

MATES

Zoom TV in Waqt

Brand: Zoom TV

Broad TG: Urban

Film: Waqt – Race Against Time

Director: Vipul Shah

Cast: Amitabh Bachchan, Akshay Kumar, Priyanka Chopra, Shefali Chhaya and others

OBJECTIVES:

- Create awareness about Zoom (a lifestyle channel) amongst the masses through a mass medium like cinema and position it as an aspirational channel
- To connect with the masses through relevant in-film placement that portrays Zoom as a vibrant, happening and up-market channel
- To create multiple platforms for Zoom to not only be present in an A+ movie, but also carry forward the association through integrated programming and ground events. Hence establish the association of the channel with films.

Details of Scenes:

Zoom is shown as the organizer of a talent hunt for aspiring actors. A mega finals has been organized and the entire ambience for the show is branded with the Zoom logo. The entire sequence features the following parts:

- It begins with Akshay receiving a call from Zoom for being short-listed in the film.
- The show starts with an empty stage with only the Zoom logo visible.
- Akshay Kumar makes a grand entry and performs a dance sequence with Zoom prominently visible in the background.
- The judges of the show are seated with a Zoom banner behind them.
- Akshay Kumar goes on to win the contest organized by Zoom.

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- The climax of the movie involves Akshay giving a sentimental speech about his father on the same stage with Zoom in the background.
- **Exclusive Event:** MATES coordinated with Zoom TV and the producers of Waqt to organize the Waqt Premiere which was a grand event which was shown exclusively on Zoom TV. Hence the in-film association developed into customized content for Zoom TV. Zoom also released press ads to announce the same.
- **Content Creation:** The big night translated into an attractive programming which had its commercial yield and viability.

ANALYSIS, RESEARCH AND RESULTS:

- The collections for Waqt is around Rs. 45 crores, which translated into a universe of 75 lakhs audiences who saw the movie in theatres
- 50,000 DVDs for Waqt have been released which translates into at least 150,000 viewers (given that each DVD is seen by at least 3 people).
- The film was telecast on a mass entertainment channel with at least 1.85 TRPs, which translated into 2,25,000 audiences
- The film was extensively covered on Zoom channel. Also, special programming like “Waqt-Big Nite” raised awareness about the film.
- Zoom being part of the Times of India group, Waqt received extensive PR prior to release as part of which there was at least one article about Waqt in Bombay Times for 15 days prior to its release.
- The direct brand endorsement in the film maximized the qualitative impact of the association