

The logo for Blinkit, featuring the word "blinkit" in a bold, sans-serif font. The letters "blink" are dark blue, and the letters "it" are green.

**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 ALLLLLLL 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