

Fastrack - #Change the Name

Objective:

To reach a 10 million Facebook user base by the end of March 2013. Trending with the current youth, the need to prove someone wrong is more than the need to prove oneself right! Taking from this, the brand throws an impossible challenge out in the open. 'Get us to 10 million Facebook likes in 45 days and we, Fastrack will change our name'

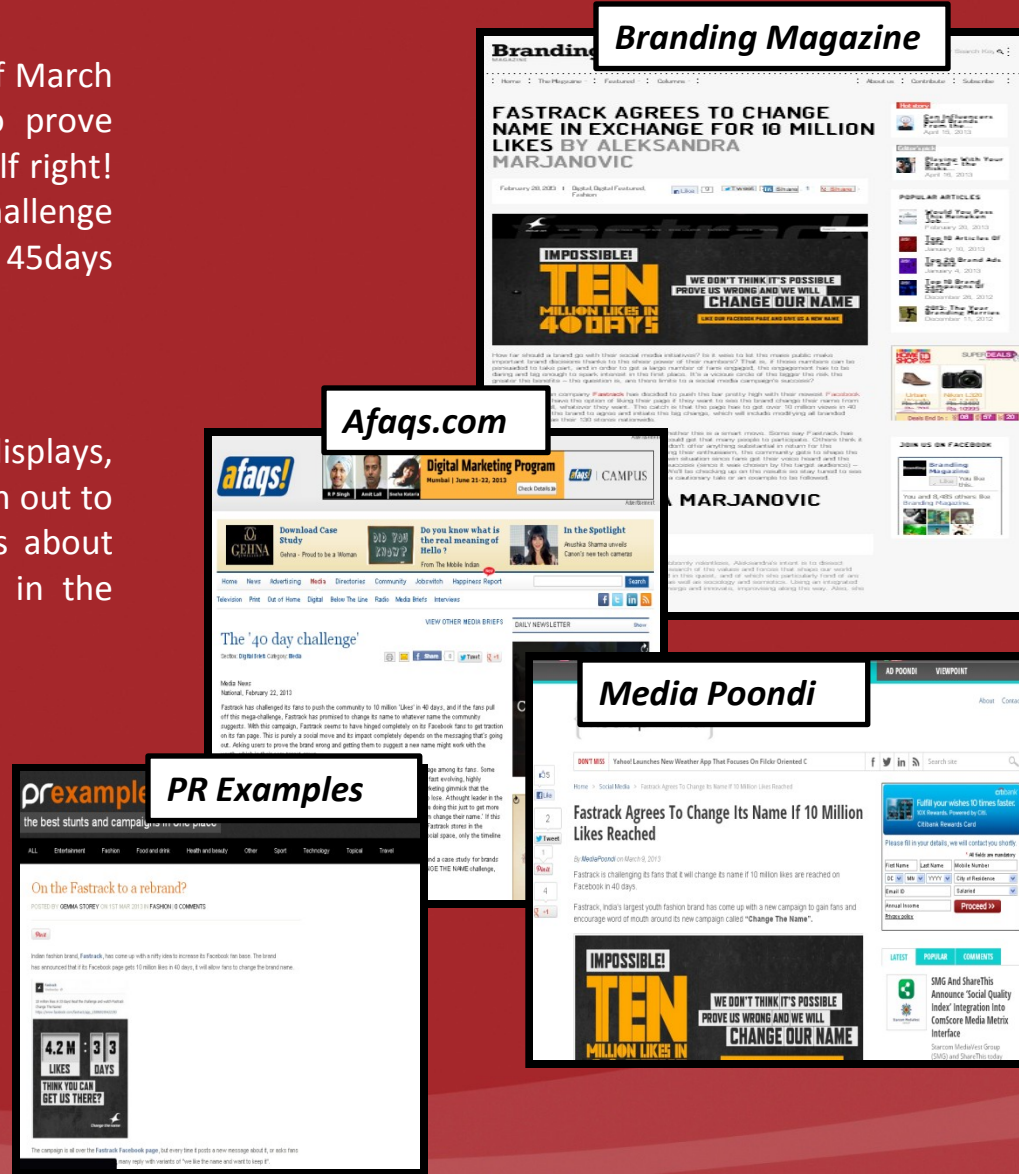
Strategy:

Strategically seeded PR articles, Online displays, conversations, Facebook, Twitter, YouTube etc to reach out to as many possible. Each piece of communication talks about the challenge and the big promise which no brand in the country or probably world has ever made.

PR Activity:

- Engaged with Leading Marketing Bloggers
- International Marketing Forums
- A&M media
- Digital media

Results: (Total of 18 exposures)



Fastrack – Make Hell Cool

Objective:

As the world comes to end and we revel in the purgatory fire. Sinning, as we were meant to, and welcoming the glorified afterlife in hell. The netherworld welcomes its most devious miscreants. Fastrack gives you a chance to Make Hell Cool!

Write your own eulogy, confess you dirtiest little secrets, immortalize your last words. Fastrack helps you break free and live out your last days on earth in pure blasphemy.

Strategy:

Strategically seeded PR articles, Online displays, conversations, Facebook, You tube etc to reach out to as many possible. Each piece of communication talks about Fastrack's latest proposition offering to Make Hell Cool!

PR Activity:

- A&M media
- Engaged with Leading Marketing Bloggers
- Youth Forums
- Print Media

Results: (Total of 15 exposures)

The screenshot shows a news article from Lighthouse Insights. The title is "Fastrack Targets Youth With #MakeHellCool" by Vinayak Naidu on December 21, 2012. The article discusses the "Make Hell Cool" campaign, which is based on the Mayan prophecy of the world ending on December 21st. It mentions that the campaign encourages youth to sin and immortalize their "last words" through social media. A video player is embedded in the article, showing a person in a dark setting. The website's navigation bar includes categories like Latest, Insights, Campaigns, Case Studies, Apps, and Interviews.

Lighthouse Insights

The screenshot shows a news article from MxM India. The title is "Fastrack makes hell cooler" by Olive Bhatnagar, CEO & Strategy Head, Fichaye Creative Solutions Pvt. Ltd. The article describes the "Make Hell Cool" campaign as a "bold and definitive youth brand" that encourages users to share their "last words" and confess their "dirtiest secrets" on social media. A video player is also present, showing a person in a dark environment. The website's navigation bar includes categories like Home, Marketing, Advertising, Media, Radio, PR, Mix, Resources, Trendy Focus, and Specials.

MxM India

The screenshot shows a news article from Think Rasta. The title is "MAKE HELL COOL. Ok, if you say so" by Yashvir Chopra on December 21, 2012. The article features a large image of a woman in a dark, industrial-looking setting, with the text "makehellcool.com" and "END OF THE WORLD GEAR 21.12.2012". The article discusses the "Make Hell Cool" campaign and its connection to the Mayan prophecy. The website's navigation bar includes categories like Home, Brand, Advertising, Design, Retail & Event, Social Media, and Pop Culture.

Think Rasta

The screenshot shows a news article from Bestmediainfo.com. The title is "Fastrack campaign makes hell cool!". The article mentions that Fichaye Creative Solutions conceptualized the digital campaign. It includes a video player showing a person in a dark setting, similar to the other articles. The website's navigation bar includes categories like Home, Media Info, Ad Craft, Special, DBS, Interviews, Guest Times, Events, Digitalization, and Rising Star.

Bestmediainfo.com