

DIGITAL BRANDING | NESCAFÉ RTD



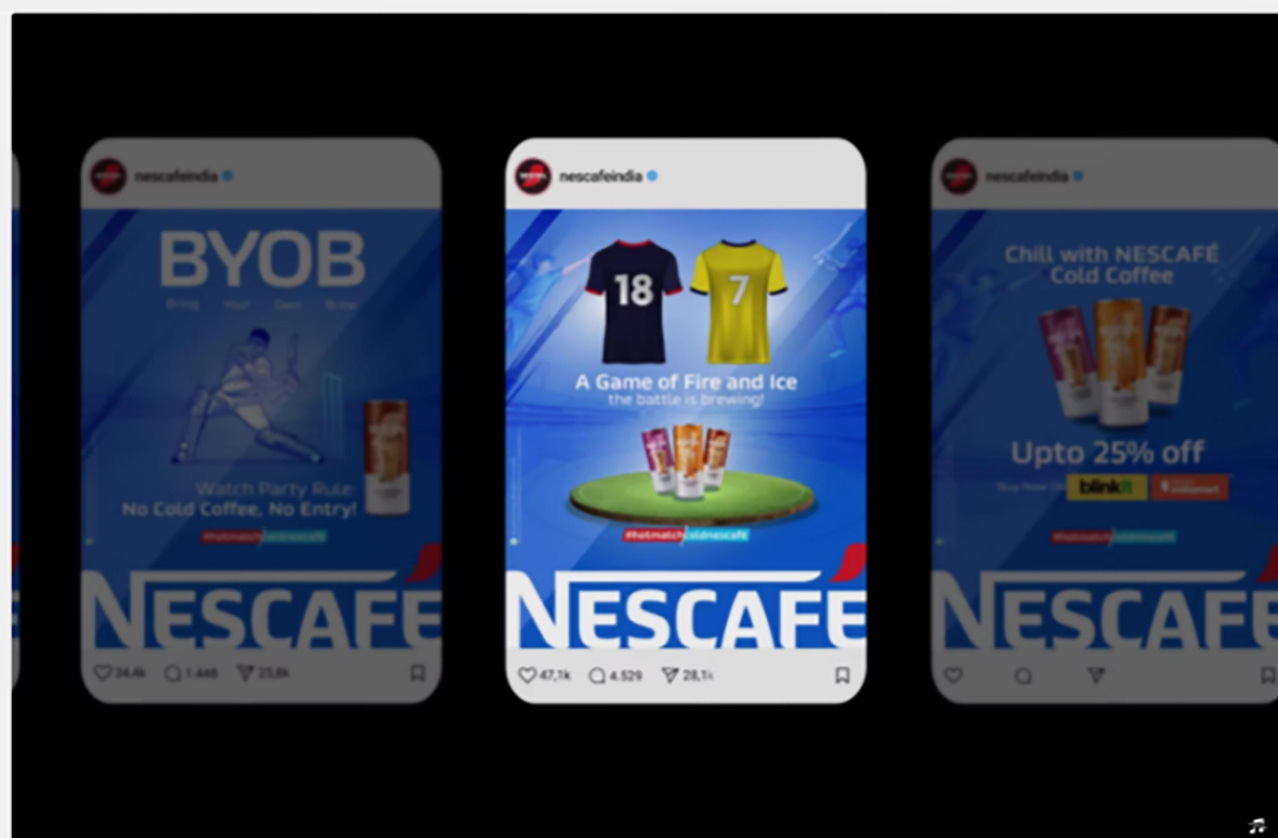
Nescafé x IPL: Fueling Cricket Fever, One Can at a Time

THE CHALLENGE

With the IPL season sparking nationwide excitement, Nescafé set out to tap into the cricket craze to drive relevance for its RTD (Ready-to-Drink) coffee cans among Gen Z and young urban consumers. The challenge was to position Nescafé not just as a beverage, but as the perfect companion for match-time energy and banter —amid a clutter of IPL-themed brand noise.

OUR APPROACH

Design Horse brewed a high-energy social media campaign with thumb-stopping posts and stories that rode the IPL fever. By blending cricket lingo with Nescafé's cool, witty tone, we crafted content that celebrated match-day moods, iconic moments, and fan rituals. The bold visuals brought the chilled cans to life, while the campaign hashtag **#HotMatchColdNescafe** tied it all together—making Nescafé the go-to sip for the season's most heated matches.



IMPACT

The campaign delivered strong engagement across Instagram, resonating especially with younger audiences during match hours. It helped Nescafé stay top-of-mind as a go-to sip during high-energy viewing moments, leading to increased visibility and improved brand association with youth-centric, cricket-time consumption.

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