

CONNECT INDIA AD - VIRAL CAMPAIGN

Strategy:

Split up of Main ad into a Teaser/Revealer so as to build more curiosity and hype on social media.

Teaser Concept: [25-56 secs]

Teaser Title -

Rustomji Vs. Bikers (Part 1)

FB Post Content -

Rustomji's car gets off the road. There's no one around. Some Roadie-Bikers Stop by and surround Rustomji's car from all sides.

Stay tuned to find out what happens next.

What happens next? Any Ideas?

Post your thoughts under #RustomjiVsBikers.

Stay tuned to find out more.

Full Story launching: _____ (date)

Revealer Title - Rustomji Vs. Bikers (Part 2)

FB Post Content -

Things aren't that bad after all. In every generation, every class, caste, creed, colour, there's this pure spirit of goodness to connect and help others connect. The spirit that bonds Indians in a seamless connect.

Connect India celebrates this spirit wrapped in the magical voice of none other than the breathless icon - Shankar Mahadevan.

Join the ConnectIndia mission and share your stories that celebrate such platonic connection which touched your hearts.