blinkit Gone-In-A-Blink Sale

4:20 PM is a moment specifically owned by weed smokers.

A pothead watches the clock strike 4:20 and thinks: 'Guess I'll smoke weed?'

What if we had something similar?

A time of the day which makes people think: 'Guess I'll place a Blinkit order?'

Introducing: The Gone-In-A-Blink Sale!

A SALE SO BIG- YOU WAIT FOR IT ALLLLL DAY!

- A week long campaign. #BlinkWeek
- Every day, Blinkit posts a story on their IG handle at 11:11 PM sharp. The story includes a simple coupon code for flat 50% off on your Blinkit cart. No upper limit on the total discount.
- The catch: The coupon is only valid till 11:12 PM- A single minute. Only the first three people will be able to avail it.
- This repeats for a whole week with a new coupon code every day.
- Blinkit showcases the carts of the winners the next day on their social media.

WHY 11:11 PM?

Popularly known as the 'Make A Wish' moment. This is a sale which makes your wishes come true. Allows the excitement and anticipation for the new coupon code to build all day.

Late night deliveries have a certain romance attached to them.

Features Demonstrated By Campaign:

• Blinkit is cheap.

Combats the perception that ordering in groceries is more expensive than buying from brick and mortar. We'll highlight the amount of savings conducted by winners during the Wish Week.

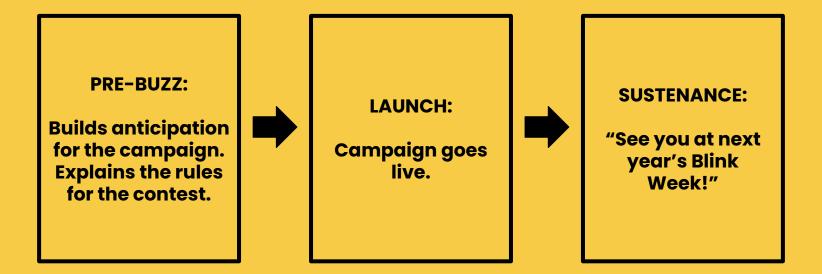
• Blinkit is convenient.

Fulfills wishes with the tap of a few buttons. This will be highlighted through the testimonials of the winners.

• Blinkit has a wide inventory.

Pyaz se lekar PS5 tak. We'll showcase the carts of the people who've won during the Blink Week and highlight the eccentric combinations.

Campaign Phases



Sample Social Media Content

PRE-BUZZ

- Reel: A man typing rapidly (practising feeding in the coupon code) with an inspirational background video with the supers: Practicing for the Blink Week!
- Carousel: Things you can't buy on Blinkit during Blink Week: Your crush's number, your father's respect, etc. (Baki sab milega)
- Gif: A person repeatedly adding and removing a PS5 to their cart on loop with supers: **Decision paralysis during Blink Week...**

SUSTENANCE

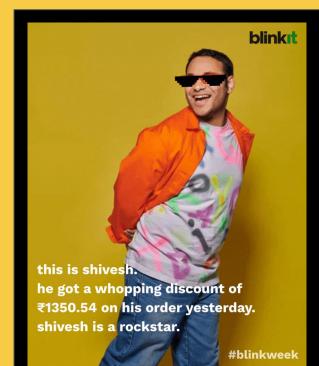
Reel: A Blinkit delivery agent appearing sad (Mimicking the sad Pablo Escobar meme) with supers: **Agle Blink Week ke liye ek** saal wait karna padega.

Reel: BTS of Blinkit engineering team crying after the Blinkit app crashes for the 100th time during Blink Week (Set to circus music)

Launch Mockup for IG feed



Instagram story



Instagram post