

## PRESS RELEASE

---

FOR IMMEDIATE RELEASE

### **This Festive season, Big Bazaar initiates ‘Shubh Shuruaat’ with ‘Paper Patakha’**

*The ad campaign has been conceptualized and executed by DDB Mudra West*

**Link to the work-**

The ad film- <https://www.youtube.com/watch?v=SPKfad0W97s&feature=youtu.be>

How to make Paper Patakha- [https://www.youtube.com/watch?v=IG8l\\_LnyaC4](https://www.youtube.com/watch?v=IG8l_LnyaC4)

**Mumbai | November 02, 2015**

With the commencement of this year’s Indian festive season, Big Bazaar-the largest hypermarket chain in India wanted to leverage the occasion and lead conversations on festive celebration through relevant, emotive and impactful communication.

In India and across the world, festivals ignite hope for a better tomorrow. The festive season is the time when Indians are most generous and are open to accepting new, positive changes. This presented a perfect opportunity for the brand to reinforce its ethos and strike a chord with millions of Indians.

With an intent of keeping its promise of making India beautiful, Big Bazaar initiated communication targeted towards bringing positive changes in people’s lives with ‘Shubh Shuruaat’ campaign. Introduced during this year’s Ganapati festival, this integrated campaign kick-started with a 2-minute long anthem specially composed by the famous music director duo, Salim-Suleiman. The anthem ran as a multi-lingual radio campaign that wished listeners a ‘Shubh Shuruaat’ in all walks of their life.

At the advent of Diwali celebrations, Big Bazaar is back with an extension to the ‘Shubh Shuruaat’ campaign with ‘Paper Patakha’ ad film. Themed along the idea of giving consumers an opportunity to have a ‘Shubh Shuruaat’, the ‘Paper Patakha’ ad film shows a Big Bazaar staff member introducing the ‘Paper Patakha’ to a kid, who passes on the idea and popularizes it as the new ‘Patakha’. The idea of a better and cleaner Diwali using ‘Paper Patakha’, soon gets spread and is adopted by many. Led by TVC, this concept is being amplified through Radio, Print, Outdoor, Digital medium and in-store activations. Quirky events like ‘Longest ladi corporate challenge’ and ‘Paper Patakha in the streets of India’ are being planned across the country to spread the thought.

Speaking about the campaign, **Sadashiv Nayak, CEO, Big Bazaar said**, “Big Bazaar stands for its inclusiveness and its commitment to making India beautiful. At the same time, we are a brand that is constantly innovating. Our new commercial takes our brand ethos forward and proposes an interesting idea of a ‘Paper Patakha’ Diwali. It is insightful yet simple and entertaining at the same time. It is about this

idea of a paper Patakha that a kid picks up at the Big Bazaar store and how it catches on among the people. We hope this mark the Shubh Shuruat of Making India even more beautiful."

The concept of the new 'Patakha' and the film are already receiving appreciation amongst the consumers with more than 4 lac views and 37, 000 clicks on HotStar alone after the ad film's exclusive premiere on the app. The film has also gauged more than close to 3 lac views on YouTube along with numerous conversations about #PaperPatakha on Twitter and Facebook.

Quoted **Sonal Dabral, Chairman and CCO, DDB Mudra Group**, "It has been really exciting to work on the latest 'Paper Patakha' campaign for Big Bazaar, which in it's own way every day, is working towards 'Making India Beautiful'. Not just crackers, brands too create a lot of noise during Diwali with their high decibel advertising. 'Paper Patakha' consciously keeps away from adding to the noise. Paper Patakha are part of everyone's childhood. With the simple message that it gives out, and with the joy with which it delivers it, I'm sure 'Paper Patakha' will be loved and shared by the audience. Here's wishing everyone a beautiful, pollution free Diwali."

### **Agency credits**

Client: Big Bazaar

Agency: DDB Mudra West

Chairman and CCO: Sonal Dabral

National Strategic Planning Head: Amit Kekre

President, DDB Mudra West: Rajiv Sabnis

Creative: Rahul Mathew, Nilay Moonje, Manoj Bhagat, Amol Annaldas, Suman

Adhikary, Pankaj Nihalani, Mayuresh Wagle, Saurabh Sankpal, Syed Hussain,

Anisha Dsilva, Rahul Gate

Account Planning: Subash Franklin, Neha Kulkarni

Account Management: Sanjay Panday, Luv Chaturvedi, Abhay Bhonsle, Vishwendra Singh Parmar

### **About Big Bazaar**

Big Bazaar is the flagship hypermarket retail chain from Future Group, having presence in over 100 cities across the country. With its motto of "Making India Beautiful", Big Bazaar ensures that all the products are of good quality and offered at the lowest prices. Promising 'more for less', Big Bazaar, offers 1.6-lakh mass-market product ranges that are sought by a majority of Indian consumers. It also offers a host of value-added services. The special discounts and promotional offers, which are available at regular intervals, make the format very unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.

### **About DDB Mudra West**

DDB Mudra provides its clients specialized solutions for Influence & Behavioral 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 Adani Corporate, Aditya Birla Group (Raysil Yarn), Arvind, CenturyPly, Future Group (Big Bazaar, E-Zone), Gulf Oil, Hindustan Unilever (Lipton Tea, Wall's Ice Cream), Infibeam.com, Inorbit Malls, Johnson & Johnson (Stayfree, Clean & Clear), Jyothy Laboratories (Margo Soap), LIC, Marico, Marvel Realtors, Sintex, Sony Set Max, Symphony, Volkswagen, Zydus Wellness (Nutralite, Actilife)

### **CONTACT:**

Akanksha Mishra | [akanksha.mishra@ddbmodragroup.com](mailto:akanksha.mishra@ddbmodragroup.com) | + 91 9930338901

Hirak Kapasi | [hirak.kapasi@ddbmodragroup.com](mailto:hirak.kapasi@ddbmodragroup.com) | +91 9819769132