

MATES

Reebok in Viruddh

Brand: Reebok

Broad TG: SEC A, B

Film: *Viruddh*

Director: Mahesh Manjrekar

Cast: Amitabh Bachchan, Sanjay Dutt, John Abraham, Sharmila Tagore

OBJECTIVES:

- To position Reebok as an aspirational brand
- To convey the synonymy of Reebok with Fitness
- To raise awareness and acceptance for Reebok amongst the Indian masses by association with a mainstream Hindi film
- To leverage the endorsement value of an icon like Amitabh Bachchan who cuts across all SECs and age groups

Details of the Scenes:

- **Scene 1:** John Abraham introduces Amitabh's and Sharmila's character to the audience. The scene shows Amitabh in a Reebok tracksuit sitting down for tea with Sharmila before heading out for his morning jog. Subsequently, he meets his friends on the jogging track who enquire about his new tracksuit. He informs them that his son has sent it from abroad. They say approvingly, "Phirse Reebok". Amitabh replies saying, "Ab toh yehi pehnoonga main... very comfortable and enduring".
- **Scene 2:** Amitabh is shown wearing a Reebok tracksuit while having a sweet argument with Sharmila.
- **Scene 3:** Amitabh is shown wearing a Reebok tracksuit while sitting with Sharmila and sorting her medicines
- **Scene 4:** Amitabh is shown wearing a Reebok tracksuit while he and Sharmila are having a telephonic conversation with John who is abroad.

MATES

- **Scene 5:** Amitabh is shown wearing a Reebok tracksuit while sitting in the park with his friend and discussing about the irritating mechanic (Sanjay Dutt) who has just opened shop near his house.
- **Scene 6:** Amitabh is shown wearing Reebok when he has a confrontation with Sanjay Dutt while returning from his morning jog. This is followed by an animated discussion with Sharmila after Amitabh reaches home.
- **Scene 7:** Amitabh is shown wearing Reebok while he is having a friendly discussion with Sanjay Dutt, they have tea. Subsequently he returns home and has a hearty discussion with Sharmila

ANALYSIS, RESEARCH AND RESULTS:

- The collection for *Viruddh* is around Rs. 10 crores, hence the number of people who saw the movie in theatres is at least 17 lakhs.
- 10,000 DVDs for *Viruddh* have been released which translates into at least 30,000 viewers (given that each DVD is seen by at least 3 people).
- The film was telecast on a three channels on the same day with following TRP's:
 1. Star Plus with 1.5 TRPs, which translated into 1,82,000 audiences.
 2. Star Gold with 1.84 TRP's , which translated into 2,23,000 audiences.
 3. Star One with 3.21 TRP's, which translated into 390 audiences.
- The TOTAL AMOUNT paid for this in-film association translated into the following benefits for Reebok:
 1. Creative created for Reebok in the key scenes in *Viruddh*
 2. Verbal endorsement by Amitabh Bachchan.
 3. Extensive reach through multiple showcasing of the film on multiple vehicles.