

## PRESS RELEASE

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Big Bazaar celebrates 'Crazy Weekends' with a witty campaign '*Shuru Kisne Kiya*' by  
DDB Mudra West  
Mumbai | May 18, 2015

Links to the work  
Introductory film

<https://www.youtube.com/watch?v=ZiT06mdoFDg&feature=youtu.be>

Thematic films

<https://www.youtube.com/watch?v=QpmXcdTDwUs&feature=youtu.be>

<https://www.youtube.com/watch?v=z27TQjsB9zM&feature=youtu.be>

Big Bazaar, the largest hypermarket chain in India keeps its consumers attracted by offering them great, timely deals and discounts. What further adds value to their exciting offers is the engaging way in which they are communicated to the audience.

Staying true to the tradition, DDB Mudra West has crafted a campaign '*Shuru Kisne Kiya*' to announce the Big Bazaar Crazy Weekends offer.

### Campaign brief

The brand wanted to capitalize on the entertainment seeking behaviour of consumers during weekends and showcase Big Bazaar as an ultimate weekend shopping destination.

### Objective

The objective was to build anticipation and excitement towards 'Crazy Weekends' at Big Bazaar

### Idea

The baseline to the idea was drawn from the offers itself. These 'too good to be true' offers are so unbelievable that when described, they sound like a lie. This thought paved way for 'Shuru Kisne Kiya.'

### Execution

The idea was translated in two ad films with a central storyline of one character talking about the deal he gets at the 'Big Bazaar Crazy Weekend'. So good is the offer that the other character assumes it to be a fabricated story and retorts with a crazier, imaginary tale. When he first character opposes, the films end with the second character saying- '*Shuru Kisne Kiya.*'

Both the films show bizarre and unbelievable tales like a plane getting stuck in a kite and a cow giving orange juice instead of milk as the response to the friend telling them about the incredible deal he got over the weekend at Big Bazaar.

Quoting on the campaign, **Akshay Mehrotra, Chief Marketing Officer, Big Bazaar** said, "Owning the weekend is the most important for successful retail operations. Big Bazaar promises to be the most exciting destination to visit over weekend and we are all excited to get more consumers palpitating with exciting offers in our stores every weekend. This

campaign is not only built on offers to fire the market but also built around many building blocks which make shopping fun at big bazaar during weekends.”

Quoting on the campaign, **Rahul Mathew, Creative Head, DDB Mudra West** said, “The campaign idea was literally our first reaction to the offers that Big Bazaar proposed for Crazy Weekends. After that, we just had to think up of executions that brought the incredulity to life in an engaging manner.”

### **Agency Credits**

Agency Name: DDB Mudra West

Chairman & Chief Creative Officer: Sonal Dabral

President: Rajiv Sabnis

Creative Team: Rahul Mathew, Manish Darji, Mayuresh Wagle, Pankaj Nihalani, Amol Annaldas, Rahul Gate, Syed Hussain

Account Management Team: Sanjay Panday, Luv Chaturvedi, Makarand Gholba, Abhay Bhonsle, Amit Arora, Pulin Parekh

Planning Team: Amit Kekre, Subash Franklin, Neha Kulkarni

Films Team: Vishal Sane, Riddhi Mehta

### **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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