

# PUMA GOES 'FOREVER FASTER' WITH USAIN BOLT IN INDIA

FOREVER FASTER PUMA 

## The Objective

- PUMA globally and in India was launching its new brand campaign 'Forever Faster' with the Fastest Man on earth - 'Usain Bolt'. The aim was launch the campaign in India in the most impactful way.

## Creative Solution

- Usain Bolt first visit in India had to be made special for India and for Usain Bolt. To ensure that every stakeholder who will be impacted, had the experience of Usain Bolt and PUMA in the most exciting way possible. We wanted to give different stakeholders in India such as the running community, media, consumers in the digital space, cricket fans, children (the future of running), and the party people an experience of Usain Bolt like never before - All to be done in a very short span of time - 8 hours.

## The Execution

### Pre-Build Up

- Press note on Bolt's visit to India was covered well in key publications in print, online and television
- Customized invites shared with the media and running community
- Influencers in the digital space were asked tweeps and FB fans to send their best Bolt pose in to get the chance to #CatchBolt or win merchandise from PUMA

## Bolt's Day in India - 2nd September 2014

### 12:30pm

To tap the media and the running community, we organized a press conference where Bolt officially launched PUMA's Forever Faster brand campaign in India. The presser also included a one to one chat with not only the media but also the growing running community. The press event saw over 60 media along with a large running community attending the event. Post the event - select one-on-one media interviews were organized with Usain Bolt and PUMA spokesperson.

### 2:30pm

The past February, PUMA India promised a bunch of crazy young runners from schools across India, the once-in-a-lifetime chance to meet the fastest man in the world: USAIN BOLT! As a part of his visit, we made their dream come true - the School of Speed winners met and interacted with the legend himself. The images of the meet and greet with the School of speed winners acted as a good photo coverage in the media.

### 4:30pm - Bolt & Yuvi: Battle of the Legends

Bolt being an ardent cricket fan from his childhood days, Bolt showcased his cricketing talent at a one of a kind friendly cricket face off with cricketer and brand ambassador Yuvraj Singh for the first time ever in front of an enthusiastic 6000 odd crowd at Chinnaswamy stadium. The fastest man and his team beat team Yuvraj with smashing five sixes including two successive ones to seal the exhibition four-over match. Yuvraj though had his sweet revenge as he defeated Bolt in the 100 meter sprint on the track, which culminated the spectacular event which was played in an electrifying atmosphere. The face-off gave brilliant photo opp for front page headlines in tier 1 print media and clutter breaking news content for the prime time slots in TV.

### 6:30pm

Organized a meet and greet with contest winners in the RV. 5 lucky winners who were chosen via a digitally led contest were picked up along the way and taken to PUMA Social Club with him.

### 7:00pm

Covering the fun, party and versatile aspect - Bolt spent few hours interacting with contest winners along with celebrities and select audience at PUMA Social Club (PSC). The evening at PSC gave great photo features for the page 3 media.

## The Results

- PR Coverage worth almost an outstanding 300 Mn INR - Print: 267 Mn INR, TV: 3.5 Mn INR, Online: 21.2 Mn INR
- Coverage on Star Sports leading into India vs England, 5th ODI, one of the highest rated cricketing properties
- The Times of India, Deccan Herald, Deccan chronicle - Front Page along with full sports page on the Bolt Visit
- Covered 16 times in front page by various print media in the country
- NDTV covered a 24 minute live coverage of the press conference
- Share of voice in media like no other sports wear brand in India has ever garnered
- Massive talkability on all social media platforms across
- Over 1 million organic views online & 100+ Million Digital Impressions
- 44% Growth in Retail Sales



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