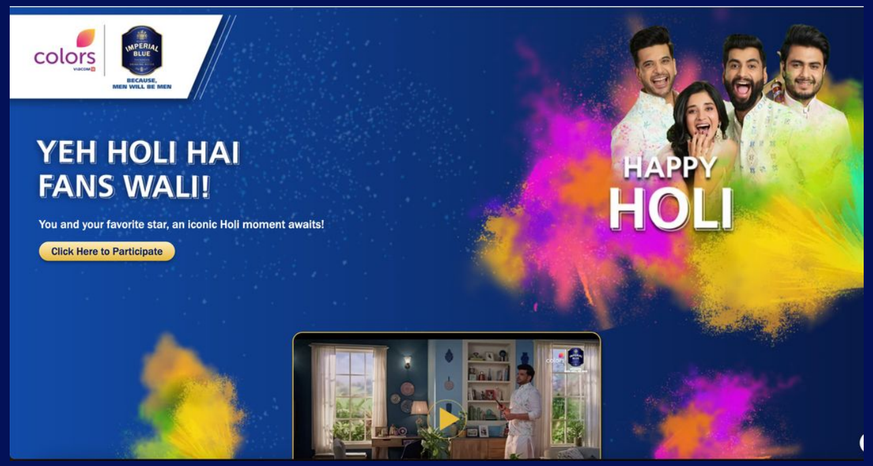
Viacom18 X Imperial Blue Packaged Drinking Water

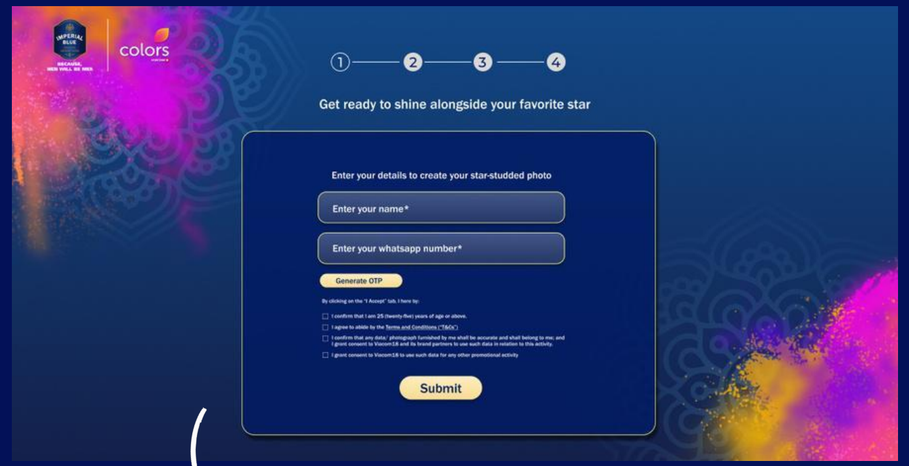
This time on Holi, Viacom18 and Imperial Blue Packaged drinking water changed the way people wish each other Holi using AI technology.

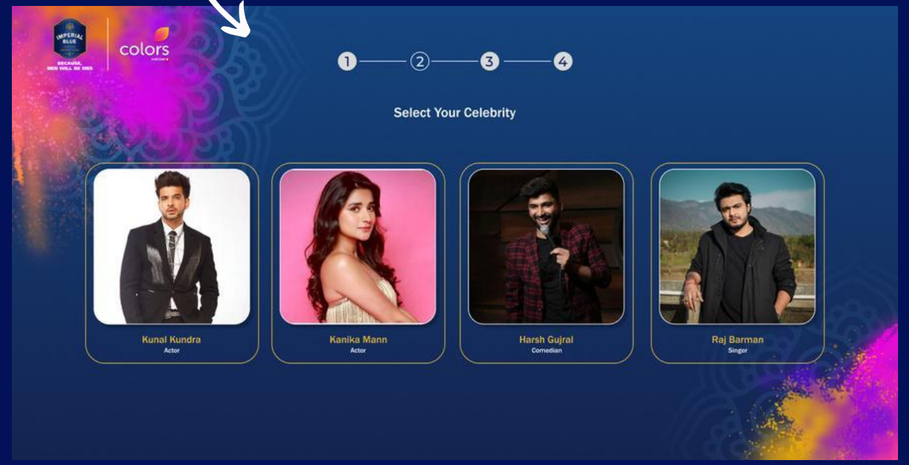
With the help of AI, this Holi people created their own quirky posters instead of sending boring Holi forwards, featuring them playing Holi with popular celebrities.

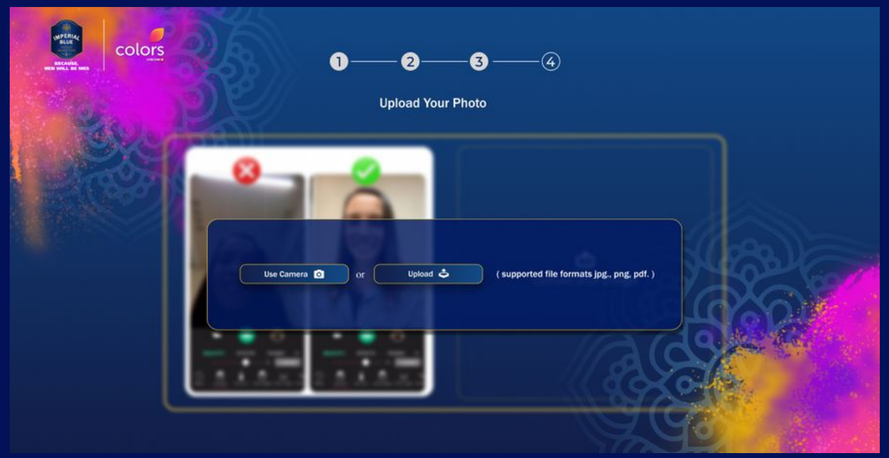
As soon as they started promoting this activity with these celebs, these stunning visuals, quirky headlines, and multiple celeb posters became popular in the target audience. And users started creating and sharing posters enthusiastically.

AI Enabled Website Interface & Poster Generation









AI Enabled Website Interface & Poster Generation

Input

Output Samples

Campaign Details – Step 1

Selecting the right influencers

Karan Kundrra
// Actor Hindi

Harsh Gujral
// Comedian

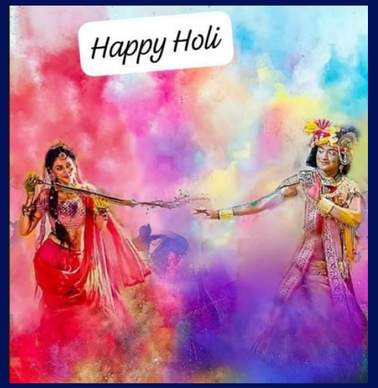
Kanika Mann
// Actor Hindi

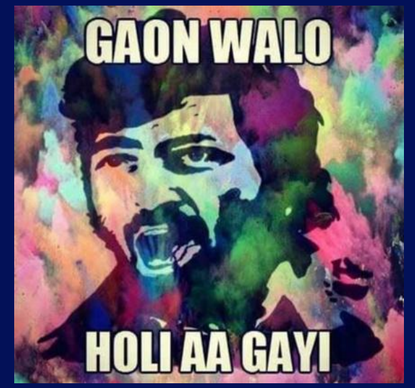
Raj Barman
//Bangla Singer

Viacom18 identified influencers who are popular in our target audience for different art forms. For example, Karan Kundrra is a popular Ex-Big Boss contestant and TV actor, while Harsh Gujaral is a cool stand-up comedian whose content resonates with men in particular, and Kanika Mann is a popular actress who is well-liked by both men and women. Similarly, we roped in popular singer Raj Barman for the Bangla market youth.

Campaign Details – Step 2

Identifying the Holi related insight





We found an insight from the TG's life. We noticed that while sending Holi wishes, people couldn't do anything new. They just forward the Holi messages. Even the photos posted on social media during Holi lacked a special element of fun. But we changed that. We created an AI-enabled website. On this website, people could follow a few simple steps to create their own personalized poster. In these posters, they could be seen playing Holi with celebrities through AI technology.

Campaign Details – Step 3

Integrating Brand Tonality

'Menism' is a tonality that the brand follows. Without objectifying any gender and without hurting anyone's feelings, we wanted to show the fun side of boys/youth here. To add 'Menism', we also gave some quirky headlines in the posters. So that the posters not only look visually stunning but also meaningful.

Campaign Details – Step 4

Promotion of the website

https://www.instagram.com/reel/C4zXQnhC62P/?igsh=YnN3ZWc3cGN3NjJr

https://www.instagram.com/reel/C4zgfjZy4L7/?igsh=NjA2ZXhxMnVvZ2c0

To promote this AI technology-based website, we utilized the popularity of these actors. We created digital ads with them and popularized it on their handles. We added a touch of light humor in these ads, but kept the insight very accurate, so that people could relate and also become curious to create a poster with their favorite celeb.

Campaign Details – Step 5

Media Tie up

filmfare · Follow
Original audio

filmfare 5 d
Purane Holi wishes ko kaho bye bye! And wish your friends & loved ones in a unique way this Holi by creating a personalized poster with Seagram's Imperial Blue Packaged Drinking Water and Colors TV. Watch this video and find out how.

Log on
to Becausemenwillbemen.com and select any option. Put in your name and get a customized poster ready

@becausemenwillbemen @kkundrra @officialkanikamann @realharshgujral @colorstv

#BecauseMenWillBeMen #FansWaliHoli #ColorsTV #ImperialBlue

856 likes
5 days ago

viralbhayani · Follow
Original audio

viralbhayani 4 d
Purane Holi wishes ko kaho bye bye! And wish your friends & loved ones in a unique way this Holi by creating a personalized poster with Seagram's Imperial Blue Packaged Drinking Water and Colors TV. Watch this video and find out how.

#BecauseMenWillBeMen #FansWaliHoli #ColorsTV #ImperialBlue

ripintandon 4 d
🔥🔥🔥❤️❤️❤️
Reply

dikihyolmo10 4 d
Looking handsome king kundrra
9 likes Reply

3,388 likes
4 days ago

being.sarcasm Ditch the ordinary! Celebrate Holi uniquely with custom posters and Seagram's Imperial Blue Packaged Drinking Water.

#BecauseMenWillBeMen #FansWaliHoli #ColorsTV #ImperialBlue

wow__chats Out with the old, in with the unique! Create personalized Holi posters with Seagram's Imperial Blue Packaged Drinking Water.

#BecauseMenWillBeMen #FansWaliHoli #ColorsTV #ImperialBlue

naughtyworld
Original audio

naughtyworld Bid farewell to old Holi wishes! Embrace uniqueness this Holi with Seagram's Imperial Blue Packaged Drinking Water and Colors TV.

#BecauseMenWillBeMen #FansWaliHoli #ColorsTV #ImperialBlue

flirtingchats · Follow
Original audio

flirtingchats Make this Holi unforgettable! Design personalized posters and enjoy with Seagram's Imperial Blue Packaged Drinking Water.

#BecauseMenWillBeMen #FansWaliHoli #ColorsTV #ImperialBlue

The campaign was covered by many prominent pages. And in this way, it reached not only Colors and these celebrities audiences, but also the rest of the audience.

Campaign Details – Step 6

The Chain Reaction

Our users who visited the website, created their posters with the help of AI. They received these posters on their WhatsApp numbers. They could forward it or post it on their social media pages. Whenever someone forwarded it, the link of the AI website also reached further. Also, seeing their friends in the poster with a celeb, they also felt the desire to create a poster. This way, a chain reaction started. The person sharing the poster, and also encouraging others to try it out.

Impact of use of technology on Holi

- Thanks to AI, people made their boring Holi wishes interesting.
- AI's output was always full of surprises. Every time there would be a new location, a new pose and prop, and a quirky line on the poster. That's why people could create posters in new styles every time.
- The locations, activities, and props shown in AI were also used very mindfully so that they remained connected to the brand's core affinities. We merged music, dance, and fun in the activities with Holi. This is aligned with the brand's affinities.
- Due to multiple celebrity options, multiple poster lines, and multiple visuals, the user would get a new surprise every time, so people didn't stop after making one poster and their excitement lasted quite long.
- The ready poster would come to the user's mobile, which they could forward on WhatsApp. By doing this, they would introduce more people to this activity.
- The lines and visuals of the poster were in sync with the brand image. Hence, reinforced brand image in the mind of the user.
- Overall, AI added to the fun factor of the Holi

Use of Influencers on Holi

- We chose influencers who not only match the brand's personality but also resonate with our target audience.

- The selected influencers are from fields that the brand wants to be associated with. For example; **Karan Kundrra and Kanika Mann are both actors, Harsh Gujral is a popular comedian whose content is especially loved by young guys, and Raj Barman is a popular Bangla singer.**

- We chose influencers whose fans are highly dedicated. These loyal fans work like fan armies and as soon as the actor initiates any activity, they immediately start promoting their favorite actor.

- Since media houses and social media pages keep an eye on these influencers, we directly benefited from

RESULTS

Reach and Views:

Website visits

3.78 L +

Participation

92 K +

Poster generation

74.2 K +