

O TAREE - TREASURE HUNT CAMPAIGN

CONCEPT -

To get people "branded" with O Taaree and set them running across various areas of the city. Giving them clues and tasks to perform at each check point and raising more interaction with the crowd.

EXECUTION -

50 Participants - 10 teams of 5 players each - Each team has a unique Code Number or Color

20 Check-Points - 10 different patterns - each having one task and clue with the team code mentioned on it.

20 Monitors for each Checkpoint - They make sure that the task is completed and on then, the team gets the clue envelop.

20 Standees - Film-Posters of O Taaree, for each checkpoint.

Transport - ONLY using BRTS buses... For maximum audience exposure.

Total Duration - 9 AM to 6 PM

Final Prize - Dinner with the Star-cast or Exclusive entry on the Premiere Show.

Examples of Tasks:

- ✓ Team has to do a lungi dance with at least 2 random people present at the checkpoint
- ✓ Team needs to walk 10 meters in reverse
- ✓ Team needs to buy a BRTS ticket for any destination
- ✓ Click a selfie with a stranger and 2000 rs note.

Examples of Clues:

- ✓ I was a legendary singer, but you might know me more as an industry. - **Mukesh Industries**
- ✓ I am a horse and you better talk to me with respect. - **Ghodasar**
- ✓ I fought Mardaani... But I am too crowded with passengers. - **Jhansi ki raani bus-stop**
- ✓ I survived Holika and I am a garden - **Prahlad Nagar Garden**