

## **TCM - SPECIAL DAYS CELEBRATION CONCEPTS**

### **DENIM FEST: 18 June - 26 June**

#### **CONCEPT 1**

##### **Visual Description -**

Udaipur cityscape photo overlaid with the Denim Fabrics Blue. Basically the white and blue gradients at play over the city.

##### **Ad Tagline -**

Blue is the New White!

##### **Description Copy -**

The White Royal City Udaipur is all set to go BLUE with the city's best and the biggest ever Denim Fest @ The Celebration Mall!

Catch the latest and trendiest collections from international brands like Lee, Wrangler, Levis, Pepe, NU, USPA, FM, People, BH, Wills and many more...

#### **CONCEPT 2**

##### **Visual Description -**

A typical Rajasthani old man & woman flaunting themselves in Jeans!

(Good Photoshop should do wonders)

##### **Ad Tagline -**

Dhotti Chhod Bapu... Denim Fest chaayo hai!

##### **Description Copy -**

As the winds change, why stay Dhotti?

Go Jeans, Go Denim with the city's best and the biggest ever Denim Fest @ The Celebration Mall!

Catch the latest and trendiest collections from international brands like Lee, Wrangler, Levis, Pepe, NU, USPA, FM, People, BH, Wills and many more...

**WORLD MUSIC CELEBRATION: 18 June - 26 June**

**CONCEPT 1**

**Visual Description -**

Shopping lady pic with music elements and notes symbols flowing fluidly all around her.

**Ad Tagline -**

Rock your Shopping and Jazz up your Style!

**Description Copy -**

As the world celebrates Music Day, why would we hold back?

Get ready to tickle some raags and bang some heads, as The Celebration Mall brings you the best of talents from different genres to set your moods high, every evening.

**CONCEPT 2**

**Visual Description -**

A duo of opposite facing darbaar blowing their ass off the trumpet and some royal floral vectors to give the feel of retro-royal-mehfilana visual feel.

(Good Photoshop should do wonders)

**Ad Tagline -**

Sangeet aur suron ka Bhavya-Uday ho!

Meh-Feel the Music!

**Description Copy -**

As the world celebrates Music Day, why would we hold back?

Get ready to tickle some raags and bang some heads, as The Celebration Mall brings you the best of talents from different genres to set your moods high, every evening.

## 5<sup>th</sup> ANNIVERSARY: 2 July

### CONCEPT 1

#### Visual Description -

A happy couple holding 5 kids in their hands. Four are same, fifth baby is uniquely dressed.

#### Ad Tagline -

Thanks for the 5 years.

Welcome to the 5 cheers!

#### Description Copy -

On our glorious and exciting 5<sup>th</sup> Anniversary eve, The Celebration Mall brings you the most awesomely irresistible offer of all times..

Buy any 4 things at any store and get 5<sup>th</sup> absolutely free!

#### (Conditions -

- All 5 things should be from one store only
- 5<sup>th</sup> thing has to be less than or equal to the cost of the costliest of the four, not more.)

### CONCEPT 2

#### Visual Description -

A group of people all standing in a line with thought clouds over their heads and a product in each cloud. Like everyone has one dream product to buy.

(Items in the thought clouds have to match with the product range in the Mall)

#### Ad Tagline -

May 5 Dreams come True!

#### Description Copy -

On our glorious and exciting 5<sup>th</sup> Anniversary eve, The Celebration Mall is making dreams come true! Write your dream-buy in the whole of TCM in a dream chit and put it in the Mega-Bowl.

5 Random picks shall get their Dream products for FREE!

(People will go mad when they get what they want! And the rest will go mad looking at these lucky 5)