

MATES

Archies Gallery in Pyare Mohan

Brand: Archies Gallery

Broad TG: Youth

Target Market: Metros and mini-metros

Film: Pyare Mohan

Director: Indra Kumar

Cast: Viveik Oberoi, Fardeen Khan, Amrita Rao, Esha Deol

Objectives:

- To portray Archies Gallery as a youngsters paradise and Archies products as the first choice for wishing and gifting near and dear ones.
- To seamlessly integrate Archies Gallery into the film by using it extensively as a backdrop for key situations throughout the movie.
- To showcase Archies products like cards and gifts for special occasions.

Details of the In-film Placement scenes:

- **To showcase Archies Gallery as the workplace of the duo:** Detailed scene where Viveik is opening the shutter to the shop and is joined by Fardeen. There is a coordination problem between the two due to their disabilities which results in a hilarious situation at the Archies Gallery
- **To portray Archies Gallery as a fun place where youngsters come in search of ways to express themselves:** Detailed scene of a youngster walking into the Archies Gallery and sharing his dilemma with regard to proposing to the girl he fancies. Fardeen suggest him a few nice greeting cards to help him express his true feelings. The scene turns hilarious as one realizes that Fardeen is actually showing him Raksha Bandhan cards. Further on Viveik and Fardeen help the teenager buy a romantic card and the scene involves description of the Archies card.
- **To emphasize that Archies greetings and gifts win over people:** The above scene progresses to a party where the teenager proposes to his girlfriend and she accepts.

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- **To serve as the backdrop for the blooming romances:** A detailed scene where the two sisters (played by Amrita Rao and Esha Deol) walk into the shop, admire the shop and the stuff kept in it and interact with Viveik and Fardeen. A few romantic dialogues are exchanged too adding to the mood that Archies Gallery signifies.

ANALYSIS, RESULTS AND RESEARCH:

- The collections for Pyare Mohan was app. Rs. 10 crores (*source: Sr.Official at Maruti International*), hence the universe of audience who saw the movie in theatres is at least 17 lakhs.
- 50,000 DVDs for Waqt have been released which translates into at least 1.5 lakhs viewers (given that each DVD is seen by at least 3 people) (*source: Sr.Official at Maruti International*)
- The film will be telecast on a mass entertainment channel with at least 2 TRPs which will translate into 2,40,000 audience.
- A Dipstick done by the agency in Mumbai amongst 250 individuals around a college, post the release of the film indicated improvements across key measures:
 1. Archies brand favorability increased by 7%
 2. Intention to use the brand immediately increased by 9%
- The AMOUNT PAID for this in-film association translated into the following multiple benefits for Archies:
 1. The creative made in the film .i.e. Communication about Archies products and their benefits
 2. Extensive presence and display across all the vehicles that the film will showcase on.
 3. Endorsement by Fardeen and Veveik in the film
 4. Point of sales promotions inside Archies Galleries by using posters of Fardeen and Viveik ,
 5. Hence it was a very cost-effective association.