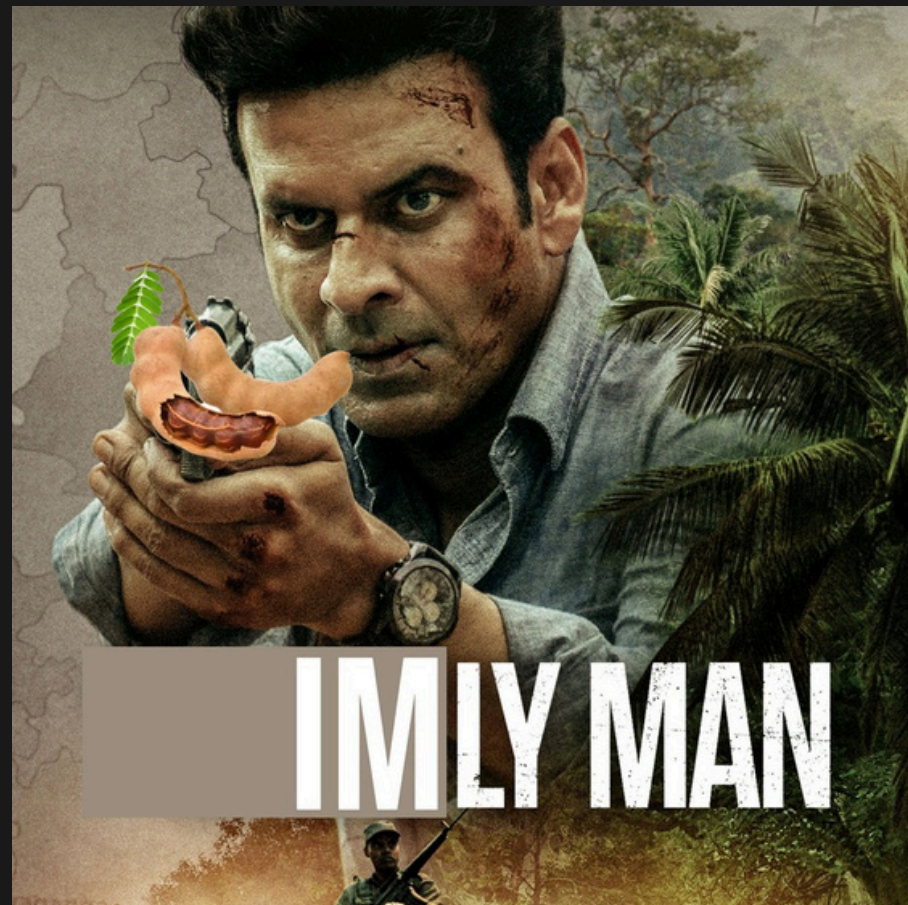


# Carousel post

## Pop Culture x Groceries











# Trending Reel Ideas

## Reel Idea 1

## Audio Link

Concept- Delivery boy calls the person and says he has arrived within 15 mins of ordering.

The person goes out and looks down from his balcony and dunzo delivery boy is standing there with all the groceries and he looks up when the beat drops.

Caption- Delivering trends and groceries on time!

## Reel Idea 2

## Audio Link

Concept- Camera moving from one similar looking green leafy vegetable to another on the beats, signifying confusion.

Green vegetables to include- Dhaniya, Pudina, Methi, Palak etc

Caption- Arey mummy sab same hi toh hai

# Mood Posting

This wasn't a part of the assignment,  
I added cuz green vegetables are important







Karela ho gya hu,



sabko kadwa lagta hu

Elaichi ho gaya hun



Involve kar ke phir  
nikaal diya jata hun

Dhaniya ho gya hu,



log for granted le le  
rahe hai

Nimbu mirch ho gya



log musibat aane pe  
latka dete hai

Itna peas off ho gaya hun



sab ke saath open up  
kar deta hun

tez patta ho gaya hun



bas hoke bhi nahi hun