

CASE STUDY . The Brand DOC

Gulab Oils × The Brand DOC

FMCG | Campaign | Celebrity Partnership | Product Announcement

A Legacy Brand Inviting the Nation to Savour the ‘Good Side of Life’ with Arjun Rampal



The Brand Doc partnered with Gulab to launch its brand campaign ‘The Good Side of Life’ with Arjun Rampal with an aim to elevate a cold-pressed oil launch into a lifestyle movement.

01 / ABOUT THE BRAND

Gulab Oils: A 60 year old Legacy, Reaching for Something More

Gulab Oils is one of India’s known refined cooking oil brands, offering a wide range of variants: groundnut, soybean, sunflower, corn, and mustard, to households across the country. With a manufacturing legacy, a strong retail presence, and a growing e-commerce footprint at shopgulab.com, the brand occupies a position of familiarity and trust in the highly competitive edible oils category.

But familiarity, while earned, can also become a ceiling. The Indian consumer's relationship with cooking oil was evolving rapidly. Health consciousness was no longer a niche concern. Cold-pressed and minimally processed oils were moving from wellness shelves into mainstream kitchens. The question Gulab faced was not just how to launch a campaign, it was how to position the brand.

Under the leadership of Dishit Nathwani, Gulab chose to lean in, not with a product push, but with a philosophy.

02 / THE CAMPAIGN

'The Good Side of Life': More Than a Tagline

The campaign Gulab brought to life, with The Brand Doc as its PR partner, was built around a deceptively simple idea: cold-pressed oils are not just a healthier choice. They are a statement about how you choose to live.

'The Good Side of Life' was designed to reframe the consumer conversation entirely. Not "switch your oil." But "choose your side." The side that is slower, more intentional, more honest about what it values. Arjun Rampal, an actor who embodies both aspiration and groundedness, was chosen as the face of this idea, bridging the gap between lifestyle premium and everyday accessibility.

"Choosing What Stays, Gulab launches 'The Good Side of Life' under the leadership of Dishit Nathwani."

The campaign's central thesis was simple and powerful: in a world full of shortcuts and compromises, the good things in life are worth choosing deliberately. Cold-pressed oil was the metaphor. The lifestyle shift was the actual product.

03 / THE STRATEGY

The Brand Doc's brief was clear: generate meaningful coverage that did more than announce a product. The coverage needed to establish a narrative, one that positioned Gulab as a brand that had made a genuine choice about what it stood for.

Three things shaped the strategic approach:

1. **Narrative First, Product Second:** Every press story was anchored in the lifestyle philosophy of 'The Good Side of Life' rather than product specifications. Cold-pressed oils were the proof point, not the headline.
2. **Arjun Rampal as the Amplifier:** The ambassador choice was not accidental. Rampal brings a specific kind of cultural authority, aspirational without being untouchable, health-conscious without being preachy. The Brand Doc ensured that every piece of coverage used his association to elevate the brand story to bring in the essence of the Good Side of Life, not just the celebrity angle.
3. **Precision Publication Targeting:** Coverage was placed across a deliberate mix of national wire services, regional publications, and digital platforms, ensuring that the campaign story reached both the lifestyle-aware metro consumer and the mass-market household buyer simultaneously.

Numbers That Moved the Needle

400+ Total Media Features	10+ Digital Coverage	2 Wire	3+ Regional Media Amplification
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The Good Side of PR Is a Story Worth Telling.

The Gulab campaign is a reminder of what strategic PR with anchored narration and paid amplification can do in a category that most brands treat as purely transactional. When you give a product a philosophy, when you match a story to the right editors, and when you execute with enough precision that nothing is left to chance, the results follow.

Ten stories. Ten placements. One very clear brand idea that made the world want to choose the good side.

*“The best PR doesn’t feel like PR. It feels like a story you wanted to read anyway.” -
The Brand DOC.*

THE BRAND DOC

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