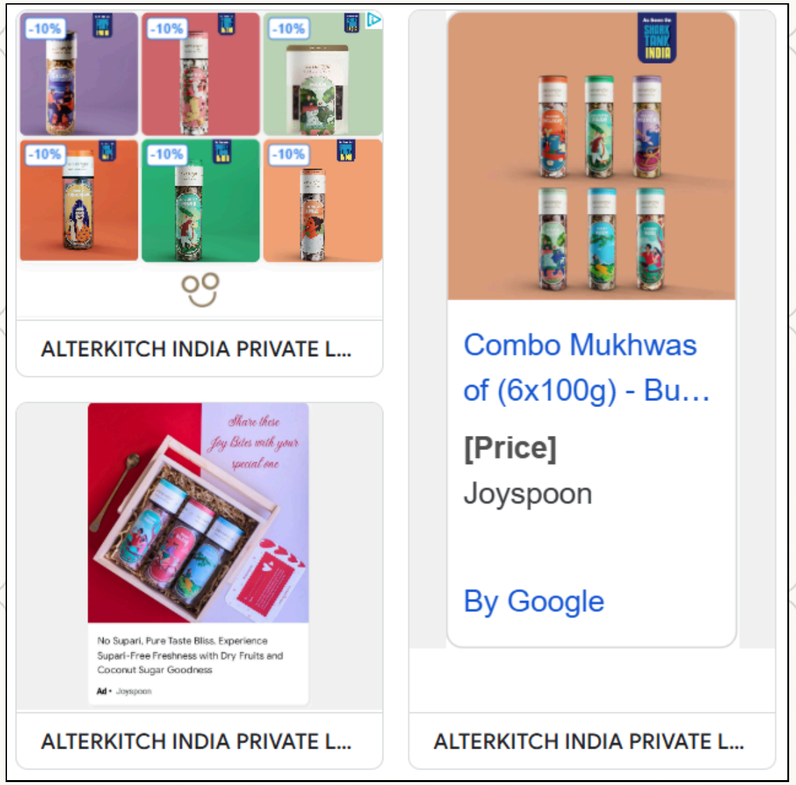
JOYSPOON

GOOGLE ADS

CURRENT GOOGLE ADS STRATEGY

	Status	What's Missing
Search Ads	**Active**	• **Limited keyword coverage** • **No ad extensions**
Shopping Ads	**Weak presence**	• **Low product visibility** • **No promo offers**
Display Ads	**Few creatives active**	• **Weak visual variety** • **No cart recovery ads**
YouTube Ads	**Inconsistent**	• **No brand story video** • **No awareness ads**



RECOMMENDED CAMPAIGN TYPES

Ad Type	Funnel Stage	Purpose
YouTube Ads	Awareness	Tell brand story, reach new audiences
YouTube Ads	Sales	Drive action via shoppable video
Display Ads	Awareness	Visual brand recall across the web
Display Ads	Sales	Retarget visitors & cart abandoners
Search Ads	Sales	Capture high-intent buyers
Shopping Ads	Sales	Product discovery with price & offers

Campaign Timeline - 12 weeks/3 Months

Type	Objective	Start	End	Duration
YouTube	Awareness	Week 1	Week 10	10 weeks
YouTube	Sales	Week 3	Week 12	10 weeks
Display	Awareness	Week 1	Week 10	10 weeks
Display	Sales (Remarketing)	Week 3	Week 12	10 weeks
Search	Sales	Week 2	Week 12	11 weeks
Shopping	Sales	Week 2	Week 12	11 weeks

CAMPAIGN STRUCTURE

	Campaign	Ad Groups	Objective
1	**Brand Search**	JoySpoon and Product Names	Protect brand queries
2	**Non-Brand Search**	Generic Mukhwas · Mouth Freshener · Gifting	Capture new high-intent buyers
3	**Shopping**	Premium · Heritage · Gut-Friendly · Gifting	Drive product discovery & sales
4	**Display Awareness**	In-Market Food Buyers · Affinity Segments	Build brand reach & visibility
5	**Display Remarketing**	30-Day Visitors · Cart Abandoners · Past Buyers	Recover warm audiences
6	**YouTube Awareness**	No Supari Story · Shark Tank Cut · Heritage · Brand story	Build category awareness
7	**YouTube Sales**	Product Demos · Shoppable Videos	Convert video viewers

BUDGET

#	Campaign	Objective	Total Budget	% Share	Status
01	🔎 Non-Brand Search	Sales	₹85,000	24%	✅ Locked
02	🛒 Shopping	Sales	₹75,000	21%	✅ Locked
03	📽️ YouTube Awareness	Awareness	₹60,000	17%	✅ Locked
04	🖼️ Display Remarketing	Sales	₹45,000	13%	✅ Locked
05	🖼️ Display Awareness	Awareness	₹35,000	10%	✅ Locked
06	📽️ YouTube Sales	Sales	₹30,000	9%	✅ Locked
07	🔎 Brand Search	Sales	₹20,000	6%	✅ Locked
	TOTAL		**₹3,50,000**	**100%**	✅

OBJECTIVE - AWARENESS & CONSIDERATION

Display - Awareness Campaign

Ad Format - Responsive Display Ads (RDA)
Bidding Strategy - Target CPM
Week - Week 1 to Week 10
Daily Budget - ₹500
Total Budget - ₹35,000
Location: India (Tier 1 & 2 cities)

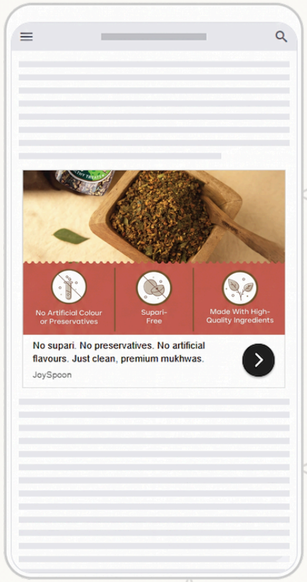
Audience Targeting -

- **In-Market:** Food & Beverages, Gifts & Occasions
- **Affinity:** Foodies, Health & Fitness
- **Custom Segments:** URL visits to joyspoon.in + competitor sites
- **Demographics:** 25–54 years, All genders

KPIs to Track - Impressions, CTR, Reach, CPC, Clicks

Display - Awareness Campaign

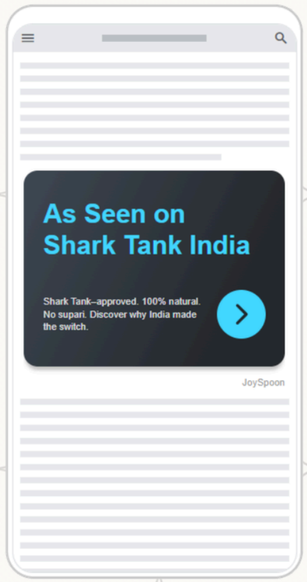
What we changed - Transformed plain product banners into a themed, story-led creative system that builds brand recall, communicates differentiation, and leverages credibility.



"THE NO SUPARI CLUB"



"HERITAGE, REIMAGINED"

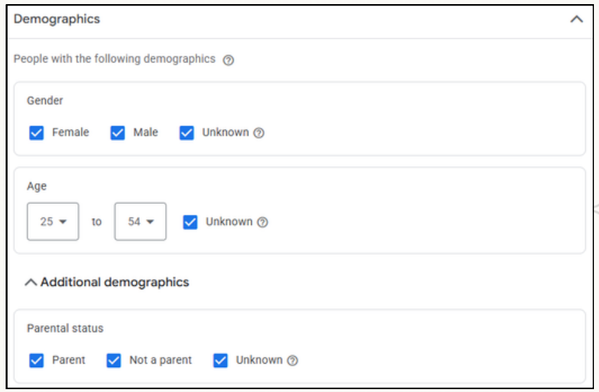


"SHARK-APPROVED"

JOYSPOON

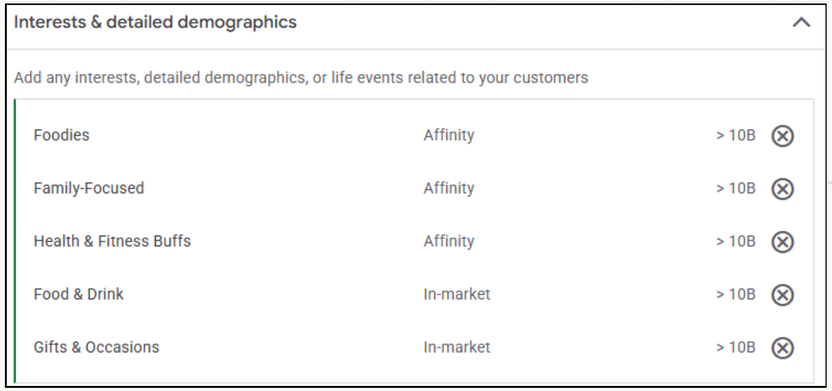
YouTube - Awareness Campaign

Ad Format - Bumper Ads (6 sec) · Non-Skippable In-Stream (15 sec) · YouTube Shorts
Bidding Strategy - Target CPV
Week - Week 1 to Week 10
Daily Budget - ₹860 & **Total Budget -** ₹60,000



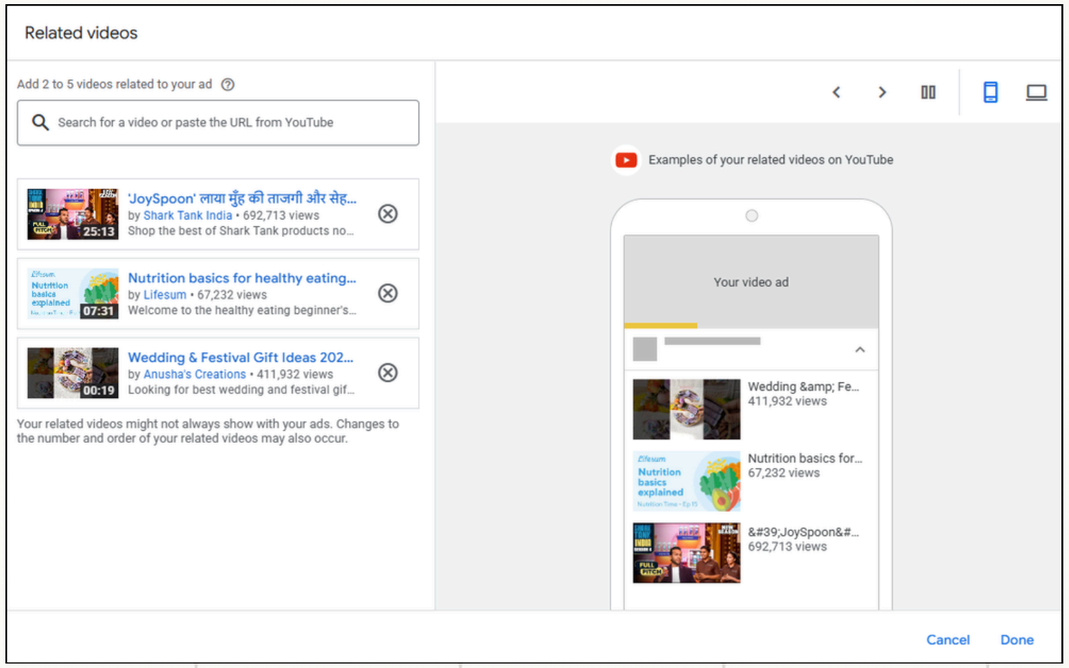
Audience Targeting -

Affinity Audiences (Interest-based)
In-Market Audiences (Active buyers)
Custom Segments - Users who recently searched for mukhwas, etc & visited competitor sites.
Geographic Targeting - Tier 1 & Tier 2 cities

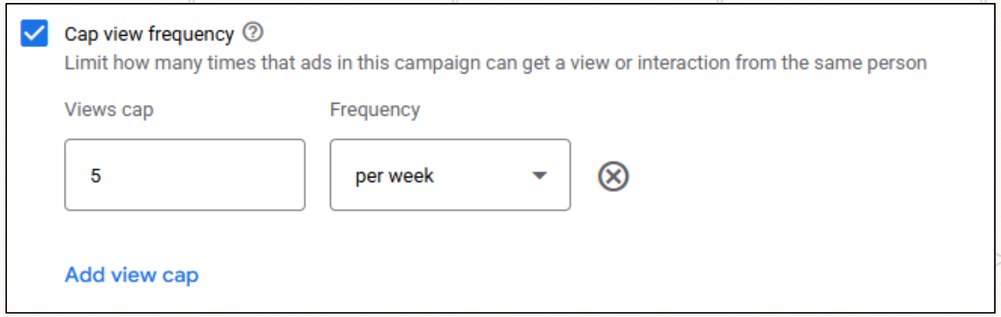


YouTube - Awareness Campaign

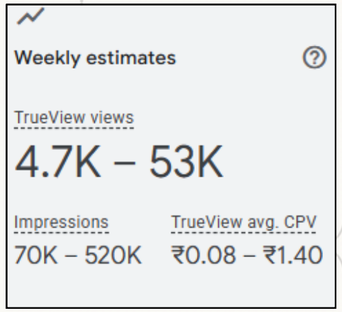
Related Videos -

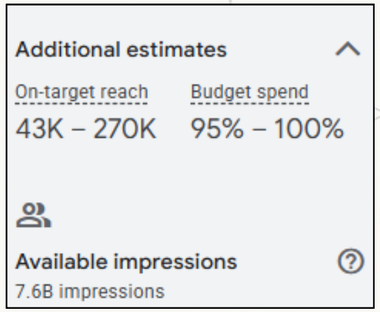


Frequency capping -



Estimates -





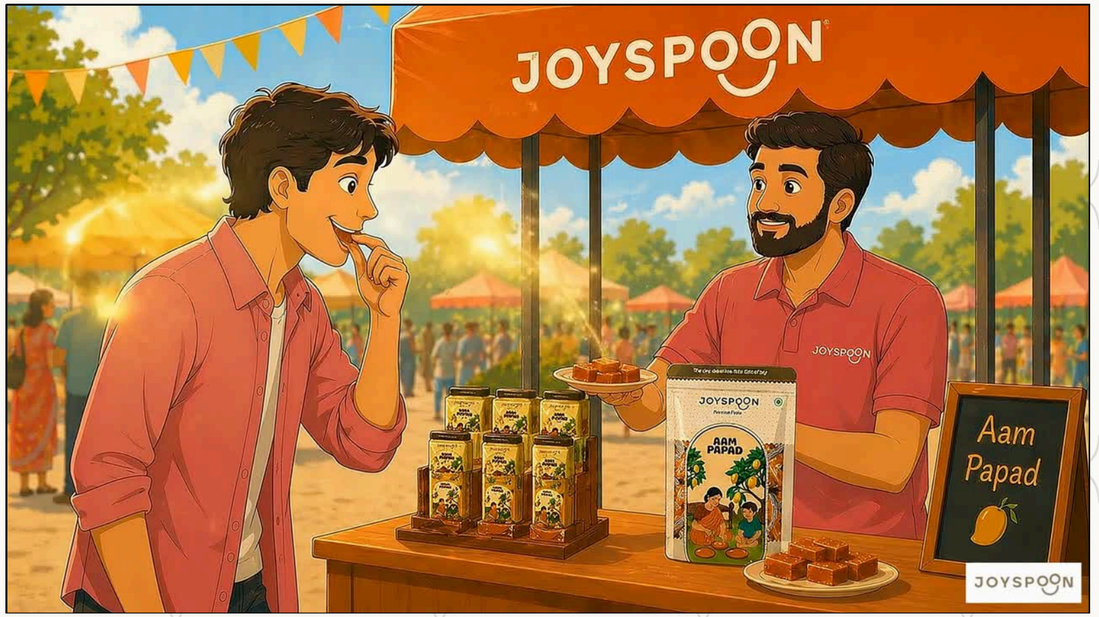
YouTube - Awareness Campaign

Concept -

A bite of JoySpoon Aam Papad instantly transports a young man back to the warm summer days of childhood, where his mother lovingly fed him the same treat. A nostalgic story showing how some tastes never leave your heart.

KPIs to Track - Impressions, View Rate, Reach

Sample Ad Creative -



OBJECTIVE - SALES

Display - Sales Campaign

Ad Format - Responsive Display Ads (RDA)
Bidding Strategy - Maximize Conversions
Week - Week 3 to Week 12
Daily Budget - ₹640
Total Budget - ₹45,000

Audience -

- All website visitors (30 days)
- All website visitors (90 days)
- Cart abandoners (added to cart, didn't purchase)
- Past buyers (converted users)

KPIs to Track - CTR, Conversion rate

For Cart Abandoners:

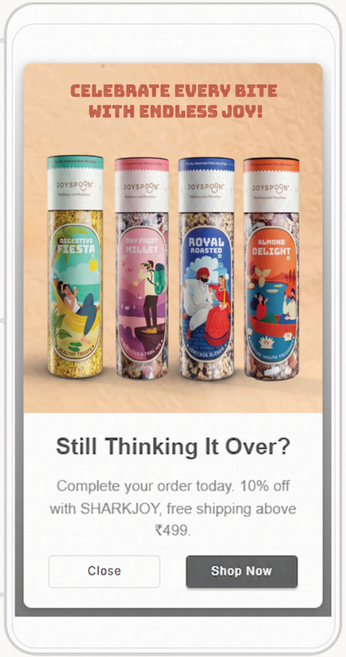
- Creative: The exact product they left in cart + discount hook
- Copy: *"Your mukhwas is waiting. Get 10% off with SHARKJOY."*
- CTA: Complete Your Order

For 30-Day Visitors (no purchase):

- Creative: Bestseller grid - 4 top products
- Copy: *"Still thinking? Start with our bestsellers."*
- CTA: Shop Now

For 90-Day Visitors:

- Creative: New arrivals + Shark Tank badge
- Copy: *"New flavours dropped. No supari, as always."*
- CTA: Discover



Creative Theme - "Your Cart Misses You"

YouTube - Sales Campaign

Ad Format - Skippable In-Stream (15–30 sec) · In-Feed Video Ads · Shoppable video ads
Bidding Strategy - Maximize Conversions
Week - Week 3 to Week 12
Daily Budget - ₹430
Total Budget - ₹30,000

KPIs to Track - Impressions, View Rate, Reach, CTR

Demographics - Age: 25–54 and All Genders
Geographic Targeting - Tier 1 & Tier 2 cities

Audience Setup -

Remarketing Audiences (Warm - primary focus)

- Users who watched any YouTube Awareness video (Week 1 onwards)
- Website visitors (30 & 90 days)
- Cart abandoners and Past product viewers
- YouTube channel subscribers

Similar Audiences

- Lookalikes of past JoySpoon buyers

Custom Segments

- Users who searched "buy mukhwas online," "premium gift box," "healthy mouth freshener" in the past 30 days
- Users who visited competitor sites (aftereats.in, wellubia.com)

YouTube - Sales Campaign

Concepts -

Concept 1 - "The Flavour Flight" (30 sec, shoppable)
Clean tabletop shot. Each JoySpoon bottle opens one by one - showing the mukhwas inside. End card: SHARKJOY 10% OFF · Free Shipping ₹499+

Concept 2 - "Unbox the Joy" (20 sec)
ASMR-style unboxing of the JoySpoon Signature Gift Box. Ribbon undoes, bottles reveal, sprinkle of mukhwas on a spoon. End card: Gift it. Keep it. Repeat. → CTA: Shop Gift Boxes

Sample Ad Creative -



Shopping - Sales Campaign

Bidding Strategy - Target ROAS @ 400%
Why this Strategy - Optimizes spend based on product revenue, not just clicks
Week - Week 2 to Week 12
Daily Budget - ₹975 & **Total Budget -** ₹75,000
Location: India (Tier 1 & 2 cities)

4 Ad Groups (by category):

Premium Mukhwas - Almond Delight, Cashew Rose, Rose Bliss, Dry Fruit Millet
Heritage Blends - Calcutta Paan, Royal Roasted
Gut-Friendly - Relief Munch, Sweet Neem, Pachak Amla
Gifting - Iconic Joy, Triple Joy, Signature Gift Box

Sample Ad-
Added clear pricing, a compelling discount hook, and a heritage-driven descriptive copy.

KPIs to Track - ROAS, CTR, Conversion Rate, Impression Share



Calcutta Paan Mukhwas 100g

₹197.10 (Save 10%)

Joyspoon

Taste the streets of Kolkata. Traditional paan mukhwas - no supari, no preservatives.

By Google

Brand Search Campaign

Ad Format - Responsive Search Ads (RSA)
Bidding Strategy - Maximize Conversions
Target Keywords - JoySpoon variations, product names, Shark Tank queries
Week - Week 2 to Week 12
Daily Budget - ₹260
Total Budget - ₹20,000
Location: India (Tier 1 & 2 cities)

KPIs to Track - CTR, CPC, Impression Share, Quality Score

Keyword Plan

#	Keyword	Match Type
01	[joyspoon]	Exact
02	[joyspoon mukhwas]	Exact
03	[joy spoon]	Exact
04	[buy joyspoon online]	Exact
05	"joyspoon shark tank"	Phrase
06	"joyspoon calcutta paan"	Phrase
07	"joyspoon almond delight"	Phrase
08	"joyspoon gift box"	Phrase
09	joyspoon price	Broad
10	joyspoon review	Broad

Brand Search Campaign - Sample Ads

Built a dedicated branded campaign with exact, phrase, and broad match keywords, added full ad extensions (sitelinks, callouts, promotions).

https://www.joyspoon.in/

JoySpoon — Official Site - Shop JoySpoon Mukhwas

Premium healthy mukhwas — handcrafted, natural, no supari. Order direct from JoySpoon. India's modern mukhwas brand. Featured on Shark Tank India. Free shipping above ₹499.

Deal: 10% off using code SHARKJOY

Promotions Added



Callouts Added

Non-Brand (Generic) Search Campaign

Ad Format - Responsive Search Ads (RSA)
Bidding Strategy - Maximize Conversions
Target Keywords - Generic mukhwas, mouth freshener, gifting queries
Week - Week 2 to Week 12
Daily Budget - ₹1,100
Total Budget - ₹85,000
Location: India (Tier 1 & 2 cities)

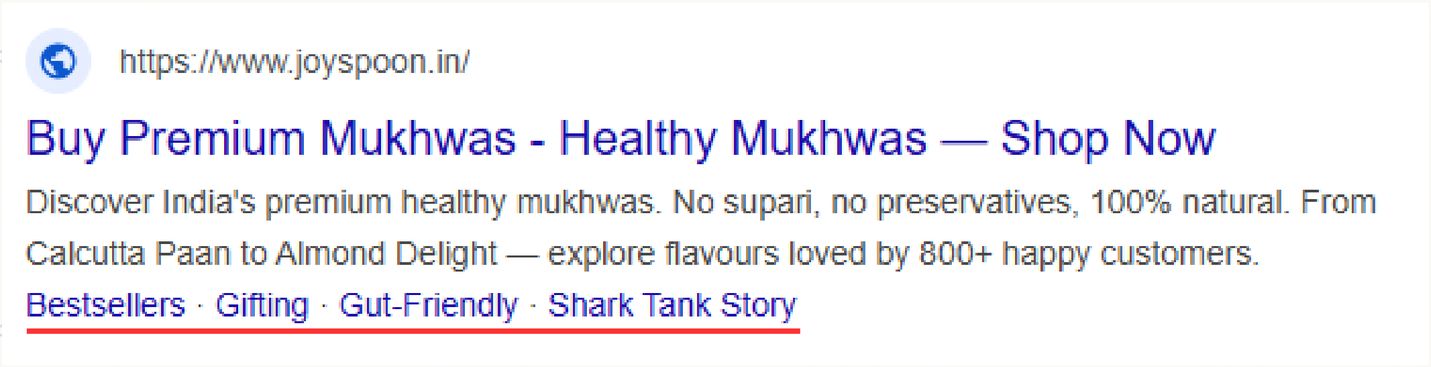
KPIs to Track - Conversions, Conversion Rate, CTR, Quality Score

Keyword Plan

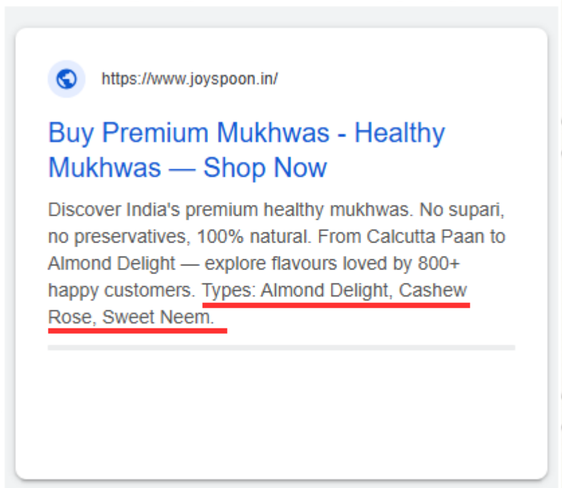
#	Keyword	Match Type
01	[buy mukhwas online]	Exact
02	[premium mukhwas online]	Exact
03	[no supari mukhwas]	Exact
04	[mouth freshener online]	Exact
05	"healthy mukhwas"	Phrase
06	"natural mukhwas"	Phrase
07	"mukhwas gift box"	Phrase
08	"best mouth freshener after meal"	Phrase
09	mukhwas brands	Broad
10	digestive after meal	Broad

Non-Brand (Generic)Campaign - Sample Ads

Built a dedicated non-brand campaign with balanced match-type coverage, added full ad extensions (sitelinks, callouts, promotions and structured snippets).



Sitelinks Added



Structured Snippet Added