



# Campaign of the Year

MasterChef  
India



Star Plus was launching Master Chef India season 3. The basic premise of the show was a competition between common people who had passion for cooking but no professional training. The winner of the competition would be crowned Master Chef

1. We used the globally recognized and six sigma accredited dabbawala network by branding their crates used for carrying lunch boxes for ten days before the launch of the show and tiffin tags on the day of the launch
2. Road side sandwich vendors are a big part of Mumbai's street food culture. We handed out special toasters to these vendors. These toasters left an imprint on the face of every toasted sandwich.
3. Bills from fine dine restaurants stamped with the master chef logo and the tune in time.

All three mediums were never used by one single campaign before. The team had to tie-up with every dabbawala union, individual restaurants and local street food vendor. Since the launch day was fixed we needed to execute the campaign in different unorganized locations on one day.





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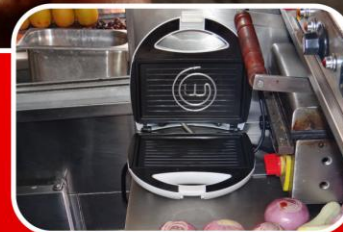
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