

PRESS RELEASE

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Inorbit Mall calls for participation in 'Baccha Bollywood' with their latest campaign by DDB Mudra West

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Inorbit Mall, a group company of K. Raheja Corp. organizes interactive, fun activities for all - parents, teenagers, kids, senior citizens, etc. throughout the year. This summer, the brand wanted to establish an initiative for children to help them make the most of their vacations.

Objective

Creating a differentiated workshop for kids during summer.

Challenge

During summer vacations, the parents want to make sure that their children utilize their free time in the most productive way. Hence, summer workshops are looked upon as the perfect recreational activity to suit this need. This also led to a burst of summer workshops for arts & crafts, dance, cooking etc. at every nook and corner.

The challenge was to make Inorbit Mall's summer workshop stand apart from the rest and finding an interest that would resonate with both-the parents and children, encouraging the parents to register their kids for a workshop at the mall and achieve the required number of registrations.

Idea

The agency decided to move beyond the obvious themes and focus on a universally popular topic - films. The idea originated from the belief that every child is a born actor. A Bollywood star today was a child with dreams yesterday. Thus, Inorbit Mall along with DDB Mudra West decided to organize a 17-day paid film-making workshop 'Inorbit Baccha Bollywood' in association with ZeeQ at Inorbit Malls across India.

This workshop will not only acquaint the kids with various elements of film-making but will also give them a chance to star in a short film. The 17 day workshop has a detailed course module which includes dialogue narration, script writing, choreography, acting and other important elements of film making. The workshop also includes a special session with Amole Gupte, the esteemed director. At the end of the workshop, the child would also get a chance to feature in a short film which will be shown in multiplexes & will also showcased on ZeeQ channel. In total, 6 short films & 1 docu-drama will be created for the viewers with participating kids as movie cast

Execution

A multimedia campaign was crafted to promote the launch of the initiative and to create awareness amongst parents and their close ones, thus encouraging participation.

The print campaign included re-creation of popular Bollywood film posters, replacing the Bollywood stars with kids in the posters. For example, the famous poster from the Bollywood movie 'Om Shanti Om' portraying Shahrukh Khan and Deepika Padukone was recreated with kids posing instead of the two Bollywood stars. The radio campaign too, was

narration of popular film dialogues by kids. The entire campaign was laced with ‘*filmyness*’ to re-inforce the strong memories and feelings associated with Bollywood. Outdoors calling for registrations were also released at a few locations.

The promotional activities began with society activations in mall catchment areas to create a pre-buzz for the activity and encourage registrations. The activation began two weeks before the main event for registrations. Catchment societies had registration desks with promoters distributing leaflets with course details.

The campaign was very effective amongst parents, some of who actually carried the press ad cutting to the mall to enquire and register their kids for the workshop.

Quoting on the campaign, **Puneet Varma, AVP, Marketing and Corporate Communications** said, “We are always coming up with new engaging activities for kids during the summer time and this time around we decided to do a very unique activity where children can explore their creative side with art of cinema. We are looking forward to see the kind of young talent that we get to see through this amazing program.”

Quoting on the campaign, **Ashish Phatak, Executive Creative Director, DDB Mudra West** said, “Kids these days are huge fans of movies. It’s not surprising to see your kids perfectly mimic their favourite dialogue, or bust the right dance moves when a hit song comes on. So when Inorbit Malls decided to organize a filmmaking workshop for kids, we appealed to the film side of people’s kids with Bachcha Bollywood.”

Agency Credits

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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, Nirma 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, Zyduz Wellness, Arvind, Sintex, Adani, Arvind Infra, BSafal, Yash Infra and Infibeam.

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