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Bournvita in Krissh

Brand: Cadburys Bournvita

Broad TG: Kids & Mother

Film: Krissh

Director: Rakesh Roshan

Cast: Hrithik Roshan, Priyanka Chopra, Naseeruddin Shah, Rekha

OBJECTIVES:

- To amplify the brand communication that ' Bournvita drinkers are confidence champions and hence winners'. Hence the objective was to seamlessly integrate Bournvita into the film and make an impact by communicating the product's value proposition of Greater Stamina, Better Concentration leading to Winning Confidence.
- To ride on increasing influence of Superheros amongst Kids
- Given the story of the film, to create an association of "Bournvita and Krissh" like "Spinach is to Popeye". I. E Super drink for the Superhero
- To create an association that provides opportunities for extending the same association for further enhancing the in-film initiative.

Details of the scenes:

- **To showcase Bournvita as the secret behind Krissh's extraordinary strength, agility and fitness and intelligence:**

The scene in the film introducing Krissh (the adult version essayed by Hrithik Roshan) shows him racing against a horse. He is then joined by his kid friend who threatens to tell Krissh's grandmother about his escapades unless he tells him his secret. To which Krissh says: "Let's go home. If you want to become like me, I will give you Bournvita" This scene establishes Bournvita as Krissh's own little secret and emphasizes that **Bournvita is to Krissh as Spinach is to Popeye.**

- **To portray Bournvita as the drink which mothers prefer for their kids:**

In the scenes where Krissh is growing up we show grandmother lovingly preparing a Bournvita drink for him before he goes for school. The movie

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shows Krrish doing exceedingly well in academics way beyond his years reinforcing the point that Bournvita is instrumental in the development of a child.

- **To showcase Bournvita as a permanent brand in the Indian Households:**

At multiple points throughout the movie, a Bournvita jar is shown on the dining table along with other essentials like fruits, water, etc.

ANALYSIS, RESEARCH AND RESULTS:

- The film released 700 prints in India in Hindi and about 60 prints in dubbed South-Indian versions and did an overall business of 175 cr. This got him an all inclusive audience universe of 2.91 crore people over a period of 4 weeks.
- The film will release DVD's of the following no: 70000, which will take the communication further to 2.1 lakh people over one year.
- The film will be released on Star Plus who has the telecast right of the film, and on a pessimistic estimate, a blockbuster like this will deliver a minimum 5 TRP's, which will translate into audiences.
- Bournvita has never used a star endorsement, through the film; the brand got the Star endorsement at no cost.
- A dipstick done by the agency in Mumbai amongst 125 kids pre and post the release of the film, indicated improvements across key measures:
 1. An increase in brand favourability by 15%
 2. Intention to use the brand increased by 9%
- The AMOUNT PAID of the in-film opportunity, yielded to Bourn vita the following multiple benefits:
 1. Creatively incorporated scenes at key situations in the film
Endorsement from the superhero character Krrish (Hrithik Roshan)
 2. Extensive reach through the various vehicles on which Krrish will showcase
 3. Opportunity cost