

THE LAUNCH OF oppo RENO3 PRO

Clear in Every Shot



INITIAL BRIEF



- Before the launch of Reno3 Pro, OPPO wanted to create an hype around the launch of the product with India's biggest Drone show.
- A popular artist would be invited to create a music track to match the drone formations which would create the much needed hype and buzz for the launch.
- A combination of musical concert with the drone show.

FINAL BRIEF



- A light and music show followed by the Drone show with 250+ drones
- The artist had to be dropped due to permission issue for an onsite event.
- A combination of musical concert with the drone show.

- Enthral the audience with Drone formations and live music show , and finally the launch of Reno3 Pro with the handset's USP through a formation.
- A launch that will be the talk of the town for a very long time .
- Never done before in the Indian market .

OBJECTIVES

ACCOUNT
VISION
EMPLOYEES

EXPENSE
PRICE
FINANCE
GUIDING
RULE
VISION
COMMERCE

GOALS
EXCELLENCE

MARKET



WHAT'S
THE
BIG
IDEA?



THE BIG IDEA

Oppo is a technology-driven company and it has been brand's endeavour to offer value to its customers.

As a consumer-centric brand, Oppo has always focused on creating experiences that reverberate with the young millennials

Thus to showcase the camera prowess of the upcoming Reno3 Pro, smart device brand Oppo had to do something that the consumers had never experienced before

This gave birth to the idea of deploying a first-of-its-kind drone light show that will captivate the spectators with an awe-inspiring display.

In doing so, Oppo aims to bring an ever-closer experience that revolves around clarity. With that thought in mind, Madison OOH will light up the skyline of Mumbai with the biggest drone light Show in sync with its recently launched campaign #ClearInEveryShot.

With this drone Light Show, Oppo aims to create an ever-lasting impact with one-of-its kind marketing initiative ahead of the launch of its much awaited Reno3 Pro.



HOW DO WE
TRANSLATE
THE BIG IDEA
TO

A WELL EXECUTED



THE ALL INCLUSIVE PLANNING

The Planning for the drone show started mid November and was inclusive of multiple facets which are listed below

- Identifying the trends of drone light shows
- Understanding the regulations associated with the drone
- Ascertaining restrictions associated with the commercial use of drones
- Sourcing the drones
- Locating and selecting the drone coding team
- Corroborating the drone formations
- Spotting the best location for hosting the drone show
- Authenticating the permissions associated with the selected location
- Discerning the Security of the event, equipment as well the drone show executing team

THE STRATEGIC LOCATION

The brief spelled that the location for the drone show must be some place historical and easily accessible by a crowd. The drone light show event was slated to be non ticketed event and hence required to be organized at a location such that it attracts organic crowd. Hence it demanded a high traffic public place destination.

After much deliberation between Delhi's Connaught place and Mumbai's Chowpatty.

Nonetheless, we finalized on **Mumbai Chowpatty,**

however the day before the show was to go live , there was a major security concern and we had to shift the location to

Islamic Gymkhana club which was about 500mts from Chowpatty

OVERCOMING THE OBSTACLES

Permissions to fly drones in Mumbai was the most difficult task ,but we at Madison had strong associates who made it possible for us .

Permission for on site event with artists were not permitted by the authorities and the event was scaled down to a short light and music show .

The event was initially slated for the 14th feb. However, due to the COVID spread in china, there was delay in the production. This caused a ripple effect leading to the event getting postponed to the end of the month i.e. 27th Feb .

Despite the change in dates , the team efficiently went through the same channels again to get the ball rolling for a fresh date. Nevertheless, there was an unmentionable security breach in Mumbai on that particular date leading to cancellation of all permissions for the drone show location.

This led to reinventing the wheel i.e. with the change in the dates there came all the associated tasks of

- Identifying and Selecting a new controlled location
- Getting permissions from OPPO to change the location of the activity
- Accomplishing permission from the location management.

Which was completed within 48 hrs.

The event was finally realized at the location of Islam Gymkhana opp. Marine Drive on the 2nd of March between 7-9pm



SETTING THE STAGE

The execution was made possible with the sheer hard work of the Madison team along with team of 25 core specialists. The specialists worked on light/sound set up , web casting and controlling the drone apart from the dedicated team for drone photography and ground photography



Additionally, 50 Bouncers were deployed to ensure security in a public place and contain the masses. The entire set up took about 6 hours to complete ,.

THE TWO PRONG EVENT

The actual drone light show was preceded with a crowd aggregator event

Pre Event

- The Crowd Aggregator

Duration

- 1 hour prior to the drone

Activity

- The Light & Music Show

Event

- The Drone Light Show

Duration

- 10 min

Activity

- Mesmerizing Formation in the night sky

THE AWESOME CROWD AGGREGATOR



The stellar light and music show was included to attract attention and generate curiosity amongst the crowd. This was started 1 hr prior to the drone show for ensuring organic crowd aggregation at the point of the drone show

THE MESMERIZING DRONE LIGHT SHOW

The 10-minute show revealed stunning formations, with each drone light serving as a pixel to light up and paint the night sky creating an amazing experience to dazzle audiences.

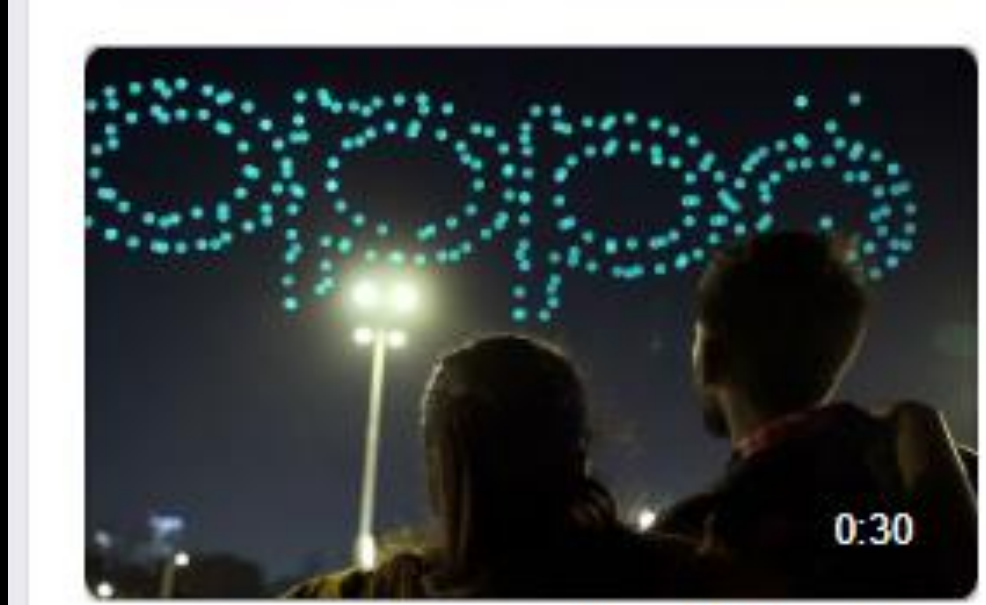
The swarm of drones lit up the sky to form a breathtaking display of the Indian National Flag to begin with. The show was then followed with formations showcasing the Dual Punch-hole Camera set up of OPPO Reno3 Pro bringing the aesthetics of technology in the night sky.

OPPO also became India's first smartphone brand to leverage the futuristic drone technology to reach consumers in brand new and innovative way by painting the night sky with various colorful formations.



RESULTS & AMPLICATION OF THE DRONE SHOW

The drone has been amplified across various channels namely Regional and National Newspapers, Publications, Magazines, Online Blogs and websites covering **readership of 14+ mn people** across India as well as Views of the video on Social Media Page of the brand being **9.3 Mn** as on 8th April 2020



OPPO Reno3 Pro | India's Biggest Drone Light Show

5 weeks ago · 9.3M Views

27K



ভাৰতত অপ্ল'ৰ ড্ৰোন শ্ব

নতুন দিল্লী : এক গ্ল'বেল স্মার্ট ডিভাইচ ব্ৰেণ্ড অপ্ল'ৰে অলপতে মুম্বাইত অনুষ্ঠিত ভাৰতৰ সৰ্ববৃহৎ ড্ৰোন লাইট শ্ব'ত বায়ুমণ্ডলত ২৫০ টা ড্ৰোনৰ আকৰ্ষণীয় প্ৰদৰ্শনেৰে ইতিহাস ৰচিবলৈ সক্ষম হৈছে। এয়া কোনো স্মাৰ্টফোন ব্ৰেণ্ডৰ দ্বাৰা কৰা এনেধৰণৰ প্ৰথমটো বিপণন উদ্ভাৱন। মেৰিন ড্ৰাইভৰ আকাশমাৰ্গত ৰোমাঞ্চকৰ পোহৰ প্ৰদৰ্শনেৰে মুম্বাইৰ ইছলামিক জিমখানাত উপস্থিত

থকা সহস্ৰাধিক লোকৰ দৃষ্টি আকৰ্ষণ ব শক্তিশালী সংযোগ স্থাপনৰ উদ্দে উপভোক্তাসকলৰ বাবে পাইৰি নো অভিজ্ঞতা প্ৰদানৰ বাবে সদায়ে আগৰণুৱা ত দহ মিনিটৰ শ্ব'টোত আশ্চৰ্যজনক সমা দেখিবলৈ পোৱা যায়, য'ত প্ৰতিটো ড্ৰোনে ৰা আকাশখনক উজলাই তুলিবলৈ আৰু চি কৰিবলৈ ৰশ্মিক পিন্কেলৰ ৰূপত তলি ধৰি



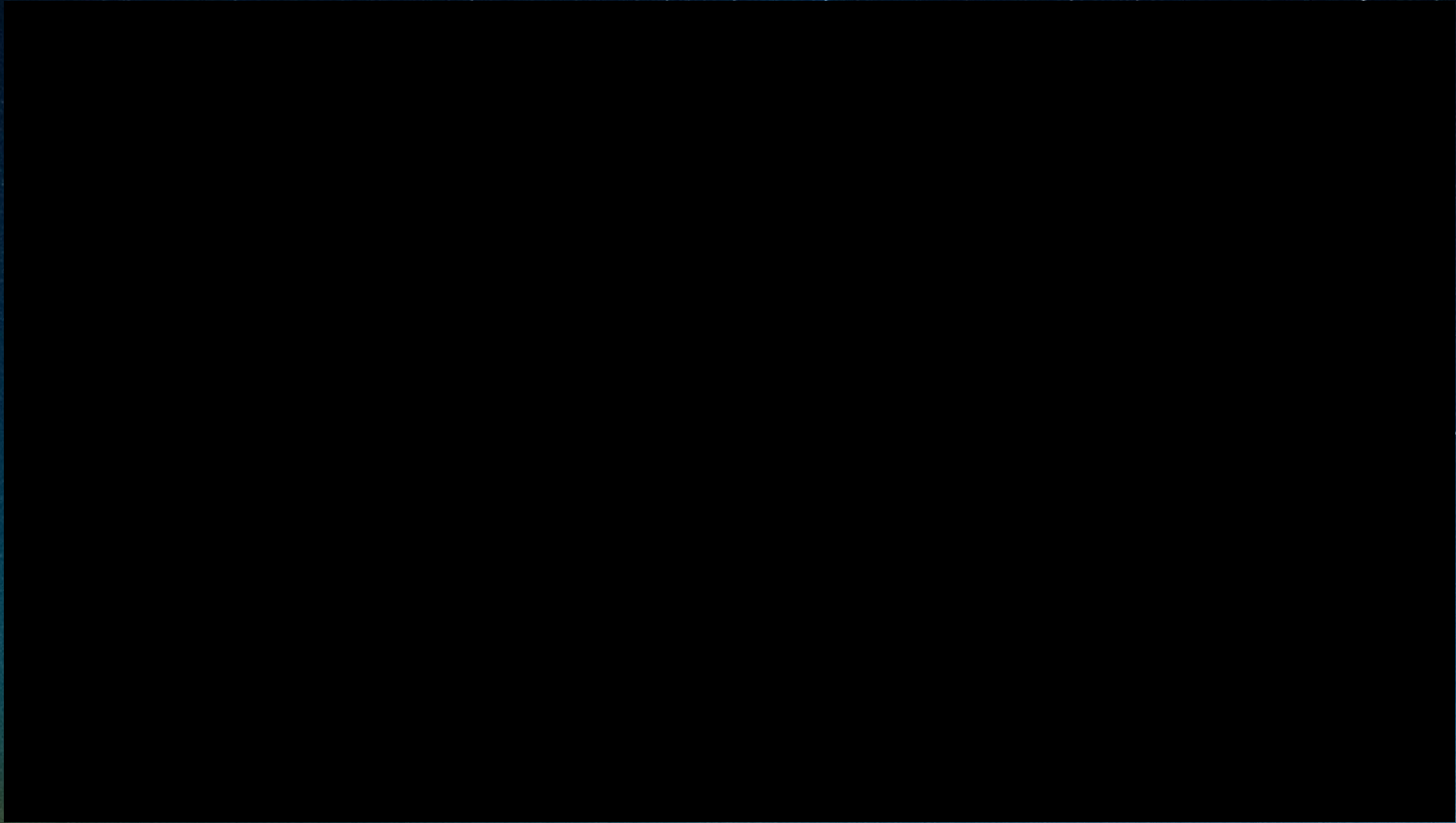
Learnings for future endeavours

- Every big event comes with its share of uncertainties , and if we cannot take a leap of faith we cannot do something as big and as momentous as the Drone Show .
- Though we had started of at a great momentum with regards to brainstorming , coming up with ideas , getting approvals however in-between there had been gaps since a lot of stake holders were involved and everybody had a different view , and for sometime we strayed on the timelines because there had been numerous changes even post confirmations , which could have been avoided .
- There was a gap between what was envisioned and what was possible within the capacity of the drones
- The brand team should have accompanied for the test run in Russia thereby a lot of time and effort could have been saved.
- For an activity of this magnanimity a minimum of 3 months of planning is required .
- There had been last moment element additions , like the webcasting was to take place for the final activity day only but the team wanted to cover the dry run even , addition of security and refreshments for media were last moment inclusions , which could have been discussed well in advance .
- Finally a natural calamity though a set back cannot be pre-empted and we took a slight hit with the event date.
- Similarly last moment security issue in regards to permissions is also unforeseen , which depends on that particular moment's situation of that particular city .

DRONE SHOW - TEASER



DRONE SHOW – FULL VIDEO



THANK YOU



<https://we.tl/t-RMYN7P8M4T>