Revitalizing Alpino's Brand Identity

CGB studios

Challanges

- Stagnant sales and outdated visuals
- Lack of contemporary appeal and minimal social media engagement
- Required a stronger connection with modern audiences

Solutions

Research:
Conducted 800+ hours of research, analyzing 40 brands globally and locally.

Brand Redesign:

- Defined brand pillars around quality, sustainability, and authenticity
- Established cohesive brand values rooted in health-conscious living and modern aesthetics
- Crafted a compelling brand origin story celebrating Alpino's journey and ethos
- Selected colors, fonts, and design elements reflecting warmth, trust, and energy
- Revamped packaging to ensure eco-conscious designs resonated with customers

Campaigns and Narratives:

- Developed audience-specific narratives showcasing Alpino as the go-to choice for healthy lifestyles
- Introduced engaging digital campaigns to promote products while highlighting values
- Enhanced social media strategy with vibrant visuals and relatable storytelling

Results

- Monthly sales skyrocketed from INR 85 lakh to INR 6 crore
- Social media engagement grew by 180%, establishing Alpino as a vibrant, relatable, and consumer-loved brand
- Improved customer loyalty through consistent branding and storytelling

800+	**Hours of brand research**
40	**global and national brands analyzed**
85L to 6Cr (INR)	**Sales growth per month**
180%	**Social media engagement increased**
25+	**Unique data points incorporated into the brand redesign**

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Alpino Performance Marketing Case Study

Challange

Alpino faced challenges with stagnant sales, minimal email engagement, and underperforming digital ad campaigns. The brand sought to amplify its e-commerce sales, enhance digital marketing performance, and build stronger customer engagement.

Solutions

A multi-pronged marketing strategy was implemented:

E-commerce Platforms: Optimized product listings and launched strategic campaigns on Flipkart and Amazon
Google Ads: Leveraged high-intent keywords with dynamic search and shopping ads
Meta Ads: Utilized visually engaging content with precise audience targeting
Email Marketing: Introduced 12 automated flows with personalized content to re-engage customers and recover abandoned carts.

Results

E-commerce Revenue:
Monthly sales on Amazon & Flipkart grew from ₹2 Cr to ₹4.5 Cr.

Google Ads Performance:
Sales increased from ₹4 L to ₹28 L.

Meta Ads Impact:
Revenue grew from ₹16 L to ₹63 L.

Email Marketing Success:

Open rates improved from 0.2% to 2.8%
Click rates rose from 12% to 23%
Contributed ₹8 L monthly sales, starting from scratch

Overall Revenue Growth:

607% increase
From ₹85 L to ₹6 Cr per month

600% growth — Google Ads Sales Increase: ₹4 L → ₹28 L

125% increase — E-commerce Revenue Growth (Flipkart & Amazon): ₹2 Cr → ₹4.5 Cr

Email Marketing Revenue: From ₹0 → ₹8 L with **automated flows**

Meta Ads Revenue Boost: ₹16 L → ₹63 L
293% increase

Email Engagement Improvements:

1400% increase — Open Rates: From 0.2% → 2.8%

91.6% increase — Click Rates: From 12% → 23%

Key Metrics:

Amazon & Flipkart Sales: ₹2 Cr → ₹4.5 Cr
Google Ads Sales: ₹4 L → ₹28 L
Meta Ads Revenue: ₹16 L → ₹63 L
Email Open Rate Growth: 0.2% → 2.8%
CTR Improvement: 12% → 23%

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