

**Madison Media Group creates “Wills Rock the Ramp” 360 degree selfie booth
at the Wills Lifestyle India Fashion Week 2014**

New Delhi, October 17, 2014: Marrying social and on ground engagement, Wills Lifestyle and Madison Media devised the concept of **“Wills Rock the Ramp” a 360 degree Vine booth** - a twist to the traditional twirl people do to show off what they're wearing! Instead of doing the twirl yourself, the cameras and modern technology does the twirling and the same could be shared on social networks.

Users simply had to step into the booth and the revolving camera shoots a 4-6 second video, showing a 360 view of what they're wearing to the Wills Lifestyle India Fashion Week. These videos are shared on the Wills Lifestyle Vine page and Wills Lifestyle Facebook and Twitter pages.

The Technology for the **“Wills Rock the Ramp”** 360 degree Vine Booth was developed and implemented by Tagglabs.

Mr. Atul Chand, Divisional Chief Executive, ITC Lifestyle Retailing, said *“Wills Lifestyle has always been at the forefront of innovation and driven the business of fashion in India with style. Being at the helm of creativity and novelty, we have integrated modern technology with fashion yet again this season, thereby creating 360 degree brand conversations. In this edition, Wills Lifestyle takes another leap with many firsts on the Indian fashion runway by introducing a 360-degree selfie booth.”*

Basabdatta Chowdhuri, CEO Platinum Media, says *“Our Endeavour is to provide the best solutions to our clients irrespective of the platform. We want our brands to leverage new platforms and create high level engagements for consumers.”*

Amit Duggal, Director (Digital) Madison, says *“The idea was conceptualized keeping in mind that it should be easy to use and instantly sharable. We wanted to capture the moments which were happening during the event and share it with the world and lead to higher engagement for the brand.”*

Madison Media has won several awards in the Digital and Mobile domain with the latest one being The Festival of Media Global Award and Asia Pacific Award for Parachute Advanced Ayurvedic Hair Oil for *convincing consumers to become the brand's sales force leveraging the power of Mobile*. The agency also won a Yahoo Big Idea Chair for its campaign on Airtel, *Har ek Friend Zarori Hai*. At the Emvies Awards held last month, Madison Media also won a Gold for Best Innovation in Digital (Video) for Cadbury Bournville—*Tape a Tweet*.

Madison Media Group is India's foremost media agency handling media planning and buying for blue chip clients including Airtel, Godrej, Cadbury/Kraft, ITC, Marico, McDonald's, Raymond, Piramal Healthcare, TVS, Levis, SpiceJet, Domino's, BhartiAxa, Max Life Insurance, Asian Paints, Pidilite, Tata Salt, Acer, Lafarge Cement, Crompton Greaves, Times Television Network, Indian Oil, Enamor Lingerie, Gowardhan Dairy, Café Coffee Day and many others. The gross billing of Madison Media is about Rs. 3000 crores.

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Celebrity Twirling videos:

<https://vine.co/v/OA17ZWw5XhZ> - Gaurav Kapur and Neha Dhupia

<https://vine.co/v/OAQ2dQgFnuQ> - Carol Gracias, Sonalika Sahay, Maria D'Mello

<https://vine.co/v/OADi9XTJzmb> - Miss Malini