



PRESS RELEASE

Virat Kohli urges young Indians to #ComeOutandPlay in the latest campaign for Puma|One8 athleisure

The campaign has been conceptualized and executed by the DDB Mudra Group

Links to the contextual videos-

What have you been playing? - <https://www.youtube.com/watch?v=Dfpysry3yPs>

Wanna skip this ad? - <https://www.youtube.com/watch?v=w1BsPqzzuz8>

Seen enough replays? - <https://www.youtube.com/watch?v=IAeD1AVaeD0>

Make some friends on the field- <https://www.youtube.com/watch?v=kBKIGvr0gQ8>

Got your high score online? - <https://www.youtube.com/watch?v=VnbnVWkTsTQ>

Done watching ten seasons? - <https://www.youtube.com/watch?v=HzOFafQsLq4>

Get 50 runs for your team- <https://www.youtube.com/watch?v=CtjVPUQZskI>

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Indian cricket team captain and youth icon Virat Kohli's transformation into a supremely fit athlete has won praise from all quarters, making him the face of fitness in the country. To promote his message of incorporating sports and play into the daily lives of Indians, Kohli launched his own clothing brand One8 in collaboration with leading sports lifestyle brand, Puma.

The latest digital-led campaign **#ComeOutandPlay** is Puma|One8's first promotional content after the brand's grand launch event in November 2017. The event saw Kohli promoting the brand's message while highlighting the simple joys of playing sports and taking a break from mobile phones and gadgets. During the event, the Indian ace-skipper also spoke at length about how sports and an active lifestyle can be seamlessly integrated into everyday life – whether at work or at home.

#ComeOutandPlay has been crafted on the basis of insights derived from a pan-India research study by Kantar IMRB, commissioned by Virat Kohli and Puma India, on physical



PRESS RELEASE

activity and sports adoption in India. According to the research, 57% of respondents haven't played any sport even once in the last one year with 58% of these respondents attributing this to a lack of time. However, the same set of people spent close to 4-5 hours on social media, televisions and mobile phones on an average working day.

Based on the insights from this study, seven hard-hitting, 15-second videos have been crafted; with Kohli urging the viewers to adopt an active lifestyle and asking them to **#ComeOutandPlay**. The messaging has been customized to target people on the platforms they most frequent. Given the increasing number of consumers on OTT and social media platforms, one of the contextual video features Virat urging viewers to take a break from their incessant consumption of online content and social media and to 'Come Out and Play'. While, one video has Virat addressing the online gaming community, encouraging them to create a 'high score' on the field and not just online, another one has him urging social media users to make friends in the real world and not just in the virtual world.

With **#ComeOutandPlay**, the brand intends to connect with its consumers on their home turf i.e. the social media channels and OTT (Over the top) platforms like InMobi, Hotstar, Voot, and Sony Liv, that they spend most of their time on. These contextual videos are being strategically planted during prime shows and other such properties which garner strong traction from the audience.

Quoting on the campaign, **Debosmita Majumder, Head of Marketing, Puma India** said, "Sports has been replaced by digital entertainment and games, especially amongst the millennial. We have also seen a decline in people playing sports as they grow older. PUMA and Virat have come together to encourage people to play sport, not only to stay fit or to pursue it professionally but just for the love of it. Through this campaign, we are looking at bringing back the joy of playing sport and making India a more active nation."

"The brief was straightforward - make India play more. The campaign was created to specifically tackle that. We wanted to use Virat in a new light, where he provokes the audience to start looking at sports and play with far greater interest. The reason we didn't go with conventional media, and opted to do contextual videos was to interrupt the virtual lives our audiences are so caught up in, and tell them that there is a world outside that is exciting and fun.", quoted **Vishnu Srivastav, Creative Head, DDB Mudra South**.



PRESS RELEASE

Agency credits

Agency name: DDB Mudra Group

Creative team: Vishnu Srivastav, Sooraj Pillai, Neha Sathe, Sudhira Mendon, Jonah Costa, Sajni Masturlal

Account management team: Pritika Gupta, Bilal Hasan, Yash Dabi

Account planning team: Mehak Jaini, Ketan Rambhia

Production house: Like Minded People Productions

Director: Piyush Raghani

About DDB Mudra Group

The DDB Mudra Group, a part of the Omnicom/DDB Worldwide Group, is India's largest integrated marketing communications and services network. Operating out of fifteen leading cities, the agency has a comprehensive presence across the length and breadth of the country. The agency consistently ranks among the top awarded networks in India and continues to be a leading presence by helping build powerful brands and inspiring change.

The DDB Mudra Group have been pioneering brand partners in the fields of Advertising, Media Planning & Buying, Digital & Data-driven Marketing, Technology, Health & Lifestyle, OOH, Retail Design and Visual Merchandising, Experiential Marketing (Promotions, Events, Rural), Trade Marketing, Youth Marketing, Localization Pre-Media Services, Content Creation, Strategy and Design Consultancy

DDB Mudra Group is a part of the Omnicom Group (NYSE).

Contact:

Akanksha Mishra | akanksha.mishra@ddb mudragroup.com | +91 9930338901