

Zepto Campaign Ideas

By Nikita Sanyal

Campaign: Bhej Do, With Love

A 360° campaign for Zepto x Spotify

The idea in one line: *Some things you don't say. You send them. (kuch cheezein boli nahi jaati, bhej di jaati hain.)*

The insight

Most of us were raised to *show* love, not say it. We send the mithai instead of calling. We stock someone's fridge before they ask. We say *khana khaya?* and mean *I love you*. We've become a generation that feels everything and says it sideways, through a song we put on for someone, or food we send to their door.

Two apps already live in that gap between what we feel and what we manage to say:

Spotify hands you a feeling in three seconds.

Zepto hands you the thing in ten minutes.

We think they're quietly doing the same job, and we'd build the whole campaign on that one realisation.

Why these two

Same signal. A mood gets you a song; a craving gets you a snack. Both apps have built their business on giving you that hit *now*. Same energy, same instant payoff.

Believable for Zepto. They've already bent their own app for a feeling, the "nani ka ghar" search turned the screen into a warm nostalgia page that wasn't really selling anything. So a full swap isn't a wild swing, it's the obvious next step for a brand that already thinks this way.

Crossfade: the stunt

For one weekend, **the two apps swap skins.**

Zepto goes Spotify-black: "Now Playing," mood tiles instead of categories, order-by-vibe.

Spotify goes Zepto-purple: playlists become carts, with a *delivering your vibe in 10 min* loader.

One button lives in both, where it has no business being: **Bhej do.**

How we'd launch it:

No announcement. We'd flip it on a Friday night and let people find it cold. "*Bro why is my Zepto playing music??*" is the screenshot that does our media buy for free, which is exactly how Zepto already thinks: make something people share, not an ad they skip.

Then the why drops as a CBO post on LinkedIn, Zepto's go-to earned-media channel, reframing a prank as a brand-love idea.

We'd call it **Crossfade**, the music term for one track dissolving into the next with no gap in between. That's the mechanic exactly, in a word borrowed from Spotify's own world.



Is it actually buildable?

Yes. And scoped deliberately so it's a config change, not an app update. *(information collated from claude)*

Why it works: server-driven UI, remote config and feature flags mean the reskin ships as a config change, with no app-store review delay, reaching all users at once, toggled on Friday and off Monday with a kill switch.

The easy, proven part: recolouring, swapping home modules, renaming sections and themed banners are standard theming; the mood tiles are just merchandising. Both brands already do

this (Zepto's "nani ka ghar" takeover, Spotify's annual Wrapped).

The one hard part, sidestepped: we wouldn't rebuild Spotify's player inside Zepto or a checkout inside Spotify. The apps *look* swapped and then **hand off** via cross-app deep links, which are standard. For a real music touch, 30-second previews via Spotify's SDK rather than full playback.

The real constraints are non-technical: partnership and brand guidelines (a total takeover may scale to a co-branded or India-only surface), keeping all personalisation within each app's own first-party data, and IP sign-off.

In one line: two apps independently reskin, joined by a deep-link handoff. The screenshot is the deliverable, not a codebase merger.

The films

No-dialogue stories. People loving each other in the only two languages they're fluent in, a song and a snack, with nobody once saying how they feel. We'd build them light to heavy.

1. The Replay (*our opener, the shy newlywed couple*)

He notices the one song she keeps playing on loop. She notices he's run out of coffee. So he slips her song onto a shared playlist, and she sends a coffee to his desk. A whole little romance happens and neither of them confesses a thing.

2. 2 AM, 2 Cities (*long distance*)

Two cities, same sleepless night. She can't sleep so she sends him a song. He can't sleep so he sends Maggi to her door. Nobody types a single word, because they don't need to.

3. No Questions Asked (*the breakup, the friend*)

Someone's just been through a breakup. The best friend doesn't call or check in. He quietly adds him to a playlist and lands ice cream and chips at his flat. Care, without making him talk about it.

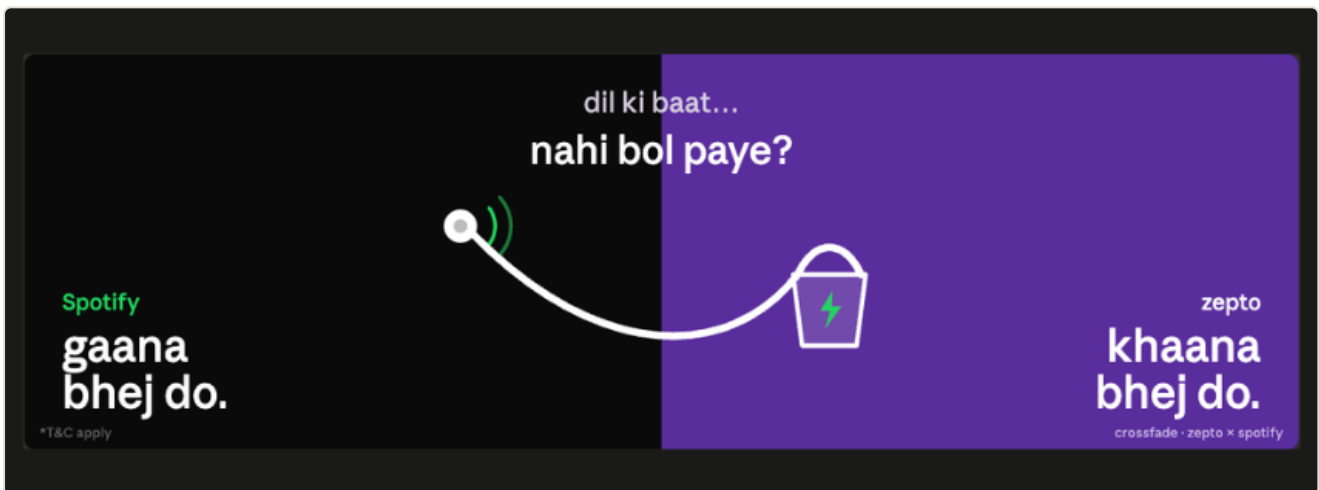
4. Provider, Reversed (*the dad, our closer*) Dad lives alone now. His son, a city away, quietly keeps the kitchen stocked from afar. His exact brand of tea, his Marie biscuits, orders landing every week, never once mentioned. The man who spent his whole life providing is now being provided for, in silence, the same way he always did it. Then one ordinary evening, Dad sends a song. That one Kishore number that played on every family road trip. No message with it. The son stops whatever he's doing, because he understands it straight away. Dad just said / *miss you* in the only language he had.

Every film ends the same way: two phones side by side, apps swapped, then the line '*nahi bol paye? koi baat nahi. vo bhej do*'. And every song in every film is a real, sendable playlist, so the second a film makes you feel something, you're one tap from sending it to someone.

Out in the city

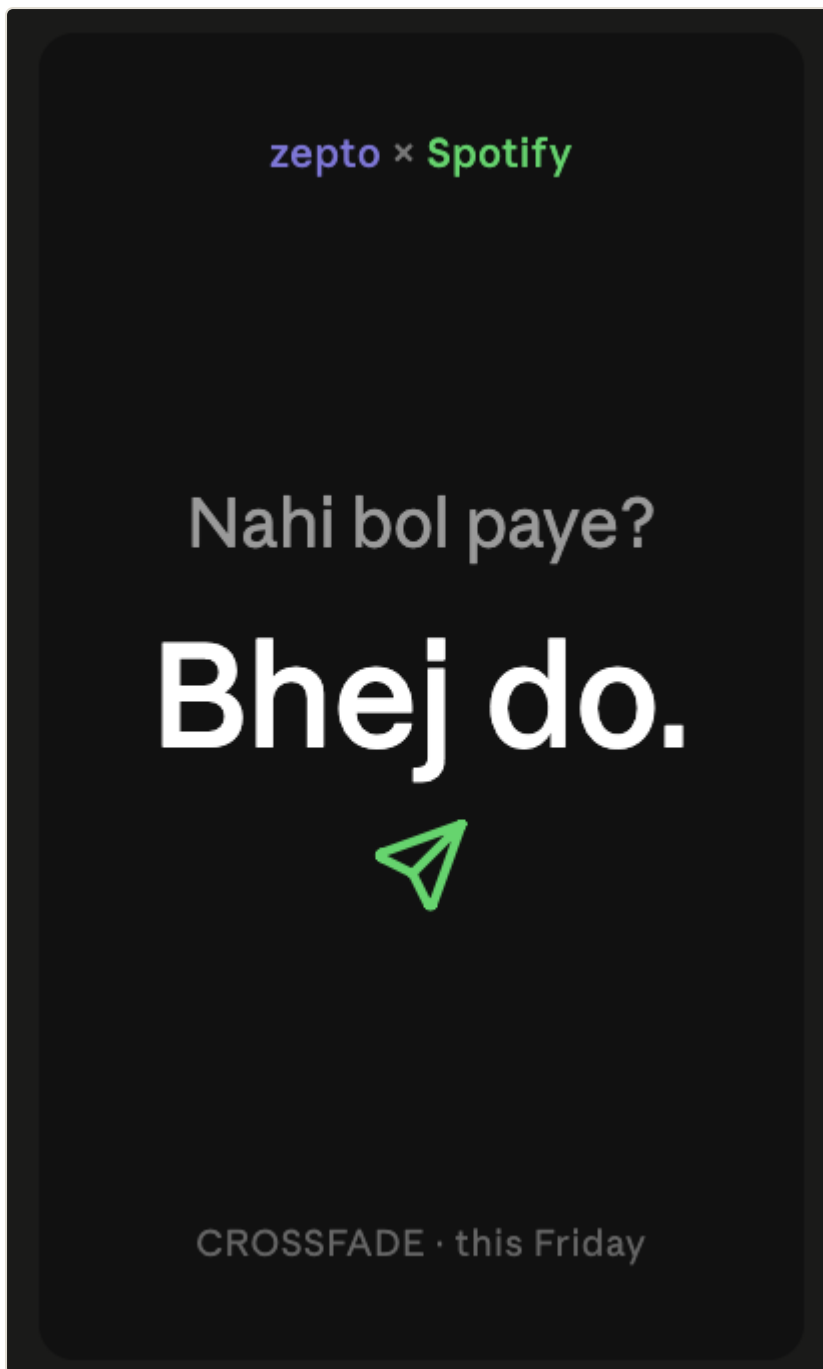
A combined hoarding: one board, two brands, joined by a single object: an earbud on Spotify's side whose cord stretches across the seam and becomes the handle of a Zepto bag. A song turning into a delivery as it crosses over. The copy reads top to bottom like one sentence: *dil ki baat...* (what this is about), *nahi bol paye?* (the problem, left to sit), then both halves answer at once, *gaana bhej do.* on Spotify, *khaana bhej do.* on Zepto. Same instruction, one word swapped, which is the whole idea in miniature: sending a song and sending food are the same gesture.

The metro pillar: stripped all the way back to one line and nothing else: *nahi bol paye? bhej do.* Placed where you're standing alone with your phone, half-thinking about someone, so it reads your mind instead of selling at you.



Billboard mockup

Metro ad mockup



Crossfade Studio (the event)

We'd build one space and make it work three ways at once, which is exactly how Zepto already runs its activations (Fake Shaadi, Nani Ka Ghar): the same set is the event, the film location, and the content studio, off a single spend.

Rooms as feelings: a *2am* room, a *long-distance* room, a *heartbreak* room, each with its own playlist and snack bar.

The Dedication Booth (the hero): you record *why* you're sending something to someone. We deliver it live across the real city while you wait, and film their reaction. That reaction footage becomes our next wave of social.

Creators, not actors: we'd fill the rooms with creators who make the content as they live it, the way Zepto already does.

The point is the economics: one build gives us event footfall, a film set, and weeks of content all at once.

The feature that stays

We could make *Bhej do/send it* a permanent Zepto feature: send an order to someone else's door, with a song attached. The stunt ends, but the behaviour doesn't. Today you open Zepto to feed yourself; this gives people a brand-new reason to open it, to take care of someone across a city.

How we'd measure it

Not reach, Zepto doesn't have an awareness problem, everyone already knows them. We'd track the things that actually matter to them:

talkability and earned media from Crossfade

shares and sends

orders to someone else's address via the bhej do button: a brand-new occasion that didn't exist before this campaign, and the number that proves the business case

The name system

Bhej Do, With Love — the campaign, the line that holds it all

Bhej do — the shared verb, and the button in both apps

Crossfade — the swap stunt

Endline — *nahi bol paye? koi baat nahi. vo bhej do.*

Event: oK-POPped

A K-pop culture event by Zepto.

The idea in one line: Zepto rides the Korean wave with India's biggest K-pop carnival, where the fandom comes to play and Zepto feeds it, on the day and every day after.

Tagline: Stan. Snack. Repeat.

The strategic spine: why Zepto

This cannot just be a fun fan carnival. It has to be a reason Zepto specifically would throw it.

The Korean wave (Hallyu) is exploding with Indian Gen Z: K-pop, K-dramas, K-beauty, Korean food. That is exactly Zepto's core audience.

Zepto already sells the whole Korean basket: instant ramen, Buldak, Korean snacks, gochujang, K-beauty sheet masks. It is a fast-growing category for them.

So the event becomes the cultural flagship, and the app is where the fandom keeps living it. Fandom turns into a commerce occasion.

It is Zepto's version of what Zomaland is for Zomato, an owned cultural property, just fandom-led instead of food-led.

The concept

oK-POPped is Comic Con meets Zomaland: the collector-and-cosplay energy of a fan convention fused with the spirit of a food carnival. A ticketed weekend built for the fandom, by the fandom, with Zepto running underneath all of it.

The name is styled **oK-POPped**, with K-POP highlighted in a contrast colour so the hidden word pops off the logo.

The four zones

1. The Stage (the main-event energy)

Random Play Dance. A song drops and whoever knows the choreography runs into the circle and performs it. The fandom's most iconic ritual, and far more on-culture and shareable than a generic dance booth.

Cover-dance crew battle, India's best crews competing live for the crown, with a cash prize and a headline performance slot. The most spectacle-worthy moment on the stage.

K-pop trivia as a live game show, not a quiet quiz corner.

"Dress like your bias" contest, the idol-look competition, with a stage finale.

The Fanlight Ocean, one synchronised moment where the whole crowd waves lightsticks to a single song. The goosebumps, everyone-films-it peak.

2. Seoul Food (the carnival half, and Zepto's home turf)

Ramen bar, tteokbokki, Korean corn dogs, the works.

The Buldak fire-noodle challenge, iconic, spicy, and built for reels.

The Zepto "Seoul Food" store on-site: scan, order, and get it delivered to your spot.

3. Fan Alley (collector culture)

Photocard trading market with the vinyl-album displays, photocard trading is a huge real fandom ritual.

Make-your-own photocard booth, so you leave with merch of yourself.

Fan-art wall and friendship-bracelet station.

The Bias Wall, where fans declare their favourite idol. Simple, communal, endlessly shareable.

4. The Experiences

Noraebang booths (the Korean word for karaoke, worth using for authenticity).

The K-drama escape room, a themed mystery to crack in pairs, with merch and Zepto credits for the fastest teams.

The K-beauty glass-skin bar, a sheet-mask-and-selfie station that ties straight to Zepto's K-beauty range.

The Stan Hunt (one big game, open to everyone)

The championship is for the dance crews. This is for everyone else, so any fan who walks in has a real shot at Seoul.

The Stan Passport. Everyone gets one in the Zepto app, with a physical card option. You earn stamps by doing things across the festival: clear a Random Play Dance round, survive the Buldak challenge, trade a photocard, ace a trivia question, hit a noraebang booth.

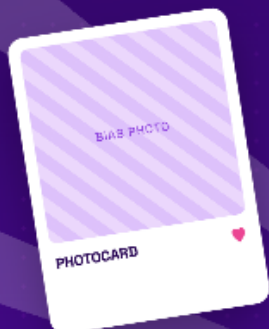
Part scavenger hunt, part fan-knowledge quest. Clues are hidden across the zones (decode the lyric, find the lightstick, spot the bias), so it rewards exploring and knowing the culture.

Fill the passport, enter the grand Seoul draw, drawn live on the main stage at the end of the day.

The Golden Photocard. A handful of rare golden photocards are hidden inside Korean snack orders on the Zepto app during the campaign, and a few more around the venue. Find one and you win a Seoul trip on the spot. The K-pop answer to the golden ticket, and the thing that turns every Zepto order into a moment.

zepto

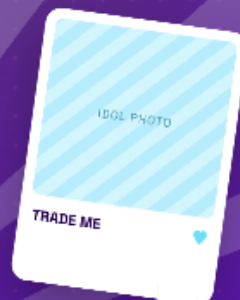
A K-POP CULTURE CARNIVAL



INDIA RIDES THE KOREAN WAVE

o **K-POP** ped

STAN. **SNACK.** REPEAT.



FIND THE GOLDEN PHOTOCARD

WIN A TRIP TO SEOUL

WHEN

Sat-Sun
14-15 Feb 2026

WHERE

Delhi • Mumbai
• Bangalore

TICKETS

On the zepto app

oK-POPped

STAN. SNACK. REPEAT.

by zepto

GRAND PRIZE

WIN A TRIP TO SEOUL



Two ways to win, open to every fan: earn it on **The Stan Hunt**,
or find a rare **Golden Photocard** in your Zepto order. Up to 5 winners.

MARK YOUR CALENDAR

14–15 Feb 2026 • Delhi • Mumbai • Bangalore

ENTRY VIA

zepto

So Seoul is **won two ways**: earned by exploring with the Stan Hunt (effort), or found in a golden photocard (luck). Both routes are open to every fan who walks in, with up to five Seoul winners in all.

How Zepto lives inside the event

The brand is woven through, never stuck on as a logo.

Order to your spot. The whole carnival is a live demo of the product. You scan, and your ramen and snacks arrive where you are standing.

The Hallyu store launch. The event is the launchpad for a permanent Korean store in the Zepto app, *Seoul Food*. The event creates the craving, the app keeps feeding it after everyone goes home.

Collectible photocards in your order. Limited oK-POPped photocards drop inside Korean snack orders on Zepto during the campaign, and a rare few are golden (see the Stan Hunt). Collect them, then trade them at the market. A reason to order, again and again.

Every order is a way to play for Seoul. Because orders carry Stan Passport stamps and the chance of a golden photocard, ordering the Korean range is itself a route to the grand prize. Fandom and commerce push the same button.

Format

A ticketed weekend carnival across the big metros (Delhi, Mumbai, Bangalore).

Entry through the Zepto app. Your ticket is a **fanlight wristband** that doubles as your light for the Fanlight Ocean.

Community-led, ideally co-presented with K-pop fan communities and a music or label partner, both for authenticity and to handle music and likeness licensing.

How we'd know it worked

footfall and ticket sell-through

user-generated content and earned reach (Random Play Dance and the Fanlight Ocean are built to travel)

the commercial number: orders on the new Seoul Food store, and Korean-range orders across the campaign

new-user sign-ups through the app-gated entry

The name system

Event: oK-POPped (K-POP highlighted)

Tagline: Stan. Snack. Repeat.

The store it launches in-app: Seoul Food

The audience game: The Stan Hunt (with the Golden Photocard)

Grand prize: trips to Seoul for up to 5 winners, won two ways (the Stan Hunt and the golden photocard)

Iss Saal, Maa Ki Diwali Aaram Wali

A 360° Diwali campaign for Zepto. Part 3 of the mithai trilogy.

The idea in one line: This Diwali, Maa goes off duty. Zepto quietly handles the running around so she finally gets to enjoy her own festival.

The consumer insight

At most Indian festivals, the load quietly lands on the mum.

Even when the family pitches in, she carries the whole thing in her head: the cooking, the guests, the list that never ends. This is the invisible mental load.

She is usually the only person at her own Diwali who never actually sits down.

A simple, true tension, and one no brand in the category has owned yet.

Zepto's role (the strategic turn)

This year, we want Maa to have her Diwali too.

Zepto plays the **silent helper**. When the last-minute everything shows up in minutes, that is a few hours of her evening handed back. Speed to doorstep is our reason to believe, the product truth doing the emotional work.

One guardrail: we are not helping her cook faster, which only keeps her in the kitchen. We are taking the scramble off her plate so the time becomes hers, to spend however she likes.

The hero film: the never-ending list

Logline: every Diwali, Maa runs a to-do list that never ends. This year, Zepto quietly empties it, so for once she gets to enjoy her own festival. Our creative device is that list, her mental load made visible, with each line striking through as Zepto handles it. The tone is funny before it is moving, so we earn the warmth with a smile first.

Open on the chaos, played for laughs: the *dahi khatam* mid-recipe, the relative who adds six guests at 6pm, the kid who needs something now. Maa is the calm centre of all of it.

Then the ticks. Each "oh no" quietly sorts itself out. Something runs out and it is at the door before she can even sigh. We never cut to the app or a rider, it just appears in the background, almost like magic.

She reclaims her evening a piece at a time: she sits down with her chai, she finally does her hair, she helps her daughter into her lehenga and actually has a second to look at her.

The list hits zero for the first time ever. She does the one thing she never does, she sits down, dressed up and present, and the family pulls her into the Diwali photo. This year, she is in it.

Zepto stays the silent helper throughout, never the hero, with no speed claim, and the music carries us from busy to calm as the list clears. We are selling the evening, not the minutes.

Endline: *Iss saal, Maa ki Diwali aaram wali.*

The activation: Maa Off Duty

The film carries the emotion. This layer turns a passive watch into active participation, and gives the audience something to hold and do.

The whole device is one idea: this Diwali, Maa is officially **off duty**.

The pack. During the campaign, Diwali orders arrive in a special *Aaram Wali* hamper instead of the usual bag. The packaging becomes the message, our cheapest and most personal media.

What's inside. Along with the order, a few low-cost but genuinely nice rest items, so the pack delivers on its promise:

a sheet mask

a manual scalp massager (the little wire one everyone loves)

chamomile tea bags

a small scented candle

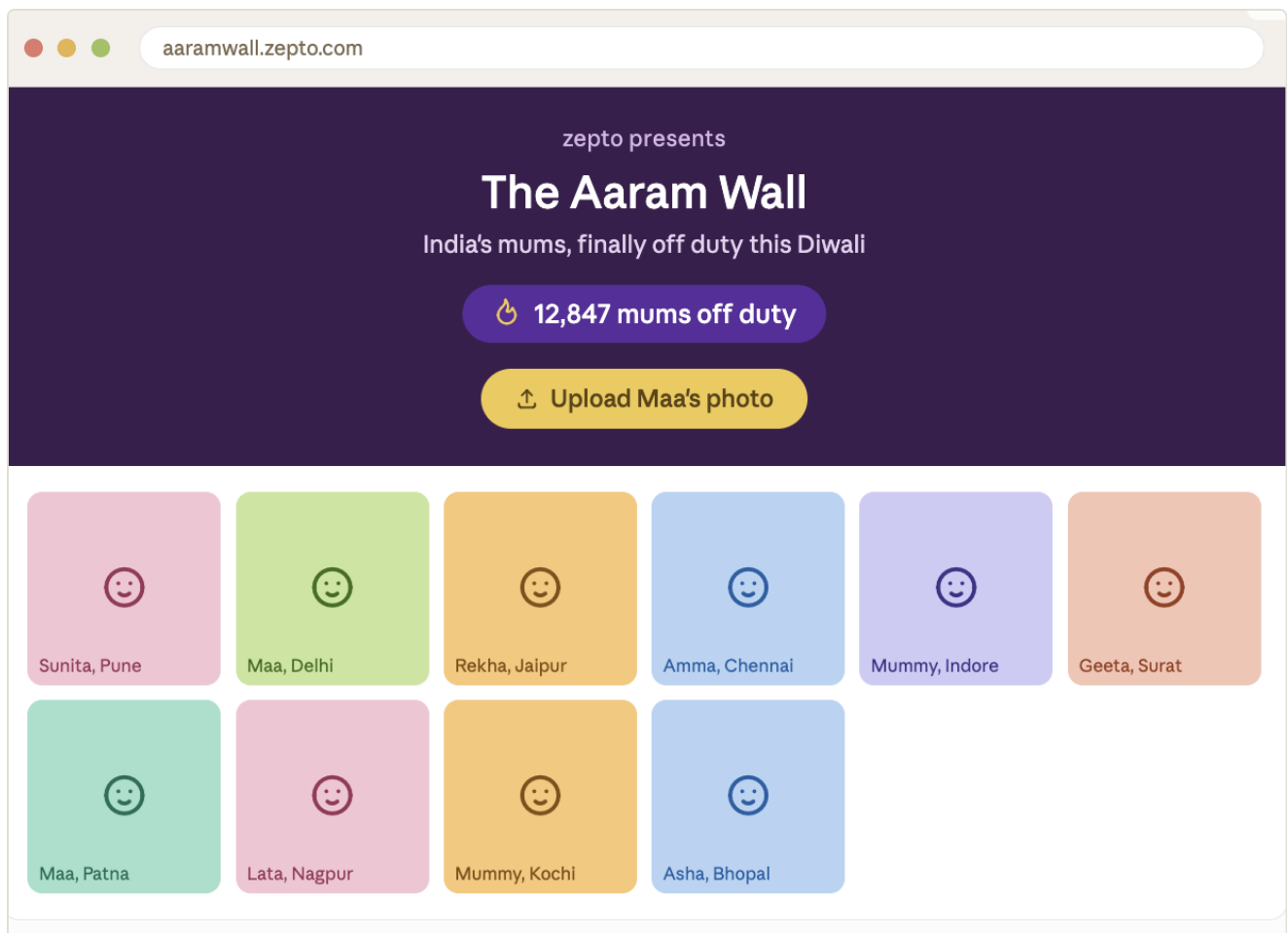
a foot-soak sachet

Deliberately inexpensive. The point is the gesture, not luxury.

The card. A "*Maa, you're off duty*" card sits on top, a literal off-duty pass the family hands to her.

The QR and the Aaram Wall. The card carries a QR code that opens **The Aaram Wall**, a living photo wall of real mums finally off duty this Diwali. It runs on Zepto's owned channels, so reach is near-free, and it doubles as a user-generated content engine as thousands of families upload.

Aaram wall mockup

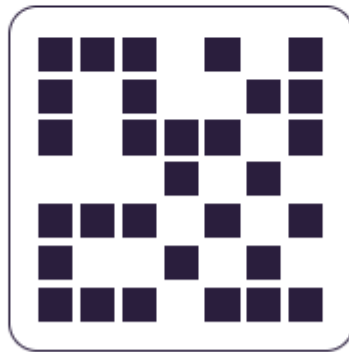


Card with QR code

DELIVERED WITH AARAM

Maa,
you're off duty.

tonight, the family's got it from here.



scan to add her to The Aaram Wall

The payoff. At the festival's peak, we cut the Wall into a short film (*India's mums, finally in the picture*) and run a selection of the **real uploaded photos on billboards**. The audience becomes the media. This is our earned-media and PR moment, and the most shareable beat of the campaign.

The 360 architecture

Every channel does one defined job, with nothing wasted.

The film and cutdowns carry the emotional heart and build reach.

The Aaram Wali hamper and off-duty card put the idea in the consumer's hands, packaging as owned media.

The Aaram Wall gives the campaign a home and a participation loop.

The real-mum billboards and the cut-together film create the talkability and the earned-media spike.

Creators take over their own mums' lists on camera (mom creators plus the moved-away-kid creators who index high with Zepto's core user).

In-app, the "Maa's Diwali List" cart and the off-duty hamper shorten the path from intent to conversion.

Program plan (five-week phasing)

A clear awareness-to-conversion funnel, front-loaded to beat festive media inflation.

Phase 0, tease (T-3 weeks). Seed the never-ending list as organic social and invite people to share the most absurd thing on their mum's list. We build the problem before the brand shows up.

Phase 1, launch (T-2.5 weeks). Drop the hero film, YouTube and Instagram led, to drive reach and views.

Phase 2, activation (T-2 weeks). The Aaram Wali hamper ships, the Aaram Wall goes live, the creator wave hits, and the call goes out to the family: *iss saal, list aap sambhaalo*.

Phase 3, Diwali week (convert). Performance push on the list-cart with retargeting, plus the real-mum billboards going live across metros. This is the commercial peak.

Phase 4, afterglow. The Aaram Wall film and real-family reaction content sustain salience for a week past the festival.

Media mix and budget (lean, about ₹3.5 cr)

A digital-first plan, which is the most Zepto way to do this, weighted toward paid digital and creators where this audience actually spends its time.

Line	Amount	Share
Paid digital (YouTube + Instagram + performance)	₹1.40 cr	40%
Influencer and creator	₹70 L	20%
Content production	₹50 L	14%
Digital OOH	₹35 L	10%
In-app activation	₹20 L	6%
PR and LinkedIn	₹15 L	4%
Contingency	₹20 L	6%

The underlying rates (CPVs, CPMs, creator-tier fees, production and DOOH costs) are researched and defensible, with festive inflation built in. The biggest efficiency lever is owned media. Zepto already reaches tens of millions inside its own app, so a lean paid budget delivers reach well above its weight.

Measurement (how we'd know it worked)

Reach and views, with video completion rate on the hero film.

Aaram Wall uploads, our core participation and engagement metric.

Shares and the volume of "Maa's list" user-generated content, as a proxy for brand love and earned reach.

The commercial number that proves the case: **off-duty hampers and "Maa's Diwali List" carts ordered**, especially gifting orders sent to a mum. That is a new, ownable Diwali occasion Zepto can build into a yearly memory structure.

Campaign and naming system

Campaign: Iss Saal, Maa Ki Diwali Aaram Wali

The creative device: the never-ending list

The activation idea: Maa Off Duty

The participation hub: The Aaram Wall

The object: the Aaram Wali hamper and the "you're off duty" card

Endline: *Iss saal, Maa ki Diwali aaram wali.*