



INSTAGRAM AND BRANDING: A CASE STUDY OF PAPERBOAT

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Abstract

Instagram is becoming an increasingly popular social media app for businesses as a tool for communication. By analyzing 12 posts on the Paperboat Instagram account, the case study has attempted to understand its branding strategy. The study found that Paperboat used its brand name, logo, colors, images of its products and images about childhood memories created with different hand art to develop a strong brand presence. But the company has not yet used any text, photos or videos to represent its fans.

Keywords: Branding, Instagram, Social Media.

1. Introduction

Social media has created a tremendous impact on today's culture and businesses throughout the world. Social media had led to a revolution in the manner in which people communicate and interact with each other. Companies have increased their inclination towards technology and are using social media to advertise their products and build a loyal customer base. To engage and connect socially, many brands have started exploring the social media to reach to their customers by sharing content. The Instagram application is one such social media platform which allows it users to capture and share images and videos with their followers. There are 16 million Instagram users in India and more than 90% of Instagrammers are below 35 years of age. As it is a visual social media tool, it give companies a platform to understand their businesses on the basis of interactions and feedback from customers in new ways. The aim of this case study is to discover how Paperboat used Instagram to strengthen their brand. This study analyzed the Instagram account of Paperboat to determine the strategies and elements used to strengthen the brand.

2. Literature Review

To provide the necessary background to understand the topic of paper, the author reviewed literature to the three integral elements – Branding, Instagram and Paperboat.

2.1 Branding on Social Media

A company must have an emotional connection with its customers for branding to be effective. Branding can be done by the use of brand name, logo, colors and more. It allows the companies to identify and differentiate their products from others in the increasing competition.

Kotler and Keller (2007) proposed a Brand Resonance Pyramid in order to address how brands are created. According to this model (Figure 1), six brand building blocks should be established: Brand Salience, performance, imagery, judgements, feelings and resonance. The pyramid model shows that brand building requires a rational and an emotional route to make the customers feel connected with the brand.



Fig.1 Brand Resonance Pyramid (Kotler and Keller, 2007, p. 261)



In another research about ‘Customers’ Attitude towards social media marketing’ it was found that customers have positive perception towards social media marketing practices. As compared to traditional advertising, customers consider social media as more interesting, innovative, informative and interactive platform for advertising (Motwani, Shrimali and Agarwal, 2012). In a research by Neti (2011) about ‘Social Media and its role in Marketing’, it was mentioned that social media is an online network of people who discuss, comment, participate, share and create content and that every business must take social media seriously to reach its audience.

2.2 Instagram

In the past decade, there has been an increase in the research behind social media as a tool for business branding and communication. In a paper titled ‘How Instagram Can Be Used as a Tool in Social Network Marketing’, Huey and Yazdanifard (2014) mention that among the various social networking sites being used, Instagram is widely used through mobile devices as an application. It has created a different platform for marketers to interact with the customers. To understand what type of content is uploaded by users on Instagram, Hu, Manikonda and Kambhampati (2014) conducted an analysis of photo content and user types on Instagram. Their study revealed eight popular photo categories which are friends, food, gadget, captioned photo, pet, activity, selfie and fashion. It was also found that the number of followers for a user is independent of his/her shared photos on Instagram. A blog on Socialmediaexaminer.com mentioned that Instagram users like to shop, are more likely to engage, and are young (Delzio, 2015).

2.3 Paperboat

Paper Boat is a brand offering Indian juices by Hector Beverages. In a short span of time, the young and vibrant brand has been successful in making an emotional connect with consumers. Paperboat develops interesting and engaging content in the new era of marketing that has helped the brand to increase its salience.

As mentioned in a blog by Gupta (2015) in adageindia. in, Paper Boat has become very popular due to the ethnic flavored beverages it offers, that remind people of their childhood. According to reports, Paper Boat constitutes 75% of the sales of Hector Beverages which also makes the energy drink Tzinga. Hector also sells Paper Boat in the US, Malaysia, Dubai and the UK, mainly catering to people of Indian origin. According to an article titled ‘Paperboat sails ahead on Indian drinks’ the name ‘Paperboat’ is refreshing as it cuts the clutter and the tagline ‘drinks and memories’, fits the intention of the company to recreate traditional drinks from old recipes. Also, the packaging of the ethnic Indian drinks is convenient and hygienic that can appeal the youth (Livemint, 2016).

3. Research Methodology

To gather a systematic sample of posts from the Paperboat’s Instagram account, time frame of six months was chosen, from October 2016 to March 2017 and two posts from each month were selected. This process produced 12 posts where the 12th photo was selected for the sixth sample month of March 2017.

Instagram posts were divided into two categories: textual elements of captions and visual elements of pictures and videos. The textual elements of captions would be composed of hashtags, brand name, product name, a call to action, and a festival or a holiday. Visual analysis comprises of various categories such as type of visual, logo, colours used in the photo, display of products, festival or holiday, use of emotional appeal, people, the activities depicted and the type of imagery showed.

4. Findings

All the 12 posts were analysed, and two post are described below as an example. The post below from October 2016 is one of the 12 sampled posts (Figure 3). The image features an imagery of a collage depicted a lighthouse at sea side and the boat. The caption beside the image is about revisiting the crafts of SUPW classes in school days. The tagline for Paperboat is ‘drinks and memories’. Hence, the caption of post explains a situation about an evening at the sea and the colors of sky and sea waves at sunset. This example shows how Paperboat incorporated the textual elements for its branding process where they are trying to recall ‘memories’ of school days with an explanation of crafts learnt at SUPW classes. The hashtags include words such as #paperboat drinks, #memories, #SUPW, #collage, #paper, #magazine, #tribute, etc.



Fig. 2 One of the 12 sampled images from October 2016

The image below features another sample post from Paperboat’s Instagram page (Figure 4). This post features the actual product which is a Paperboat drink named ‘anar’ and imagery of a pomegranate with ‘no added preservatives’ carved into it. The caption uses words like ‘innocence’ and ‘love’ to show the brand’s intention of not adding preservatives and artificial colors. The post also features a textual call-to-action using the phrase ‘Give it a go!’ Finally the caption also mentions the brand name and the brand product with hashtags #paperboat, #anar, #memories, #paperboatdrinks, #christmas, #fruitart, #red, etc.



Fig. 3 One of the 12 sampled images from December 2016

4.1 Results of Text Analysis

Among the 12 posts, all the posts (100%) mentioned the brand name in their hashtags. 11 of the posts included the hashtag #paperboat. The tagline of Paperboat is ‘drinks and memories’ and hence the hashtag #memories has been used in all the posts except one.

In the texts, call-to-action was used in nine posts. The most common verb used was “relive”, written thrice. Questions were also used in the comments of three posts. Six posts mentioned holidays, special day or festivals in their captions or hashtags. One of the mentions was a specific holiday (Saturday), another mention was especially about Valentine’s Day. There were four posts, out of which the festival of Diwali was mentioned in two of them and the other two post mentioned Holi in their captions as well as hashtags. Out of all the twelve posts, five posts (41.6%) had mention of the brand’s products, namely,



Paperboat Diwali Gift Boxes, Paperboat Anar and Paperboat Thandai in their captions. Eight posts (66.7%) had captions which described childhood memories such as crafts of SUPW classes in school, Ramayana, Shadow play, game of Catch-Catch, tiffin dabbas, water balloons and pichkaris during holi and summer trip to nani's house in a train. To summarize, all the posts try to call the followers to share their memories, buy Paperboat products and continuously engage with Paperboat as a brand.

Table 1: Use of captions in Paperboat's posts

Photo no.	Brand Name	Hashtags	Product name	Call to action	Festivals/Holiday
1	Paperboat	#paperboatdrinks #memories #supw#crafts #collage #paper #seaside#lighthouse #magazine #beach#recycle #vangogh #tribute		At Paper Boat HQ, we're going on a little trip back to school to revisit all the wonderful crafts we'd learnt in SUPW classes. This evening, we're sitting by the sea. The sun is going down. The sky has brought out its inkiest blue. The waves crash against the rocks again and again, and the lighthouse flashes its beam into the horizon again and again. And one by one, the lights in faraway homes twinkle to life.	
2	Paperboat	#Ramayan #Ravana #PaperBoat#PaperBoatDrinks #Drinks #Memories#Diwali #DiwaliGift #GiftBox #Ravaan#PaperArt #Artwork #PaperCraft#Diwali2016 #linkinbio #Rama#linkinbio		Presenting: Paper Boat's Diwali gift boxes - with a super-special Amar Chitra Katha rendition of the Ramayana! Ravana. King of kings, lord of lords. The ten-headed veena-virtuoso. A scholar unsurpassed. If Rama had to find a fitting enemy to fight a fair battle, it could only, and only be Ravana. This Diwali, relive the story of Ravana, Rama, and the battle of Lanka with us. All at a store near you, and also on Amazon. The link's in our bio!	Diwali
3	Paperboat	#paperboatdrinks #playtime #packaging#pantone #memories #officefun #pop#colour #anar #rosetamarind #red#caps	Anar	It's a sl-o-o-ww Saturday at HQ, so we raided the magic box of our packs' caps. Again.	Saturday
4		#shadowplay #handshadows#shadowanimals #shadowpuppets#shadowmovies #dog #bird #paperboat#paperboatdrinks #drinks #memories#shadow #shadows #childhood#innocence #shadowart		Power cuts were easy when you had a vivid imagination and a small source of light - a candle, a torch, or even a lantern. Here's harking back to the fine art of shadow play, where we played out our handmade movies on our walls! Guess what's going on in this scene?	
5	Paperboat	#anar #pomegranate #catch #paperboat#paperboatdrinks #drinks #memories#winter #childhood #innocence#pomegranateseeds #games #kids#linkinbio #amazon #india #drawing#sketching #colours	Anar	As children, we played various versions of Catch-Catch. Tossing plump red seeds of Anar at each other and catching them riiiiight in our mouths - was one of those memorable games. Relive those gone-too-quickly Winter days of fun and frolic with Paper Boat Anar. The link's in our bio!	



6	Paperboat	#anar #pomegranate #drinks #memories#paperboat #paperboatdrinks #juices#beverages #red #fruit #fruitart#fruitcarving #carving #art #fruitartwork#art #diy #christmas #typography #type#mixedmedia	Anar	Paper Boat Anar is made with innocence in mind, and so, we don't add preservatives, nor do we add colours. Just lots of love and goodness. Give it a go! It's at a store near you.	Christmas
7	Paperboat	#paperboatdrinks #newyear#newresolutions #2017 #memories #arts#crafts #handmade #theslowlife#timeplease #denne#runningandcatching #playtime#neighbourhood #school #fun #leisure#friends #games #crossstitch #hobby#handmade #takecare #positive#mentalhealth #loveyourself		In 2017, I promise to say more "Time please!" I promise to take time out for a breather, to pause a flurry of running and catching, to rest a little. I promise to take a swig of water and take it all in, before I resume my work or play. Let's resolve to take better care of ourselves!	
8	Paperboat	#paperboatdrinks #memories #school#tiffin #box #stainlesssteel #pencils#shading #dabbadrawings #art#lunchtime #snacking #curdricenomnom		Presenting: Paper Boat's DABBA DRAWINGS! We're a bunch of people who're always hungry. So this time, we're revisiting all the shapes and sizes of the tiffin dabbas we took to school. Today's dabba submission is from Amulya, who calls this stainless steel tiffin, "the dabba that went 'thapp, thapp'", referring to the infernal, snappy, LOUD clasps that made it impossible to eat in class stealthily. "The last compartment of my dabba always had curd rice with pickle," she says, a touch ruefully.	
9	Paperboat	#paperboatdrinks #office #pets#petstagram #pupstagram #Hector#Bevvie #Labrador #nose #wetnose#puppykisses #love #valentinesday		This nose is what makes every day Valentine's Day for us. It's Hector's little print all over our hearts. Isn't it amazing how these beautiful creatures who can't speak a word of our language, can teach us the simplest and best lessons of love? Double tap, you'll see what we mean. ♥	Valentines' Day
10	Paperboat	#paperboatdrinks #memories #thandai#holi #holi2017 #festival #india #colours #coloursplash #love#school #friends #family #playtime#funtimes #gulaal #powder #drawing#artwithholi #art	Thandai	Time to gear up for Holi!!!! Start filling up your water balloons, start making mountains of gulaal -- and most important of all, start stocking up on loads of our yummy new Paper Boat Thandai! Psst: there's a special 15% off on Amazon right now! The link's in our bio!	Holi



11	Paperboat	#paperboatdrinks #memories #thandai#matka #kulhad #holi #holi2017#festival #india #colours #coloursplash #love#school #friends #pranks #family#playtime #funtimes #gulaal #powder#drawing #artwithholi#art	Thandai	Holi's nearly here, and that means it's time to chase each other with pichkaaris! Aaaaa! Get set to ring in a truly memorable Holi with our very, very special edition Paper Boat Thandai. Get it at 15% off, only on Amazon. The link's in our bio!	Holi
12	Paperboat	#paperboatdrinks #memories #nostalgia#allthefeels #train #travel #wanderlust#irctc #indianrailways #friends #family#summer #vacation #love #moon#video #linkinbio # # #		The sound of the horn. The beat of the clack. The wind in our mouths and hair. Making new friends. Chasing the moon. Feeling a little bad that we're almost there! Remember looking forward to a train ride, just as much as going to Nani's house for the summer? Relieve every little pleasure in our newest video: our tribute to the great Indian railways!	

4.2 Results of Visual Analysis

Out of all the 12 Instagram posts, 11 posts features still images and 1 post showed a video.

Next the analysis was focussed on the appearance of the brand name, logo, brand colors, and products in the Instagram images of posts. The Paperboat name appeared in ten posts, either on the product package (six posts) or as a logo on the image (four posts). The logo is mostly either in white or grey color. The color white also appeared in the product packaging featured in five posts. Prominently featured products were the seasonal juices like Anar during the months of November and December and Thandai for Holi during February and March.

Out of all the posts, 9 posts (75%) featured an emotional appeal in the form of nostalgia of remembering childhood days. This was created by including a collage of lighthouse by sea-side in evening, a video of shadowplay on blank wall by hands, sketch of two boys playing the game Catch-Catch with real pomegranate seeds, a cross stitch threadwork frame showing 'time please' as the new year resolution, a pencil shading of tiffin dabba, face of a dog to feature the lessons of simple love on Valentine's Day, art from holi colors featuring a picture of water balloons and children plating holi and a photograph of railway track. All these post described the overall social media strategy of creating memories which is eventually the brand positioning of Paperboat on Instagram.

5. Discussion

The research question of this study was how Paperboat uses Instagram to create its brand. Both the textual and visual elements of Instagram are used together to create a friendly social media experience for the fans and followers of the brand. By including the logo, the brand colors of white and grey and the name as much as possible, Paperboat has created a strong brand name and imagery.

Paperboat has made the use of themes of seasons and festivals throughout its Instagram posts. Use of popular festivals like Diwali and Holi as well as famous days like the New Year 2017 and Valentine's Day has provided the brand with a reliable platform to create content and attract its audience's attention. Products that complement seasons and festivals such as the Diwali gift boxes during Diwali, Anar during winter and Thandai during Holi help the Brand Paperboat further by showing recognizable products with matching seasonal imagery.

One of the most interesting aspects of the analysis is the role of fans in the Instagram posts of Paperboat. As a brand which claims to revive memories among its consumers, there is a lack of representation of consumers or fans. There were no posts shared by the brand about their fans on Instagram in the sample. For a brand that is trying to ask its fans to remember old memories, the actual consumers of Paperboat were missing from Instagram.

6. Conclusion

In conclusion, Paperboat puts strong efforts for branding itself on Instagram, which is a social media application with rising popularity. Paperboat has leveraged the platform for effective communications to engage its fans through unique and effective content. With the help of the brand name, logo, product images as well as actionable captions, Paperboat is able to



use its brand to post content that engages and connects with its fans. The positioning strategies used by the company help to strengthen the brand on social media.

The small sample size of 12 posts as well as the time frame of six months chosen for the study is a limitation. Though there is a scope for further research on Instagram and its application for branding and communication. A stronger conclusion can be drawn by examining more evidence about branding on various social media sites such as Facebook, Twitter and Instagram.

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