

## **IN FILM ADVERTISING : Main Hoon Na**

MHN was an example of optimum utilization of branding in a film. The story of the film revolved around youth hence it gave us the scope of using lifestyle and youth centric brands.

The brands that were involved were the ones keeping the modern day college goers in mind, for which using brands is just a way of life.

Following brands were incorporated in the film: 1) Reebok 2) Café coffee day 3) Frito Lays 4) Levis 5) LML

The brands were woven into the screenplay in a manner where it looked like a modern day college going youth was using the product – natural yet conspicuous.