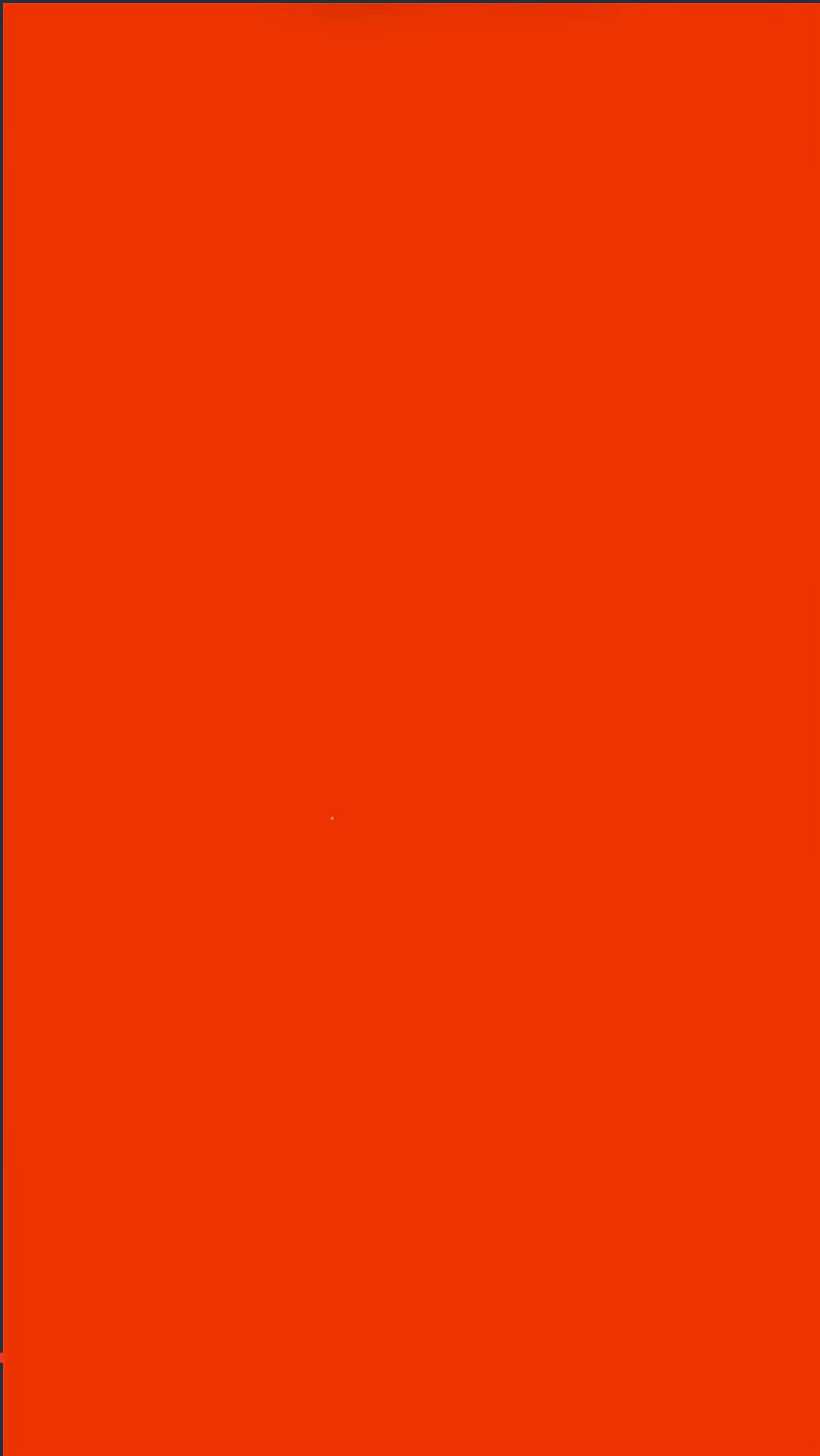


Travel & Tourism



<https://www.instagram.com/reel/CpNzkMUryOI/>



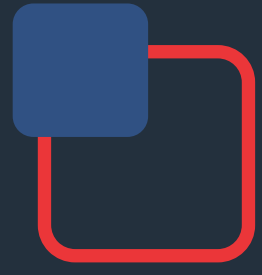
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Objective:

As a travel brand, we wanted to shed light on the ingrained prejudices, stereotypes, and barriers that women encounter while travelling. It's disheartening to see that at an age where the world is planning to vacay on Mars, travelling for women in India is still an uphill task. Hence, tapping on the most important day - Women's Day - we produced 3 videos in-house, showcasing the real life challenges and experiences of women travellers, leaving the viewers with a thought to chew on, at the end of each video. We highlighted the 3 real problems faced by women--that of seeking permissions for travel, planning for their safety during trips, and justifying why they wish to travel solo.

Since the problems are real, we shot with real women--all employees of MakeMyTrip, to ensure that videos strike a chord with the society and help move the needle in the right direction.

The overall aim was to make a positive change in the way people look at women wanting to travel. Like men, they deserve to travel, their way, while feeling free and safe.



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Strategy:

In India, women encounter unique challenges while planning a trip-- from safety concerns, unfair restrictions to social stigmas. As a result they often come up with excuses for a trip or take up extreme safety measures. Our real challenge was to throw light on this prejudice by highlighting the real and relatable cases pertaining to the issue, while keeping the storyline still non-preachy, snackable and shareworthy. Because no one has the patience to go through long rants.

After thoughtful deliberation, we chose three scenarios that are frequently encountered by women travellers and inculcated both humorous and solemn situations to make it relatable and engaging. We converted these scenarios to three reels titled:

- Epic Lies girls tell when they crave travel
- Safety Drill girls go through before a trip
- Ultimate Replies girls give when taking off on a solo trip

Instead of being strictly scripted, this was a video that evolved as we crowd sourced dialogues from female employees, each one bringing in their pet peeves from real life situations they have faced. This helped in highlighting the real biases that women suffer and made the video hit home, real hard.

End Results:

Platform	Total Engagement	Total Views
Instagram	2.8M	6.8M

<https://www.instagram.com/reel/Cpg2QOtJFuw/>