

MATES

Airtel and Aapka Abhijit Music Album

Brand: Airtel

Broad TG: All

Music Album: Aapka Abhijit Sawant

Artist: Abhijit Sawant

Music Company: Sony BMG

OBJECTIVES:

- To extend the brand's association with the 1st ever Indian Idol Abhijit Sawant and maximize the investment made on Sponsorship of Indian Idol.
- To use the platform of music to enhance Airtel's VAS (Value Added Services).
- To be seen as a no.1 service with the no. 1 singer / winner.

The Media Solution and Execution:

Keeping in mind the objectives of Airtel, MATES planned and executed the following media solution:

- **Association with Abhijit's debut album "Aapka Abhijit Sawant":**
MATES facilitated an extensive association for Airtel and Abhijit Sawant's album. Since Airtel was a sponsor for the Indian Idol show, its association with Abhijit Sawant was a natural extension of this association. The following was planned and executed by MATES:
 1. MATES created a joint TVC for Airtel and "Aapka Abhijit Sawant" album. The TVC shows Airtel as presenters of Abhijit Sawant's debut album. At the end of the TVC, we incorporated specially shot footage showing Abhijit Sawant exhorting viewers to download tracks from the album through their Airtel phones through the Airtel short code. MATES also created joint promotion versions for radio and print.
 2. MATES created a media plan for airing this TVC on Music & Mass Channels with sufficient reach.

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3. The Airtel logo was prominently put on the album jacket on CDs and cassettes, inlays and back.
4. The backside of the album jacket featured details about how people can download their favorite songs using their Airtel short codes and sing codes along with their logo presence.
5. A special concert by Abhijit Sawant was organized in Delhi for Airtel users where fans could meet their favorite star in person and for some internal staff as well.
6. A SMS contest was activated asking people to download the songs and win a chance to meet Abhijeet Sawant and watch him perform live in Delhi.
7. Airtel Logos appeared in all communications of Abhijeet Sawant i.e. 1. Posters 2. POS Dangers / Woblers etc 3) Hoardings.

ANALYSIS, RESEARCH AND RESULTS:

- A special TVC had Abhijit Sawant endorse Airtel at no extra cost.
- The association was widely publicized through a comprehensive media plan through free Airplay, also through paid spots at entertainment rates, hence lower than Airtel's market rates covering TV, radio and events.
- The "Aapka Abhijit Sawant" sold more than 8.5 lakh copies making it one of the most popular non-film albums in India. Hence the leadership stance of Airtel got further enhanced.
- Airtel's association with Abhijit Sawant had a high impact and recall amongst mobile users since most of the mobile owners participated in the voting of the Indian Idol.
- Airtel generated considerable revenues out of the VAS the amount of downloads were about 2.5 lakh downloads at the rate of Rs. 7 and translated to Rs. 17.5 lakhs of business. *(Company Source.)*