



## PRESS RELEASE

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### **Big Bazaar celebrates the essence of togetherness with its latest festive film**

*The campaign has been conceptualized and crafted by the DDB Mudra Group*

Link to the film: <https://www.youtube.com/watch?v=Xvv5pPrBKIE>

**National | November 2018:** The festive season of Diwali is a huge consumption occasion for any retailer, and with 220+ stores across India, it is of utmost importance to Big Bazaar. Historically, Big Bazaar has seen an increase in sales during the festive period across categories – fashion, food, home, electronics, to name a few, and the brand recognizes that the opportunity to grow further is immense.

Big Bazaar's ongoing campaign, '**Har Tyohaar Mein Big Bazaar**' (English Translation: Festivals come alive with Big Bazaar) aims at reinforcing the brand's understanding of India, her festivals and the nuances with which different groups across the country celebrate different festivals, such that it makes Big Bazaar a preferred destination for all festive needs/shopping.

As an extension of *#HarTyohaarMeinBigBazaar*, the brand's latest film celebrates the very essence of family and togetherness that forms the fabric of any Indian festival and brings to life the meaning of the true spirit of Diwali.

Conceptualized and crafted by the DDB Mudra Group, this film takes its inspiration from the lives of the many Indians who undertake long journeys from all over India to celebrate Diwali with their loved ones, but often find themselves stuck in transit and unable to make it home for the festival.

The warm, cinematic narration takes us through the journey of Jatin, a passenger in a delayed train who decides to not let the situation get the better of him. Instead, he strikes up a conversation with his fellow traveler to break the somber mood and offers him sweets from Big Bazaar. His little gesture sparks a chain reaction, with other passengers joining in and celebrating Diwali in the train itself, like one big family.

Penned by Rahul Mathew and his team, the lyrics of the background score resonate with the festive spirit of Diwali and the music, composed by Indian music producer, Sameeruddin, encompasses every mood in the film.

Apart from the film, the campaign consists of a print, digital, radio and outdoor leg too.

Speaking about the campaign, **Jishnu Sen, Chief Marketing Officer, Big Bazaar** said, "We at Big Bazaar believe that festivals; all of them are an intrinsic part of Indian life. So we celebrate all of them under one common thought of *Har Tyohaar mein Big Bazaar*. Diwali is yet another festival that's important. We built a campaign on two truths. The first that a simple act of sharing a sweet and saying 'Happy Diwali' can bring untold joy. The second truth is that unfortunately, some people are not with family on Diwali. When you marry these two thoughts you get a magical tale



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of how a train full of lonely strangers transforms into a celebration of festive cheer. The agent of that change being, the small and big things you can buy from our stores at Big Bazaar.”

Added **Iraj Fraz, Executive Creative Director, DDB Mudra Group**, “The film celebrates the essence of togetherness during India’s biggest festival. It’s only the spirit of Diwali that can turn a train full of sullen strangers into one big family reveling in the festivities. This narrative is a part of our ongoing campaign, *‘Har Tyohaar Mein Big Bazaar’*.”

### **Agency credit**

Agency name – DDB Mudra Group

Creative Team – Rahul Mathew, Iraj Fraz, Manoj Bhagat, Ashwini Mishra, Vikas Gaur, Nilesh Anjarlekar, Saritha Shivshankar, Manish Patel, Mausami Shirsekar, Nikita Sahay, Amol Ambetkar  
Account Planning team – Amit Kekre, Mehak Jani, Ketan Rambhia

Account management team– Sanjay Panday, Sharon Picardo, Abhaysingh Bhonsle, Priyanshu Dikshit

Films team – Vishal Sane, Pravin Misal

Production House – The Magic Box

### **About the DDB Mudra Group**

The DDB Mudra Group is one of India’s largest marketing communications and services network. Operating out of 15 cities, we partner over 200 clients with our suite of offerings including brand consultancy, advertising, digital marketing, brand activation, media planning and buying, and shopper marketing through our agencies – Interbrand, DDB Mudra, 22Feet Tribal Worldwide, OMD Mudramax, Track DDB and TracyLocke. Our approach combines a deep understanding of people, culture and businesses with persuasive storytelling, creativity and technology.

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