

Hotstar Premium brazenly celebrates spoilers for the Game of Thrones Final Season

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

Link to the films: <https://www.youtube.com/watch?v=qXTiAgtjX3A&list=PLf-TZNF4Mlax0CAUo6clfZ-AjqFx5F2X7>

National | April 2019: Game of Thrones, Final Season. It has been awaited, anticipated and debated by fans all over the world. Hotstar Premium always looks to provide the best watch experience across its shows, and for Game of Thrones it is with the advantage of being 'first to the throne', making sure that the wait for the Indian Thron-ies is not a minute more than that for those in the US, by simulcasting Game of Thrones – Season 8 at the same time as the US.

In the last GOT campaign, Hotstar Premium took the fight directly to torrents; this year the brand takes on every Thronie's biggest nightmare – Spoilers. But instead of loathing spoilers, the campaign celebrates them through a film campaign; by handing the power of spoilers in the hands of Hotstar Premium subscribers. The campaign is further amplified through out-of-home.

Quoting on the campaign, **Rahul Mathew, National Creative Director, DDB Mudra Group** said, "For a manically followed show like Game of Thrones, spoilers as an idea is both insightful and creatively fertile. Then it was just a matter of bringing the idea to life in the most entertaining manner."

Quoting on the campaign, **Sunder Balasubramanian, Head - Marketing, Hotstar Pay** said, "The single minded proposition to communicate was that this year the GOT fans in India could watch it live with the U.S. on Hotstar Premium. The creative idea of 'the first to the throne owns the spoilers' captured this thought simply and stayed true to the language and milieu of the show."