



PRESS RELEASE

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fbf launches Spring-Summer 2015 Collection with a digital campaign by RAPP India

Mumbai | April 30, 2015

Link to the work

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

<https://www.youtube.com/watch?v=eupv8pzn32s>

<https://www.youtube.com/watch?v=K2aCvtWFqQ4>

fbf - Fashion at Big Bazaar has been representing affordable fashion in India since 2008. With its mission to make India '*Thoda aur stylish*', the fashion house's philosophy reinstates the fact that it doesn't cost much to be trendy.

As India's trusted fashion house, fbf was the honored sponsor to one of India's most prestigious beauty pageants - Femina Miss India 2015. The brand wanted to leverage this opportunity and create a campaign around the 21 chosen Miss India finalists, who each represented the beauty and fashion of our country, in their own unique way.

Titled '**21 Days, 21 Looks**', the campaign stemmed from the idea of styling the finalists in fbf's Spring-Summer 2015 Collection. It gave the brand an opportunity to launch their collection on a mass platform and showcase it via the divas that the common Indian woman could relate to.

The campaign showcased each of the finalists modelling one unique look every day, for 21 days, and talking about their personal style mantras. This was published online across fbf's various social media platforms. This campaign was also accompanied by a series of videos. Each day saw one finalist talking about their fashion resolution for the upcoming year, which was published to YouTube, with the hashtag #fresolution.

The campaign went online on 21st March, 2015 and was later translated to print as well, which was also crafted by RAPP India.

Quoting about the campaign, **Akshay Mehrotra, Chief Marketing Officer, Big Bazaar** said, "We wanted to build excitement around the 21 Miss India finalists and their association with fbf. A very interesting aspect was the video content that we were able to craft with India's most beautiful young women wearing fbf's Spring-Summer 2015 collection. This content connects with the youth and gives them a fresh outlook at fashion."

Venkat Mallikarjunan, President, RAPP India quoted, "fbf Femina Miss India gave us the perfect platform to launch the ever so striking fbf Spring-Summer 2015 Collection, which is going to sizzle this summer. The

opportunity to showcase the collection on some of India's prettiest women makes our campaign even more special."

Agency credits

Agency: RAPP India

President, RAPP India: Venkat Mallikarjunan

Creative: Sunil D'souza, Kailash Iyer, Alok Desai, Shruti Chodnekar, Vasudev Raut, Selva Rajesh

Account Management: Santosh SB, Harish Javle, Nikita Bhide

About RAPP India

RAPP, is a new age lead agency with a multi-channel offering and a data driven approach to building brands. RAPP is a part of the Omnicom Group and has 50 plus offices in over 30 countries. RAPP has capabilities in Brand Planning, Mass media communication, Digital, Analytics, Direct Marketing, CRM & Loyalty.

RAPP has platforms, tools and processes that provide sophisticated insights and help clients with engaging consumer experiences executed across all relevant touch points. RAPP offers compelling creative business solutions that produce results at the best ROI.

RAPP's India clients include Aditya Birla Group, Emerson, HDFC, Hewlett Packard, Loyalty Solutions, Danone, FBB and V-Guard among others.

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