The Campaign Title: Bingo! Bhaukal Lok – Kumbh Mela

The Client Name: ITC Bingo!

BRIEF & OBJECTIVE:

Bingo! Tedhe Medhe wanted to deepen its connect with the snack-loving audience of Uttar Pradesh — and what better stage than the **Kumbh Mela**, the world's largest human congregation, to bring that ambition to life. With UP being a top-priority market, the brand saw Kumbh as the perfect moment to show up in a way that's **unmissable, unapologetic, and unforgettable.**

The goal was to build stronger brand love and top-of-mind recall by driving **high visibility**, **product trials**, and reinforcing its **"Son of the Soil"** positioning that makes Bingo! Tedhe Medhe feel like it's straight from their gali, not some distant factory. At the same time, the brand wanted to amplify its bold new stance — **"Giving into your craving"**, reignite passion for **"Eat. Phir Repeat."**, and get the masses humming to its quirky regional tunes — the **Bawaal Dhun**.

FESTIVE INSIGHT:

While Kumbh is a sacred dip into faith, **post-snan**, it turns into a full-blown **melā of emotions, masti, and memories**. After their spiritual duties, the crowd naturally looks to **unwind** — snack, chill, click, dance, and share! But most brands only talk devotion… no one taps into this *unwinding wave*.

That's where **Bingo! Tedhe Medhe** stepped in — embracing the *fun side of faith* with **UP-style bindaas and bhaukal energy**, to remind folks that **after shraddha, comes swag**!

THE IDEA:

Uttar Pradesh isn't just a market — it's a full-blown vibe. Rich in culture, full of flair, and unapologetically high on energy. And to truly connect with this spirit, Bingo! Tedhe Medhe needed to go beyond traditional visibility — it needed to **create an experience that felt local, bold, and bawaal**.

That experience was **Bhaukal Lok** — a vibrant, first-of-its-kind engagement zone created right within the Kumbh Mela grounds.

A celebration of **swag, snack, and shareability**, Bhaukal Lok was where the brand's quirky flavour met UP's raw cultural energy. Every inch of the space was designed to entertain, engage, and amplify the brand's bold personality — from taste to tone to tunes.

At the core of Bhaukal Lok stood the **UP Wala Jalwa Content Zone** — a high-energy, high-visibility **reel creation hub**, inspired by the brand's very own **Bawaal Dhun Spotify playlist**. Designed to channel the *desi dhamaka* of UP, the zone let visitors groove to iconic local tracks, deliver cheeky UP-style dialogues, and show off their full-on attitude.
All while creating **fun, bold, and highly shareable reels** that felt just as **tedha** and **bindaas** as Bingo! Tedhe Medhe itself.

But UP isn't just about **bhaukal and bawal** — it's also the **undisputed capital of chatpata cravings**. From bustling gali-chaurahas to legendary thelas, UP's food scene is all about bold masalas, spicy swirls, and unforgettable flavours.

Taking inspiration from this fiery food culture, the **Bawaal Chaat Zone** was born — a quirky **BYOB (Bring Your Own Bingo!)** experience where visitors handed over their favourite pack of Bingo! Tedhe Medhe and got it transformed into a **desi-style chaat remix**.

The specially curated **Bawaal Menu** included quirky fusions like *Prayagraj Ka Chatpata Jhal* and *Banarasi Tadka Chaat*, blending the **flavour profile of UP street food with the crunch and masala of Bingo!** Tedhe Medhe. A snack experience that felt truly local, truly bold, and totally unforgettable.

As the day wound down and the evening chill set in, **Bingo! Tedhe Medhe** turned up the heat — quite literally — with the **Bingo Bonfire Zone**.

Set against the chilled & dense backdrop of the Kumbh Mela, this space brought together warmth, spice, and spirited storytelling. Visitors gathered around cozy bonfires, snacking on the bold and fiery **Xtraa Teekha variant**, while soaking in the atmosphere that felt unmistakably UP.

At the heart of it all was the **Tedhe Medhe Mandali** — a quirky crew of entertainers who kept the energy alive with **music, dance, and desi banter**. From impromptu thumkas to laughter-filled tales, the Bonfire Zone became the go-to spot for people looking to chill, chat, and chow down — all with a Bingo in hand.

This wasn't just a tasting corner — it was a vibrant, expressive space that brought the brand's most daring flavour to life, in a way only **Bingo! Tedhe Medhe** can: with spice, soul, and a spark of madness.

ACTIVITY MIX

1. **UP Wala Jalwa – Content Creation Zone**
   Inspired by the energy of UP and Bingo's very own **Bawaal Dhun Spotify playlist**, this zone was designed as a high-energy content creation hub. Visitors danced, posed, and delivered quirky UP-style dialogues while recording reels, capturing their swag in bold Bingo fashion. Every reel made here was instantly shareable, turning users into organic brand advocates on social media.

2. **Bawaal Chaat Zone – BYOB (Bring Your Own Bingo!)**
   Rooted in UP's deep love for all things chatpata, this quirky food experience invited visitors to bring their Bingo! Tedhe Medhe pack and watch it transform into a spicy, tangy street-style chaat. With local-inspired recipes like *Banarasi Tadka* and *Prayagraj Ka Chatpata Jhal*, the fusion brought together traditional flavours and the brand's iconic masala crunch.

3. **Bingo Bonfire – Tedhe Medhe Mandali Zone**
   Evenings at the Kumbh get chilly — and that's exactly where this idea sparked. The Bonfire Zone brought people together to warm up around crackling flames while snacking on the bold and spicy **Xtraa Teekha** variant. The experience was elevated by the presence of the **Tedhe Medhe Mandali**, a crew of entertainers who kept the mood upbeat with music, dance, and UP-style masti.

SCOPE & AMPLIFICATION

- **Digital Swag Storm**: Participants uploaded their reels across platforms with branded hashtags like **#BhaukalLok** & **#BingoTedheMedhe** – generating organic UGC and viral love.
- **High Visibility Inside Kumbh**: The **bright branding**, quirky setup, and catchy **Bawaal Dhun** made Bhaukal Lok a footfall magnet.
- **Sampling & Trial Zones**: Free packs and BYOB options ensured **taste + trial** met on-ground excitement.
- **Community Buzz**: Through costumes, characters, music, and bold voiceovers – **Bingo! Tedhe Medhe truly felt local, fun, and bawaal** in the heart of UP.

IMPACT & SCALE:

The Bhaukal Lok experience didn't just draw attention — it created a full-blown **Tedhe Medhe movement** at Kumbh.

- With a **footfall of over 5.72 Lac+ visitors**, the zone became a buzzing hotspot, where UP's flavour, flair, and fandom collided.
- Over **2.46 Lac+ visitors actively engaged** across zones — dancing, tasting, and uploading content in real time.
- The **UP Wala Jalwa Reel Zone** alone sparked the creation of **90k+ original reels**, flooding social media with desi swag and bold Bingo energy.
- In the **Bawaal Chaat Zone**, more than **19,400+ chaats were sold**, blending regional flavours with Bingo's signature crunch.
- The experience translated into **50,800+ direct consumer conversions**, with people not just tasting, but buying and bingeing.
- And with a total sale amount of **₹3.25 Lac+**, the Bhaukal Lok didn't just make noise — it made numbers.

The campaign amplified across physical, digital, and cultural touchpoints — cementing **Bingo! Tedhe Medhe** as not just a snack, but **a full-on, full-UP vibe**.