

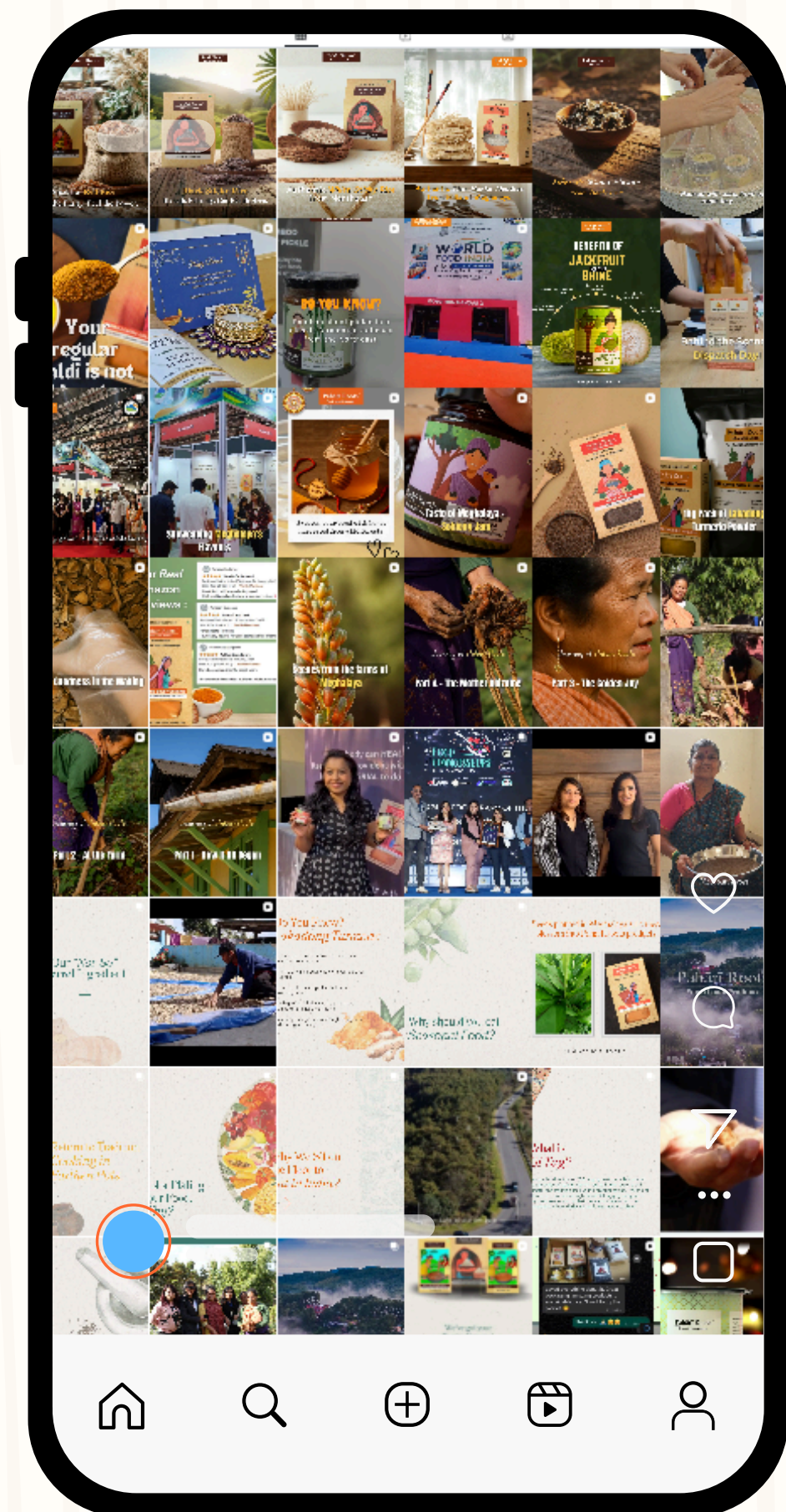


Social Media



Creative & Content strategy

FEBRUARY
2026



Current content

Content Pillars

- Product showcase
- Exhib pictures
- Farmer footages
- Informational posts
- Seasonal gifting posts

Content formats

- Reels/videos
- Static posts with majorly text
- Long-form captions
- Multiple CTAs: "Link in bio", "DM", WhatsApp contact numbers

876 followers
2.17 % engagement rate
*as of February 2026



Shortcomings

Shortcoming	Indicator/Impact
Weak engagement	6-7 likes in Average and 0 comments per post
Inconsistent posting pattern	Irregular uploads & content type
Visual inconsistency (colors, fonts, filters)	Brand Identity Fragmented
Text-heavy captions	Content Not Consumed
Missing usage/utility content	Highest-ROI Format Missing
Lack of customer interaction/UGC	No Trust Signals
Not enough behind-the-scenes content	Story Claims Unproven
Missing customer testimonials	Purchase Friction High
Average video quality/editing	Quality Perception Low
Low Reel production	Algorithm Invisibility
Missing Carousel deep-dives	Engagement Format with potential
Poor video thumbnail design	Video Skip Rate High
Missing educational content depth	Authority Not Established
Missing product-in-use imagery	Consideration Stage Weak



Narrative Gaps

Gap	Currently Missing	Example of What's Needed
No Human Connection	Generic product talk	"Meet xyz, the farmer who grows this rice"
No Outcome Stories	Health claims only	"Customer lost 5kg eating red rice daily"
No Lifestyle Integration	Product features	"How I use xyz ingredient in meal prep"
No Expert Positioning	Stating claims	"Nutritionist explains why Lakadong turmeric matters"
No Community Building	Brand-to-audience only	" user-generated/ reactions or adoration for the product - content campaign"
No B2B Stories	Corporate angle ignored	"Company X gave 100 hampers, here's employee reaction"
No Seasonal Relevance	Generic year-round	"Diwali Gifting Guide" or "Monsoon Immunity Tips"



Themes explored before

Following are the themes/storytelling approaches that have already been done by Pahari Roots

• REGIONAL/CULTURAL PRIDE

- Focus: Meghalaya origin, Northeast India narrative, geographic specificity
- Tone: Proud, identity-based

• AUTHENTICITY & HERITAGE

- "This isn't just a bag of rice. It's a story rooted in the pristine hills of Meghalaya"
- Focus: Origin stories, ancestral grains, pure/untouched history
- Tone: Poetic, emotional, heritage-focused

• SUSTAINABILITY & FARMER SUPPORT

- "Supporting Local Farmers" +
- Focus: Farm-to-table, local economy support, sustainable sourcing
- Tone: Conscious, purpose-driven

• PRODUCT FEATURES & HEALTH BENEFITS

- Focus: Red rice, Lakadong turmeric, antioxidants, health claims
- Tone: Educational, benefit-driven (but claims lack proof)

Pahari Roots



Creative strategy



Creative strategy & Narrative

Insight

***Facts inform, but beliefs connect.
People engage with brands that
reflect how they see the world,
not just what they sell.***

Creative Strategy

“Food as a shared belief system.”

Content principles

Based on the creative strategy, the core principles

- People are the face of the brand
- Education before selling
- Community > broadcasting
- Transparency builds trust
- Show, don't tell

Keywords

- **INTEGRITY**
- **ORIGIN**
- **TRUST**
- **HONESTY**
- **CHOICE**
- **HERITAGE**

Content Strategy Framework – The 3 pillars

- AUTHENTICITY

*What we believe
about food*

- VALUE CREATION

*How that belief
helps you*

- COMMUNITY

*Who shares this
belief with us*

CONTENT STRATEGY FRAMEWORK - THE 3 PILLARS



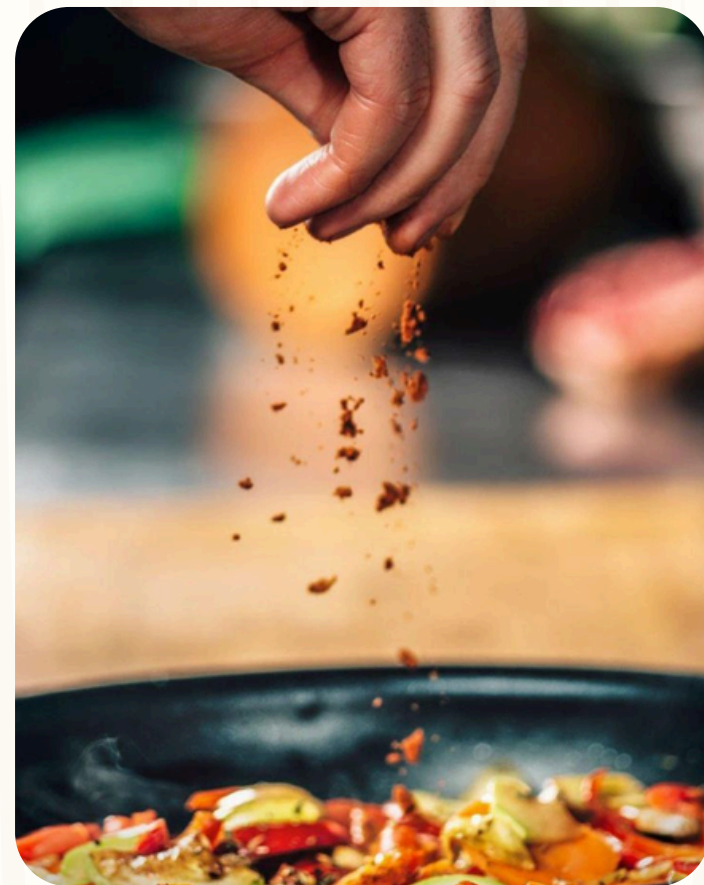
PILLAR 1: AUTHENTICITY

To reinforce what the brand stands for

Content that belongs here:

- Ingredient close-ups
- Process visuals (sorting, grinding, packing, sourcing)
- Simple statements of belief
 - “No exaggeration.”
 - “What grows slow, nourishes better.”
- Farmer moments and montages

CONTENT STRATEGY FRAMEWORK - THE 3 PILLARS



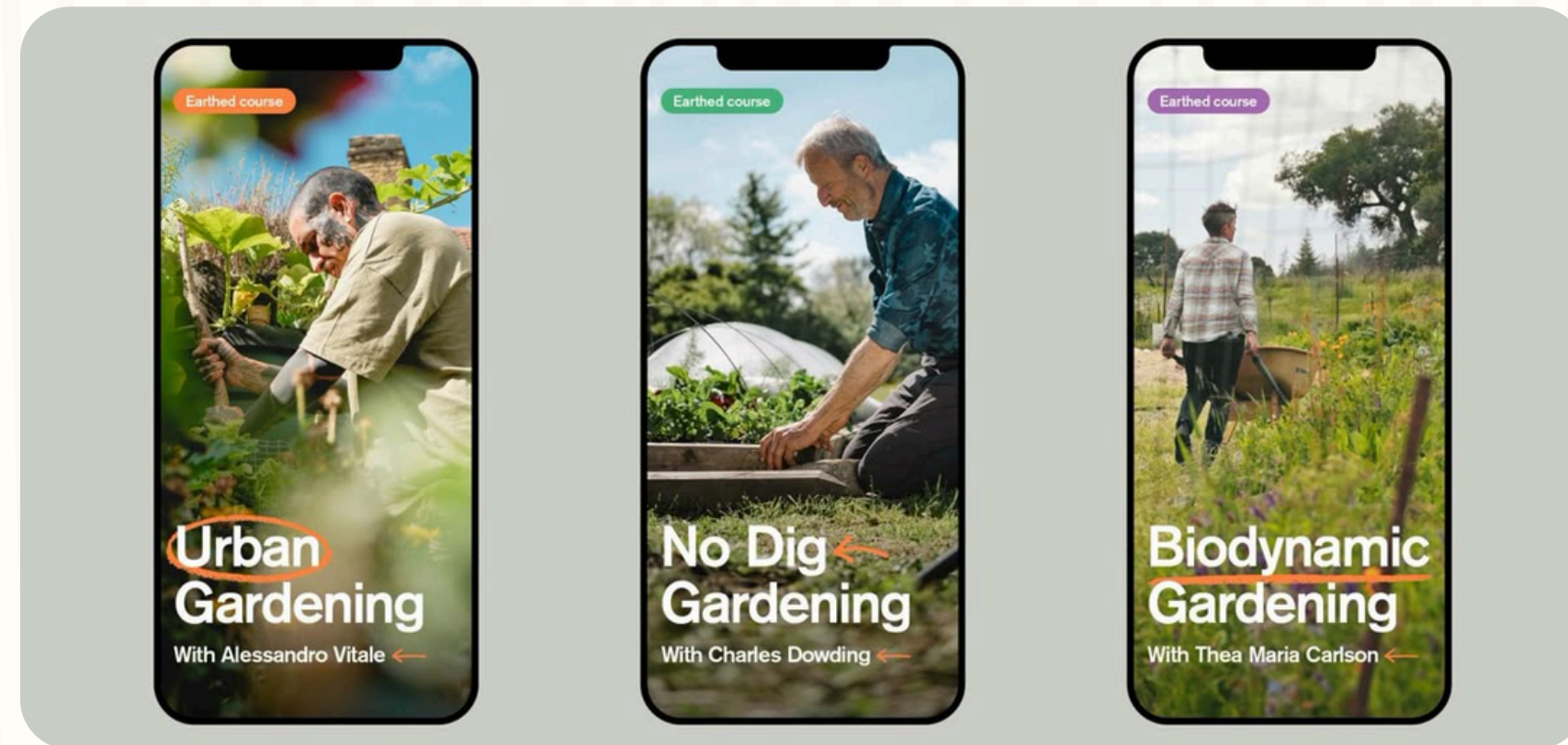
PILLAR 2: VALUE CREATION

To show how this belief improves everyday life - practically.

Content that belongs here:

- How-to-use posts
- Information through use
- Multiple usages of the same product
- Everyday cooking integrations
- Storage, usage, shelf-life tips
- Calm comparisons (what changes when food is real)

CONTENT STRATEGY FRAMEWORK - THE 3 PILLARS



PILLAR 3: COMMUNITY

To show that this belief is shared - by farmers, customers, and the brand.

Content that belongs here:

- Farmers as people, their stories & life
- Customer cooking moments (not testimonials)
- UGC & partnerships
- Reposts & testimonials
- Rituals around food (daily & raw)
- Founder stories & brand promise





Seasonal Campaigns

Each seasonal campaign interprets the brand's core belief through the lens of the season - without changing tone, values, or visual language.

- Spring Harvest Stories
- Monsoon Immunity
- Festival Gifting (occasionally)
- Seasonal Product Focus

COLOUR PALETTE DIRECTION - *FOR STATIC & INFORMATIVE POSTS*

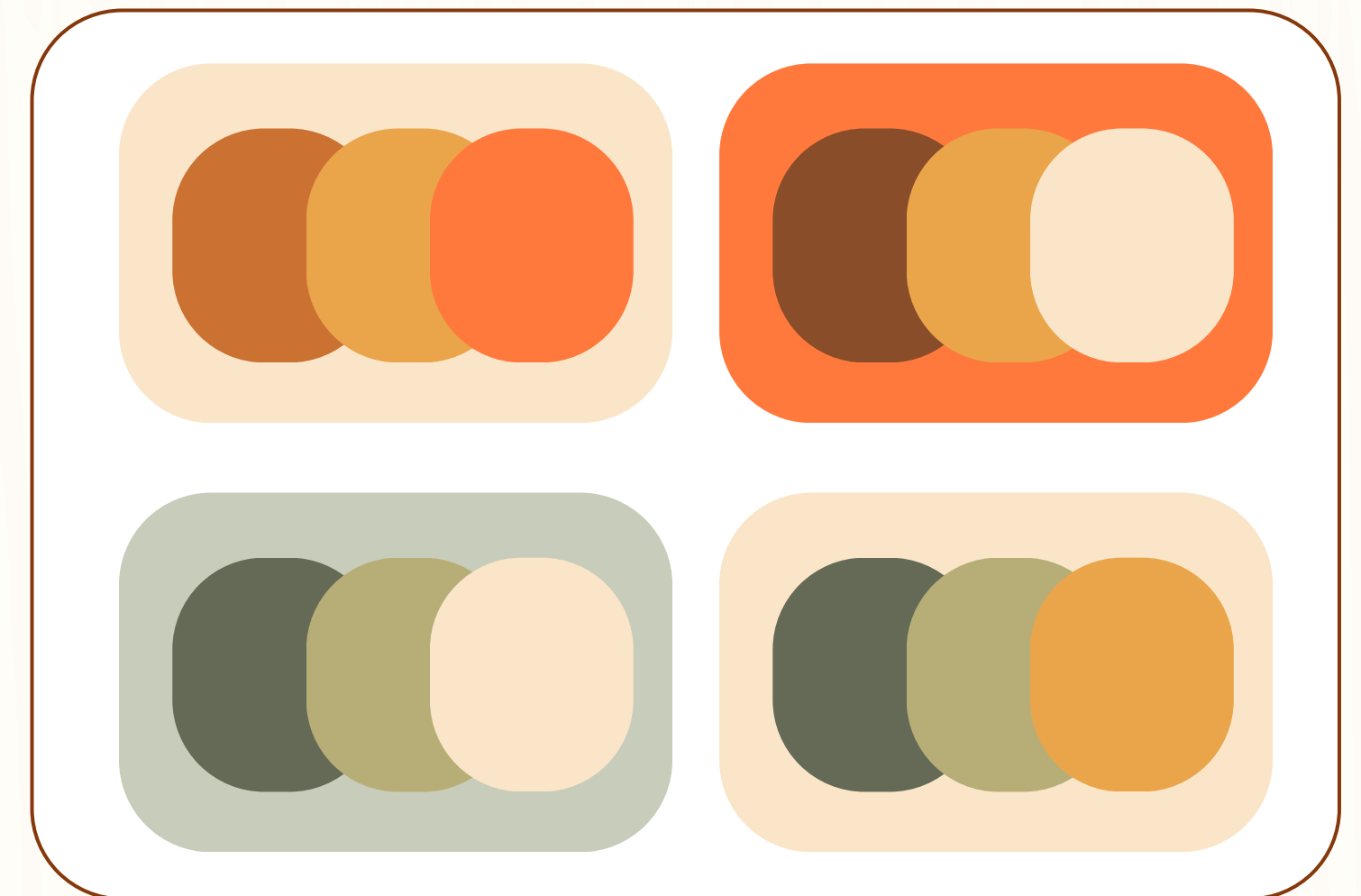
Earthy, warm tones inspired by natural ingredients and landscapes
Palette feels grounded, and organic, not too bright or artificial

Light colors for main backgrounds and content-heavy sections

Earth tones for: Section highlights, Callouts & badges and Important UI elements



Combinations, contrast and pairing



FONT PAIRING

Use a **serif font for headings** to express heritage and storytelling

Use a **sans-serif font for body text** with multiple weight options for clarity and flexibility

Heritage From The Hills

Welcome to Pahari Roots

Georgia - Heading font

AaBb

Cc abcdefghijklmn
opqrstuvwxyz
1234567890!

Gill Sans MT - Body font

AaBb

Cc abcdefghijklmn
opqrstuvwxyz
1234567890!

Resources Needed

Content Bank (Images, Videos & Assets)

To ensure consistency, speed, and long-term brand alignment, Pahari Roots will require a centralised content bank that supports ongoing creation across all pillars and seasons. This content bank becomes the foundation for social media, campaigns, and future brand applications.

Core Elements of the Content Bank

- **INGREDIENT LIBRARY**
- **FARMER VISUALS**
- **GRAPHIC & ILLUSTRATION ASSETS**
- **PROCESS & PRODUCTION**
- **PRODUCT USAGE**
- **LOCATION FOOTAGES AND MONTAGES**

Note - This deck can be directly referenced by the social media manager to plan and create consistent content aligned with the overall creative strategy, content pillars, and visual direction of the brand.