

WPPED CREAM 2008

MEDIA | HIGHLY COMMENDED | MINDSHARE INDIA
VIRGIN MOBILE | BOLLYWOOD LIVE

INNOVATIVE MEDIA STRATEGY

A “live” Bollywood film as a brand launch vehicle!

In a market with significant Mobile Network players, the challenge involved launching Virgin Mobile with a “Hatke” or “Different” approach to break media clutter, hence generating launch awareness and relevance amongst Indian youth. Research revealed that the Indian Youth has a fascination for Bollywood (the Hollywood of India) and celebrities.

We planned the launch around a World's First time ever “live shoot and broadcast” of a Bollywood flick!

The draws for the film were the beautiful famous star Neha Duphia and a mysterious International Celebrity (eventually unveiled as Sir Richard Branson). A young star cast was selected from across the country via auditions with a huge media build up. The movie was titled - “Andaz Apna Very Hatke” or “We are Very Different”.

Channel V was the chosen media partner in keeping with its popularity amongst the Indian Youth.

CREATIVE EXECUTION

Like any mega blockbuster release, a marketing blitz preceded the Premier. On D day, the TV viewers got a sneak peek into the rehearsals, make-up and last minute panic until the “Live” film was aired on Channel V.

The film shot as a single sequence featured seven magnificent sets with continual action, captured by 50 cameras and a crew of 500!

The typical Bollywood pot boiler, featured a poor boy-rich girl romance with the father forcing her to marry the rich villain! The villain kidnaps the unwilling girl and the boyfriend rushes to her rescue. When overpowered by the villain, Sir Richard, the saviour comes CRASHING through a glass door to their rescue! He gets shot, but is saved as the bullet strikes his Virgin Mobile Handset!

The lovers are reunited, thanks to Virgin Mobile and Sir Richard Branson!

TARGET AUDIENCE

Virgin Mobile is meant to appeal to Indian youth aged 15-24 - a steep task, given the barrage of messaging they face across various media platforms. The idea was to speak to them in a very “Hatke” (different) manner, yet build connect and relevance - immediately.

The media blitz across relevant media platforms offered them a unique opportunity to act alongside a Bollywood heroine and an International male celebrity OR view the telecast “live” on TV.

The build up lent a high talk-ability quotient even as the promotion of the film started. PR, Online, Radio and TV combined to build word of mouth, raise anticipation levels and hence ensure tune-ins.

EFFECTIVENESS

The “Live” Bollywood flick featuring Richard Branson and the brand in the climax ensured lasting impact. The media reach was to over 10 million of the TG.

Total media and PR value across media crossed three times the investment and ensured brand recall, connect and relevance.