



Paperboat partnered with Paxcom to increase engagement on Amazon.

## Description

**Brand Overview-** The Paper Boat is a premium Indian beverage and snacking brand produced and marketed by Hector Beverages. Its product range consists of traditional Indian drinks such as *Aam Panna*, *Jaljeera*, and *Aam Ras*. The drinks were initially offered in single-serving, flexible pouches; the company has since then expanded to one-liter Tetra Pak cartons as well.

## Initial Challenges

- Low organic visibility
- Optimizing product images and enhanced content
- Limited Keyword Targeting (Backend Search Terms)
- Lower conversions

## Three-Step Paxcom's Approach

- Added SEO-rich keywords to product titles, bullet points & product descriptions to improve visibility and reach.
- Shifted the focus to product features and benefits by adding quality lifestyle, feature & product range images.
- Increased conversions by adding interactive Amazon A+ content to product pages to tell exclusive product stories with modern animated designs while keeping the brand's essence intact.

## Result

## Results

## Before



## After



## Animated Lifestyle Image



### Back of Pack Image



## Product Range Image



### Ingredient Call out Image



## Feature Image



### Front of Pack Image

## A+ content-

Cherished treats from kitchens across India



This is no 'Aam' drink!  
Authentic, timeless Aam Ras  
just how Ma made it!



### Full of fruit and so much more

The taste of mango laced with native ingredients like cardamom and saffron, is unmistakable and its goodness even more so. The love for aam season is here to stay all year long!



No Added Colours



No Added Preservatives

### The Paper Boat Tradition

We're on a journey to help you relive cherished memories on the tip of your tongue!

The joy of beloved treats and days gone by in the form of homemade Aamras, Jaajeera, Kanji, Thandai, Chilli Guava, Aampanna and many such secret recipes!



Brand store-

