

# GABIT

Organic Social



# AGENDA

1. Brand Name
2. Team Introduction
3. About the Brand
4. Brand Vision
5. Brand Mission
6. Brand USP
7. Brand Positioning
8. Target Audience

9. Social Media Audit
10. Buyer Persona
11. Competition Analysis
12. Competition
13. Takeaways
14. Campaign Structure  
(Hero-Hub-Hygiene)
15. Influence
16. Content Calendar
17. KPIs



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# About the Brand



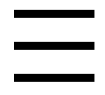


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**Gabit (est. 2022)** is India's leading full-stack longevity platform founded by ex-Zomato COO **Gaurav Gupta** and **Arpana Shahi**.

Unlike competitors focused on single metrics, Gabit integrates hardware, software, and physical products to manage the four pillars of longevity: **Fitness, Nutrition, Sleep, and Stress**, delivering a complete wellness ecosystem.

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# Brand Vision & Mission



# GABIT



"To be the world's most trusted companion in the journey of healthy aging, creating a future where personalized wellness is a **seamless, measurable, and effortless** part of every human life."



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# Brand Mission



# GABIT



"To democratize the science of **longevity** by providing an integrated ecosystem of **hardware, nutrition, and coaching** that transforms data into **daily habits**, enabling every individual to add more healthy years to their life."





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Brand USP



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Gabit's **Unique Selling Propositions (USPs)** center on its "**integrated longevity ecosystem**" that connects wearable hardware directly with nutritional and fitness interventions.



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# Brand Positioning





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The Core Idea Gabit is an **all-in-one** health companion designed for busy, **tech-savvy Indians** who want to get healthy without the guesswork. It's built around a **sleek smart ring** that **tracks your vitals**, but it's much more than just a piece of jewelry.



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Target Audience



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**Target Audience:** Affluent, **health-conscious urban** Indian professionals and wellness enthusiasts (**25 to 45+ yrs**) who use data-driven apps/wearables for preventive health.

**Global Potential:** Currently India-focused, the **Swedish acquisition** and **multilingual app** suggest future global expansion.





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# Social Media Audit



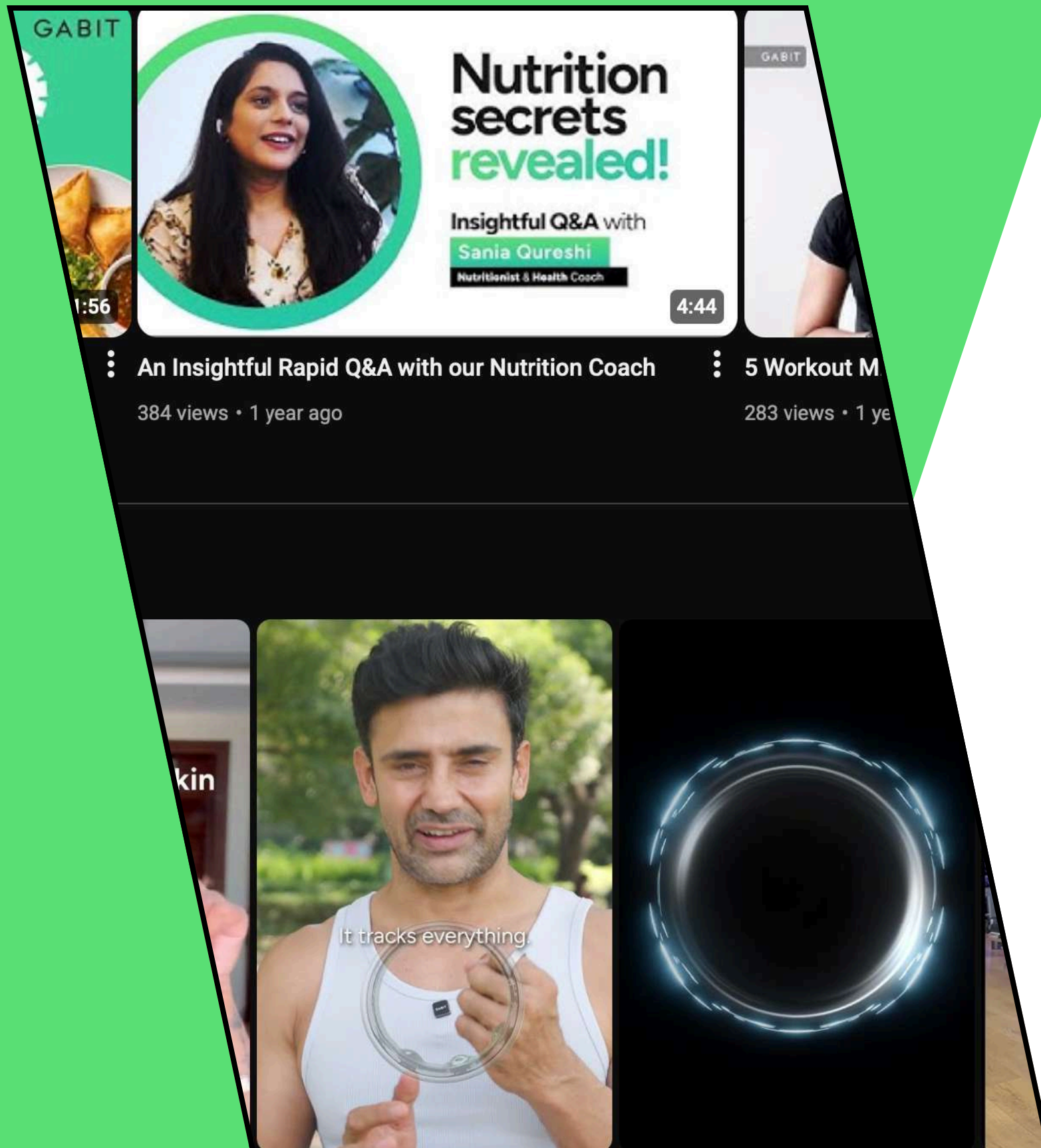


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## Instagram

- **Product features:** Smart ring capabilities, AI coach PEP, Voice food logging.
- **Nutritional education:** Superfood benefits, Indian cuisine hacking for health.
- **Habit science and behavioral psychology:**
  - User success stories and transformations
- **Festival-specific:** Healthy recipes (Ganesh Chaturthi modak variant, etc.)
- **Stress/sleep/recovery messaging**



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## YouTube Channel

- **Status:** Active, Educational/Testimonial content.
- **Content Pillars:**
  - Product tutorials (ring setup, app navigation).
- **Founder interviews and vision statements:**
  - Expert panel discussions (nutrition, sleep, fitness).
- **User transformation stories**
- **Gaps:** Lower production quality compared to Instagram, an infrequent upload schedule is evident.

## Linkedin

- **Status:** Active.
- **Content:** Founder activations, brand acquisitions, and Latest news.
- **Audience:** Investors, potential employees, and people in the Fitness Industry people.
- **Performance:** Strong engagement on founder posts; ecosystem announcements drive discussion.



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## Content Strategy

### **Engagement Metrics:**

DVC with Ranbir Kapoor resulted in a high engagement campaign, positioning the brand as the custodian of good habits.

### **Educational carousel posts:**

User testimonial reposts driving authentic engagement

Reels average views: 5K–20K views.



## Protein deficiency Symptoms

Poor hair health

Fatty liver

Poor s

**PROTEIN**

Weakness

Fatigue

Brain fog

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## Strengths

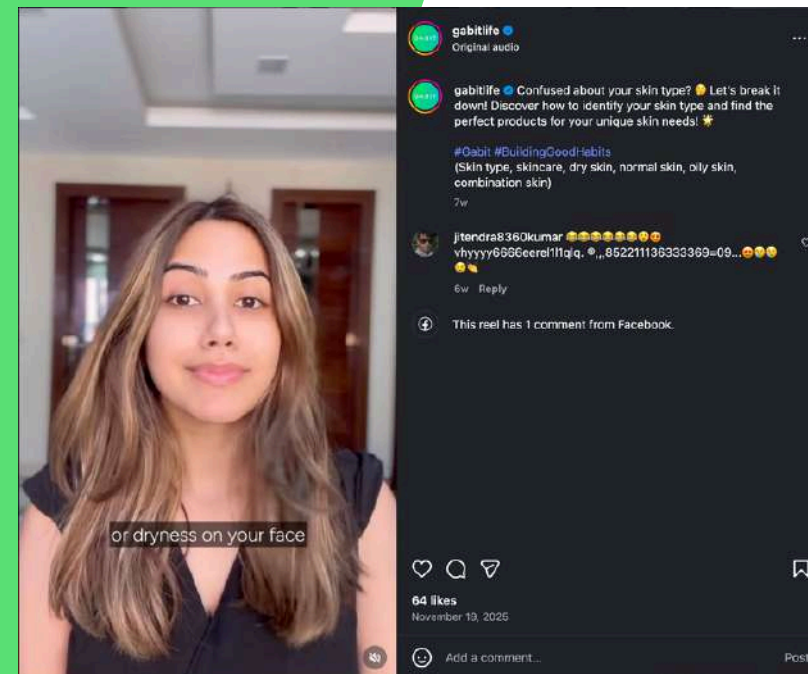
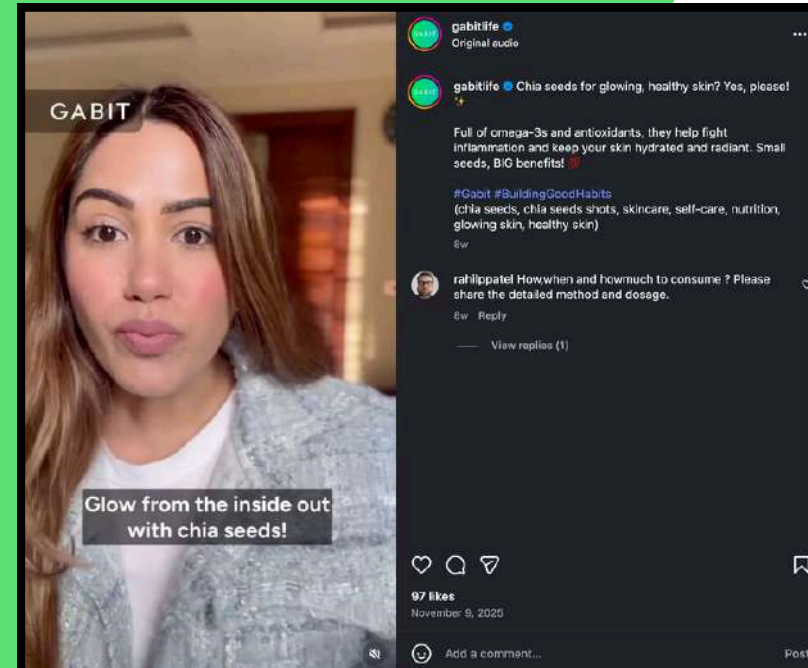
- **Consistent posting** across social media channels.
- **Brand voice** aligned with target audience.
- Educational content **differentiation**.
- Strong visual **branding consistency**.

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## Weaknesses

- **Generic content creation** with little to no brand recall.
- **Limited** engagement with comments.
- **No repetition** in one single message.

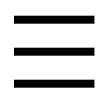


# Social Media Audit

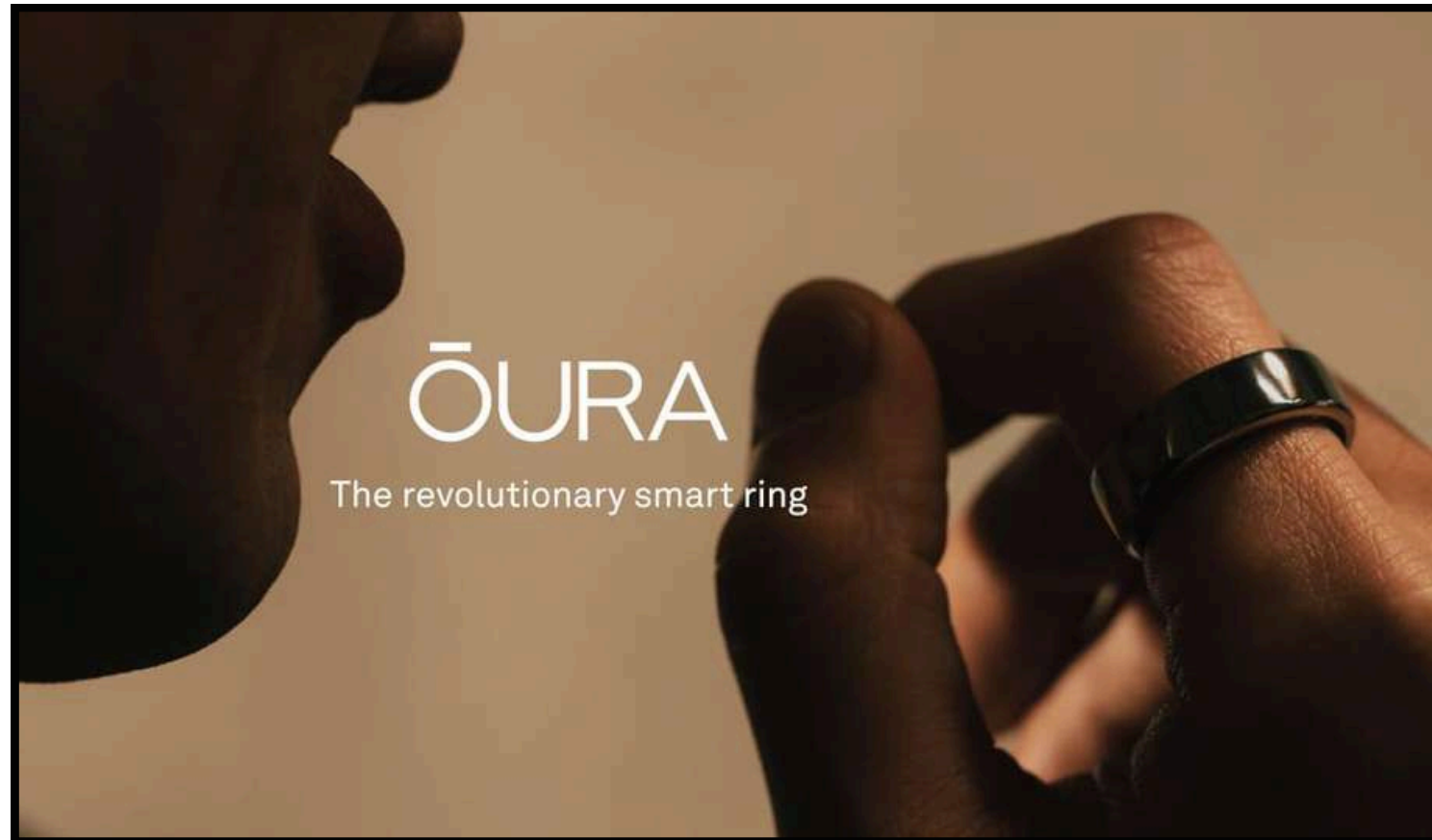


Direct Competitor

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# Competitive Landscape & Strategic Takeaways



## 1. The Persona: "The Pioneer"

Market leader in innovation and smart ring technology.

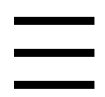
## 2. Core Pillars:

- **Authority:** Expert education on HRV and Sleep biometrics.
- **Elite Lifestyle:** Preferred by the higher class who are into fashion and fitness.
- **Validation:** Frequent influencer marketing for social proof.

## 3. The Fatal Flaw

**The "Paywall" Problem:** Subscription-only access drives negative sentiment and PR friction.

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# Competitive Landscape & Strategic Takeaways

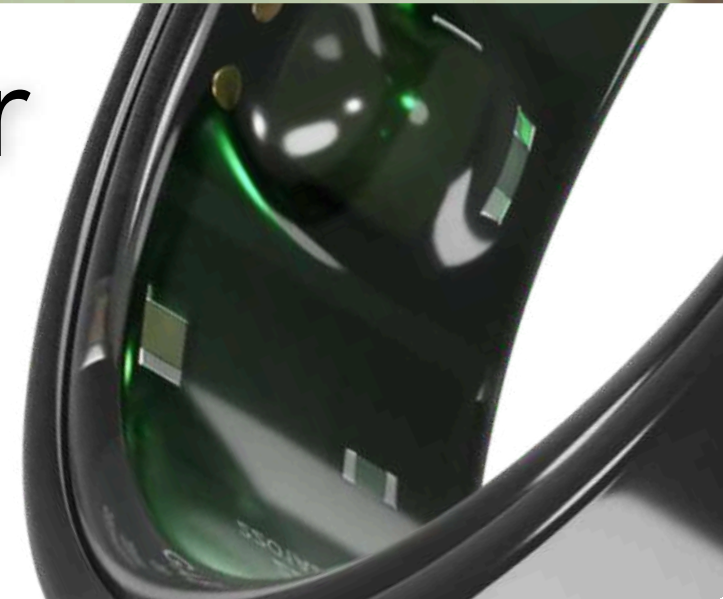


1. **Positioning:** A futuristic health-intelligence brand for performance athletes
2. **No-Subscription Advantage:** Zero monthly fees — a clear challenger to Oura.
3. **Health Intelligence Layer:** App ecosystem + blood testing make the ring a detailed & insightful platform.
4. **Digital Communication:** Classy premium approach on social media
5. **Key Weakness:** High app complexity for those who are moderate to advanced

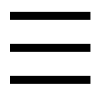
# Social Media Audit



Indirect Competitor



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# Competitive Landscape & Strategic Takeaways

## Core Identity

A minimalist, data-first smart ring brand focused on sleep, recovery, and holistic health insights.

## Strategic Pillars

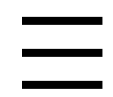
- Sleep & recovery education backed by actionable data
- Clean, premium, tech-led lifestyle positioning
- Long battery life and subscription-free value messaging

## Critical Weakness

Low emotional storytelling and limited human-led content, making the brand feel more functional than aspirational.



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# Competitive Landscape & Strategic Takeaways

## Core Identity

A performance-first wearable brand built for serious athletes and high-achievers obsessed with optimization.

## Strategic Pillars

- Data-driven performance, recovery, and strain insights
- Strong athlete, creator, and community-led storytelling
- Habit-building education focused on consistency and discipline

## Critical Weakness

Heavy reliance on elite performance narratives can feel intimidating or less relatable to everyday users.



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# Buyer Persona





# Arjun Mehra

**Gender: Male**

**Location: Bangalore /  
Gurgaon**

**Income: ₹18 - ₹22  
LPA**

## Triggers:

- Brain fog during late work meetings.
- Visible weight gain / loss of fitness.
- Peer comparison on LinkedIn.
- Promises of high results with low effort.

## Barriers:

- All-or-nothing fitness mindset.
- Decision fatigue in health & skincare choices.
- Unpredictable work schedule.
- Skepticism toward non-science-backed claims.

## Values & Beliefs:

- Believes success is driven by stamina and sustained performance.
- Fears appearing average or out of shape professionally.
- Trusts science, data, and measurable outcomes over wellness hype.
- Loyal to efficient, time-respectful brands that fit a fast-paced life.

## Media Consumption:

### Fitness / Performance:

Andrew Huberman, Joe Rogan, Jeet Selal, BeerBiceps

### Business / Lifestyle:

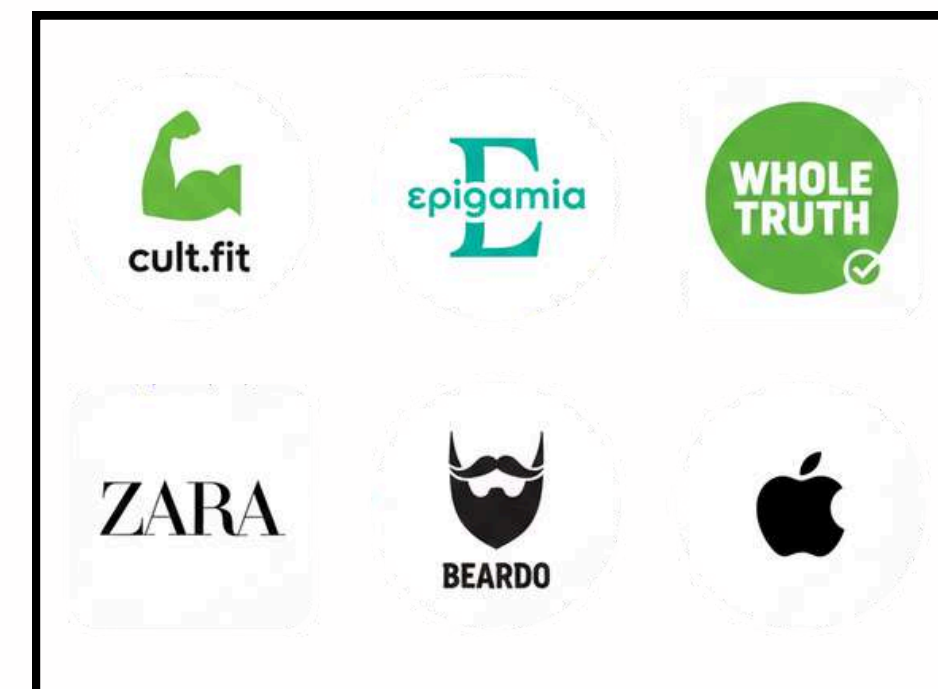
The Ken, Morning Brew.

### Skincare / Grooming:

Gentleman's Gazette, The Man Company, Kiehl's

**Tech:** The Verge, TechCrunch

## Brand Consumption:





# Arjun Mehra

**Gender: Male**

**Location: Bangalore /  
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**Income: ₹18 - ₹22  
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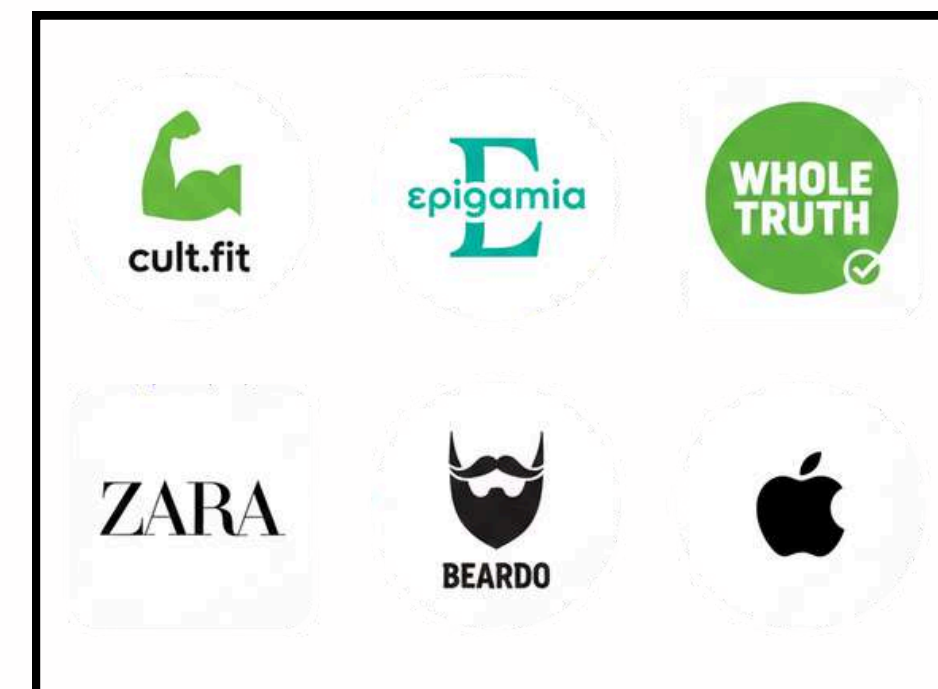
The Ken, Morning Brew.

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Gentleman's Gazette, The Man Company, Kiehl's

**Tech:** The Verge, TechCrunch

## Brand Consumption:





# Ravi Khandelwal

Age: 43 Years

Gender: Male

Location: Mumbai

Income: 35 LPA

## Triggers:

- Health data or wearable alerts showing a dip in performance.
- Premium products promising long-term health for his children.
- Curated networking events around golf or tennis.

## Barriers:

- High-stress executive schedule limiting time for research.
- Skepticism toward brands without scientific or data-backed proof.
- Lack of family-inclusive options in premium wellness services.

## Values & Beliefs:

- Strong believer in the “**Health is Wealth**” philosophy.
- Actively shares his **fitness journey** with his inner circle.
- Fiercely **loyal to family**, friends, and colleagues.
- Goes above and beyond **to support people** at home and at work.

## Media Consumption:

- **Fitness:** Gaurav Taneja, Sahil Khan, Chris Bumstead, Aston Hall
- **Nutrition:** Luke Coutinho, Dr. Siddhant Bhargava
- **Blogs:** HealthifyMe, Fit 4 Life India
- **Specialized:** Mantitude, DietBurrp

## Brand Consumption:

### Fitness



### Health



### Lifestyle



### Skincare





# Sunita Iyer

Age: 48-52  
Years

Gender:  
Female

Location: South  
Bombay

Income: ₹30- ₹45  
LPA

## Triggers:

- Noticing crepey skin or sudden facial hair.
- Gaining 5 kg in 3 months despite no diet change.
- Forgetting key words or names during presentations..

## Barriers:

- Conflicting advice around HRT vs. natural solutions.
- Severe time poverty; prioritizes others over herself.
- Skepticism toward expensive, unclear wellness app.

## Values & Beliefs:

- Prefers **science-backed, evidence-based** wellness over hype.
- Believes in **holistic health** (sleep, nutrition, skin are interconnected).
- Prioritizes **longevity and vitality** over youthful appearance.

## Media Consumption:

- **Platforms:** WhatsApp, Facebook, Instagram.
- **Podcasts:** The Huberman Lab, Deep Dive with Ali Abdaal.
- **Publications:** Vogue India, The Hindu.

## Brand Consumption:

L'ORÉAL  
REVITALIFT

EL  
ESTÉE LAUDER

Lifestyle

M&S

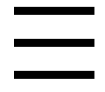


BigBasket/  
Instamart



yoga

GABIT



# Key Learnings for Gabbit



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## Competitors:

- **Ultrahuman, Whoop, RingConn** are stuck in a "Data War," tracking metrics without driving lasting behavioral change.
- **Gabit's Strategy:** Pivot from selling "tracking" to selling "Transformation" moving past the spec-war to monetize "Good Habits."
- **Gabit's Pivot:** Unlike "Recorder" competitors, Gabit will be the "Architect" by owning "Habit." We are an essential lifestyle infrastructure, selling a system (Science, AI, Consumables).

## Competitor Takeaways

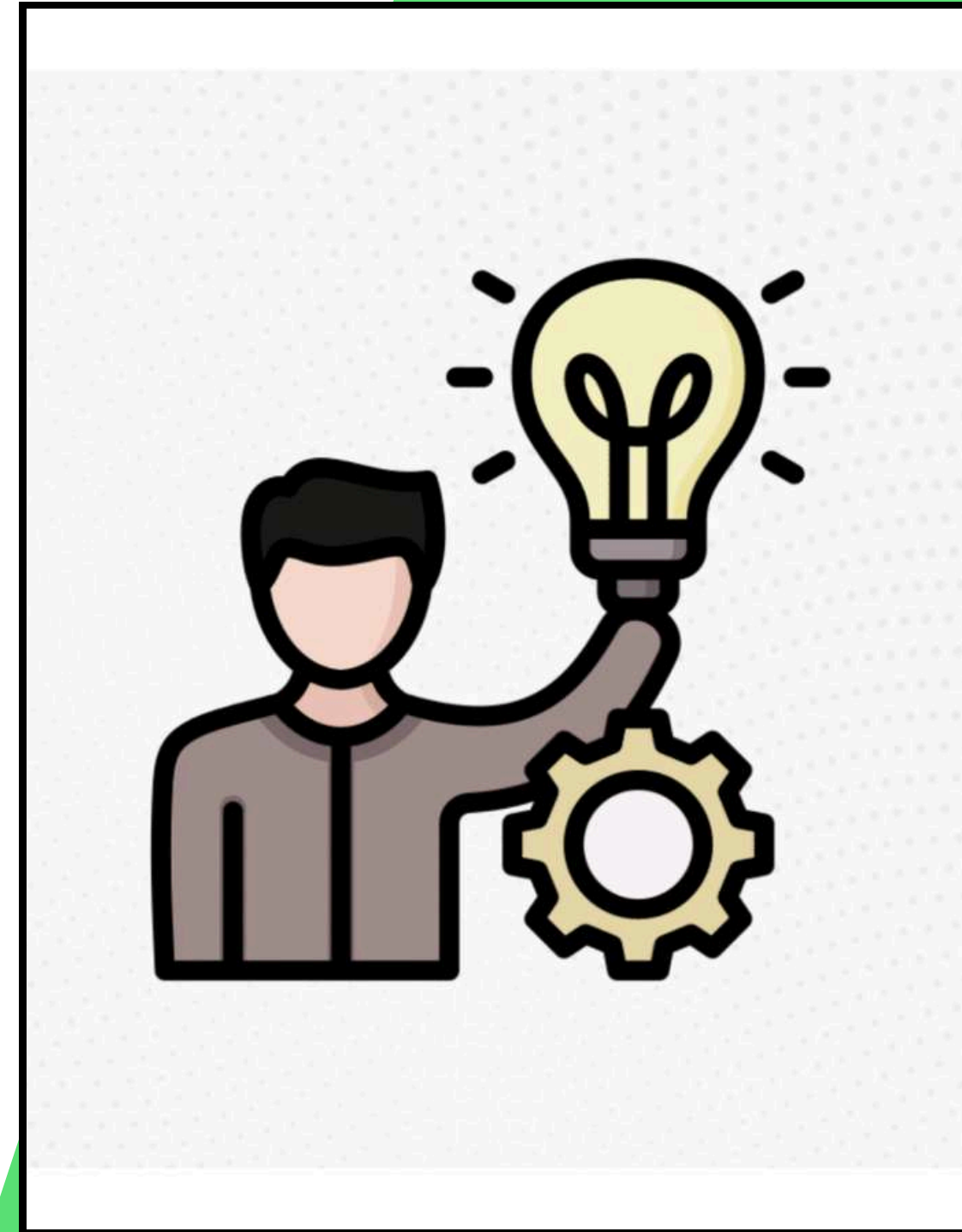
- **Ownership of the "Why":** Transition the brand from a tracking tool to for a better lifestyle.
- **Monetizing Consistency:** Position "Good Habits" as the brand's core custodian factor, creating a defensible niche that bypasses the technical "spec-war" and subscription friction of competitors.
- **The Proposition:** While others track a user's life, Gabit builds it through the science of habit-stacking.



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# Problem Identification



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Habit formation is a gradual process. While "gabit" means **good habits**, the brand isn't effectively linking "good habits" to its digital content.

Our communication aims to **repeatedly use "good habits"** to establish the brand as a consistent yet impactful aid in making habits part of the **audience's daily lives.**

## Content pillars

Thus, it leads us to focusing three major content pillars in their ecosystem for their audiences to make habit a lifestyle forming a longevity ecosystem.

- **Fitness**
- **Nutriniton**
- **Skincare**



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**Fitness**

**Skincare**

**Nutrition**



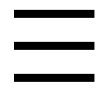
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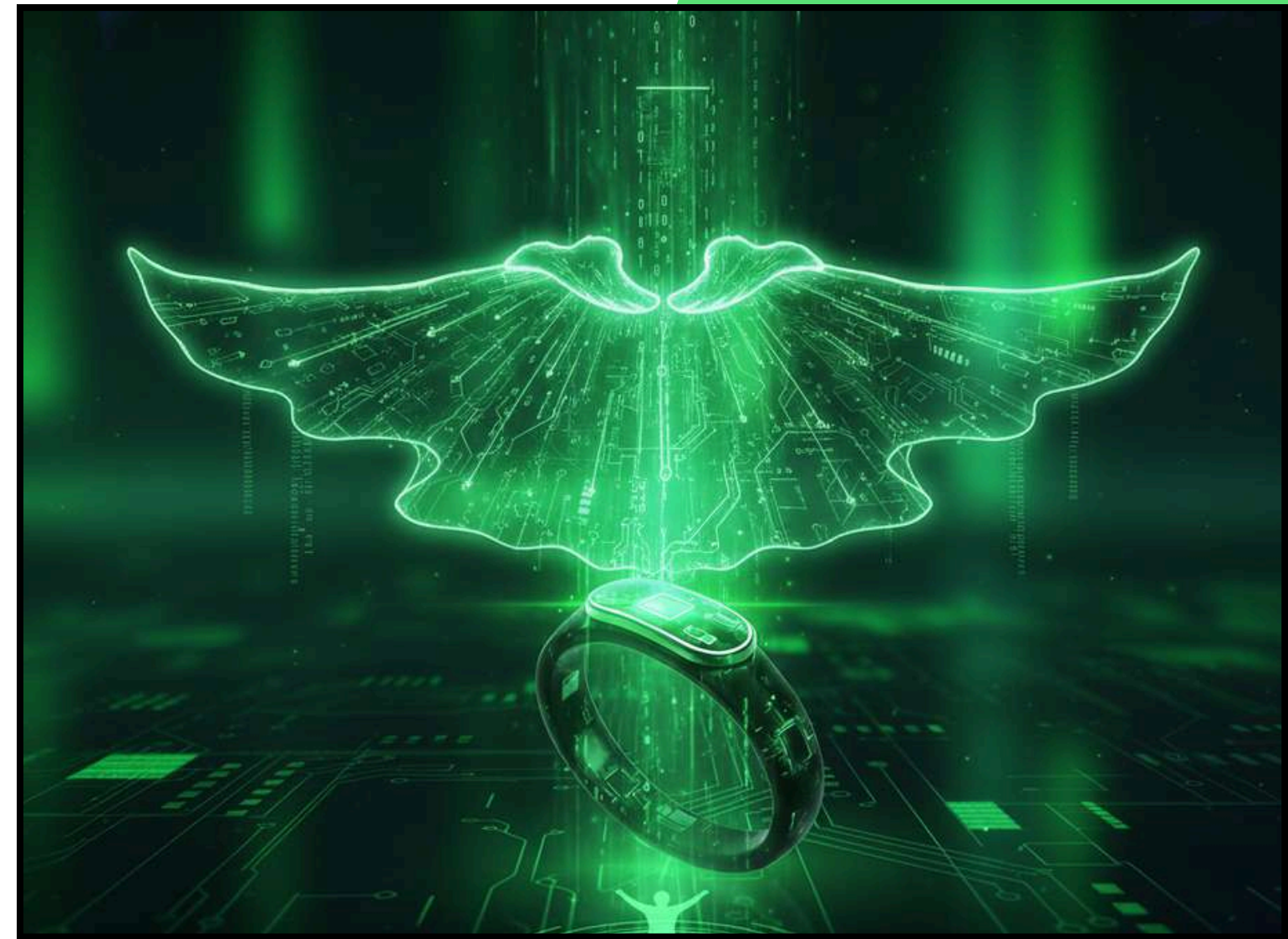
# Digital Ideas



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# Hero Campaign



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# Make a Habit with Gabbit

## Concept

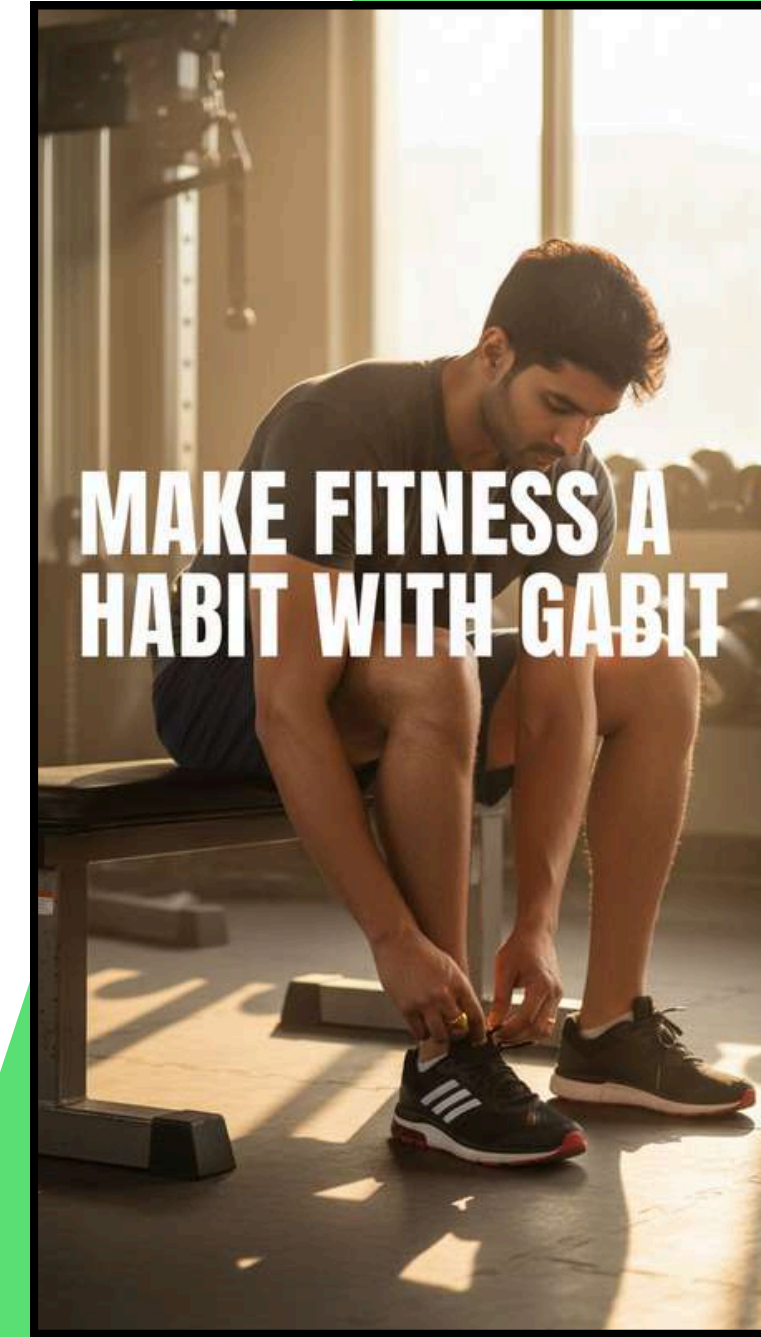
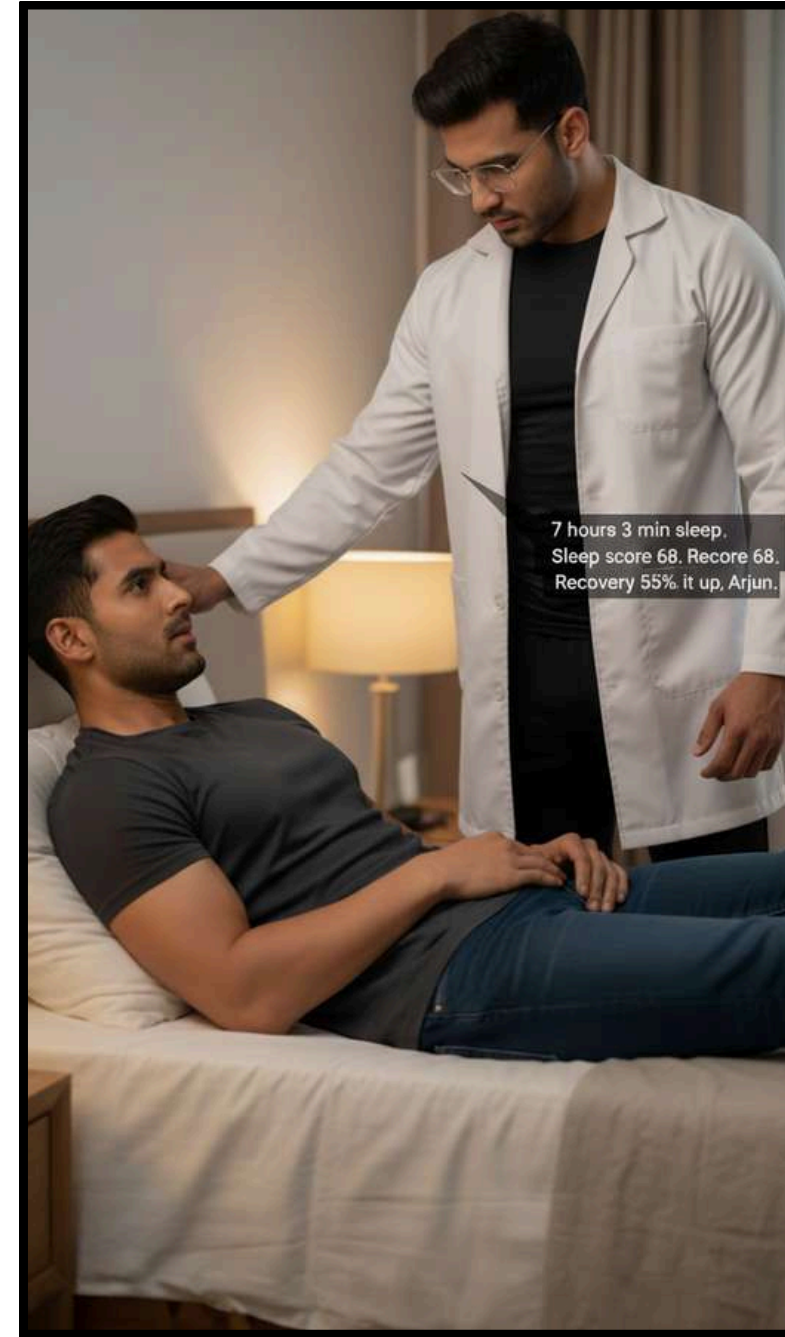
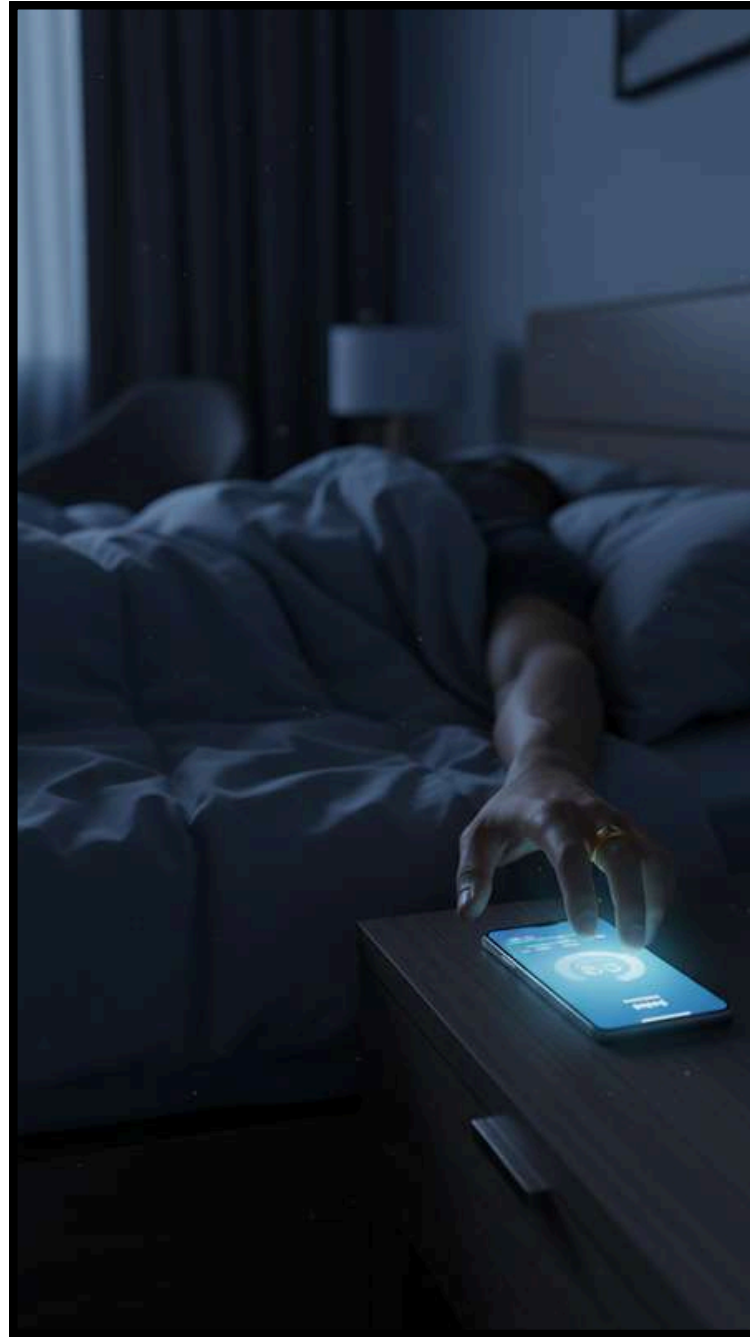
The concept revolves around showcasing how does the brand put an impact in the lifestyle of an individual who is a part of the Gabbit ecosystem, wherein the attempt is to showcase that the brand helps and encourages an individual to keep going closer to their goal until they make it a good habit by showcasing all the touchpoints of Fitness, Nutrition, and Skincare in how it helps the audiences to cope-up and maintain their progress.



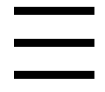
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# Hero Creatives Storyboard



# GABIT

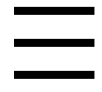


800 empty calories. Insulin spike. No fiber intake. Eat healthy.

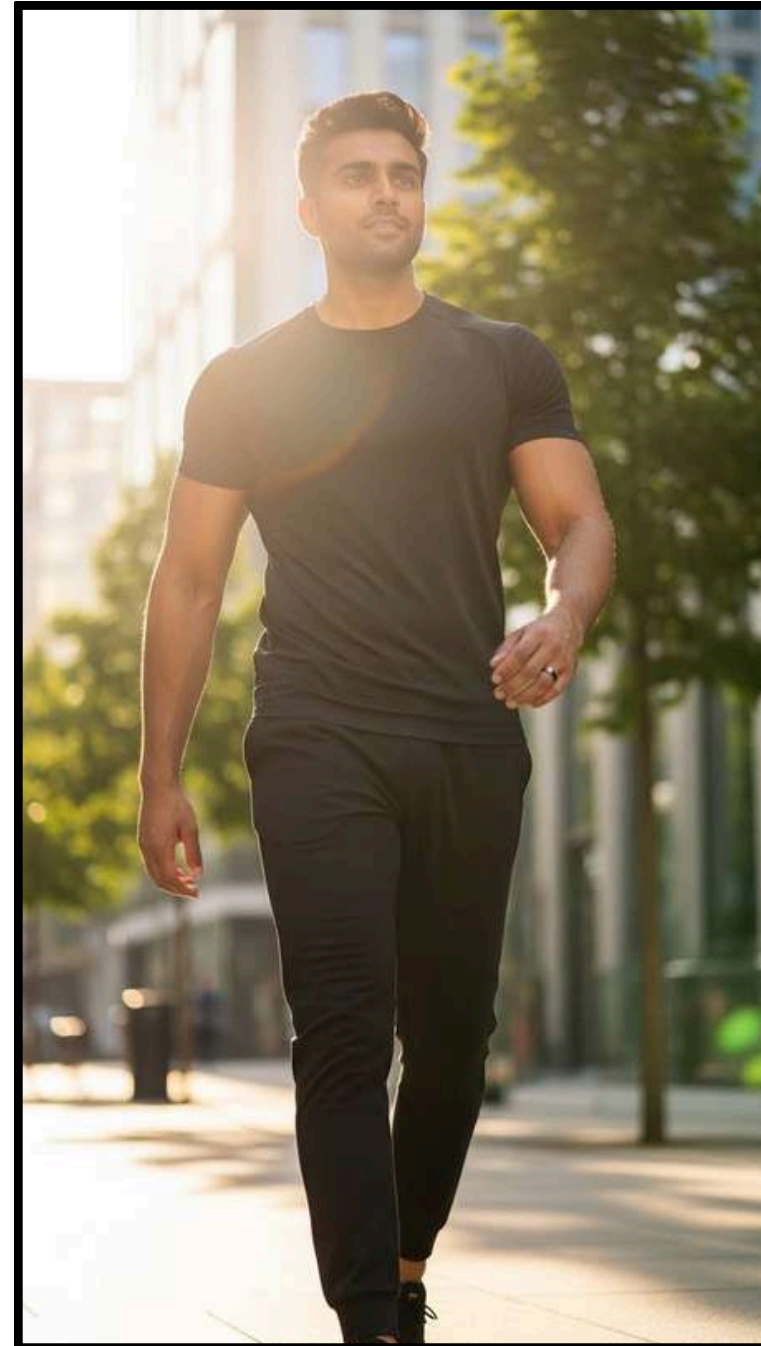


**MAKE NUTRITION A  
HABIT WITH GABIT**

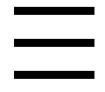
# GABIT



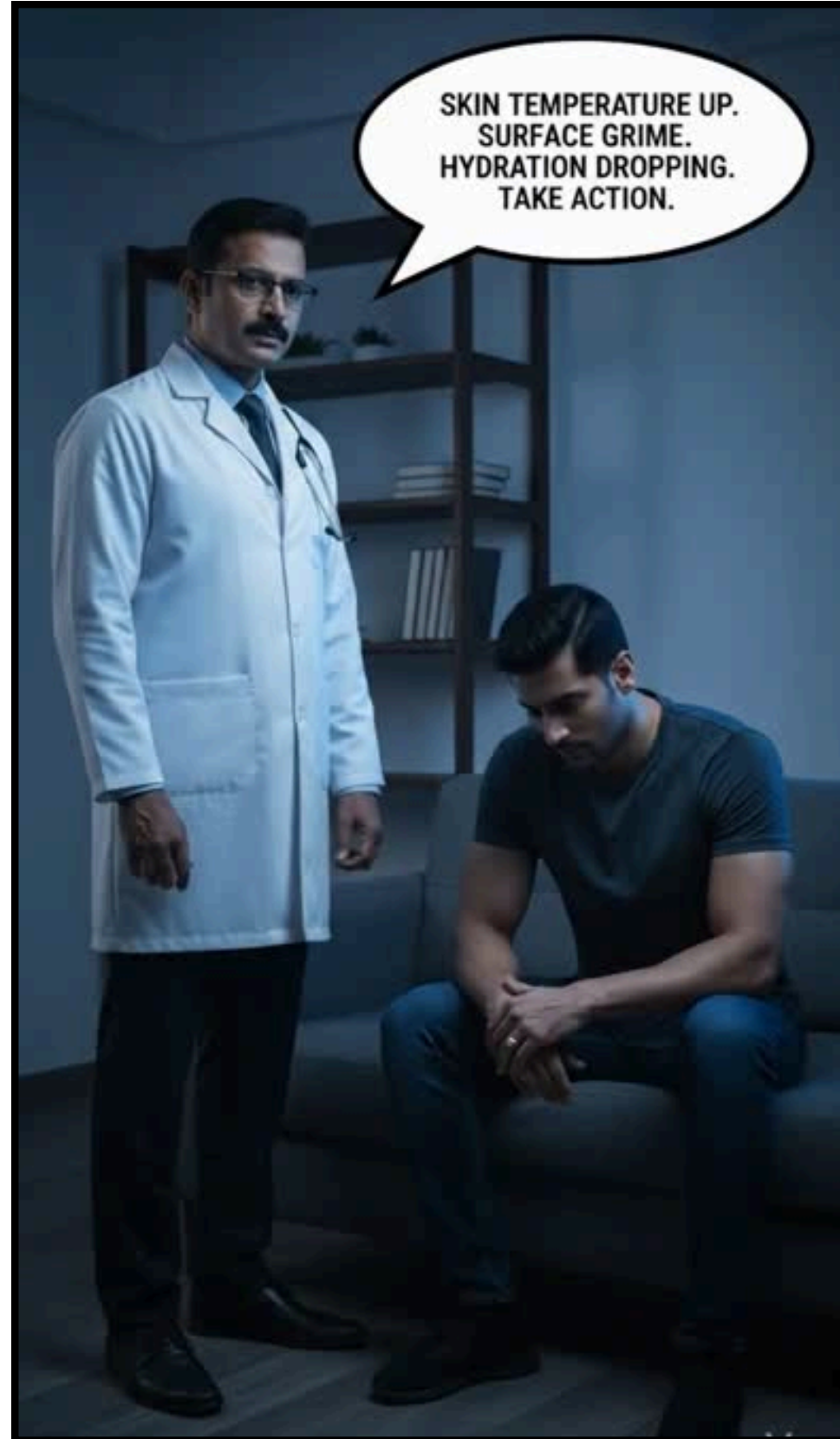
# GABIT



# GABIT



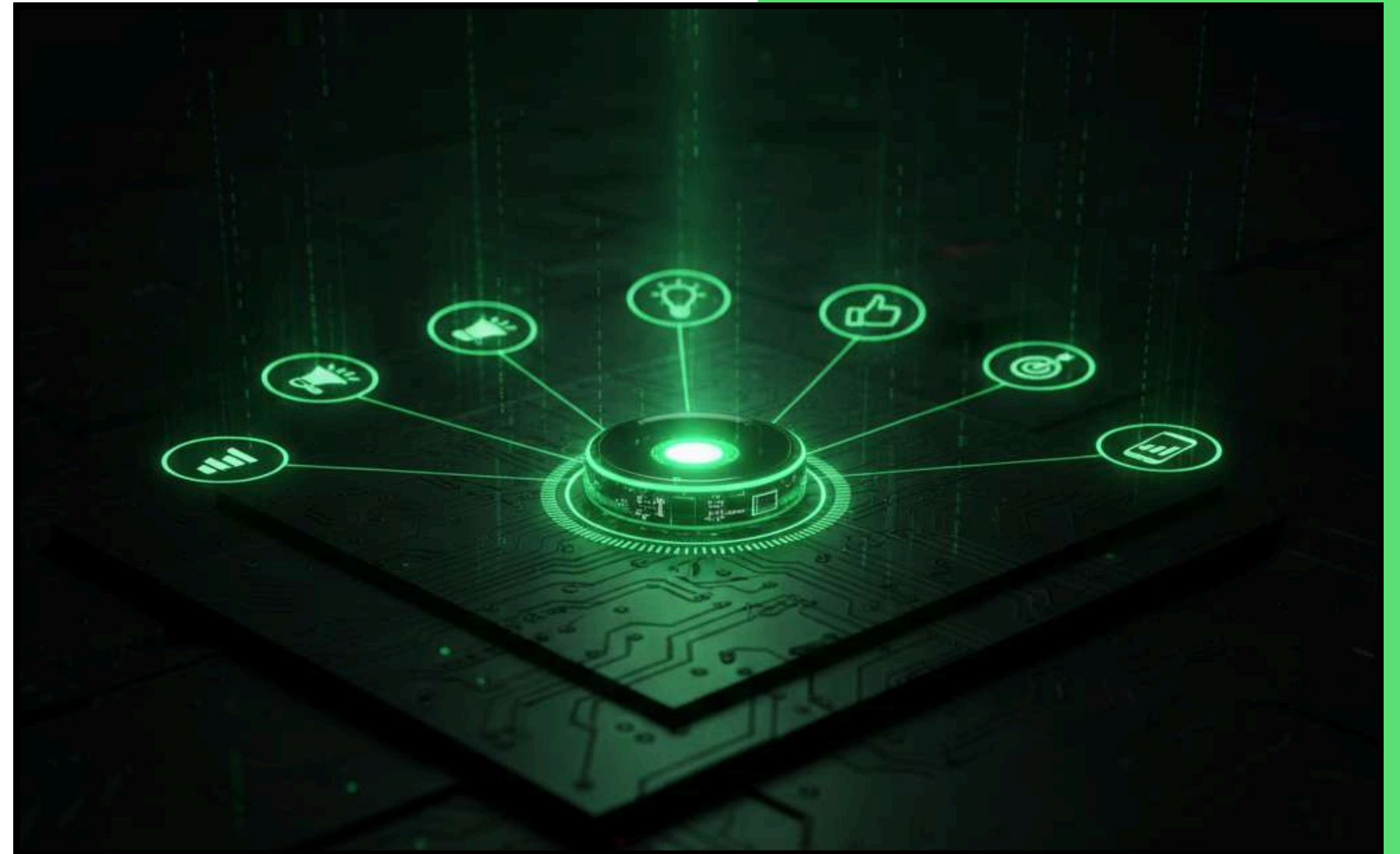
## Video



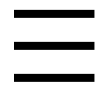
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# Hub Campaign



# GABIT



## Concept

The concept expands the communication of these content pillar to individual content pillars wherein the brand puts an impact with these content pillars by collaborating with the influencers and showcasing their lifestyles in fitness/nutrition/skincare journey, how they coping up with making it a good habit with gabit.



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# Hub Creative Carousel-Fitness

GABIT

Why?  
Make  
Fitness  
a habit  
with Gabit



GABIT

Motivation  
gets you  
started.  
Habits keep  
you going.



GABIT

It's the  
silent  
witness to  
your  
sweat.



GABIT

Habits are  
smarter  
when  
they're  
personal.




GABIT

Consistency  
happens  
even while  
you sleep.



GABIT

Good habits  
aren't  
perfect. They  
are just  
repeated.



GABIT

Start now!  
Make  
Fitness a habit  
with gabit




GABIT



# Hub Creative Carousel - Nutrition


GABIT




Why?  
Make  
Nutrition  
a habit  
with Gabit




GABIT




Daily Clean  
Eating  
creates  
permanent  
neurological  
pathways for  
good habits



GABIT



Transform  
real-time  
biometric  
data into  
sustainable  
daily eating  
habits.



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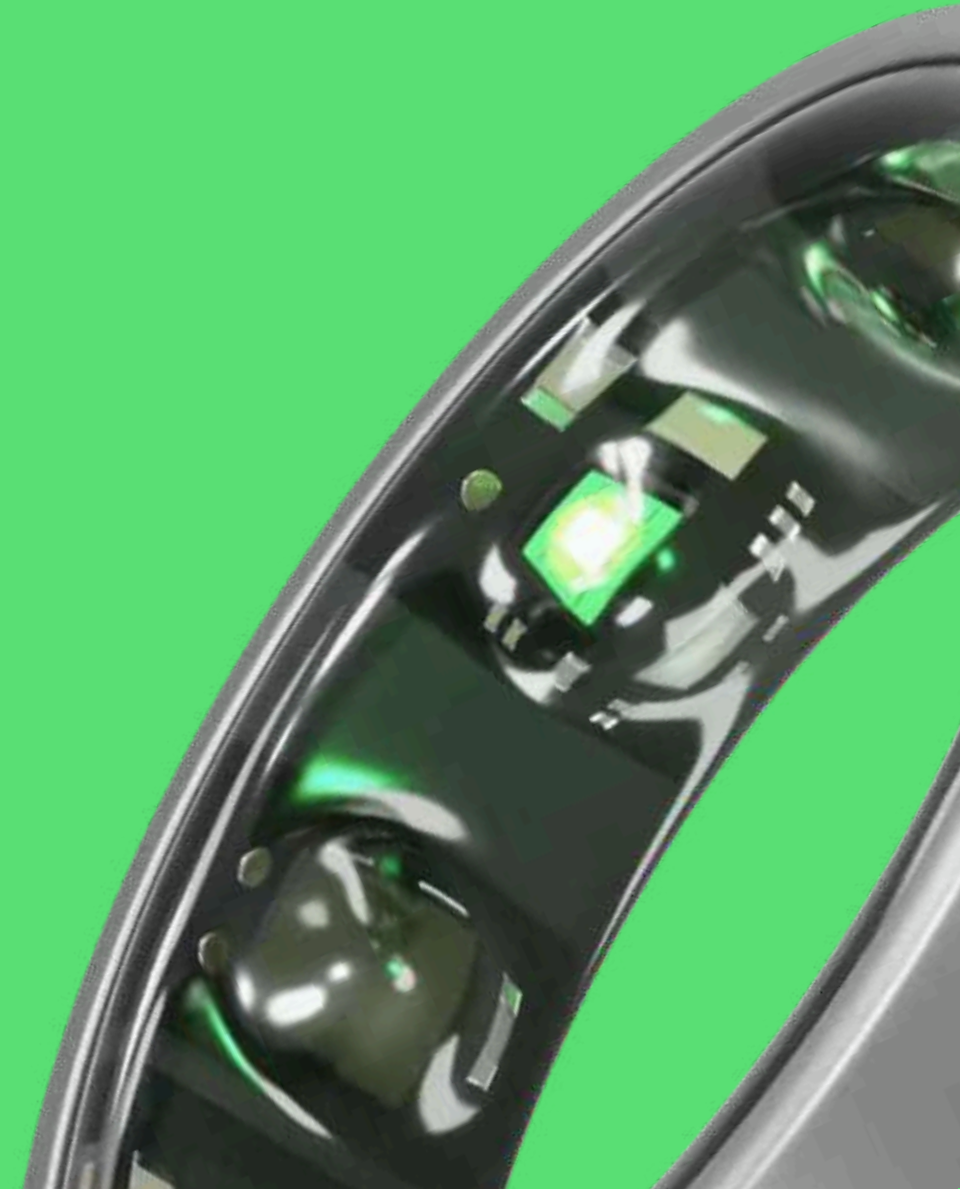
Combine  
your habits  
with Näck  
supplements  
to create a  
measurable  
longevity loop.



GABIT



Start now!  
Make a habit  
with gabit



GABIT



# Hub Creative Carousel -Skincare

GABIT

Why?  
Make Skincare a habit with Gabit



→

GABIT

Your Glow, Guided by Data



→

GABIT

Consistency is the Real Secret to skin



→

GABIT

Skincare routine becomes a complete lifestyle



→

GABIT

Data-driven Skin Recovery Score to stay motivated



→

GABIT

Track Your Skin Transformation with Gabit



→

GABIT

Start now!  
Make Skincare a habit with Gabit



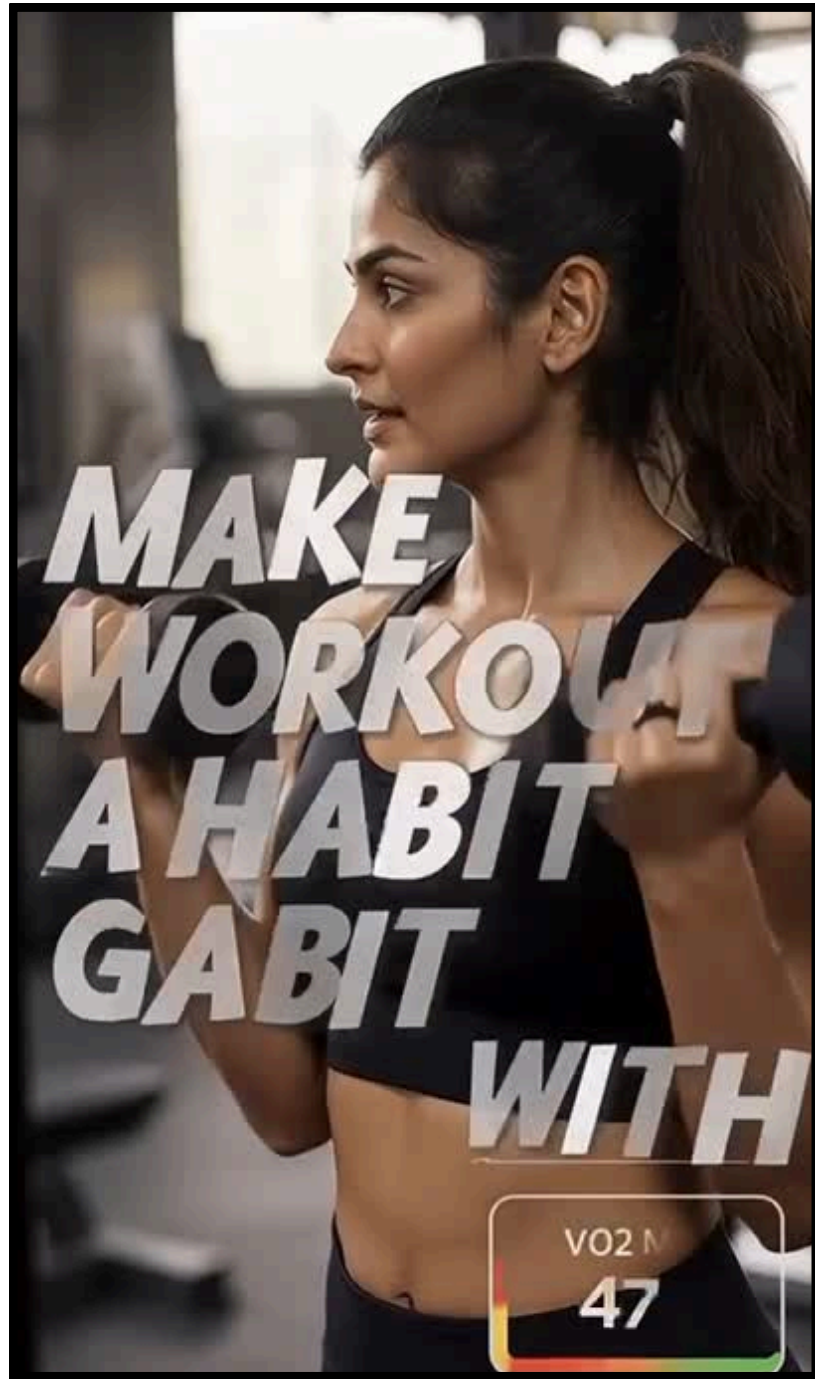
→



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# Hub Creative



Video- Fitness



Video- Skincare



Video- Nutrition

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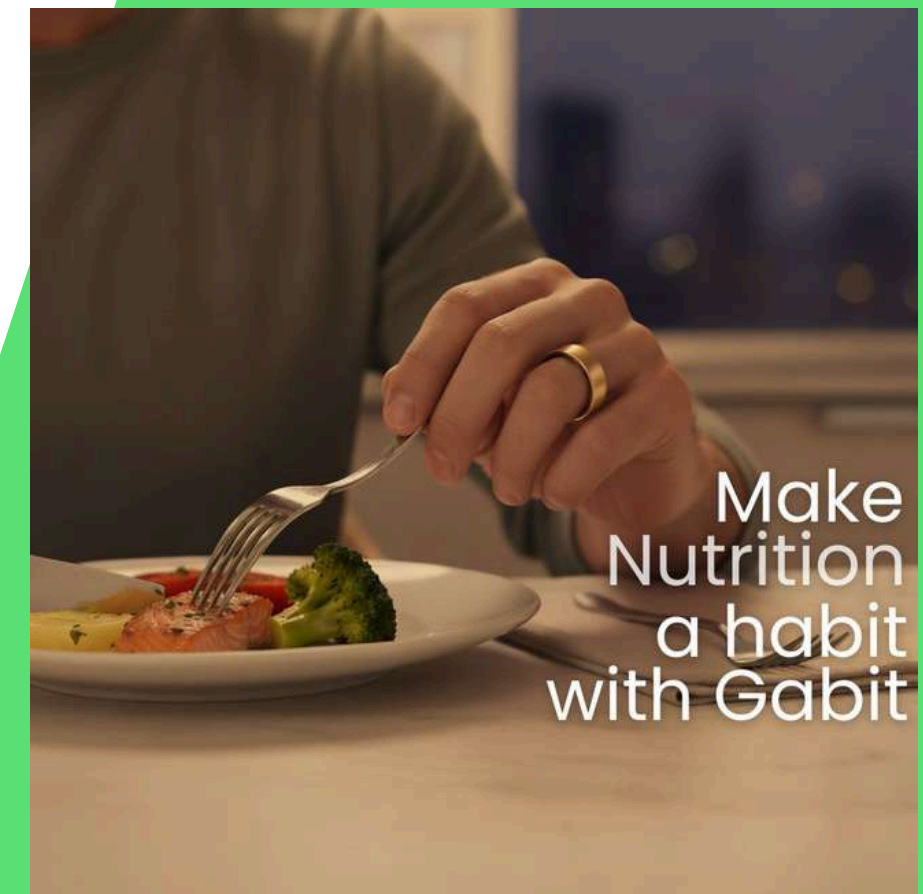
# Hub Creative



**Static Posts-  
Fitness**

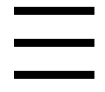


**Static Posts-  
Skincare**



**Static Posts-  
Nutrition**

GABIT



# Hygiene Campaign



# GABIT



## **Concept**

Gabit aims to build social communities (Facebook, Instagram, etc.) around fitness, nutrition, and skincare using broadcast channels. This community building serves as a "good habit activation" to persuade, educate, and offer insights to people starting good habits on how to maintain consistency for a healthy life. The detailed insights will target those needing a lifestyle change. The broadcast channel will ultimately guide people to join the core community of loyal Gabit customers.

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# Hygiene Creative Community

GABIT

## GABIT CLAN

Welcome Good Habits with good benefits

Be a part of  
Exclusive  
Gabits clan  
and get

**FLAT 30% off\***

Download Now

## Welcome to the Gabit Clan

You're here building a lifelong habits. This is our space for the grit, the wins, and the honest truth about building a health legacy.

### The House Rules:

**Be Real:** Share your original journey. Honest opinions only.

**Be Respectful:** Debate the science, but respect the person. Zero tolerance for attacks.

**Be Secure:** This is a public forum. Never share your phone number, address, or private data.

**Be Supportive:** We're all here to close our loops. Lift others as you climb.

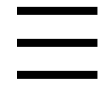
**No Noise:** No profanity, no third-party ads, and no spam.

By staying, you agree to our Community Guidelines. We moderate to keep this space safe if you see an issue, report it.

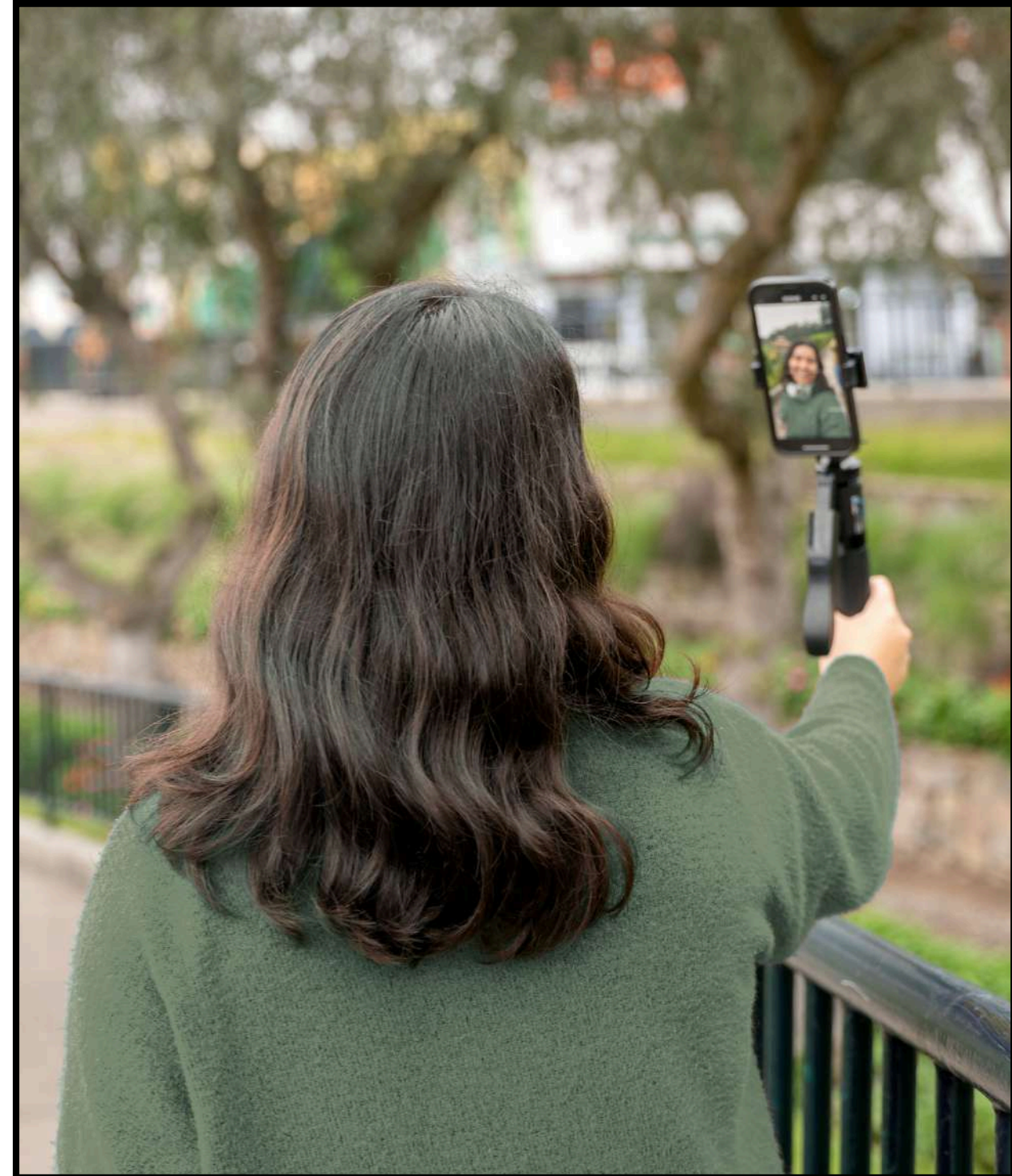
Ready to build? Drop a '👋' if you're showing up for your habits today.

**Mak a habit with Gabit.**

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# Influencers



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## Hero Campaign: Make a Habit with Gabit.

### Deal Type for Influencers:

- **PR Package** – Free Gabit Smart Ring + 1 Year free access to the pro plan that they promote.
- **Deliverables** – 1 Reel + Story + 60 Days Usage Rights of the content.

### Hero Campaign

**Link** – <https://www.instagram.com/arjunpushya/?igsh=bHdwaGMwaWxuczko>

**Profile name** – Arjun Pushya AP

**Followers** – 94.6k

**Category** – Fashion & Lifestyle, Travel

**Current Engagement Rate:** Estimated at ~2.5% to 4.2%.

**Average Likes:** Between 250 – 450 per post.

**Average Comments:** Between 15 – 35 per post.

**Compatibility** – Promotes content that correlates to the brand's ecosystem, can match the content style for the brand.



# GABIT



## Hub Campaign:

### Fitness Pillar:

- **PR Package** – Free Gabit Smart Ring + 1 Year free access to the pro plan that they promote.
- **Deliverables** – 1 Reel + Story + 60 Days Usage Rights of the content.

**Link** - Your paragraph text

**Profile name** - Ujwal Gadhvi

**Followers** - 159k

**Category** - Lifestyle, fitness, Spirituality

**Current Engagement Rate:** 0.63% to 0.75%

**Average Likes:** Between 1200 per post.

**Average Comments:** Between 15 – 35 per post.

**Compatibility** - Promotes content that aligns with the brand's ecosystem and matches the brand's content style. .



# GABIT



## Hub Campaign

### Nutrition Pillar:

- **PR Package** – Free Gabit Smart Ring + 1 Year free access to the pro plan that they promote
- **Deliverables** – 1 Reel + Story + 60 Days Usage Rights of the content.

**Link** – <https://www.instagram.com/aakashranison?igsh=NWY2MDZ4bGMMyYTBi>

**Profile name** – Akash Ranision

**Followers** – 44.9k

**Category** – Climate – Art, Documentary, Book (Not an Influencer)

**Engagement Rate:** 0.37%

**Average Likes:** 151 per post.

**Average Comments:** 15 per post.

**Average Video Views:** 4.5K per reel.

**Compatibility** – Is a custodian of climate and nature. Core values match directly with the influencer, even though the profile does not claim to be an influencer.



# GABIT



## Hub Campaign

### Skincare Pillar

**PR Package** - Free Gabit Smart Ring + 1 Year free access to the pro plan that they promote.

**Deliverables** - 1 Reel + Story + 60 Days Usage Rights of the content..

**Link** - <https://www.instagram.com/preitibhamra/>

**Profile Name:** Preiti Bhamra (@preitibhamra)

**Followers:** 43.9k

**Category:** Skincare, Self-Care, Cruelty-Free Advocate

**Engagement Rate:** 2.12%

**Average Likes:** 810 per post.

**Average Comments:** 115 per post.

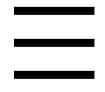
**Average Video Views:** 5.3K per reel.

### Compatibility

Preiti promotes "Cruelty-Free," "conscious beauty," ethical consumerism, and sustainable self-care, aligning with brands prioritizing planetary and individual well-being.



GABIT



# Content Calendar

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## January 2026 - Hero Campaign

|               |                            | 19                            | 20  | 21                | 22    | 23             | 24  | 25  |
|---------------|----------------------------|-------------------------------|-----|-------------------|-------|----------------|-----|-----|
| Deliverables  | Platform                   | MON                           | TUE | WED               | THURS | FRI            | SAT | SUN |
| Hero Campaign | Insta   Youtube   Facebook | Carousel post (Main Campaign) |     | Arjun Pushya Reel |       | Generic Static |     |     |

## February 2026 - Hub Campaign

| Date         |                            | 2   | 3                         | 4   | 5                            | 6   | 7                            | 8   |
|--------------|----------------------------|-----|---------------------------|-----|------------------------------|-----|------------------------------|-----|
| Deliverables | Platform                   | MON | TUE                       | WED | THURS                        | FRI | SAT                          | SUN |
| Hub Campaign | Insta   Youtube   Facebook |     | Carousel post - Nutrition |     | Akash Ranison Generic Static |     | Akash Ranison Campaign video |     |

| Date         |                            | 9   | 10                           | 11  | 12                       | 13  | 14                           | 15  |
|--------------|----------------------------|-----|------------------------------|-----|--------------------------|-----|------------------------------|-----|
| Deliverables | Platform                   | MON | TUE                          | WED | THURS                    | FRI | SAT                          | SUN |
| Hub Campaign | Insta   Youtube   Facebook |     | Preiti Bhamra Campaign video |     | Carousel post - Skincare |     | Preiti Bhamra Generic Static |     |

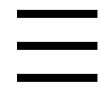
| Date         |                            | 16  | 17                          | 18  | 19                      | 20  | 21                          | 22  |
|--------------|----------------------------|-----|-----------------------------|-----|-------------------------|-----|-----------------------------|-----|
| Deliverables | Platform                   | MON | TUE                         | WED | THURS                   | FRI | SAT                         | SUN |
| Hub Campaign | Insta   Youtube   Facebook |     | Ujwal Gadhvi Generic Static |     | Carousel post - Fitness |     | Ujwal Gadhvi Campaign video |     |

## March 2026 - Hygiene Campaign

| Date             |                      | 26                      | 27  | 28                       | 29    | 30                       | 31  | 1   |
|------------------|----------------------|-------------------------|-----|--------------------------|-------|--------------------------|-----|-----|
| Deliverables     | Platform             | MON                     | TUE | WED                      | THURS | FRI                      | SAT | SUN |
| Hygiene Campaign | Instagram   Facebook | Fitness Community posts |     | Skincare Community posts |       | Nutrition Community post |     |     |

| Date             |                      | 2                       | 3   | 4                        | 5     | 6                        | 7   | 8   |
|------------------|----------------------|-------------------------|-----|--------------------------|-------|--------------------------|-----|-----|
| Deliverables     | Platform             | MON                     | TUE | WED                      | THURS | FRI                      | SAT | SUN |
| Hygiene Campaign | Instagram   Facebook | Fitness Community posts |     | Skincare Community posts |       | Nutrition Community post |     |     |

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# KPIs for Gabit



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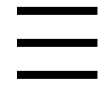


## Objective:

“To build brand awareness for Gabit Smart Ring by constantly penetrating the communication of make a habit with gabit, correct way of tracking Daily Health Vitals and developing good habits during the process by positioning the ring as a smarter way to build a good habit.”

- **Reach** – To maximize the communication, make a habit with Gabit
- **Impression** – To make sure the word is repetitive to the person who is watching the ads.
- **Engagement** – To make content premium, insightful, and catchy.

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**Thank You!**

