

CAMPAIGNIX

Marketing Intelligence & Campaign Strategy Report

A Unified Multi-Agent Synthesis of Market Competitors and Creative Copywriting

Target Brand:	Mamaearth
Website URL:	https://mamaearth.in
Sector / Industry:	GENERAL
Campaign Cycle:	21 Days Cycle (5 Posts/Week)
Report Date:	August 17, 2026
Pipeline Status:	COMPLETED (SUCCESS)

1. Brand Intelligence Overview

DATA SOURCE: Live Web Intelligence (scraped & synthesised from public sources)

Mamaearth is a leading Indian D2C toxin-free personal care brand positioning around natural ingredients, MadeSafe certification, and eco-conscious initiatives.

■ Founding, operations, and financing data could not be retrieved for this brand. This is common for private companies with limited public disclosure.

2. Competitive Intelligence & Gap Analysis

DATA SOURCE: Live Sector Research (specialised sector agent + web synthesis)

Specialised analysis conducted in the category: **Beauty & Personal Care**.

Target Strengths	Target Weaknesses & Gaps
- MadeSafe Certified - Strong influencer network	Category crowding

Key Competitors (Established & Recent Launches)

Competitor Brand	Segment	Pricing	Rating	Moat / Strength	Weakness / Gap
Kerastase	ESTABLISHED	Rs 3,150	4.7	N/A	N/A

Strategic Actions & Recommendations

- Highlight Rosemary + Methi formulation
- Deploy 21-day routine challenges

3. Optimized Content Strategy Calendar

A campaign content strategy balanced for a **21 days** cycle, starting on **2026-08-01** and completing on **2026-08-21**.

Content Calendar Entries

Date	Content Theme / Topic	Format / Channel	Intent	Strategic Reason (Why)
Day 1	Problem Awareness & Root Cause Myth-Busting	Instagram Reel Instagram	AWARENESS	Hook audience addressing hair fall concerns.

4. Content Copywriting & Visual Briefs

Detailed copywriting options and graphic design production guides generated for each calendar entry.

Campaign Entry 1: Problem Awareness & Root Cause Myth-Busting

Channel: Instagram | **Format:** Instagram Reel | **Intent:** AWARENESS

COPYWRITING OPTIONS

Option 1: Notice more strands on your comb after washing? Switch to Rosemary + Methi power for 93% less hair breakage!

CREATIVE PRODUCTION BRIEF

Mood / Emotion:	Empowering, clean botanical studio aesthetic
Composition Guide:	Split screen: Macro comb shot vs fresh rosemary sprig
First 2 Secs Hook:	Fast zoom into comb with text overlay
Avoid Aesthetics:	Generic salon stock imagery