

## **GOAFEST 2009 - GOLD - Best Use of Sponsorship for Airtel**

### **Communication Goals**

Airtel has been awarded the country's "Buzziest Brand" for 4 consecutive years (agencyfaqs! survey). A key element for maintaining Brand Buzz and excitement is leveraging sponsorships. Hence the task for us was to identify big ticket properties that offer the scope to engage viewers and positively impact Airtel Brand saliency.

### **Innovative Media Strategy**

Colors debuted in the Hindi Entertainment space quite historically to quickly emerge as the Top entertainment portal of the country. When Colors decided to bring back the globally successful Big Brother format, it was a big ticket opportunity tailor made for Airtel to associate. 14 celebrities confined in the Bigg Boss house isolated from outside world events promised a daily platter of gossip and entertainment that could be lapped up by the viewers of the country. We recognized this potential to advantageously marry Airtel's leadership with a lead programming format that endeavored to engage viewers daily for over 3 months.

### **Engaging Creativity**

The show format posed a logistical challenge for a Telecom brand to get a hook inside the Bigg Boss house. We realized that the integrations had to be subtle, innovative and relevant and not intrude in the daily real unscripted story play. So, the morning wake-up alarm was replaced with over 15 variations of the iconic Airtel Signature Tune. Moments of discord between housemates were reconciled through the Breaking Barriers Task.

### **Encompassing the Audience**

Viewers voted for their favorite housemate (segment branded by Airtel). They saw the child like innocence of their celebrities as they lived the free spirit and limitless joy participating in the Airtel Marathon Task. Audiences learned to navigate the Electronic Program Guide of Airtel Digital TV on Bigg Boss. And finally, it was the call from Bigg Boss on an Airtel phone that announced the 3 finalists of the show after their shocking escape from the house.

### **Effectiveness**

Participants in Airtel Delhi Half Marathon increased to 30000 from 16000 (an increase of 87.5% over the last year's race). Bigg Boss remained the Top rated Reality show for 3 months. Repucom, an international sponsorship valuation firm has valued a 158% ROI for Airtel from Bigg Boss sponsorship.