

BRAND FILM (DEC 2024)

bakingo

PRESENTS

*Magic in
Every Bite!*

Views
29,286

Engagement
1,695,730

Engagement Rate
1.73%



Brief

Bakingo aimed to celebrate the festive spirit of Christmas by launching a brand film that evokes nostalgia and childlike wonder, reinforcing its positioning as a brand that delivers joy with every bite.

Challenge

To create a Christmas campaign that stands out by focusing not on grand celebrations or togetherness, but on reconnecting adults with the forgotten magic of childhood.

Insight

Despite growing up, the child within us still believes in magic—especially when triggered by the comforting joy of familiar festive treats.

Idea

Magic in Every Bite – a brand film that portrays how every bite of a Bakingo dessert transports us to the innocent, joyful world of childhood.



Bringing Idea to Life

Launched on YouTube, Instagram, and Facebook, the film was supported by festive offerings like the Yule Cake, whimsical Ginger Cookies, DIY Cookie Kits, themed hampers, and more—each product wrapped in charming holiday packaging.

Results

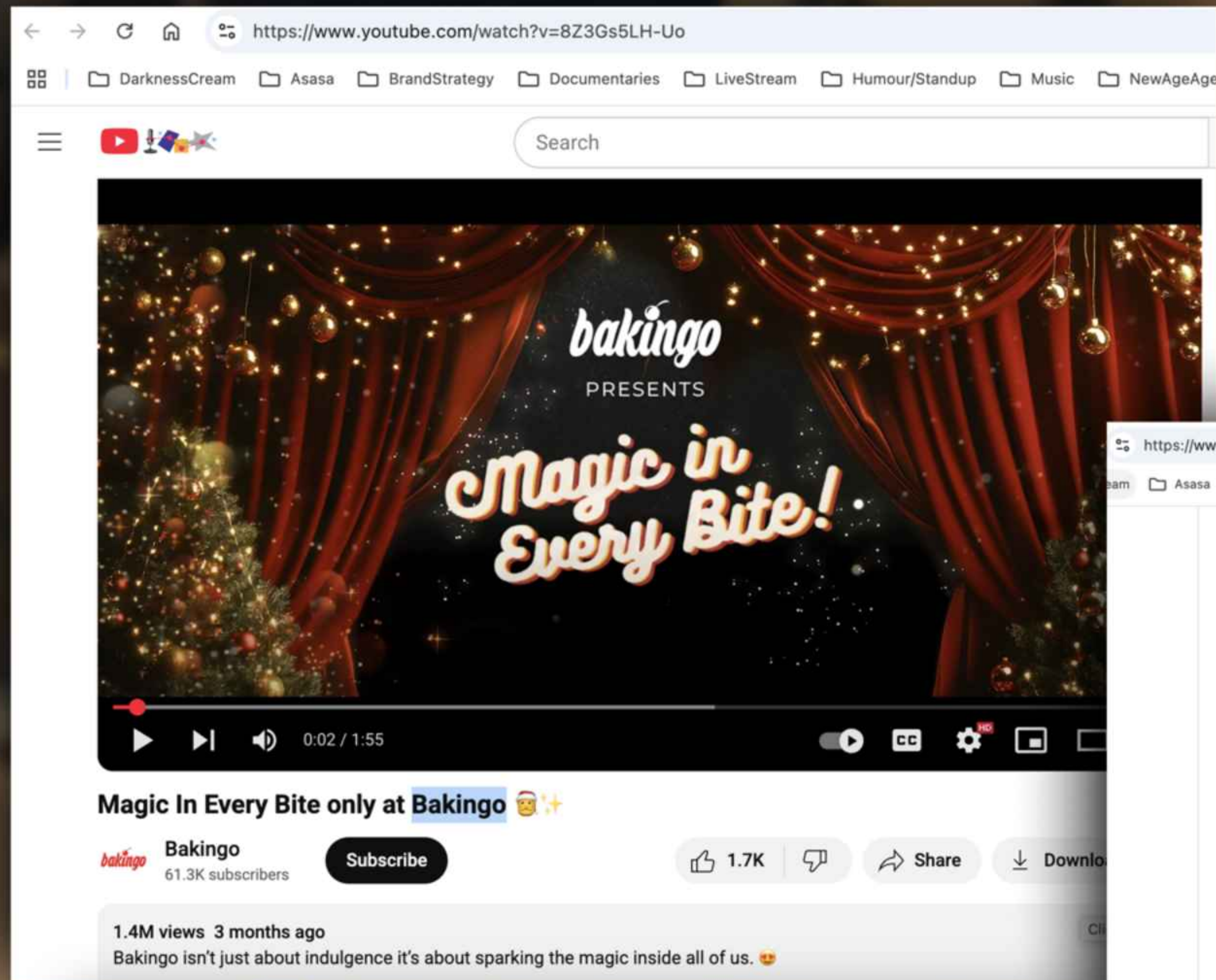
The campaign generated 1.47M views on YouTube, 154K on Instagram, and 67K on Facebook, striking an emotional chord with audiences nationwide.

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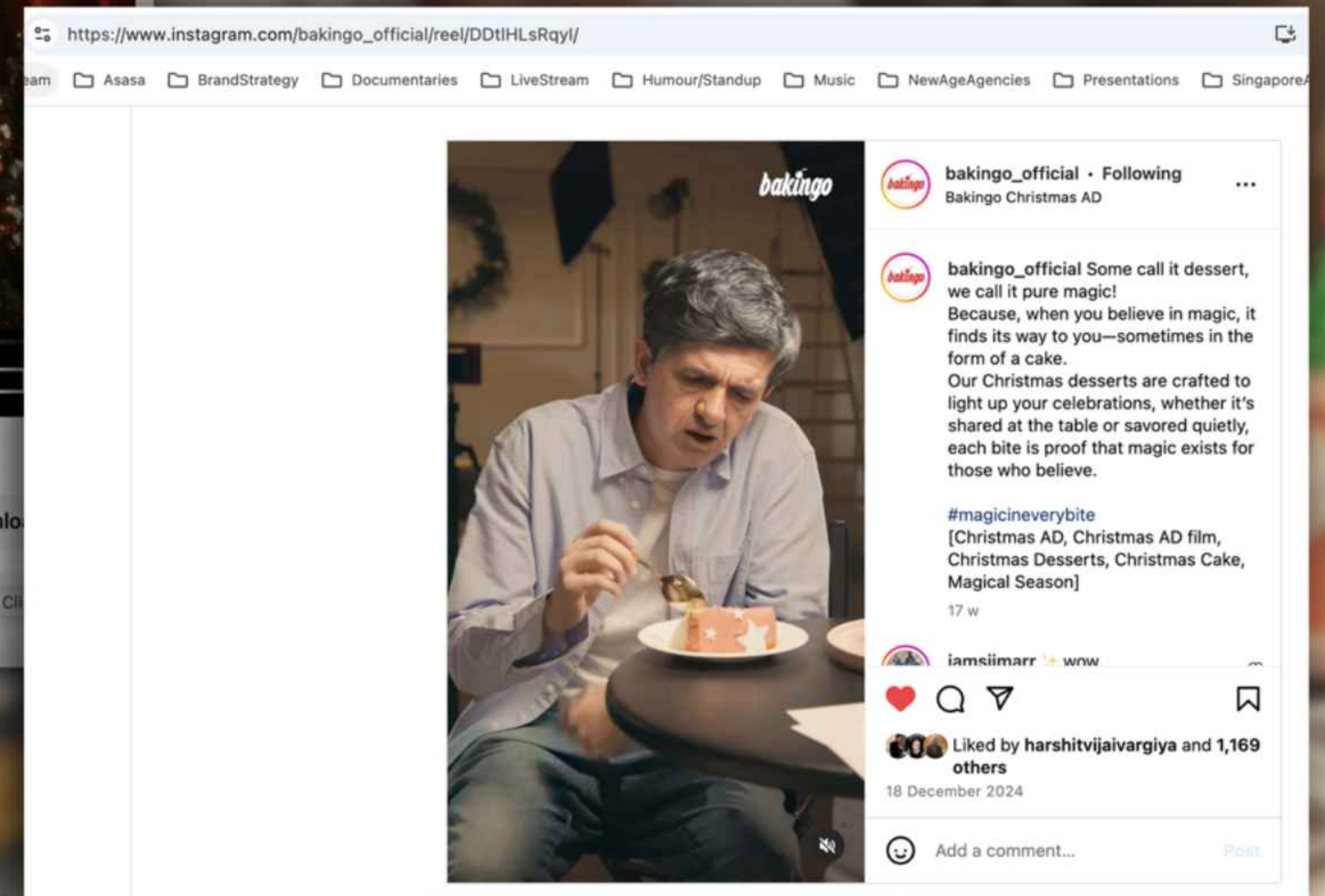
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Youtube
<https://www.youtube.com/watch?v=8Z3Gs5LH-Uo>

Instagram
<https://www.instagram.com/reel/DDtIHLsRqyl/>



[illegible]

<https://www.facebook.com/bakingo/videos/584110990996165/>

Product Integration
[https://
www.instagram.com
/reel/DDhNP-
KP7mK/](https://www.instagram.com/reel/DDhNP-KP7mK/)



The image shows an Instagram post from the account 'bakingo_official'. The post features a festive holiday-themed scene with a plum cake, a box of bakingo plum cake, and various decorations like a small Christmas tree, a reindeer, and a penguin. The text 'bakingo' is at the top, and 'Magic in every Bite' is written in a large, stylized font. The post has 958 likes and was posted on 13 December 2024. There are two comments from 'patra insta' and 'aadi_the_poet'.

bakingo_official
Original audio

bakingo_official Watch the magic unfold, one step at a time!
From the finest ingredients to a rich, decadent plum cake ✨

Here's how we bake the festive magic into every bite, explore the entire range at [bakingo.com](https://www.bakingo.com)

[Plum cake, magic in every bite, bakingo, holiday season, holiday dessert, cake making]

35 w

patra insta ❤️
35 w 1 like Reply

aadi_the_poet Shandaar. Zabardast. Zindabad 🔥
35 w 2 likes Reply

958 likes
13 December 2024

Add a comment... **Post**

Experience magic
in every **bite.**



bakingo_official
Giulio Cercato • Wow



bakingo_official Our plum cake collection is here, freshly launched for your holiday season! 🎄✨ Indulge in Magic in Every Bite and make your celebrations unforgettable.

[Plum cake collection, cake, dessert, bakingo, holiday Treats, magic in every bite]

35 w



sharmissh My bf ordered cake from their Tollygunge branch on my birthday and it was so yummy 😊



35 w 3 likes Reply



1,430 likes

11 December 2024



Add a comment...

Post

Packaging

[https://
www.instagram.com/
reel/DDcEQyqyO8j/](https://www.instagram.com/reel/DDcEQyqyO8j/)

