

**DDB Mudra releases new campaign for HBO PREMIUM**  
***Let nothing come in the way of your entertainment!***

Superclone: <http://youtu.be/0K8q27-olLA>

Agriculture: <https://www.youtube.com/watch?v=R92nLsR14l4>

**Mumbai, July 8, 2014:** DDB Mudra West has released a new campaign for HBO South Asia to promote HBO's belief that ***nothing should come in the way of entertainment.*** The HBO Premium Channels campaign is launched with the aim of making sure that audiences have an uninterrupted ad-free viewing experience. This campaign will highlight the HBO premium channels - HBO Defined and HBO Hits proposition of being 100% AD-FREE. The objective of this innovative campaign is to get people to visit the [HBOPremium.com](http://HBOPremium.com) website and subscribe to HBO Premium channels or directly through DTH operator or digital cable operators.

HBO Premium will take a new route in their quirky TVCs with HBO Premium Accessories like ***HBO Agriculture*** and ***HBO Super Clone***. To illustrate these TVCs further, *HBO Super Clone* is a clone that manages everything in life so that one is not interrupted while watching TV. Again, *HBO Agriculture* is a set of plants that grow foods like popcorn, burgers, etc., so that hunger doesn't interrupt one from watching TV. The *HBO Ultimate Couch* is a couch that has just about the whole house built into it – dumbbell holders so that one doesn't have to get up to workout, a wash basin so that one doesn't need to get up to go to the restroom, an in-built kitchen and phone charging station and much more.

*Announcing the launch of the new multi-media campaign, Monica Tata, Managing Director, South Asia for HBO India Pvt Ltd* said, “Both the HBO Premium channels maximize the entertainment experience by airing HBO Original content and blockbuster movies 100% break-free. We have initiated a multimedia campaign developed by DDB Mudra to promote the visibility and popularity of this unique proposition of HBO Defined and HBO Hits across platforms including print, cinema, TV, digital and social media. Our aim is to spoil our viewers with the very best non-stop, high quality programming, thus providing an unparalleled viewing experience.”



*She added, “Through this campaign, we want to establish the HBO Premium channels as your most preferred destination **for break free entertainment.** And to promote this belief and product of ours, we’ve come up with the idea of HBO Premium Accessories – that makes sure that **life doesn’t come in the way of your entertainment** either. Our creative approach for this campaign drives home this point, in a fun way. Positioned at the young adult segment, the campaign empowers the viewers to reap the benefits of a completely enhanced ad-free viewing experience.”*

Speaking about the creative strategy behind the campaign, ***Rahul Mathew, Creative Head, DDB Mudra West,*** said, “It's not often that a channel can truly boast of a viewing experience and not merely bleat about its content. And we wanted to make sure that the communication reflects the richness and the uniqueness of the channel. HBO premium accessories as an idea does that and allows for many interesting executions in different media.”

Adding to this ***Anurag Tandon, Senior VP, DDB Mudra West,*** said, “Content promotion on a channel has a very formulaic approach. The usual strategy is to build intrigue through teaser like edits by using existing footage of the content that needs to be promoted. We wanted to break away from this traditional approach and leverage the USP of uninterrupted original HD quality content in a way that goes beyond just claims and announcements of the product offering. Thus came about our creative proposition of 'addictive viewing experience' dramatised through two TV spots showing the consumers going through the experience. We believe it is imperative for a content brand to build the ideology of viewing experience in addition to the promise of fresh content for the consumers to feel compelled to subscribe,”

HBO Premium is for all movie lovers. This 24 hour advertising-free premium programming subscription service is home of the latest Hollywood blockbusters, bollywood favorites and award winning HBO Originals. Catering to all movie lovers and each having a distinct identity, HBO DEFINED ([www.hbodefined.in](http://www.hbodefined.in)) is a 24-hour advertising-free premium programming subscription service and home of the latest Hollywood blockbusters and award-winning HBO Originals. HBO HITS ([www.hbohits.in](http://www.hbohits.in)) is a high-octane 24-hour advertising-free premium subscription



service that is packed full of entertainment and indulges the viewers with genre driven anchors and iconic HBO Original series and Bollywood blockbusters.

The TVCs will be run on the HBO premium.com webpage and will include visitor engagement and interaction through gamification of elements from the TVCs.

### **Credits:**

Agency: DDB Mudra West

Chief Creative Officer: Sonal Dabral

Office Head, DDB Mudra West: Rajiv Sabnis

Creative Head DDB Mudra West: Rahul Mathew

Business Head: Anurag Tandon

Executive Creative Directors: Aman Mannan, Ashish Phatak

Account Management Team: Giridhar Bhat, Shivavrata Sarkar

Creative Team: Godwin D'mello, Ninad Gharat

Planning Team: Mehak Jaini, Debopriyo Chakraborty

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### **About HBO South Asia**

HBO South Asia launched an ad-supported HBO service in 2000 in India, Pakistan, Maldives and Bangladesh. In 2013, two 24-hour commercial-free premium programming subscription channels – HBO Defined and HBO Hits, were launched in India. These two premium channels offer Indian audiences an unmatched home movie entertainment experience with a combination of Hollywood and Bollywood titles. Available in standard-definition and high-definition formats, both channels are subtitled in English and selected titles have dual language audio options of either English or Hindi. HBO is able to bring the best of Hollywood to India because of its licensing deals with major Hollywood studios. In addition to the proprietary and award-winning HBO Original programs that are produced exclusively for HBO



viewers, HBO works with a large number of major independent production companies to secure exclusive rights to a host of quality movies. HBO South Asia is owned by HBO (a Time Warner company). HBO has won several Golden Globes®, Primetime Emmy® and Academy awards® for its original productions. HBO Asia is a joint venture of HBO (a Time Warner company) and Paramount.

### **About DDB Mudra Group:-**

The DDB Mudra Group, a part of the Omnicom/DDB Worldwide Group, is India's largest integrated marketing communications and services network. DDB Mudra Group comprises three agency networks and six specialist agencies and eleven strategic business units which offer their expertise under four disciplines (Media, OOH, Retail and Experiential).

DDB Mudra Group operates out of its offices in fifteen leading cities and is represented in more than twenty other locations, giving it a comprehensive presence across the length and breadth of the country. It has more than 1,100 employees and a reach across 1,75,000 villages, 4000 towns, 3500 schools and nearly 7 million students.

Its scope of services run the gamut through Advertising, Media Planning & Buying, Digital & New Media, Data-driven Marketing, Health & Lifestyle, OOH, Retail Design and Visual Merchandising, Navigation Solutions, Experiential Marketing (Promotions, Events, Rural), Trade Marketing, Youth Marketing, Localisation Pre-Media Services, Content Creation, Strategy and Design Consultancy.

DDB Mudra Group is one of India's most awarded agencies picking up numerous awards at top national and international award festivals including Cannes, Spikes Asia, Clio, Adfest, ABBYs, OAA (Outdoor Advertising Awards), PMAA – Dragons of Asia (Promotion Marketing Awards of Asia) and WOW (Experiential Awards). The Group has also won a number of metals in the IT and LLC (HR) award forums.

The DDB Mudra Group's clients include Abbott Nutrition, ACC, Adani, Adidas, Aditya Birla Group, Aircel, Arvind Stores, Ashok Leyland, Asian Paints, AVT, Bata, BPCL,



Bharati Walmart, Carrier Midea, Castrol, Cisco, Colgate, Crompton Greaves, DBS, Dabur, Eenadu, Eicher, Emirates, Experion, Federal Bank, Future Group, Grasim, Gillette India, Godrej, Gulf Oil, HDFC Bank, HPCL, Hindustan Times, Hindustan Unilever, HP, HUL, ICICI Bank, IDBI Bank Group, Idea Cellular, ITC, Jaypee, Jindal Steel, Jyothy Laboratories – Henkel, Johnson & Johnson, L&T, Lafarge India, Lavasa, Lenovo, LG, LIC, Linen Club, Malayala Manorama, Marico, McDonalds, Ministry of Tourism, Mother Dairy, MSD, National Textile Corporation, Nerolac, Nestle, Nirmal Lifestyle, Novartis, Panasonic, PepsiCo, Peter England, Philips Healthcare, Puma, Reebok, Rotomac, Sab Miller, Shell, Simplymarry.com, Sony Mobile, Star India, Standard Chartered Bank, Symphony, Tata Communications, Tata Nano, TTK Prestige, Times of India, UNICEF, Union Bank of India, United Spirits, Usha International, Videocon, Volkswagen, Western Union, World Gold Council, Worldwide Media, Wipro, Wrigley, YOU Broadband and Zydus Wellness.

### **About Omnicom Group Inc.**

Omnicom Group Inc. (NYSE-OMC) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

For further information on Omnicom and its brands, please visit

[www.omnicomgroup.com](http://www.omnicomgroup.com)

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