

PRESS RELEASE

FOR IMMEDIATE RELEASE

DDB MudraMax-OOH creates a 25 feet tall Mr. M for Shine.com's latest campaign January 15, 2015 | Mumbai

Shine.com is India's 2nd largest job portal with over 1.6 crore candidate database and over 2, 20,000 job openings on site. It is built on a unique 2-way matching technology to deliver better relevance to both candidates and recruiters.

In their latest 360 degree campaign called *'Kaam ka Dost'*, Shine.com has introduced a new friend for all seasons – a handsome, young working professional who happens to be a mouse! They have a television, online and print campaign featuring this mouse, called Mr. M.

Challenge

The objective was to reinforce Shine.com's positioning of being *'Kaam ka Dost'*. DDB MudraMax-Outdoor was briefed to reach out to the corporate audience and to create a recall value for the brand. The challenge was to create on ground visibility for Mr. M and engage with the target group – working professionals.

Idea

The core idea was to create an impact in the corporate hubs where the target audience, working professionals, can directly interact with the brand. Thus, DDB MudraMax-Outdoor churned out an idea where the noticeability of the character and engagement would be high.

Hence, they decided to create an on-ground, replica of the actual character in physical form. DDB MudraMax-Outdoor created a 25 ft.' tall replica of Mr. M and installed it in Cyber Hub, one of the major corporate hubs in Delhi NCR. Its location played an essential part in grabbing attraction for the corporate audience visiting there.

Quoting on the innovation, Diptakirti Chaudhuri, Head - Marketing, Digital Business of HT Media said, "The basic idea of creating a huge replica of our mascot Mr. M was exciting but the biggest challenge was to create something that was very close to the original TVC character. After several rounds of iterations, the agency came with a version that we were really happy with. Mr. M being a cool character, we wanted to be in a 'cool place' and DDB MudraMax did a great job of identifying the perfect location in Cyberhub. With a great replica and a great location, Mr. M is now the newest selfie spot in town!"

Mandeep Malhotra, President, DDB MudraMax quoted, "The joy of setting new benchmarks is of matter of pride for us at MudraMax. The team was super thrilled to work on the brief with the enthusiasm encouraged by the client team at Shine.com. A larger than life piece of art like Mr. M opens a prospect of not only opportunity to See

(OTS) for the brand but also generates an opportunity to be part of various social updates. Also, it generated a great 'Opportunity to forward'."

Madhav Joshi, Sr. Manager, DDB MudraMax-OOH quoted "The idea was to do something disruptive for Shine.com-Mr. M rather than traditional Outdoor advertising plan. Cyber Hub-Gurgaon was the perfect location with the huge daily footfall of client's TG. It was challenging to achieve look like of Mr. M at 25 ft. tall structure but we worked it out and achieved desired result for shine.com. It is a new attraction-picture spot of cyber city"

Credits

President, DDB MudraMax (OOH, Retail and Experiential) - Mandeep Malhotra

Senior Vice President, North and East-Subhashish Sarkar

DGM-Ashish Grover

Client servicing- Madhav Joshi

Operations-Ashwani Kumar Rana, Rakesh Sharma

About DDB MudraMax-OOH

DDB MudraMax, the Engagement & Experience agency of the DDB Mudra Group, provides multi-specialty expertise including OOH, Retail & Experiential to help build brands in the age of convergence.

The agency's Outdoor, Retail & Experiential offerings are backed by an indomitable award track record including bagging 'The Specialist Agency of the Year' for three consecutive years 2010, 2011 and 2012 by Campaign Asia Pacific. In 2013, the agency won 'Best New Business Development Team of the Year – South Asia', and came second in the 'Specialist Agency' category at the same forum.

The agency has been christened 'The Agency of the Year' at various outdoor forums including OAC and Exchange4media awards, among others.

DDB MudraMax – OOH played a major role at the 'Afaqs! Agency Happiness Report' where DDB MudraMax was crowned 'The Happiest Agency' of 2012.

DDB MudraMax – OOH's client roster includes Star India, Aditya Birla, HT media Ltd., Amway, BPCL, Aircel, HBO, Reebok, Idea Cellular, South African Tourism, Lafarge India, DLF and Britannia.

CONTACT:

Akanksha Mishra | akanksha.mishra@ddbgroup.com | + 91 9930338901