



## Concept - 1

### NEW YEAR SELL-O-LUTION

All about taking resolutions of selling old stuff before 1<sup>st</sup> Jan 2015

## Concept - 2

### BECH-MISAAL 2015

All about setting an example for the sellers' across India

## Concept - 1

# NEW YEAR SELL-O-LUTION



### THE IDEA!

Based on a fun take of converting new year 'resolution' into a 'sell-o-lution' the idea is to motivate potential sellers to publically declare a list of stuff, they pledge to sell off before the end of this year and make a fresh 2015 start!

Cashing on the social hype of making and trying to live up to new year resolutions, the sell-o-lutions are a way of convincing people to sell their stuff and gain freedom from old to make a fresh new start.

Mainly catering to the sellers, this concept aims at increasing product uploads on OLX portal and hence indirectly attracting new buyers as well.

# Concept - 1

## NEW YEAR SELL-O-LUTION



### PROCESS & EXECUTION!

Youtube & facebook videos, talking about how new year resolutions have been replaced with sell-o-lutions; the idea will be positioned as the new cool thing to do.

Motivated users shall upload their sell-o-lution videos with products on a dedicated sell-o-lution youtube channel or FB page or a dedicated app. The most liked/worth recognizing sell-o-lution entry will be highlighted in the special 'sell-o-lution' tab on the OLX website.

Convincingly well made sell-o-lution videos can be used for extending the idea on TV ads as well. Sell-o-lutions that really helped people get a fresh new start for 2015 can also be promoted as 'Best sell-o-lution of 2015'

## Concept - 1

# NEW YEAR SELL-O-LUTION



### WHAT DOES THE USER GET?

- Primarily the popularity of having made the best sell-o-lution in 2015
- The top 3 sell-o-lution stories can also be given bumper prizes in the form of a brand new product, same as sell-o-lutioned one (for e.g. if the sell-o-lution is about selling off an old TV, the bumper prize could be a brand new LED TV)
- People making maximum number of sell-o-lutions (maximum number of products put on sale) can also be separately highlighted and rewarded

# Concept - 2

## BECH-MISAAL 2015



### THE IDEA!

Be it the biggest, widest, newest, oldest, smallest, costliest, cheapest, highest in number, or simply the most whacky and outstanding product put on sale; bech-misaal aims at motivating people to set an exemplary sale for the coming 2015.

Boosting the 'I did something big' keeda in people, this concept shall fetch the most extreme possibilities of any product category on OLX.

This will also motivate buyers to go on OLX platforms and check out such outstanding stuff on sale and possibly buy them.

# Concept - 2

## BECH-MISAAL 2015



### PROCESS & EXECUTION!

Youtube & facebook videos, pre-selling this trend-setting and talk of the town sale will generate intense hype in the masses about winning the bech-misaal title.

Interested users shall register on a particular platform (FB app/Whats app Group/OLX website's special tab) and upload their entry. The most unique and extreme entry per product category on OLX, shall be chosen as bech-misaal products (per category) and put on open-auction for 30<sup>th</sup> and 31<sup>st</sup> Dec.

The final auctioned amount (per product category) will result in the bech-misaal sale transaction and will be celebrated all over as bech-misaal for sellers.

Bech-misaal sell and buy stories can be used for extending the idea on TV ads as well. Winner bytes can also be converted to funny animation stories or videos.

# Concept - 2

## BECH-MISAAL 2015



### WHAT DOES THE USER GET?

- Primarily the fame of having become bech-misaal 2015
- Highest bid price for their bech-misaal sale
- Coverage on various media like FB pages, Whatsapp Group, Youtube videos (possibly TV ads as well)



What's say?  
Like 1, 2, or both?