



PRESS RELEASE

DDB Mudra creates a new war- cry for MuscleBlaze- #ZiddiHoonMain

Link to the film: <https://www.youtube.com/watch?v=cGcYiP1XZBY&t=25s>

Gurugram | March 2018

We are a culture that has always placed a premium on intellectual pursuits rather than athletic ones. In this culture, fitness and sports enthusiasts have always been considered unusual, sometimes even aberrations. With their passion often misunderstood and commitment questioned by everyone around them, it is hard to imagine the source of their unbreakable determination. Their passion demands of them a tough disciplined life and a lifestyle that cannot be compromised with, particularly the nutritional aspect.

By leveraging these rich insights straight from the lives of fitness and sports enthusiasts, MuscleBlaze celebrates their spirit and 'never-say-die' attitude and supplements their efforts by catering to their distinct nutritional requirement.

The hard-hitting digital campaign – Ziddi Hoon Main (*English translation- I am Stubborn*) - created by the DDB Mudra Group, positions MuscleBlaze as the expert that not only provides enthusiasts with their dietary requirements but also understands their life and challenges. The brand understands that the force that drives fitness enthusiasts to go against the grain every single day in pursuit of their passion, is their own indomitable spirit.

The visuals are shot in dingy gyms, hard and unforgiving play arenas, both indoors and outdoors, where these fitness enthusiasts sweat silently without giving in to the questions hurled at them. What stands out in the film is not only the challenges that it portrays but also the diversity of people who identify as fitness enthusiasts. There are prevalent biases against women, senior individuals, differently-abled individuals when it comes to athleticism and the film highlights these biases as well. At the end, it is a celebration of the victory of passionate and adamant individuals and their unbending will against all odds.

With a staggering response on digital, the film has garnered 1.4 million views on Facebook and half a million on YouTube and Instagram, well within the first three days of its release.

Quoting on the brand, **Sameer Maheshwari, CEO & Founder, Muscleblaze**, said, "Muscleblaze is committed to connect and communicate meaningfully with fitness



PRESS RELEASE

enthusiasts. We believe "Zidd" as a concept will strike an instant chord with fitness consumers and strengthen Muscleblaze position as a leading sports nutrition brand in India."

As per **Amit Tandon, Business Head, Muscleblaze**, "Ziddi Hoon Main is a step ahead in our endeavor to establish Muscleblaze as a brand that truly understands fitness consumers. Every fitness enthusiast is stubborn to an extent to achieve his fitness goals and Ziddi Hoon Main brings out this insight via a stylized and classily crafted AV."

As per **Kaustuv Paliwal, Marketing Manager, Muscleblaze**, "Post the tremendous success of our first campaign Tum Nahi Samjhoge, expectations were very high from our second campaign. Ziddi Hun Main has passed the litmus test with flying colors with very high social engagement and more than 1 Million digital views within 24 hours of launch."

Quoting on the campaign, **Brijesh Jacob, Chief Creative Technologist, DDB Mudra Group**, said, "The brand team had just come off a huge hit with Tum Nahin Samjhoge. The benchmark had been set. But more importantly we felt that it was time to lay down a platform that can be ownable and on which we could build the brand. Zidd, is that platform and we believe is easily extendable to both internal as well as external audiences."

Agency credit:

Creative team: Brijesh Jacob, Preeta Mathur, Anu Gulati, Subhashish Datta, Manoranjan Kumar, Vivek Bhatia, Dharini, Tom Jose, Anuj Arora, Tejas More, Amar Singh Bhagat

Account planning: Tushar Handa

Account management: Hemant Singh

Tech team: Khubruy Mehta, Deepu Cherian, Krishna Gupta, Vijay Khamitkar, Hitesh Indap

Media Planning team: Sagar Govindaraju, Svetlana Lasrado, Soumendu Adhikary



PRESS RELEASE

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 993033890