



**KAUNSI BIRYANI  
SABSE TOOFANI**







# OUR SHOW PREMIERE

JOIN US THIS SEASON AS CHEF RANVEER BRAR EMBARKS ON AN EXCITING BIRYANI TRAIL ACROSS SEVEN VIBRANT CITIES, TEAMING UP WITH LOCAL INFLUENCERS, EACH A STAUNCH BIRYANI ENTHUSIAST.

WITNESS THEM DIVE INTO LOCAL CULTURES, UNCOVER UNIQUE FLAVORS AND TRADITIONS, AND IGNITE SPIRITED DEBATES OVER WHICH CITY'S BIRYANI REIGNS SUPREME, ALL WHILE ENJOYING THE TOOFANI COMBO OF BIRYANI AND THUMSUP.

# BIRYANI STORY + OUTLET HUNT + TASTING

ONE EPISODE IN ONE CITY

**BIRYANI  
STORY**  
REGIONAL



**1 TOOFANI  
OUTLET**  
HUNT



**1 BIRYANI  
TASTING**  
RB + INFLCR.

Influencer showcases the regional Biryani culture through 2-3 outlets to RB and demonstrates why his region's Biryani is the Best Biryani.

To find the best regional Biryani in city's top outlet, RB is sent on a thrilling mystery **hunt** (riddles) designed by the influencer. RB eventually finds and profiles the Hero Outlet.

RB then invites four non-hyderabadis from the city (Tourist/Visitor/ recently shifted to Hyd.) to taste the Biryani at the Hero outlet and challenge the regional influencers claim of 'Hyd. biryani is the best!'



## REGIONAL BIRYANI STORY

7 Influencers showcase their respective region's Biryani culture from the perspective of 3 outlets to RB and demonstrates why their region's Biryani is the Best Biryani.

## TOOFANI OUTLET

To find the best regional Biryani in city's top outlet, RB is sent on a thrilling mystery hunt (riddles) designed by the influencer. RB eventually finds and profiles the Influencer's favourite Outlet.

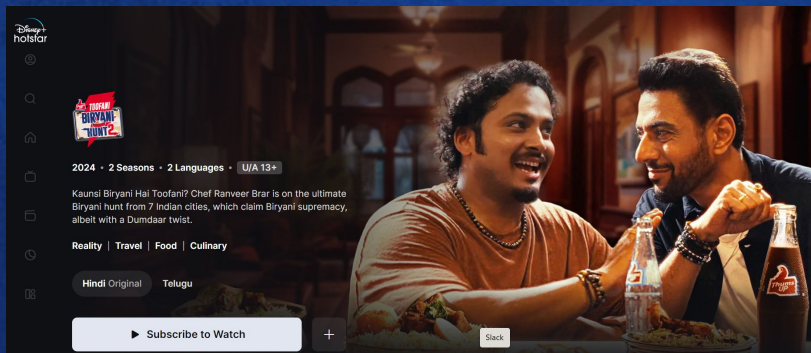
## BIRYANI DEBATE

RB then invites four non-residents from the city (Tourist/Visitor/ recently shifted to place.) to taste the Biryani at the Influencer's favourite outlet and challenge the regional influencers claim of 'how their biryani is the best!'



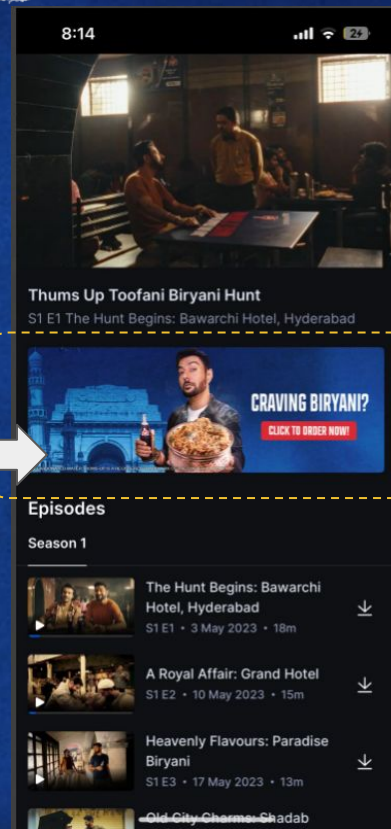
Building ritual of Biryani & TU with an aggressive  
Content, Community and industry first Commerce loop

Highest ever branded content  
watched on D+HS



7.2Mn Views

Industry first end to  
end content 2  
commerce loop



# First ever unlock: Click to Commerce

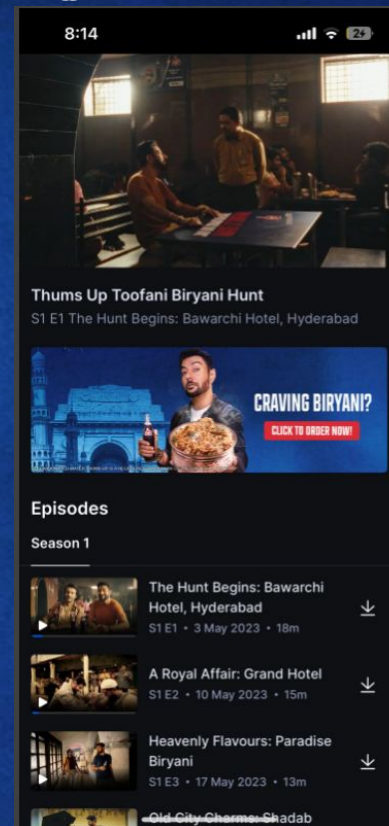


The Click to Commerce custom solution is a **first time unlock** on a branded Content on D+H platform

This tech innovation is a crucial element in the overall consumer experience, **encouraging viewers to order Biryani + Thums Up** while bingeing on the content

**81.5K** clicks delivered in a duration of 5 weeks

**5%** CTR achieved on the skinny banner

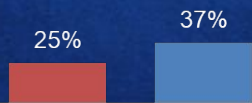




# Significant uplifts across brand KPI's

1.3X of Kantar norms

Aided Brand Awareness



Thums Up

■ Control (Base 1817) ■ Exposed (Base 1450)

1.1X of Kantar norms

Online Ad Awareness

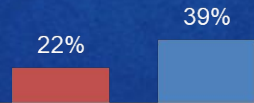


Thums Up

■ Control (Base 1817) ■ Exposed (Base 1450)

1.7X of Kantar norms

Message Association



Thums Up

■ Control (Base 1817) ■ Exposed (Base 1450)

1.1X of Kantar norms

Brand Favorability



T2B

■ Control (Base 1817) ■ Exposed (Base 1450)

Q. Which of the following Brands of Soft Drink have you heard of? – **Aided Awareness**

Q. Which of the following Brands of Soft Drink have you seen advertised online in the past 4 weeks? – **Online Ad Awareness**

Q. Which of the following Brands of Soft Drink, if any, uses the following message in its advertising? – **Message Association**

Q. How would you describe your overall opinion of 'Thums up'? – **Brand Favorability**

**Very Favorable | Somewhat Favorable | Neutral | Somewhat Unfavorable | Very Unfavorable**

■ Significant increase @95%

■ Significant increase @90%

## Strong uplifts across MF18-34 demo

Metrics	18 – 24 years			25 – 34 years		
	Control	Exposed	Δ	Control	Exposed	Δ
Aided Awareness	26%	38%	12%	23%	36%	13%
Online Ad Awareness	17%	30%	13%	13%	28%	15%
Message Association <i>"Kaunsi Biryani, Sabse Toofani"</i>	24%	38%	14%	19%	40%	22%
Brand Favorability [TB]	14%	24%	10%	11%	19%	8%


Q. Which of the following Brands of Soft Drink have you heard of? – **Aided Awareness**


Q. Which of the following Brands of Soft Drink have you seen advertised online in the past 4 weeks? – **Online Ad Awareness**

Q. Which of the following Brands of Soft Drink, if any, uses the following message in its advertising? – **Message Association**

Q. How would you describe your overall opinion of 'Thums up'? – **Brand Favorability**

**Very Favorable | Somewhat Favorable | Neutral | Somewhat Unfavorable | Very Unfavorable**

 Significant increase @95%

 Significant increase @90%



## Content resonate well across demographics

Metrics	Males			Females		
	Control	Exposed	Δ	Control	Exposed	Δ
Aided Awareness	25%	37%	13%	25%	37%	12%
Online Ad Awareness	17%	30%	13%	13%	28%	15%
Message Association <i>"Kaunsi Biryani, Sabse Toofani"</i>	23%	39%	16%	21%	37%	16%
Brand Favorability [TB]	13%	22%	10%	9%	22%	9%


Q. Which of the following Brands of Soft Drink have you heard of? – **Aided Awareness**


Q. Which of the following Brands of Soft Drink have you seen advertised online in the past 4 weeks? – **Online Ad Awareness**

Q. Which of the following Brands of Soft Drink, if any, uses the following message in its advertising? – **Message Association**

Q. How would you describe your overall opinion of 'Thums up'? – **Brand Favorability**

**Very Favorable | Somewhat Favorable | Neutral | Somewhat Unfavorable | Very Unfavorable**

 Significant increase @95%

 Significant increase @90%

## Promising uplifts across geos

Metrics	East Zone		West Zone		North Zone		South Zone	
	Control	Δ	Control	Δ	Control	Δ	Control	Δ
Aided Awareness	24%	14%	23%	10%	21%	12%	28%	14%
Online Ad Awareness	17%	11%	15%	11%	13%	13%	17%	16%
Message Association <i>"Kaunsi Biryani, Sabse Toofani"</i>	24%	15%	23%	13%	20%	17%	24%	17%
Brand Favorability [TB]	13%	12%	13%	4%*	9%	11%	15%	9%


Q. Which of the following Brands of Soft Drink have you heard of? – **Aided Awareness**


Q. Which of the following Brands of Soft Drink have you seen advertised online in the past 4 weeks? – **Online Ad Awareness**

Q. Which of the following Brands of Soft Drink, if any, uses the following message in its advertising? – **Message Association**

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