

PRESS RELEASE

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DDB MudraMax-OOH and Zee News create a ‘Misunderstood Scoreboard’

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Link to the film:

<https://www.youtube.com/watch?v=JnCTwFnZYAI&list=UUXZ6ZNX6CZDAytlwNXZINKA>

In the recent event of what was considered one of the biggest matches of the ICC World Cup- 2015, India-Pakistan which took place on Sunday, February 15, DDB MudraMax executed a one-of-a-kind outdoor campaign for Zee News.

As the tension built up, with fans exchanging videos of varying statistics of the past matches, DDB MudraMax installed manual scoreboards of a different kind in Jammu & Kashmir, New Delhi in India and Lahore, Karachi in Pakistan. While spectators felt that these were normal run-of-the-mill scoreboards which kept on-lookers updated with the status of the match, they were caught off-guard as the numbers didn't tally.

As India started to bat and the first wicket fell, the Indian wickets column displayed '1'. Within minutes, the wickets column read 2. Our country neighbors standing in front of the billboards in Lahore and Karachi celebrated. The Indians on the other hand checked the score on their mobile phones and realized the second wicket hadn't fallen. A few minutes later, the wickets column said 3. Before long, onlookers on either side of the border decided that the scoreboard had gone faulty.

To the surprise of the spectators, no one came to rectify the faulty boards, instead the wickets column seemed to be in a hurry. It moved briskly from tens to thousands to tens of thousands in no time. A similar pattern followed when Pakistan batted. The scoreboard at the end of the match read: India 0 for the loss of 546030, Pakistan 0 for the loss of 546228

After India won the match, the copy on the scoreboard changed. It read "WHEN LIVES ARE LOST, NO ONE WINS". The numbers kept increasing and stopped at 547290 for India and 546228 for Pakistan- the numbers of lives lost by soldiers since 1947 during the battles fought between both the countries. Thus depicting that neither country won anything by losing her soldiers.

The message was loud, clear and was well addressed by the passers-by who started lighting candles at the site, in memory of the fallen. Thus, a powerful statement on the futility of war was well-conveyed through the 'Misunderstood Scoreboard'.

About DDB MudraMax-OOH

DDB MudraMax, the Engagement & Experience agency of the DDB Mudra Group, provides multi-specialty expertise including OOH, Retail & Experiential to help build brands in the age of convergence.

The agency's Outdoor, Retail & Experiential offerings are backed by an indomitable award track record including bagging 'The Specialist Agency of the Year' for three consecutive years 2010, 2011 and 2012 by Campaign Asia Pacific. In 2013, the agency won 'Best New Business Development Team of the Year – South Asia', and came second in the 'Specialist Agency' category at the same forum.

The agency has been christened 'The Agency of the Year' at various outdoor forums including OAC and Exchange4media awards, among others.

DDB MudraMax – OOH played a major role at the 'Afaqs! Agency Happiness Report' where DDB MudraMax was crowned 'The Happiest Agency' of 2012.

DDB MudraMax – OOH's client roster includes Star India, Aditya Birla, HT media Ltd., Amway, BPCL, Aircel, HBO, Reebok, Idea Cellular, South African Tourism, Lafarge India, DLF and Britannia.

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