



in association with



Category 20 C: Best brand or product integration into a feature film

OBJECTIVES

Sex and condoms are still a taboo in India. In such a scenario, the motive was to communicate the brand's objective in an innovative and engaging way

CREATIVE SOLUTION

The film attempts to metaphorically go through the lens of an alien PK who question's beliefs and views on social issues

The scene portrays PK's take on the taboo on condoms and his questions on the acknowledgement of the product

RESULTS

PK is the highest grossing movie of all-time reaching

5 cr audiences

Sales of the strawberry variant went up to

260%

vs last year

The scene was viewed by more than

500k

people on youtube

In-film Integration which gave insightful information on benefits of Condomns and taboo attached to it by Mr. Aamir Khan (PK) himself in the film