

HUTCH RANGA SHANKARA THEATRE FESTIVAL INDIA

CATEGORY **TELCOS 2** | AGENCY **OGILVY & MATHER, INDIA** | CLIENT **VODAFONE ESSAR MOBILE SERVICES**



PRESENTER
KAPIL ARORA
 Client Services Director,
 Ogilvy & Mather, India

Of Kapil's 9 years in advertising, he has worked on a host of brands and categories, leading his teams to a number of awards, including two Gold Effies, the Grand Prix at the Abbys, a Grand Emvie and a Bronze Lion at Cannes. He is currently responsible for the award winning Vodafone brand in India.

CAMPAIGN SUMMARY

Arriving late in the competitive India telecoms market, Hutch had a slow build and loss of brand awareness in its target region. Fortunately Hutch was sponsor to the Ranga Shankara Theatre who's festival timing was perfect for this campaign, though diluted by a general dying interest in theatre.

Attempting to rekindle a love of theatre while rebuilding the brand was addressed through crafting a campaign that made the target audience take notice. 'Indians are, as a race, extremely curious about other people's lives', this insight triggered the idea of staging real life 'incidents' for an unsuspecting audience to witness, thereby rebuilding their love of drama. Invading youth catchment areas with 'staged' incidents like a 'fight in a coffee shop', without making it look staged, ended up with the message 'For more drama come to the Hutch Ranga Shankara Theatre Festival'.

Hutch saw a significant spike in the number of subscribers directly after this activity.

CLIENT CREDITS

HARIT NAGPAL
 KAVITA NAIR

AGENCY CREDITS

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