



बैकग्राउण्ड

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वेदा

The idea was to bring the billboards to life by recreating famous scenes from the epic on ground to trigger instant recall. The route we used was to put up large 3D sculptures on the billboards ranging from 17 to 22 ft in height emerging out of the billboards. We displayed a 22 ft tall Arjun 3D sculpture, kneeling down and looking into the water pot in front of him to take a shot at the rotating fish above his head during the Draupadi Svayamvar. At its peak, the sculpture protrudes 6 feet out of the billboard while a large 3D golden fish rotates overhead.

रहस्यो

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background

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लक्षणे

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महाभारत



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results

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Mahabharat इतरादृश्य



StarPlus

महाभारत

Concept:

Star Plus was launching the biggest show of the year Mahabharat with plans to cover 100 plus cities, with the aim of shaking people and grabbing their attention and to display the visual splendour of the show and portray the characters in a really unusual light.

वेबसाइट एवं Expectation:

A multi media approach was adopted to amplify the effect of the campaign by achieving the right balance between impact, frequency and reach. From large format premium billboards and unipoles, gantries and bridge panels, mall media, metro stations, railway station transit media branding across to "first of its kind" innovations and ensured that the awareness and recall generated for the show launch is quick as well as lasting.

रहस्यो:

The gamut of marketing promotions resulted in a blockbuster opening of the channel's gross viewership in thousands (GVT) with an increase to 534,590 from 477,029 in the previous week. The highest amongst any other launch shows during the same period of time.