



Good looks!

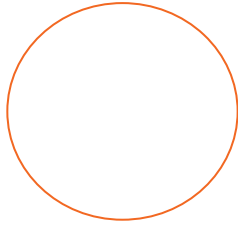
Good trips!

Good hotels!

Only on ~~Goibibo~~ Goibibo!

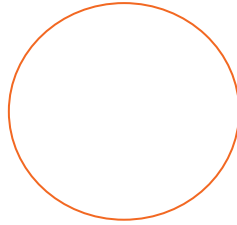


The problem statement



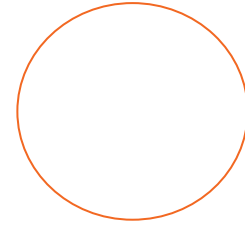
Positioning challenge:

Goibibo has competed to stand out in the crowded budget hotel reservation market, marked by the increasing fragmentation and competition within the online travel agency (OTA) sector.



The perception huddle:

Negative perceptions associated with the term 'budget hotel' hinder Goibibo from attracting users in search of quality accommodations within their budget.



The cultural stigma:

In society, there is a prevailing notion that the term 'budget hotels' conveys a sense of mediocrity. When they travel, they prefer extravagant experiences over what they see as ordinary.

In the budget category, Indian travelers display a choosy attitude, embodying a 'main character energy' that seeks a satisfying and memorable experience in every journey.

The objective

The business objective:

Make Goibibo the preferred budget hotel booking channel.

The marketing objective:

To create a clutter-breaking and differentiated communication that increases awareness and drives trials at scale.

Our communication approach:

Establishing the product magic as a new benchmark by thinking consumers out and finding the sweet spot of behaviour & culture.



Execution

We all are the main characters of our life movies. We channel it the most when we are travelling. No matter how small our budget is, we want our rooms to be the best and our tea piping hot.

Question?


How do we capture the main character energy that every Indian traveller has?

The answer...

Through a character we all recognise.

Who's a better main character than ✨ **Kareena Kapoor Khan** ✨





Goibibo was delighted to have the India's beloved actor, also known as Bebo, endorse our platform.

Utilising her iconic character, Poo from 'Kabhi Khushi Kabhie Gham,' we recreated her famous rating sequence from the film.

The campaign added a touch of glamour and a dash of Poo's charm, making every traveler feel like the star of their own journey!



The internet has been ✨ manifesting ✨ this collaboration since 2011, so we jumped on the hype train!* 🚂



*Dropping hints for season #2

Where it all began...

A tweleb puts out their random 2AM thoughts as a tweet.

Results: 240.8K impressions | 4.1K engagements


 **Kaabira.**
@KaabiraSpeaking

if you think about it, if @goibibo gets Kareena Kapoor as their brand ambassador they can call themselves goibebo 🤔

6:24 PM · Oct 5, 2023 · 250.4K Views

Some pitch plans were hatched.



 **Divya Mishra**
@Bhakt_mhakat_ki

Dude tbh, its been so long since I saw Kareena in full glam. Really wish we get to see her Poo version again ❤️


 **Srishti shukla** ✓
@dusky_drone

If goibebo is real, is there a stayibebo too? 🤔🤔🤔

 **Xavier Uncle** ✓
@xavierunclelite

Subscribe

If goibibo had Tushar Kapoor as brand ambassador, they would have been called goio goio goio.

 **Kashish Srivastava**
@kaha_jaa_rhe

Shakespeare said "what is in the name", this guy took it seriously 🤔

Twitter went crazy with their replies.

540K+ impressions and 15K+ engagements
(of our seeded tweets only.. Shhhh..)

We turned this into a reality...



The results?



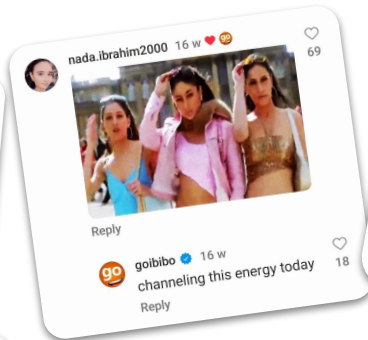
702.7K reach



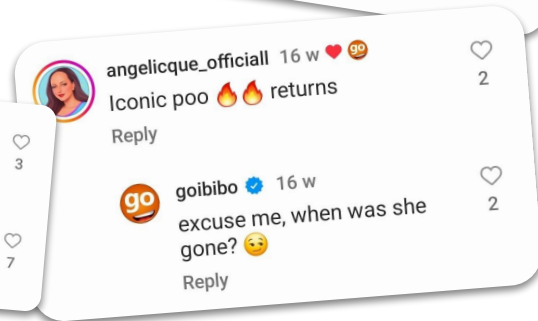
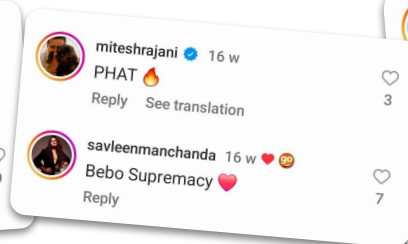
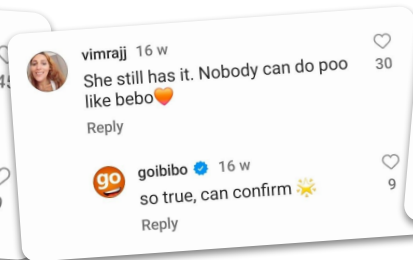
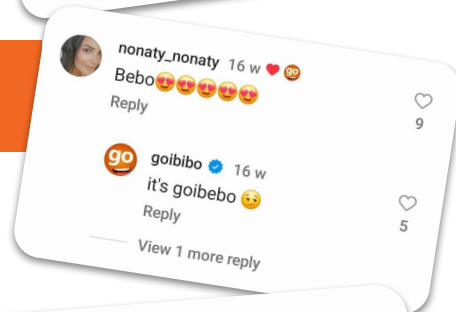
58.8K engagements

Within 10 days!





And it's raining love!
Hallelujah!



So we
decided to
take it up a
notch

through a series of
influencer reels





So, OFC, jab travellers
Goibibo ko ghoor ghoor ke
dekh rahe toh **it is not Bebo's**
problem! 🥰👩🏻👉👩🏻



10M
Views

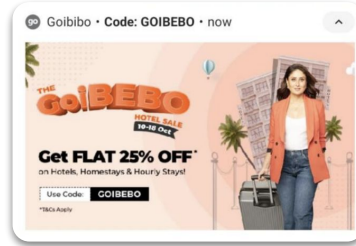
15%
Engagement
rate

6M
Reach

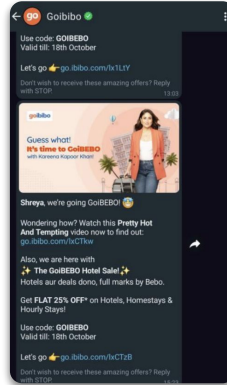


We infused a touch of Poo's sass into every corner of the media landscape 📺

After the film launch, we made the decision to go live with 'The Goibibo Sale', extending our positioning across various touch points including platforms, mobile, and CLM marketing.



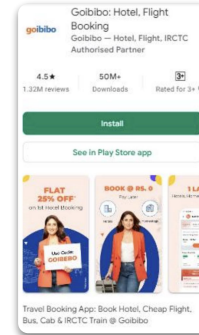
In-app notifications



WhatsApp messages



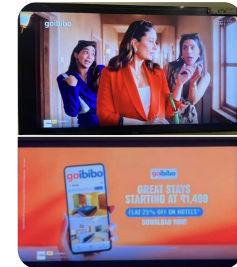
Emailers



Play Store



Print



Disney+ Hotstar

The campaign, across touch points, aimed to build awareness garnering **2.5Bn Impressions** with an average frequency of 8 over 5 weeks



Tell me how it was...

Bebo-approved hotels offering a flat 25% off achieved the highest consideration score, leading to unparalleled reach and brand recall.

*We achieved the **highest C.T.R** ever on YouTube, reaching an impressive 0.74%.*

*The film not only garnered widespread attention but also attained the **highest top-of-mind consideration** in the last 18 months.*

	Goibibo	Category average
Base	222	N/A
Enjoyability	80	67
Understanding	73	60
New information	71	61
Relevance	69	61
The intention to book a hotel	74	61



Kareena Kapoor gives Goibibo full marks in new ad

In the ad, Kapoor channels her iconic character 'Poo' to rate various hotel rooms and proceeds to give Goibibo full marks for their services. The ad taps into how everyone wants to feel like the main character on vacation and positions Goibibo as the ideal source to do that.

Kareena Kapoor Khan rebrands Goibibo's social media as 'Go-i-Bebo'

Follow

By blending cues from Kareena's most iconic film roles, Goibibo aims to merge the brand and its brand ambassador seamlessly

The PR story

*Woh kaun hai jisne dobara mudke
~~Poo~~ Goibebo ko nahi dekha?*

By afaqs! news bureau | Published: 10 Oct 2023, 2:13 IST

MARKETING

Goibibo x Bebo: Kareena Kapoor brings out the 'Poo' in every Indian traveller

Share Via:     

The announcement coincides with the launch of the brand's new campaign - 'Hotels aise on Goibibo, full marks by Bebo'.



Kareena Kapoor brings back her Poo avatar for new ad, fans call it 'brilliant marketing'. Watch

By HT Entertainment Desk

Oct 10, 2023 01:32 PM IST



Ram Mandir

Kareena Kapoor is back as Poo in a new ad which sounds similar to her nickname in real life. Internet loved the commercial.



Thank you :)