



## Concept Presentation



## The Purpose?

To create a brand activation in gujarati audiences all over the world to engage, interact and recall the name “Thai Jashe” so that following ultimate goals can:

- ✓ Get a maximized Fan Base
- ✓ Promotion of Stars and Production Team
- ✓ Increase Discussions and Increase 1<sup>st</sup> Time Watchers



## The Challenge?

Despite of recently changing impressions, Gujarati Movies still face following taboos:

- ✓ People feel awkward to declare their affection towards movies due to their generally accepted (yet recently changing) “desi” impression.
- ✓ Despite of wide Gujarati base, Gujarati films are still not as much considered as a “class” thing to watch.



## The Solution?

To create a social media campaign that makes the contemporary youth, not only comfortable, but proud to be associated with the name “Thai Jashe”.

- ✓ Best way to do so, is by associating the solution with the winning spirit.
- ✓ Arranging a social-media sensation that brings forward maximum number of people



## OPTION 1 - The Free Way!

Creating a Photo-rampage where in people can upload their photos and make funny one-liners around the “Thai Jashe”!

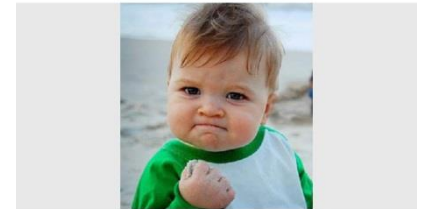
- ✓ This can also be clubbed with the Selfie keeda.
- ✓ People as such need some interesting point to upload new photos; this is one such idea that makes the act creatively interesting.
- ✓ The photo panel remains same, only the photos inside and liners keep changing.

Pappa toh khaali bolya  
kare che



THE  
**JASHE!**

ketli vaar kidhu...  
Tu khaali kaam bol...



THE  
**JASHE!**

Aavta varshe...  
Samajhdaar



THE  
**JASHE!**



## OPTION 2 - The Challenging Way!

Motivating people to get their challenging work done in the name of “Thai Jashe?”

- ✓ This will inspire people to come forward for help and to help.
- ✓ Touching the human angle of “Aakhir insaan hi insaan ke kaam aata hai” this idea will flood people declaring what they need others to help them with...

Mr Patel

Maney ghar no samaan shift karva  
maatey koi ni help joiye che...  
#THAI JASHE?

Mr. Vaghela  
#THAI JASHE.  
Call - 88559 56554

Mrs Pandya

Hun gher betha LLB karva maagu chun...  
#THAI JASHE?

Dr. Joshi  
#THAI JASHE.

Visit - [www.Learnfromhome.com](http://www.Learnfromhome.com)



## OPTION 3 - The Winners Way!

Having a fun-filled challenging Quiz contest where the “Dhurandhars” of Gujarati Cinema will be rewarded a 3 day trip to Thailand with the Stars hence the title “Thai Jashe saathe THAI – JASHE!”

- ✓ One question per day, for 3 weeks, dealing with some really retro Gujarati cinema aspects like:
  - Naresh Kanodiya’s first Gujarati Film
  - The Song in which Lata Mangeshkar gave her voice
  - The world’s most Downloaded Gujarati film
  
- ✓ The lucky winner with most correct answers goes to an all-expenses paid trip to Thailand with family...



## What's Say?

Tamaaro support hashe,

Toh Social Media upar, Dhammal **Thai Jashe!**

