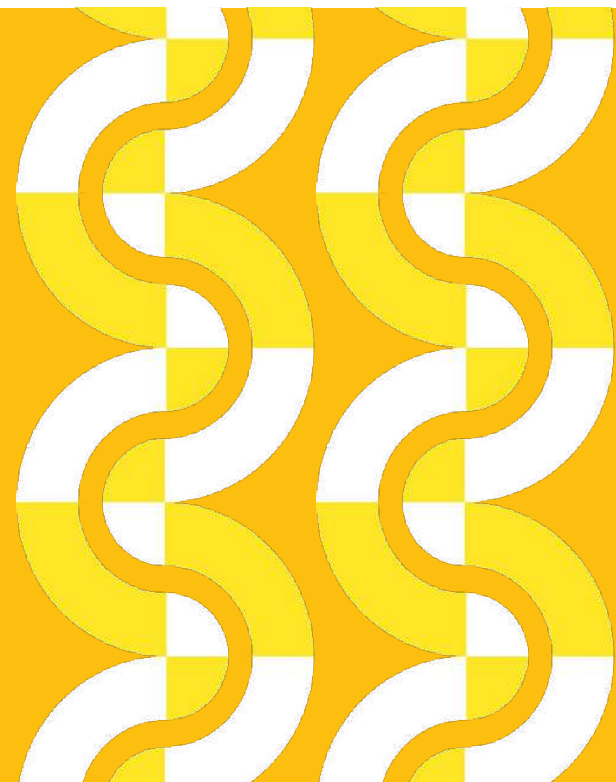


hass!e bae®

F&B
Portfolio



Social Media **Marketing**





GladFUL



Social Media Posts

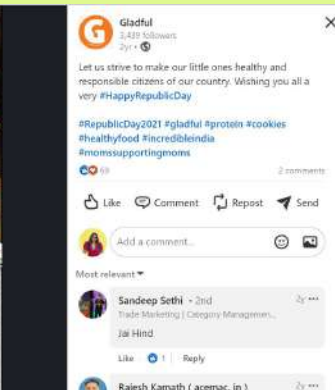
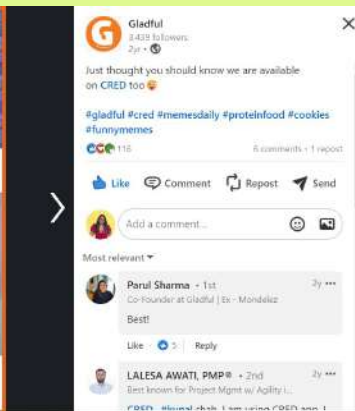
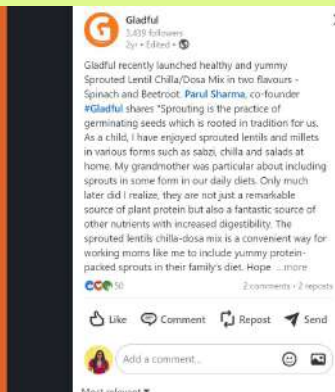
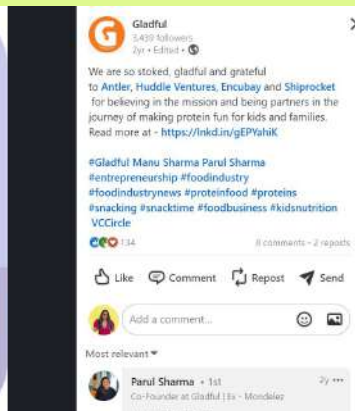


To view the posts, please click on the screenshots provided.

Read Case Study



Social Media Posts



Read Case Study

To view the posts, please click on the screenshots provided.



Social Media Posts



To view the posts, please click on the screenshots provided.

Read Case Study



Social Media Reels



To view the videos, please click on the screenshots provided.

Read Case Study



Social Media Reels



Read Case Study

To view the videos, please click on the screenshots provided.

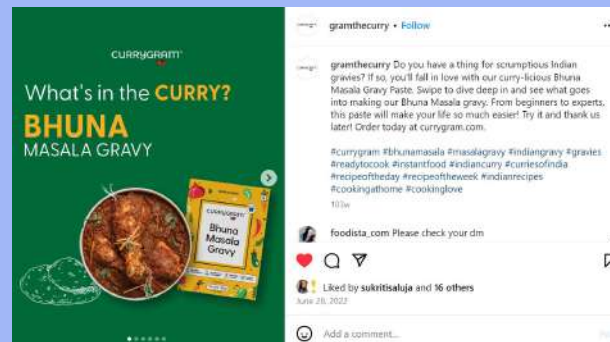
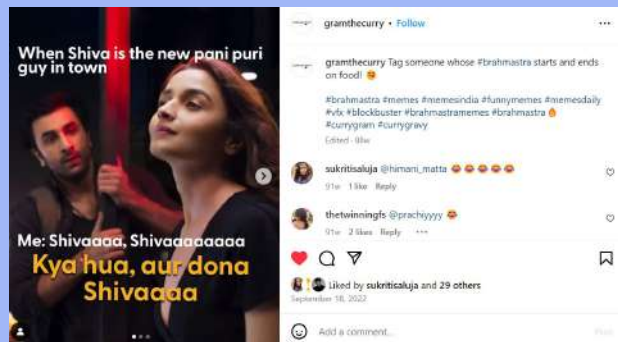
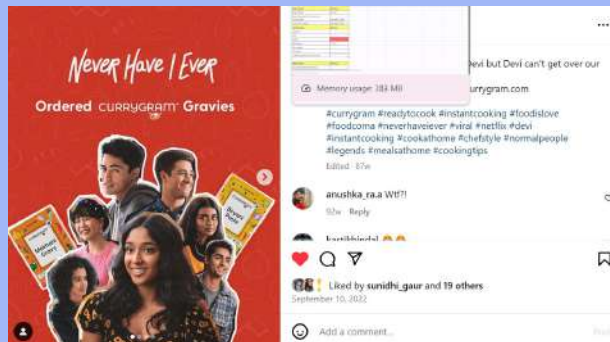




CURRYGRAM™



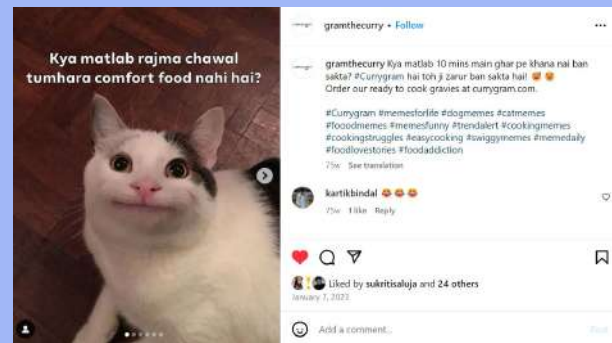
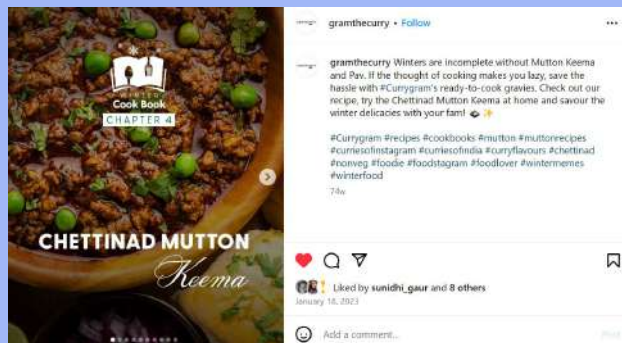
Social Media Posts



To view the posts, please click on the screenshots provided.



Social Media Posts



To view the posts, please click on the screenshots provided.



Social Media Reels



To view the videos, please click on the screenshots provided.



Motion Graphics

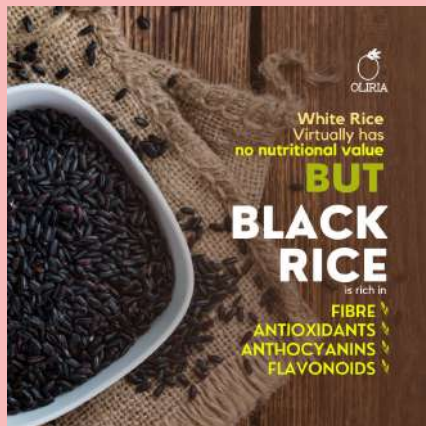


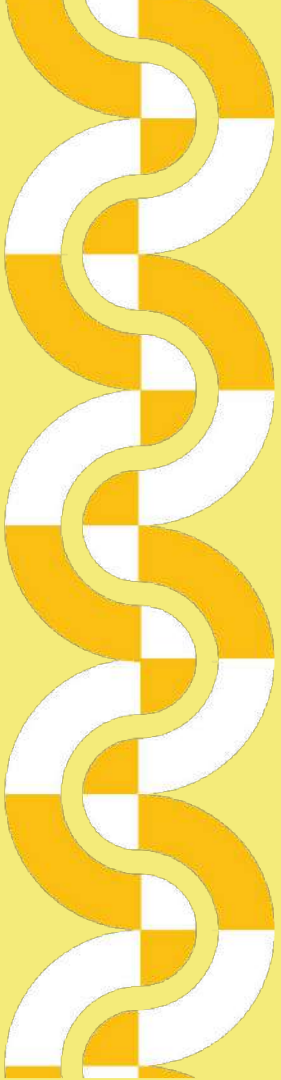
To view the videos, please click on the screenshots provided.





Social Media Posts





cookie
'n' crème



Social Media Posts



cookie-créme

World Food Safety Day

**Safe Food Today
for a Healthier Tomorrow!**

**Serving Natural &
100% Vegetarian Gelatos**

- No Preservatives
- No Artificial Flavors



**Indulge in a rusty
sweet aroma**

MEADOW PISTACHIO

Order Today



**When health meets
fun - it comes with
a sweet fee**

BANOFFEE



Vanilla 'n' Brownie Gelato Bar
with Dark Chocolate coating

Savor the goodness of rich brownie
chunks swirled through Vanilla Gelato

cookie-créme

*Delivering across Delhi NCR



**FEELING
Lazy**

**Silky
Smooth
Caramel**

A Gelato for every mood!
#myMoodmyGelato

You can place your orders directly at - 9899985330



Happy Kiss Day

Flavor of the day
**Bliss - Chocolate
Hazelnut Brownie**

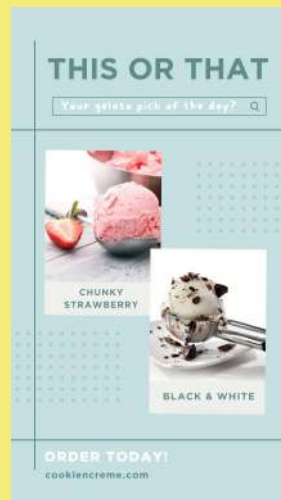
Use Code
HeartsforCNC
to avail instant
20% off on
your order

cookie-créme

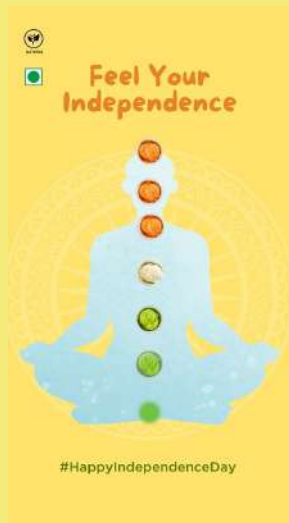
To place your order directly, Call or WhatsApp 9899985330



Social Media Posts



Motion Graphics



To view the videos, please click on the screenshots provided.



Website **Banners**





CONSCIOUS
FOOD



Website Banners

Free Makhana
with every order

4TH - 10TH JULY'22

Disclaimer: With every order get one of the flavours FREE.

A promotional banner for Makhana (puffed rice) on a bright yellow background. It features two bags of Conscious Food Makhana, one orange and one green, with various flavors. Small bowls of puffed rice are also shown.

JUST LAUNCHED

AROMATIC HEALTHY HERBAL TEAS
SIX SOOTHING FLAVORS

SHOP NOW

A banner for aromatic healthy herbal teas. It shows a glass teapot and a cup of tea on a wooden surface. In the background, there are six different cans of herbal teas with various labels like 'Chamomile Tea', 'Earl Grey Tea', 'Mint Tea', etc. The background is a soft green with some foliage.

AT ABG WE MAKE HEALTH A PRIORITY!
Bring home organic, fresh & natural groceries & get upto
35% OFF*
on Conscious Food products

Follow these steps, to avail the offer

1. Login to ABG Locator App using your system ID
2. Click on the Discover button (from the footer menu)
3. Under Deals & Discounts, click on Conscious Food

*valid exclusively for ABG employees only.

A banner for a 35% off promotion at ABG. It features various Conscious Food products like ghee, masala, and makhana. Three smartphones are shown displaying the app interface with steps to redeem the offer. The background is a light, natural setting with a wooden table.

GET INR 1000 OFF
ON PURCHASE OF INR 4000 & ABOVE

Offer valid from 1st - 10th June'22

A banner for a 1000 INR off promotion. It shows various Conscious Food products like ghee, masala, and makhana. The background is a soft green with some foliage. The text is in a clean, modern font.



GladFUL



Website Banners

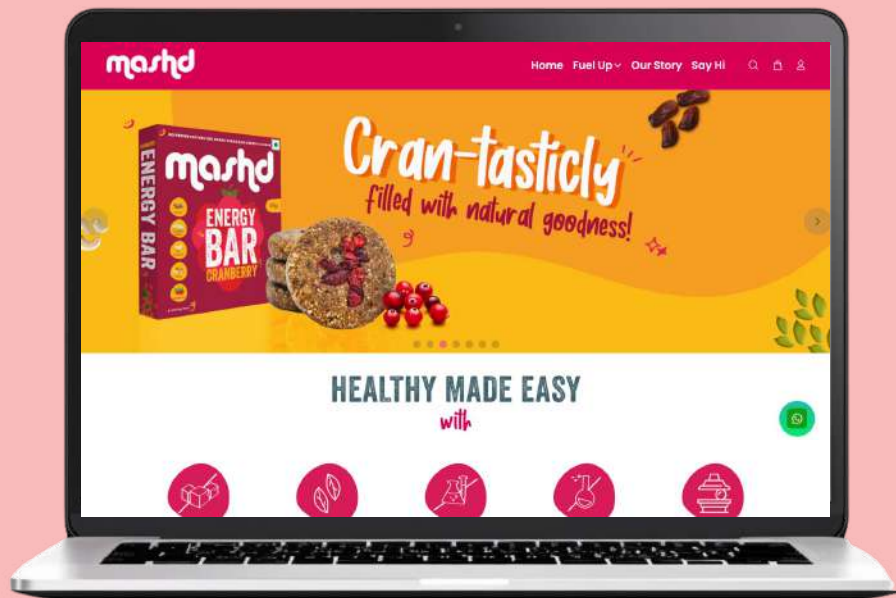




mashed
healthy made easy



Website Designing & Banners



mashd.in



To view the website, please click on the screen provided.

Branding & **Packaging**





Logo & Branding





mashed
healthy made easy





Branding & Packaging





LOGO CONCEPT

marshd is an indulging feeling of consuming something- natural, filling, fruity and fun! All when put together is equal to our logo. The curves and smooth edges reflect the ease of snacking on our 100% natural, safe and drool-worthy products. It also depicts how effortlessly we are enabling a route for modern foods (filled with nutrition) to slide into India's daily consumption.

Brand Logo



THE COLOUR THEORY

As essential to us as the emblem itself are our colours. They are a component of the brand's character. Fruity pink has been identified as the predominant colour. The secondary colours come in a wide range of vibrant hues.

Primary Colours



Secondary Colours



IMAGERY

NATURAL PLAYFUL VIBRANT REAL



ICONOGRAPHY

The icons are hand drawn and entirely coloured in bright hues. Always maintain a decent balance between size, ratio, alignment, and space when using icons. Always keep an appropriate amount of clear space around icons to retain their integrity and visual impact. Clear space makes it possible to rapidly see and comprehend the emblem.

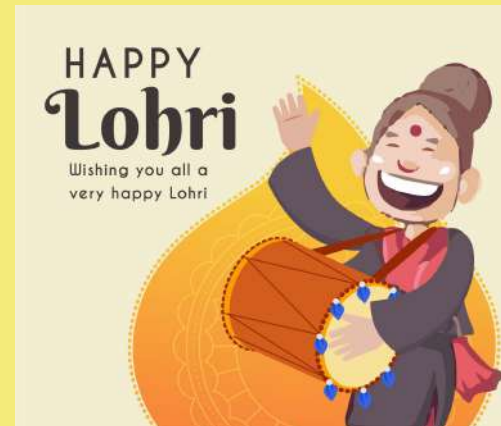




Logo Designing & Branding



Social Media





Branding & Packaging



Cakes



1/2 kg ₹ 800-1800
1 kg ₹ 1800-3000
Prices may vary as per the design

Cupcakes



Pack of 6 ₹ 1200-1800
Customised ₹ 900-1500
Bulk order cupcakes pack of 2, 4, 6, 12 available

Mini Lunch Box Cakes



350 g ₹ 800-1000

Cake Pops



₹ 65-150 per piece

Brownies



Pack of 4 ₹ 550
Tied brownie ₹ 1500 (1 pc)

Macarons



₹ 75 per piece (min. 6 pcs)

Flavour List

TEA Cakes (500g)

Available in Round and Loaf

Chocolate Chip Cake
Most chocolate cake with chocolate chunks in every bite! Just for that perfect bite with coffee!

Lemon Blueberry Cake
Soft and refreshing in each bite bursting with flavours with fresh blueberries

Coffee Hazelnut Cake
Most coconut cake infused with freshness of lemon in every bite!

Lemon Coconut Cake
Most coconut cake infused with freshness of lemon!

Carrot Walnut Cake
A winter special and perfect evening coffee/tea company. A must have at home all the time!

Marble Cake
A mix of both vanilla and chocolate cakes swirled together, one of our best sellers

Banana Chocolate Chip Walnut Cake
The perfect banana bread with just the apt sweetness and chunks of chocolate





Hiring ASSISTANT

Prerequisite:
Love to bake and decorate cakes?
Come and join me!

Send CV at bakery.trufflemuffles@gmail.com
Along with recent work.



WORKSHOP ALERT!

DM for details or WhatsApp on 9650022053

AIRBRUSH & STENCILLING Workshop

4th July | Live on zoom
Avail the early bird offer



LIVE ZOOM CLASS

Colored Ganache Workshop is back!

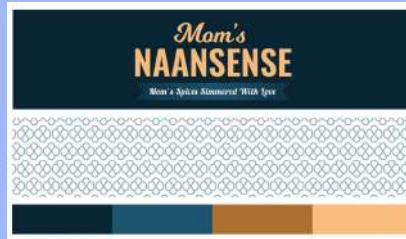
30th May 2021
DM/whatsapp for details - 9650022053
Lifetime access to the recording







Branding & Packaging



Creative Shoots



Gladful, Gurgaon



The Beer Cafe, **Aerocity**



Melthouse, **Cafe**



Melthouse **Bakes**



48 Plates



The Black Bowl

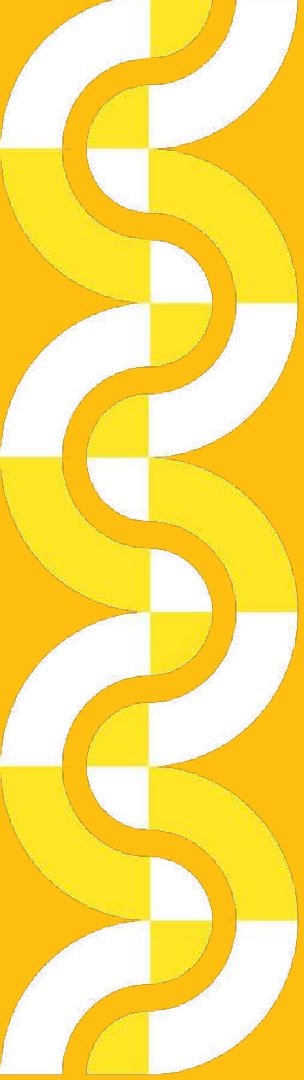


Pizza Hut



AD Creatives





GladFUL



CONSCIOUS
FOOD



HELLO PARENTS. ❤️

"I'm Pansy, Mom of 2 young, cute (and demanding) boys (age 10 and 5 yrs) and the Co-Founder at Gladful.

For the last many months, I have been working with moms and nutritionists and moms who are nutritionists to understand the importance of the right nutritional intake at the right age.

With those learnings we are creating foods kids crave with the protein they deserve. Last week, we launched a range of protein-full cookies made with pea, rice and whey from milk. One serve will take care of 20% of their daily protein requirement. Find them here:

IT'S THE SEASON TO BE MERRY

25% OFF ON PURCHASE OF INR 399 AND ABOVE

HELLO SUPER PARENTS!

100 years later, thank you to the brave men and women who fought for equality. It's time to celebrate the 100th anniversary of the Equal Rights Amendment. Let's make sure everyone is included. Let's make sure everyone is safe. Let's make sure everyone is happy. Let's make sure everyone is proud. Let's make sure everyone is loved. Let's make sure everyone is #glad.

WE ARE #glad.

Kids are totally loving it!

Gladful
launches healthy and TASTY
CHILLA /DOSA FOR YOUR
LITTLE ONES

FOUNDER'S NOTE

A HEALTHY AND TASTY SNACK FOR YOUR KIDS' CRAVINGS

BCC(Root) SPROUTED Moolis SPINACH SPROUTED MULTI-HERB

To view the newsletters, please click on the screenshots provided.



Performance Ads

Aromatic Healthy
Herbal Teas

6 FLAVOURS



₹250 OFF
on a minimum purchase of ₹799

SHOP NOW

*Valid for a limited period



Free Makhana
with every order

4TH - 10TH JULY'22

Disclaimer: With every order get one of the flavours FREE.



₹300 OFF
ON FIRST 500 ORDERS

12TH - 13TH JULY'22

On a minimum purchase of ₹799



₹250 OFF

ICICI Bank
Credit/Debit Card & Internet Banking

*T&C: On a minimum purchase of ₹999



Himalayan Apple Cider Vinegar

- Improves digestion
- Aids in weight loss
- Great for skin & hair



Aromatic Herbal Teas

SIX FLAVOURS



Coconut Oil

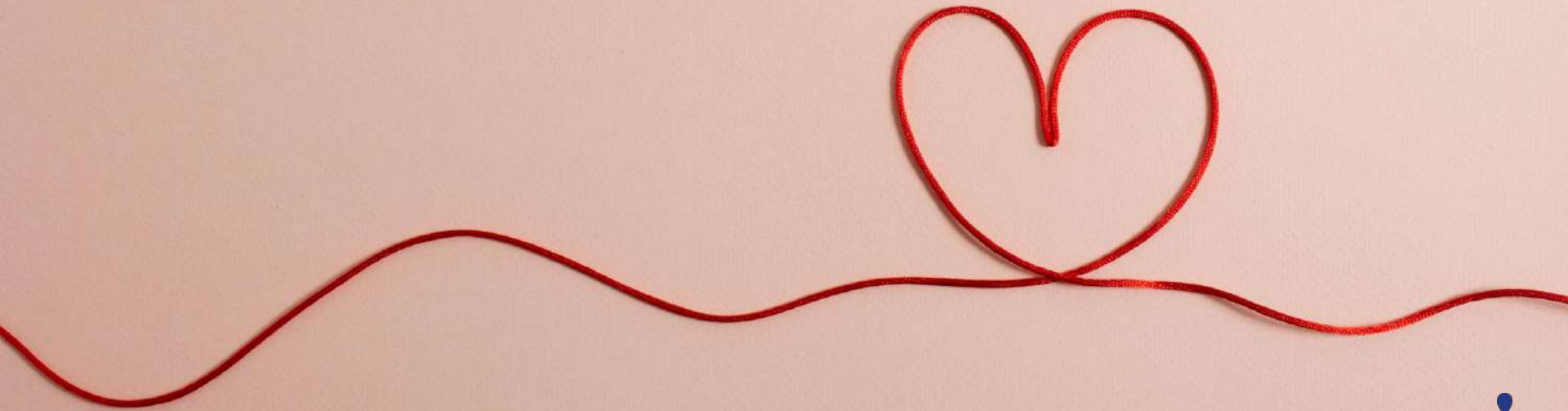


The Goodness of A2 Bilona Ghee

- ✓ Handmade in small batches



Stamp of **Love**





It's been phenomenal working with the Hassle Bae team because the speed and creativity both come hand in hand.

The team is extremely hands on, not only when it comes to the overall visual architecture, but also the feedback that the brand is getting, the right influencers who could impact the brand positively, the conversations that we should be generating.

The other part that I loved about Hassle Bae team is that they're extremely planned and they want to close campaigns ideas a little in advance.

So, a lot of appreciation for the energetic powerpuff girls at Hassle Bae. I loved working with them.

Parul Sharma, Co-founder
GladFUL



I love how Hassle Bae is so hands on. Full of ideas and always ready for constructive feedback, it has been a pleasure working with the team!

Divisha, Founder
ANDALSO





Working with your team has been an absolute pleasure, and I can't thank you enough for bringing my brand to life. Throughout the process, your team's professionalism and responsiveness were top-notch.

It's clear that you genuinely care about your clients and take immense pride in your work. Cheers to your team's amazing work and our continued partnership!

Siddarth Venkatesh, Founder



We've worked with Hassle Bae for over 1.5 years & it's been refreshing working with such a collaborative agency team that understands our niche market area. They are so quick to respond & work very hard to deliver top quality work. From research, to content and to design, they do it all, so seamlessly.

Together, we've launched so many fun & relevant campaigns that captured our audiences attention. I have & would always highly recommend Hassle Bae for all things content & design.

Ashna, Product Manager





I had an excellent time working with Hassle Bae. Being a self funded small start up. I needed a good logo at a reasonable price. They delivered an amazing logo, we did multiple iterations and they were able to capture what i wanted completely. I'm very happy with my experience with them.

Sudipta, Founder



Hassle Bae delivered our revamped corporate deck in record time, their approach to organising of content and design sense is spot on. Best part was their understanding of ability to extract relevant datapoints from the briefing material shared with them.

Satish Singh, Head of Business Strategy





I really appreciate their work
ethic, skills & dedication

Abhiraj, Founder



Working with Hassle Bae, was a really wonderful experience for us. As a brand, we believe that Hassle Bae did a terrific job handling our social media. Their in-depth understanding of various platforms, coupled with their creative and targeted campaigns, has consistently delivered impressive results.

With their expert guidance, I've witnessed a remarkable surge in brand awareness, customer engagement, and conversions. Hassle Bae really provides a hassle-free experience.

Kartik Bindal, Senior Marketing Executive
CURRYGRAM™



hass!e bae®



Let's Chat

✉ ahoy@hasslebae.com ☎ [+91 82876 89054](tel:+918287689054) 🌐 hasslebae.com

