

*Monsoon
Mushaira*



Asian Paints SmartCare Damp Proof

A paint that prevents your ceiling from leakage in the monsoons. The DVC featuring Ranbir Kapoor & Manoj Pahwa, showcasing the proposition of the product in a qawwali format.

Farzi Mushaira

A show penned by Zakir Khan, a popular comedy web-series running successfully for 3 seasons. The show features multiple guests for each episode with the format being that of a mushaira for each topic of the show.

Idea

Collaboration with Farzi Mushaira, where they come together to talk about rains.

The romance and the leakage. A shayari for every time the monsoon magic becomes tragic is presented in their signature format with a seamless integration of the brand in the mushaira.



Objective

To create awareness about SmartCare Damp Proof and its USPs amongst the TG



Concept

Integrating the product USPs in an innovative format with Zakir Khan's Farzi Mushaira



Influencers

Zakir Khan and his usual guests were taken as the influencers for this campaign



Execution

Zakir posted the episode on his YT Channel, Shorts, 2 IG Reels and 5 Stories amplifying the episode
The guests posted 1 IG Reel and 2 IG Stories



asianpaints

SMARTCARE
DAMP PROOF

*Monsoon
Mushaira*

Video

Results



1.1 M

Total Views



11 M

Total Impressions



79%

Audience Retention



4 M

Total Views



3.1 M

Total Reach

502.1 K

Total Likes



52.6 K

Total Shares

10.1 K

Total Saves

PR Coverage



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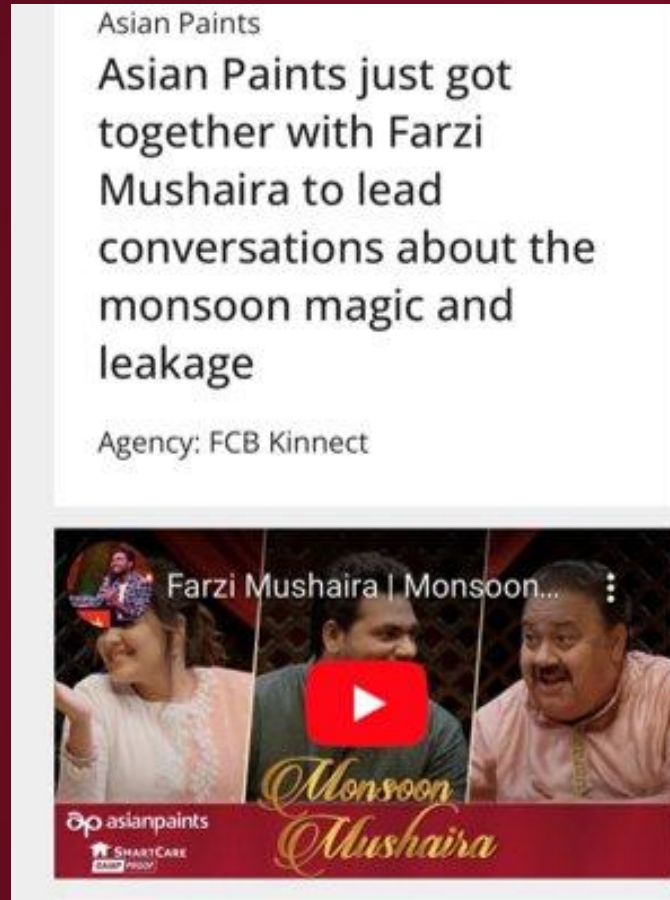


By afaqs! news bureau | Published: 6 Jul 2023, 4:02 IST

Asian Paints collaborates with Farzi Mushaira to lead conversations about the monsoon magic and leakage


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Asian Paints
Asian Paints just got together with Farzi Mushaira to lead conversations about the monsoon magic and leakage

Agency: FCB Kinnect



Farzi Mushaira | Monsoon...

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ADGully

Leader2.0 LEADER 2.0 NOMINATE NOW

Asian Paints with Farzi Mushaira to talk about the monsoon magic & leakage



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64 SHARES 



Asian Paints' Damp Proof Campaign Prepares for Monsoon Season

Creative  106

Spot from Kinnect sees comedian and actor Farzi Mushaira get real about monsoon magic and leakage



Asian Paints, a leading name in the paint industry, is excited to announce the launch of their latest product, 'Damp Proof,' a revolutionary waterproofing solution, just in time for the monsoon season. With an innovative approach to engage consumers, Asian Paints collaborated with Zakir Khan, a popular comedian, poet and actor for a mishaira. redirectinn conversations about the

ibbonline.com

Key Highlights

- ❖ The video performed exceedingly well in terms of the audience retention rate (Est – 75%, Ach – 79%) - **79% audience retention rate is the highest amongst all episodes of the current season of Farzi Mushaira)**
- ❖ The audience sentiment for the content piece across platforms was positive and qualitative. Approximately **63% of the total comments were positive and/or qualitative.**
- ❖ The total watch time for the YouTube asset was **67% higher than the usual watch time for Zakir's Videos** (Usual Watch Time – 39 Hours, Achieved Watch Time – 65.2 Hours)
- ❖ The Campaign overachieved on the Impression Click Through Rate as **well (Est – 4-5%, Ach – 5.7%)**