

LET'S BUILD SOME OLD FASHIONED TRUST



JANUS KONCEPTS



“The Zune was crappy because the people at Microsoft don’t really love music or art the way we do. We won because we **personally love** music”

-Steve Jobs, Former CEO, Apple Inc.

WE
PERSONALLY
LOVE TO
TELL
STORIES



HYUNDAI



hindustantimes





BRIEF

Tropicana Slice

planned out a new Product launch TVC with their brand ambassador **Katrina!**

The **Brand** wanted to generate enough Teaser Buzz resounding **across the Web** and then rolling onto **Product Reveal...**



A **Gossipy Story** was scribed around the start, Katrina and the plan was to leverage the mileage to while the **Maximum Buzz** was **ON...**

Katrina Goes Missing was the gist and it had to be deployed with **Top**

THE PLAN



STRATEGY

It wasn't any *regular* campaign. Content Seeding was split between

- Credible Publishers
- Interactive Bloggers
- Relevant Influencers

to bring about a tight knit story...

Activation of every stakeholder was strategically planned across different phases...



Abiding the Essence,
custom made briefs and samples were made

The roped in **Digital Publishers**



Ignited the **Spark**



The Loop was closed by the influential **Celebrity Bloggers**

ROLL OUT

The Keyword
TRENDED

For more than

8 Hrs



53,000+
organic
conversations
were triggered

Brand interactions
increased by
700%
than the usual!



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All major news houses picked the story without us spending a single rupee.



Home > Movie News > Movie News

NEWS

The search is OVER! #KatrinaMissing no more!

By TellychakkarTeam
27 Mar 2015 03:05 PM



27 Mar 2015 03:05 PM | TellychakkarTeam



A few days ago, Katrina Kaif was reported missing and #KatrinaMissing created a stir in the social media circles. Not only the entire Bollywood fraternity, but also her fans and well wishers were worried about her. All social networking websites were flooded with messages to Katrina, wishing her well. Some days later, she was spotted in Ratnagiri by our sources. And now, we have a big news for you, that would definitely bring a smile on your face!

Katrina Kaif is in Ratnagiri!

No, it is not a doppelganger or a lookalike, as we were suspecting earlier, but truly Katrina Kaif is in the sleepy, little town of Ratnagiri. We are sure that you must be as ecstatic as us to know that our dear Katrina is not missing anymore, and we have definitely not lost her. Wow, what a relief to finally see her safe and sound!

Obviously, you must be wondering- What is she doing in Ratnagiri? Well, we will disclose it to you, bit by bit.

Why is she there?

Now, you definitely must be curious that why she went to Ratnagiri, when she could have visited any place in the world. Well here's your answer- Mangoes. No, we are not kidding. It is the truth. Katrina Kaif wandered off to Ratnagiri in search of the freshest and juiciest mangoes of all. After all what is Ratnagiri known for but the Alphonso mangoes that are the king of mangoes. No wonder, Katrina, who is smitten with mangoes, and her made her love for mangoes quite public, went all the way to Ratnagiri just to grab her favourite fruit.

Well, Katrina, you are a high-spirited person, we must say! After all, we have not seen any celebrity, going to a distant place, and that too unguarded and alone, just to taste his/her favourite fruit. Such capriciousness is what makes Katrina stand apart.

Fans, you can rejoice now!

It is time for you, the ardent fans of Katrina, to rejoice, as Katrina has been found in Ratnagiri. I think you guys should stop worrying now, and celebrate. Also don't forget to include mangoes in your celebration buffet. After all mangoes were the reason for the disappearance of Katrina.

Yes Katrina Kaif has been found in Ratnagiri, looking as beautiful and pleasant as ever!



Facebook 20 Twitter 14 Google+ 0 Dribbble

Tags > Katrina Kaif, Mango, mangoes, Slice, sponsored, Bollywood, actress, PepsiCo, Aditya Roy Kapoor.



Advertisement

Quikr

Houses, Apartments, RENT

₹90,000	₹24,000	₹1,50,000
₹1,00,000	₹8,000	₹1,00,000

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QUICKIE



I would like to get naughty with Salman Khan: Pooja Singh

more quickie [CLICK HERE](#)

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This post is in partnership with Tropicana Slice.

We've Got The Latest Juice On Katrina Kaif & Aditya Roy Kapur!

f
t
g+
e
p


Posted by Swagata Dam
March 27, 2015
1
176



Aditya Roy Kapur, Katrina Kaif

Remember how everyone was talking about how Katrina had gone missing, a few days ago? While some thought she was on a secret vacation away from the media's scrutinizing glare, others wondered if she was shooting for an upcoming flick or ad discreetly. In fact, some people had even spotted her driving a car across Ratnagiri in Maharashtra. And guess what? That's exactly where the pretty actress was. Known for its delectable Alphonso mangoes, the town was graced by Kat's presence. And Bollywood's current heartthrob, Aditya, was also present there! Check out this video to find out more.

New Tropicana Slice Alphonso – King of Mangoes



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Wow. Don't they just weave magic together? Now, I am even more excited to see Kat and Adi's chemistry in their upcoming flick, *Fitoor*.

Win a Swarovski Set + Photoshoot!

NEW SEASON LAUNCHES 30TH MAY SAT - SUN 8.30 PM

Trending In Bollywood

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Here's Why You Cannot Miss #NachBallye7 Tonight!


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BOLLYWOOD

Exclusive Photos: The Cast Of Dil Dhadakne Do Knows How To Brunch In Style!

May 4, 2015
0
496



Story that we seeded

News

BREAKING NEWS: #Katrina Missing? Not Any More! Spotted with Aditya Roy Kapur!

By Bollywood Hungama News Network, March 27, 2015 - 11:34 hrs IST



After **Bollywood Hungama's** report about the missing case of Katrina Kaif, finally, we have some news on the whereabouts of the actress and what was keeping her busy. She was spotted shooting for the new ad campaign of Tropicana Slice Alphonso.

Ever since the inception of #KatrinaMissing, Twitter and other social media platforms were buzzing all along with well-wishers praying for the safety of Katrina. With Katrina being off the grid, it had fuelled the speculation of a road trip to a secret location away from the prying paparazzi lenses. The speculations about her going missing were half correct, as she did want some alone time. And the reason for the same is because, she wanted to concentrate on the ad campaign and sample some Alphonso mangoes!

With just a minimal stroke of make-up, the naturally gorgeous Katrina was looking stunning at the sets of the shoot. Besides her, the TVC also features the charming heartthrob Aditya Roy Kapoor. If the 'on-screen' chemistry between the two is anything to go by, then, one just can't wait to see them sizzle in the Tropicana Slice Alphonso's TVC, which will hit your TV screens anytime soon.

So, what are you waiting for? Be the first one to see the TVC and share it with your friends!



You Might Also Like



Karan Singh Grover signed for Kumar...

After his film debut Alone, Karan Singh Grover decided to go on...



Saif Ali Khan-Katrina Kaif starter Phantom...

Now that's what you call a thrilling beginning indeed. 100 days...



Vidya Balan to be felicitated with Raj...

Vidya Balan may not have had a release since Bobby Jasoos but...



Bombay Velvet gets A certificate, Anurag...

Anurag Kashyap, who is known for speaking his mind out, is one...



Thanks to Karan Johar, Brothers gets a...

You might be wondering where the screen-mom, so splendid in her...



Prachi Desai roped in for Rock On 2 and...

While Rock On marked the debut of TV's famous character Bani...

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GO

Story that we seeded



NumbYaar
@NumbYaar

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What is [#KatrinaMissing](#)? expressions?

1:28 PM - 23 Mar 2015

  5  5



Zara
@4HappyEverAfter

 Follow

[#KatrinaMissing](#). Always always Trust Katrina Kaif to be in the headlines for everything except for her acting skills...

1:20 PM - 23 Mar 2015

  15  8



sabina lamba
@SabinaLamba

 Follow

Finally [#KatrinaMissing](#) ! A wish of thousands comes true !

12:56 PM - 23 Mar 2015

  44  37

Our seeded stories
got viral when
twitteraties picked it
up and started talking
about it! with a gentle
nudge from our end.



BRIEF



MountainDew wanted to bring forward a Risk Laden Lifestyle with **#NaamBanteHainRiskSe**

The trigger was an ad starring **Hrithik Roshan**, the Brand Ambassador.

Strengthen the brand's proposition & instil conversations to brew a **Dewers' Tribe**

To generate enough buzz in a short while and get the Conversation **On!**



GOAL



GAME PLAN



Launch the TVC on **Twitter** followed by **Hrithik Roshan's** tweet hinting at the ad shot

Later conversations had to kick in thus adding **Buzz value** to the TVC

Over **500** people were roped in to generate buzz



The influencers generated over **4000** tweets on the Launch Day...



AND SO...



The Keyword
TRENDED
For more than
7 Hrs

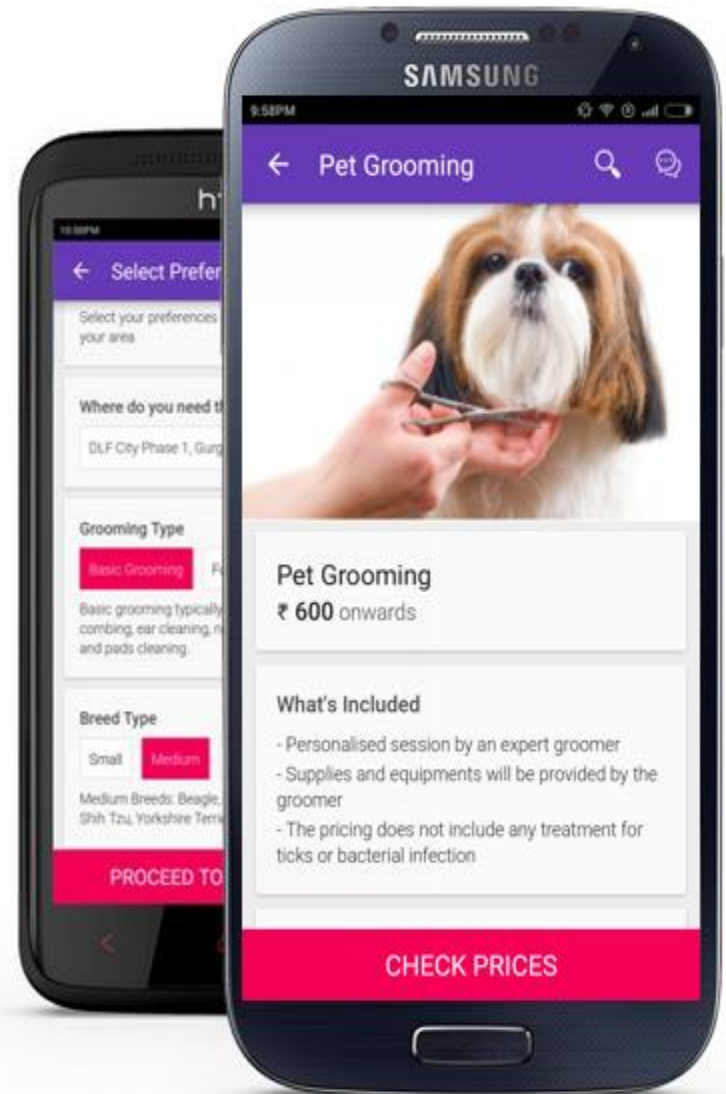


22,000+
organic
conversations
were triggered

Brand interactions
increased by
550%
than the usual!



 Near



BRIEF



Near.In wanted to bring engagement around the term Jugaad that people in India do when they cannot find a fix for the problem

The trigger was a contest, that would invite the various jugaads that people do and gratify the best one.

Strengthen the brand's proposition & instil conversations to brew a **Jugaadu' Tribe**

To generate enough buzz in a short while and get the Conversation **On!**

We created the hashtag #JugaadNation



GOAL



GAME PLAN



Launch the contest on **Twitter** to drive maximum engagement around the hashtag

Later conversations had to kick in thus adding **Buzz value** to the **Brand**

Over **1700** people were roped in to generate buzz



The influencers generated over **4500** tweets



AND SO...



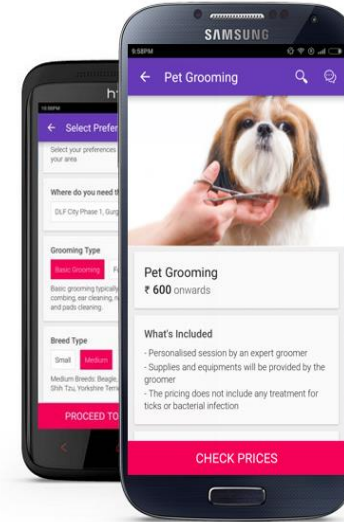
Near

The Keyword
TRENDED
For more than
4 Hrs



53,000+
organic
conversations
were triggered

Brand interactions
increased by
300%
than the usual!



Indians will find a solution, no matter what :-) #JugaadNation <http://t.co/KRR4VVN4OO>
4 hours ago .



51 #photos that prove Indians are the ultimate kings of Jugaad: <http://t.co/uhvLnPJXCv> #JugaadNation
<http://t.co/jmj3MZR1aj>
4 hours ago .

Major celebs like Kabir Bedi joined
the bandwagon along with
ScoopWhoop and AajTak



S T A R
MOVIES

BRIEF

Star Movies had planned to telecast the **Oscars** event live on **February 27th**

The **Entertainment Channel** wanted to bring in buzz as a **Teaser** to the entire gala!



The **Goal** was to bring in thousands of conversations which were not just **Fun**, but also **Witty...**

All this while also ensuring the whole activity turned into a **Viral Phenomenon!**

OBJECTIVE

THE PLAN

The brand took the advice and decided to rollout a fun activity rather than a Serious one!

People had to give their **#AwardWinningExcuses**

to bunk office / college to sit back and watch the **Oscars Live...**



The **Activity** was Kick-started with over **80 Key-Influencers** who were ideally movie buffs!



The trigger was followed by **400+ Conversationalists** who were to buzz the rest of the twitter crowd in a way to join the gala!

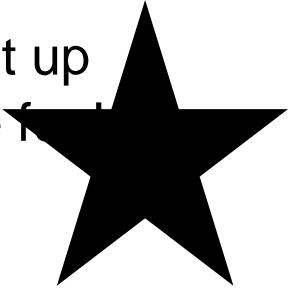
THE ROLL OUT



This got
VIRAL in no
time and
TRENDED
for more than
15 hours

across **2**
days!

BLISS was when
BOLLYWOOD
STARS picked it up
and jumped in the f




55000+
organic
conversations
were 'started'





BRIEF



Hyundai India, was to launch the New Fluidic Verna,
branding it as **#TheWorldSedan**

The epicentre of the plan was the on-ground launch at **Delhi**

The key was to introduce the car in style dynamically
to bring about buzz on **#TheWorldSedan**

Twitter **HAD** to break with numerous Conversations
echoing the **Car Launch!**

OBJECTIVE



HYUNDAI

GAME RULES

The buzz had to be organically generated as the **Brand's Ultimatum** was **NOT** in favour of Contests

Relevant Conversations than Traditional Tweets was the score



Conversations were triggered with **50+ bloggers**



The bloggers rolled in **100+** tweets at Event start which was followed by a lot of **conversations**



HYUNDAI

THE ROLL OUT



We did break the **Trends**
on Twitter afterall... Actually,



Twice-Fold!

#TheWorldSedan
& Verna



Trended over 8 hours
in all and Verna hit the
WorldWide trends as well,

Generating over

    **75,000** Tweets!





THANK YOU



**Conceived By:
JANUS DIGITAL**