

MATES

Lays in Krissh

Brand: Lays Potato Chips

Broad TG: Youth

Film: Krissh

Director: Rakesh Roshan

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

OBJECTIVES:

- To seamlessly integrate Lays Chips core proposition of being a 'cool' snack into the film in a manner which portrays chips as the snacking preference .
- To showcase the opportunity for consumption.
- To portray opportunities for consumption of Lays Chips by integrating the brand into suitable sequences in the film

Details of the In-film Placement scenes:

To showcase Lays as the preferred snack amongst young people when they are on the go:

- Priyanka In munching on Lays after being fired from the job and discussing with her friend how they can get their jobs back, while consuming the chips, Priyanka hits upon an idea & plan to get their jobs back.
- Priyanka Chopra and her friend get stuck in their car and since they have nothing else to do, they spend time munching on Lays
- Priyanka's boss (played by Archana Puran Singh is shown consuming Lays chips at the shoot of a particularly interesting scene involving Hrithik and a chimpanzee)
- To portray Lays as the any-time snack, specially while watching TV: Priyanka Chopra is shown munching on Lays chips while watching TV at home.

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ANALYSIS, RESULTS AND RESEARCH:

- The film released 1000+ 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 no. of people who saw the movie in theatres is 1.16 crores
- The film will release DVD's of the following no: 70000, which will take the communication further to 70000 x 3 people 2.10 Lacs of audiences.
- The film is expected to release on Star Plus who has the telecast right of the film and will garner a minimum 5 TRP's, which will translate into approximately 6, 00,000 audiences.
- Lays is available at all theatres, and that increases the frequency of consumption, theoretically.
- The AMOUNT PAID for this in-film association translated into the following multiple benefits for Lays:
 - Creative connect for seamless integration of 'COOL SNACK' into key scenes & the communication of Lays of the opportunities to consume as an 'out-of-home snack as well within home (while watching TV)'
 - Endorsement value from Priyanka Chopra.
 - Extensive reach of the communication through the multiple displays of the film on multiple vehicles.