

DDB Mudra West creates an innovative teaser ad for Infibeam in The Times of India

Mumbai, October 16, 2014: The revealing of the new brand will make some noise, but the teaser is set to dominate every conversation for some time now. Today, the Times of India front page across India contains a very special innovation – their masthead features the name of the new offering from Infibeam, a new product in the online world that is all set to revolutionise the way online works.

Not in recent past has Times of India changed their masthead and has featured a full front page news exclusively created for a brand launch, hence making it an unprecedented event in the history of brand launches. In fact, everything about the front page resembles Times of India, but for the news. With relevant articles that point to how people – specifically entrepreneurs – can make the most of online, the page is an apt teaser to a launch that will redefine the way companies and individuals look at the online space.

As the world waits with bated breath on what the new launch is, Infibeam is running a contest online (through its Twitter handle), where people can 'guess' what the new launch is for. Close as well as creative answers will win an iPhone 6 through a lucky draw. People can go to www.twitter.com/infibeam and post their answers.

The page takeover of Times of India is a teaser that creates hype about something mega about to be unveiled, and a perfect example of disruption. Infibeam wants the reveal and the launch to be a bigger story, but the teaser is sure to be talked about, considering its scale.

Quoting on the teaser, **Rajiv Sabnis, Executive Director, DDB Mudra Group and President, DDB Mudra West** said, "Creating palpable excitement before a 'history-in-the-making' launch is the best way to start an infectious conversation. DDB believes that it is the most influential communications company in the world. We do this by changing behaviour through content that creates conversations. The Infibeam.com new brand launch is about changing online behaviour in the future. The Infibeam.com teaser in TOI is just the beginning."

Agency credits

Business Head: Ronak Shah

Creative Team : Sharat Kuttikat, Jayesh Vaghela, Mehul Zolapura, Broti Roychowdhury, Dipan Patel, Swathy Sreekumar

Account Management Team : Vikrant Jain, Shishir Shah, Revathy Sukumaran

Account Planning: Shekhar Pandey, Vinayak Dubey

Team Infibeam includes:

Founder and CEO: Vishal Mehta

Head - digital marketing: Advit Sahdev

About DDB Mudra West

DDB Mudra provides its clients specialized solutions for Influence & Behavioural Change. The agency is a destination for talented people united by their belief in the power of creativity. DDB Mudra believes in offering remarkable solutions that make clients more influential whether it is a 30 second TVC, digital or a one-on-one experience that creates an influence cascade.

DDB Mudra West's client roster includes Future Group (Future Value Retail Limited), Godrej No.1, Gulf Oil, Hindustan Unilever Limited, PepsiCo, Lipton International, Inorbit Malls, Johnson & Johnson (Neutrogena and Clean & Clear), Kalpataru, Korum Mall, Lavasa, L&T Realty, Life Insurance Corporation of India, Nirmal Lifestyle, Savita Oil Technologies, Union Bank of India, Volkswagen, World Wide Media (Femina, Filmfare, Lonely Planet Magazine, Top Gear Magazine, Good Food Magazine, BBC Knowledge, Good Homes), Century Plyboards, Symphony, Zydus Wellness, Arvind, Sintex, Adani, Arvind Infra, BSafal, Yash Infra and Infibeam.

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