

BIRD SAFARI 2016 - CREATIVE STRATEGY & CONTENT

THEME OPTIONS

- Did you have a Birdfie (selfie with birds)?
 - Shun tamey Birdfie click kari?
- The Birds Are Waiting!
 - Pankhiyo raah juve che tamari!
- Let's Fly Away!
 - Chaalo Udi Jaiye!
- Experience the Feather Touch!
- It's Rare, it's Wow and it's Rejuvenating... It's Bird Safari 2016!

PUNCH-LINES & BASELINES

- **Over 250 species of birds are waiting for your Birdfies**

Join the Bird Safari at Nal Sarovar from 6th to 16th February and click endless numbers of Bird-selfies along with comfortable tent accommodations and scenic experience of once-in-a-year bird watching opportunity.

For registration and booking inquiries:

- **Don't miss best ever Bird watching opportunity**

Yes, everything else can wait. But over 250 species of awesome bird watching experience will not!

Join the Bird Safari at Nal Sarovar from 6th to 16th February, along with comfortable tent accommodations and scenic experience of once-in-a-year bird watching opportunity.

For registration and booking inquiries:

- **Bird Safari is waiting for you!**

Join the Bird Safari at Nal Sarovar from 6th to 16th February, along with comfortable tent accommodations and scenic experience over 250 species of birds at once-in-a-year bird watching opportunity.

For registration and booking inquiries:

- **Fly away to the neighbourhood of free birds!**

Join the Bird Safari at Nal Sarovar from 6th to 16th February, along with comfortable tent accommodations and scenic experience over 250 species of birds at once-in-a-year bird watching opportunity.

For registration and booking inquiries:

- **Escape to the land of free birds!**

Take a break, you so dearly deserve.

Join the Bird Safari at Nal Sarovar from 6th to 16th February, along with comfortable tent accommodations and scenic experience over 250 species of birds at once-in-a-year bird watching opportunity.

For registration and booking inquiries:

- **Go soft on yourself. Experience the blissful feather touch of Bird Safari 2016!**

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RADIO SPOTS [Gujarati | 35 sec]

Option 1 - Youngsters centric

Female VO:

(shouting from a little distance)

Arey Rahul... Jaldi aav aapne SELFIE laiye!

Male VO:

(sad and bored VO)

Shun Priya, roj ekk jeva spouts ane boring backgrounds ma selfies!!!

Female VO:

(taunting + flirting VO)

Achha bachhu... Jo regular selfies thi aatloj kantaali gayo che... toh chaalo aapde badhaaj friends madi ne Bird Safari jaiye!

Group VO:

(excited feel)

Bird Safari??

(Cosmic sweeper sfx)

Mature Male VO:

Je haa, 6th thi 16th February sudhi...

250 thi pun vadhu prajaati na pankhiyo no
ati-bhavya medavdo etle... Bird Safari!!!
Nal Sarovar sameep tent accommodation ni
suvidha ane adbhut evam man-mohak drishyo
ni sunder mada samaan ek vishesh anubhav
maanva aap saunu swagat che!

Female VO:

Anera pankhiyo saathe tamari appointment
book karva matey aajej sampark karo...

Option 2 - Adult centric

Husband VO:

Darling... Shiyado jay ane Garma-garam
unaada no paaro chade te pehla... Chal
aapne parivaar saathe ek jabardast picnic
maani aaviye!

Wife VO:

(sad and bored VO)

Pun aapne lag-bhag badhhi jagya ae fari
vadya che!!! Jaishun toh pun kyaan???

Husband VO:

(flirting VO)

Chinta na karish sweetheart... Hun toh Bird
Safari ni vaat karu chun!

Wife VO:

(excited feel)

Bird Safari??

(Cosmic sweeper sfx)

Mature Male VO:

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250 thi pun vadhu prajaati na pankhiyo no
ati-bhavya medavdo etle... Bird Safari!!!
Nal Sarovar sameep tent accommodation ni
suvidha ane adbhut evam man-mohak drishyo
ni sunder mada samaan ek vishesh anubhav
maanva aap saunu swagat che!

Female VO: Anera pankhiyo saathe tamari appointment
book karva matey aajej sampark karo...

Option 3 - Emotional feel

[Horns, yelling, traffic, chaos sfx for 3 secs]

Female VO: Jo savaar aavi thavaani jagya par...

[soothing birds calling out sfx]

Female VO: Aavi thaay toh???

Majja padi jaay nahi!!

Arey... Toh aavi shaandaar good morning na
fakt sapna jovanu chhodo ane chaalo Bird
Safari 2016 maanva!!

(Cosmic sweeper sfx)

Mature Male VO: Je haa, 6th thi 16th February sudhi...

250 thi pun vadhu prajaati na pankhiyo no
ati-bhavya medavdo etle... Bird Safari!!!
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