

MATES

Domino's in Phir Hera Pheri

Brand: Dominos Pizzas

Broad TG: Family/Youth

Film: Phir Hera Pheri

Director: Neeraj Vora

Cast: Akshay Kumar, Suniel Shetty, Paresh Rawal, Rimii Sen

OBJECTIVES:

- To reinforce and amplify the Dominos promise of delivery within 30 minutes through a mass and youthful medium like films
- To incorporate Dominos Pizza in key situations in a seamless manner that is entertaining and at the same time communicates the brands specialty
- To amplify the association with Paresh Rawal and use the theme of the movie to add excitement and joie-de-vivre to the brand's persona

Details of the In-film Placement scenes:

- **To communicate Dominos' "Delivery within 30 minutes or get the Pizza free" value proposition:**

Later on in the film, the trio has lost all their money and still Paresh Rawal is found happily munching on a Dominos Pizza. On being asked how he could get a pizza even though he was broke, he informs that after ordering the pizza he hid himself till 30 minutes elapsed and thus he got the Pizza free even though the Pizza delivery boy had arrived well in time, but Paresh had hid himself. The execution of this scene not only communicated Dominos value proposition but also brought guffaws to the audience showing the seamless integration of branding and entertainment.

- **To reinstate the affinity of the protagonist with Dominos:** A detailed sequence was created where all the lead actors of the film (Akshay Kumar, Paresh Rawal, Suniel Shetty, Bipasha Basu, and Rimii Sen) are sitting in a Dominos Pizza outlet and planning a coup.

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ANALYSIS, RESEARCH AND RESULTS:

- The collection for Phir Hera Pheri is Rs. 70 crores, hence the universe of audience who saw the movie in theatres is 1.16 crores.
- 70,000 DVDs for Phir Hera Pheri have been released which translates into at least 210,000 viewers (given that each DVD is seen by at least 3 people).
- The film will be telecast on a mass entertainment channel with at least 3-4 TRPs which will translate into approximately 3,00,000 audiences.
- The interaction of the lead protagonist and his endorsement of the brand have translated into high impact and recall on key attributes of the Dominos Pizza service.
- The AMOUNT PAID for this in-film association translated into the following multiple benefits for Dominos:
 1. The creative made in the film .i.e Communication about Dominos delivery
 2. Extensive presence and display across all the vehicles that the film will showcase on.
 3. Endorsement by Paresh Rawal in the film,