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Tanishq in Paheli

Brand: Tanishq

Broad TG: Women

Film: Paheli

Director: Amol Palekar

Cast: Shahrukh Khan, Rani Mukherjee, Amitabh Bachchan, Juhi Chawla, Anupam Kher, Suniel Shetty & others

OBJECTIVES:

- To be able to create a traditional design collection of an old rich Rajasthani era and showcase it from the first frame to the last frame of the film and become an essential part of the look and feel of the film.
- To drive sales by taking advantage of the 2 ½ hour showcase of the Jewelry which is recreated at Tanishq stores? It's like creating the trend and maximizing the revenues basis the same.
- To leverage the association with actress of the ilk of Rani Mukherjee.
- To reinforce the Tanishq design strategy of going back in time for Jewelry designs and create an aspirational quality around such collections.
- To portray Tanishq as a brand which understands the Indian woman, her sensitivities, expectations and aspirations, and also to associate with tradition, grandeur, celebration and festive occasions.

Details of the scenes:

- **Scene 1: To present Tanishq Jewelry as an essential for wedding ceremonies:** In the wedding sequence, Rani's mother presents her a beautiful necklace, "Maira Haar", just before her marriage
- **Scene 2: To present fast moving items like wedding rings through special sequences:** A detailed scene where Rani keeps fidgeting with her wedding ring. This irritates Shahrukh and he takes it away from her fearing that she would lose such an important piece of Jewelry.

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- **Scene 3: To creatively present Tanishq's collection of Bangles (Kangans):** A special song "Kangana re kangana re" was shot with Rani and Shahrukh where Tanishq Jewelry was extensively presented in an aesthetic manner.
- Apart from the above there are numerous sequences, which have close up shots of Rani wearing exquisite Tanishq Jewelry
- **Special Line of Tanishq Jewelry inspired by Paheli:** In order to enhance their existing communication strategy, Tanishq designed a special line of Jewelry taking into consideration the script and background of Paheli.
- **Tanishq and Paheli co-communication:** A special TVC was created which illustrated key moments from the movie where Tanishq Jewelry was highlighted and worn by Rani Mukherjee.
- **Point of Sales Promotions:** Tanishq created special theme décor around the release of the movie at their various outlets. The special collection was showcased prominently within the store. Special brochures and design catalogues were printed to promote the movie and the Jewelry collection inspired by it.
- **Events and Programs:** The association was further strengthened with the director of Paheli, Amol Palekar, launching the collection at a special press conference in Delhi.

ANALYSIS, RESEARCH AND RESULTS:

- The collections for Paheli is around Rs. 30 crores, hence it translated into 50 Lacs universe of audience, who viewed the film in the theatres.
- 25,000 DVDs for Paheli have been released which translates into at least 75,000 viewers (given that each DVD is seen by at least 3 people)
- The film was telecast on a mass entertainment channel with at least 3 TRPs, which translated into 2,54,000 audiences
- This collection was launched with approximately 130 designs of the core collection and 60 designs of the allied collection. All the pieces created

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were sold out and now the designs have become a part of Tanishq's regular repertoire. The average cost of each piece was Rs. 75,000/- , hence the total avg. min revenue of Rs. 1.42 Cr. was generated. (Source: *Company Officials from Tanishq.*)

- Agency conducted a dipstick in Mumbai, post the release of the film ,amongst 300 women SEC A, 25 +, indicated the following:
 1. Increase in purchase intent by 13%
 2. Increase in the favorability of the brand by 10%

The cost for this in-film association translated into the following benefits for Tanishq:

1. Creative of 21/2 hours, i.e. exclusive presence in the film Paheli for its entire duration, which will showcase on all the vehicles that the film showcases on.
2. TVC created from Infilm with the actors wearing the brands product, to run on mass channels.
3. Direct and Indirect endorsement by Shah Rukh Khan, Rani Mukherjee, Juhi Chawla & others.
4. Point of sales promotion through facades, posters, movie memorabilia, outlet decorations, special packaging, etc
5. Association of Tanishq for special events like launches and coverage on "Making of Paheli", and front film credits.
6. Sale worth app. Rs. 1.42 cr.