GIFT IDEAS BY Bolas DRYFRUITS & SWEETS

Bolas®

Scrolling to Storytelling

Deepawali is one of India's most meaningful festivals, bringing families and communities together.It is a time when gifting becomes more than a ritual it becomes a way to express warmth, care, and connection through thoughtful exchanges.

Insight

As the world rapidly digitises, screens Fare becoming the first point of experience for children, gradually replacing oral storytelling and shared cultural moments. Simple joys are no longer lived they are often consumed later as nostalgic content. This shift risks distancing children from the emotional richness of tradition.

Idea

We saw an opportunity to bring back touch, texture, and presence into festive gifting by turning it into an experience, not just an exchange.
Inspired by Kavad, a 400-500-year-old portable storytelling shrine from Rajasthan, we reimagined the gift box as a Kavadia box a multi-panelled, unfolding narrative. More than packaging, it becomes a participative storytelling object, inviting children to open, explore, imagine, and feel transforming gifting into a living cultural experience.

Result

Children didn't just open the gift box they discovered a story they could hold, unfold, and perform.
As each panel revealed a new moment, they instinctively stepped into the role of storytellers, narrating and enacting the scenes. What began as a gift became an immersive experience, where curiosity sparked imagination, and storytelling turned into play.



PAURANIK KATHA SANDOOK by Bolas®

Reach

The campaign was released across print and social media, reaching audiences across key Indian markets including Delhi, Uttar Pradesh, West Bengal, Rajasthan, Gujarat, Maharashtra, Karnataka,Tamil Nadu, Telangana, and Goa.
It was further amplified through our retail network, ensuring wide visibility during the festive period.

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Response

The response was overwhelming, exceeding our expectations across markets and touchpoints.
More importantly, children naturally chose storytelling and play, without needing to be reminded to step away from their screens.