Veer Hanuman: When Faith Takes Flight

In the age of AI, XR, and rapidly evolving entertainment technologies, launching a mythological show about Hanuman in 2025 felt like reintroducing the sun - a story deeply ingrained in Indian culture. As technology takes centre stage across entertainment, audiences no longer just watch stories; they expect to experience them. Amid content saturation, declining appointment viewing, and a digitally native audience, the challenge was not merely to attract eyeballs but to evoke emotion and rekindle a shared cultural moment. While Hanuman already lives in every Indian home, Sony SAB set out to create a nail-biting, immersive experience for a traditionally simple mythological narrative, one that could stand shoulder to shoulder with the most technologically advanced global entertainment launches. Devotion needed reframing - not as a retelling, but as a high-impact, collective experience where faith met cutting-edge technology.

On the auspicious night of Mahashivratri, India witnessed something it had never seen before. In a first-of-its-kind spectacle, young Hanuman descended from the skies above Ujjain through a massive 3D holographic projection -transforming faith into a living, cinematic experience. Using cutting-edge scrim technology, vivid visuals were projected onto a non-dimensional surface, creating the illusion of characters floating mid-air. The seamless interplay of light, movement, and sound brought mythology to life at a scale that was larger-than-life, deeply emotional, and impossible to ignore. This landmark execution redefined entertainment marketing in India, demonstrating how technology, storytelling, and devotion can converge to create cultural moments beyond conventional television promotion. It became the largest projection-led immersive experience of its kind in the country, setting a new benchmark for scale and innovation. From this awe-inspiring start, devotion soared across every touchpoint—from AR-powered blessings and a devotional anthem that echoed across reels, to creators, characters, and communities coming together to carry Hanuman's story into homes, feeds, and hearts across India.

The Result? Launch drove a 61% TVR jump and 51% higher reach on Day 1, with 10.6M TV viewers and 181M social views . Hanuman didn't just return to screens — he arrived in hearts, homes, and history.

Business Goals	Media Goals	Behavioral Goal
Enhance viewership and expand audience reach for the designated time slot, to narrow the gap with the market leader.	Generate **1200+ stories** and drive 100% positive *sentiment* across print, digital and TV	Revive interest in mythology among Gen Z and millennial audiences
Drive appointment viewing for the show	Position *Veer Hanuman* as a differentiated mythological offering with profound emotional and cultural impact	Deepen emotional engagement with the Hanuman narrative among *families, devotees, and spiritual communities*

THE CAMPAIGN STRATEGY

Insight: *Devotion doesn't need reinvention. It needs to be re-experienced.* Rooted in rising immersive spirituality, visual spectacle trends, and Hanuman's powerful persona — we launched India's **first-ever 3D holographic sky projection**.
Creative Solution: *From Screens to Skies* — A 60-ft Hanuman lit up Ujjain's night sky, turning devotion into a shared, awe-inspiring cultural moment.
Positioning: A first-of-its-kind mythological launch on Indian GEC TV — setting a bold new benchmark for scale, storytelling, and spiritual spectacle.

EXECUTION TACTICS

3D Sky Projection in Ujjain:
India's first 60-ft Hanuman hologram lit up Mahashivratri night, witnessed by 3,500+ devotees, a viral spiritual-tech moment.
Hanuman Kripa Sthal (AR Blessing):
Devotees saw themselves being blessed by Hanuman via live AR — 600+ families participated in this unique faith-meets-tech photo-op.
Musical Tribute & UGC:
Anthem by Indian Idol's Chaitanya Devadhe, amplified by Sadho The Band and Esha Gupta, triggered a wave of reels and devotional posts.
Influencer Drive:
50+ creators shared reactions, trivia, and personal takes, driving buzz across social platforms.
Media Immersions:
Press junket at Ujjain + set visit in Umargaon generated powerful editorial and visual coverage across regions.
SAB Universe Integration:
Crossover promos with popular SAB shows deepened connect with core viewers.
Countdown & Cross-Promo:
Daily build-up paired with integration in *Shrimad Ramayan* delivered anticipation with emotional continuity.

EVALUATION OF SUCCESS

Our campaign exceeded expectations across business, media, and audience impact:

Business Wins
61% spike in TVR and 51% rise in reach on Day 1 *(BARC Week 6–9 | 15+ HSM Urban)*
Closed GRP gap with the market leader from 30 to 17
The show's launch day attracted a remarkable audience of 10.6 million in 15+ HSM Urban
Media Impact
The digital echo was just as powerful, generating over 181M+ views across all content pieces on social media reaching out to 9 Million people
54.8 Million views around Sky Projection
2.74 Million Views around Music
123 Million views around promo and different content buckets
Behavioural Targets
Reignited youth interest in mythology, bridging a critical generational gap.
Positioned Sony SAB as a pioneer in tech-enabled devotion, setting a new benchmark for the genre.