

LOYKA x SVAGAM: Campus Activation That Delivered 1,100+ Social Mentions

How a premium dessert brand captured Gen-Z attention through strategic event partnership and experiential marketing at Mumbai's premier inter-college fest.

LOYKA

The Challenge

Breaking Through to Gen-Z's Competitive Attention Economy

LOYKA Bakehouse – a premium fusion desserts brand – needed to establish relevance with Gen-Z students and young professionals in a crowded market.

Traditional advertising wouldn't cut it. The brand required authentic touchpoints where product sampling met cultural relevance.

Campaign Goals

- Drive brand visibility among 18-24 year olds
- Generate product trials in an experiential setting
- Create lasting brand recall through live exposure
- Position LOYKA as the go-to dessert brand for youth

The Opportunity

SVAGAM Inter-College Festival Partnership



Venue

Sheila Raheja School of Business Management Studies – a premium B-school attracting quality audience demographics.



Reach

2,500+ students and faculty across multiple colleges, representing diverse segments within target audience.



Duration

3-day cultural and sports festival featuring performances, competitions, and high engagement activities.



Role

Official F&B Partner with exclusive dessert category rights and prominent brand integration opportunities.

Onbeat Entertainment Agency structured LOYKA's activation to maximize visibility while creating authentic product experiences that would resonate beyond the event.

Multi-Touch Activation Strategy

Stage Domination

LOYKA logo featured on **main LED backdrop during all 45+ performance segments** – from solo dances to group acts and celebrity performances. Every Instagram story, every photo captured the brand.

Product Sampling Hub

Premium on-ground stall showcasing signature items: **Strawberry Chocolate Kunafa Cup, Grandma's Chocolate Pastry, Korean Bun**, and modern fusion desserts. Influencer-style display drove consistent foot traffic.

UGC Amplification

"**Snap • Taste • Tag**" campaign encouraged students to post and tag LOYKA on Instagram. Best posts were reshared on brand channels, creating organic reach multiplier effect.



Campaign Performance: By The Numbers

2.5K+

Physical Brand Exposure

Students and faculty reached across 3-day festival

45+

Stage Visibility Moments

Logo appearances during performances and segments

1.1K+

Social Media Mentions

Organic student-generated posts and story tags

800+

Product Tastings

Direct samples distributed during activation

350+

On-Site Purchases

Converting trials into immediate sales

78%

Brand Recall

Students remembered LOYKA post-event unprompted

 **Result:** LOYKA became the most recognized F&B brand at SVAGAM, outperforming all other festival sponsors in student awareness and engagement.

Why This Activation Worked

Strategic Visual Placement

Brand positioned in the highest-attention zone – the main stage LED – ensuring visibility during peak engagement moments when students were filming and photographing.

User-Generated Amplification

Turning attendees into content creators generated authentic peer endorsements more valuable than paid advertising – at zero media cost.

Experience Drives Memory

Taste + visual + social engagement created multi-sensory brand experience. Students didn't just see LOYKA; they tasted it, shared it, and remembered it.



Long-Term Impact

- Established college fandom for LOYKA products
- Positioned brand as trendy and aspirational among youth
- Created blueprint for future campus activations

Executed by Onbeat Entertainment Agency – We create live brand moments that stay in minds, not just timelines. Influencer marketing meets experiential activation for measurable impact.