Škoda Auto India

Request the jury members to view the award entry in full screen PPT mode

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SYMPHONY OF PERFORMANCE





BACKGROUND

As Škoda completed 25 years in India, the Octavia RS symbolised its performance legacy. The challenge was to make this heritage relevant to younger audiences who engage more with culture than automotive stories. The goal was to celebrate performance and legacy in a way that felt emotional, modern, and culturally resonant, while retaining the RS’s iconic stature.



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AUDIENCE

The campaign targeted Škoda fans, aspirational buyers, and automotive purists, while engaging media, influencers, and fan communities to build credibility, emotional connection, and cultural relevance.





OBJECTIVE

- Leverage Škoda Auto India's 25-year milestone to elevate brand perception using the Octavia RS as the hero product.
- Reinforce Škoda's Rally Sport DNA.
- e differentiated storytelling through culture, performance, and heritage.
- enerate sustained editorial interest and organic coverage through continuous gements.

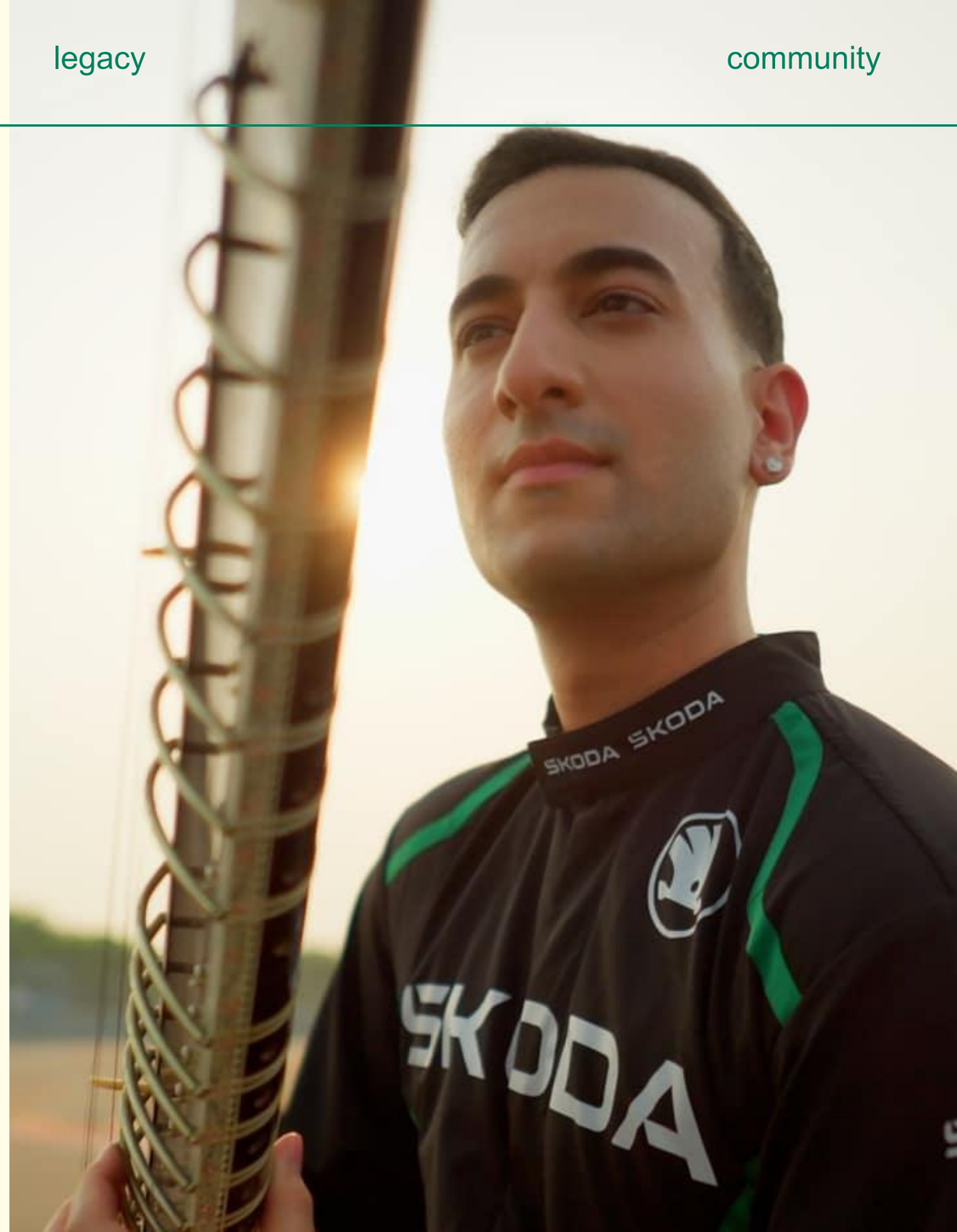
CREATOR-LED STORYTELLING DRIVES DEEPER CONNECTION

- Audiences connect better when the creator is a centre rather than an endorser. This ensured authenticity and scale.

LEGACY & PERFORMANCE MUST BE EXPERIENCED

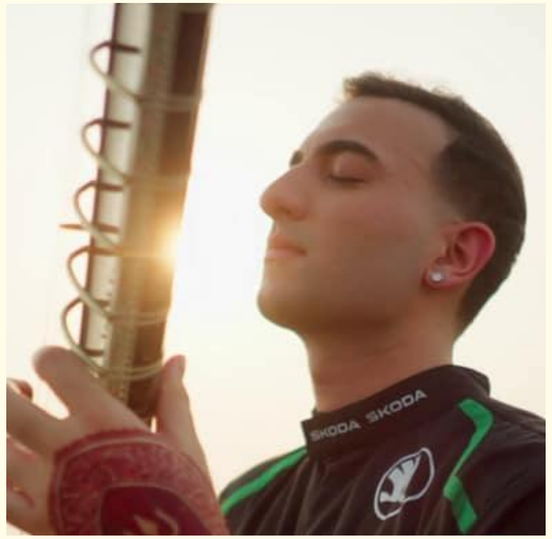
- Legacy resonates when experienced, not explained. In this case, the infusion of Indian classical music made the story aspirational, culturally relevant, and emotionally engaging.

INSIGHT



STRATEGY





LAYERED AMPLIFICATION FOR SCALE

A structured ecosystem of influencers, cultural pages, and fan communities amplified the story strategically, expanding reach while preserving the creator-led narrative.

BALANCING AUTHENTICITY AND VISIBILITY

The approach maintained a creator-first ethos, generating mass organic reach and cultural resonance without compromising the premium brand positioning.



STORY ORIGINATED FROMCREATOR

Rishabh Sharma’s craft and cultural credibility shaped the narrative, positioning him as the story’s originator rather than a brand endorser, ensuring authenticity and relevance.

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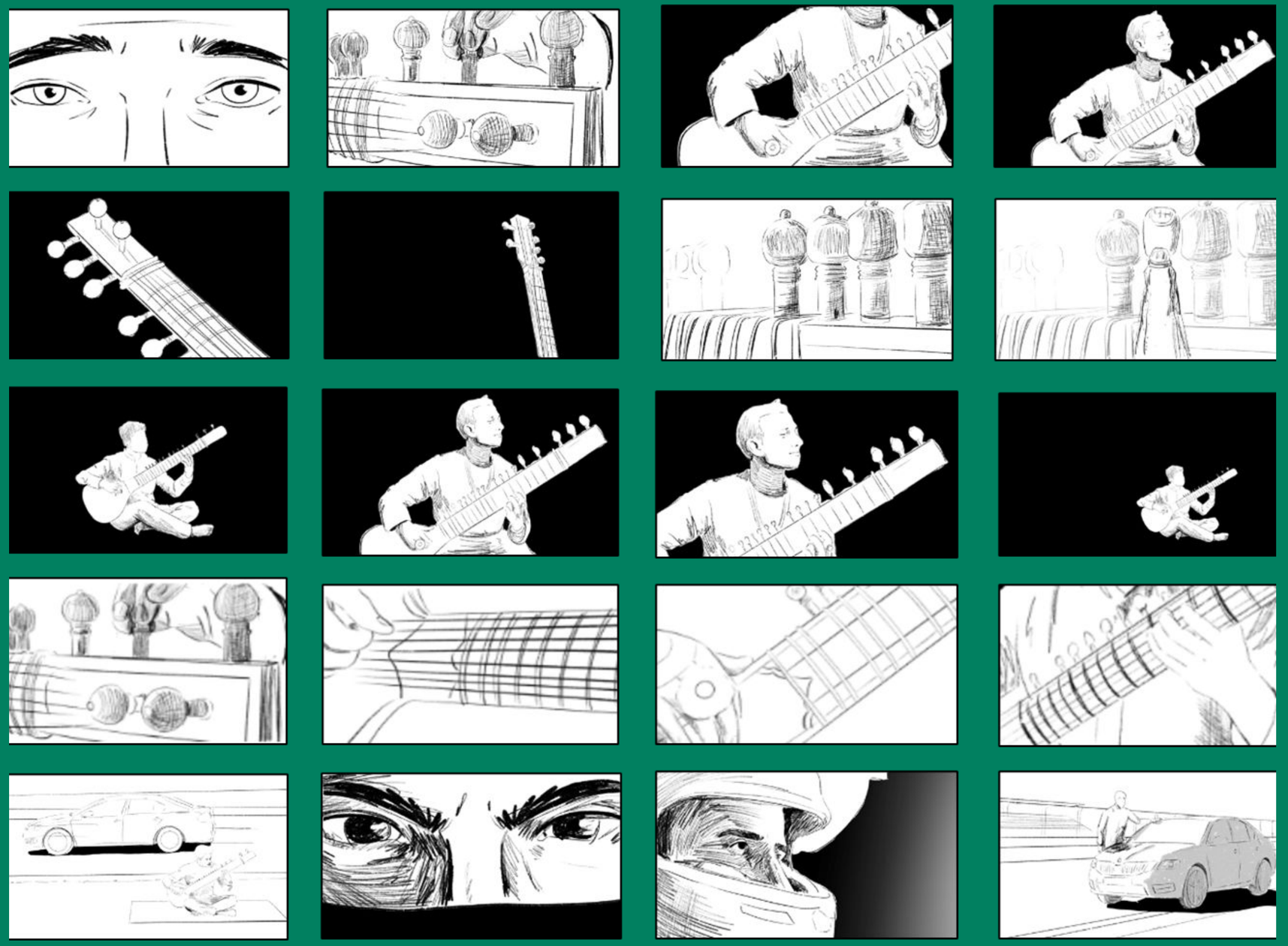
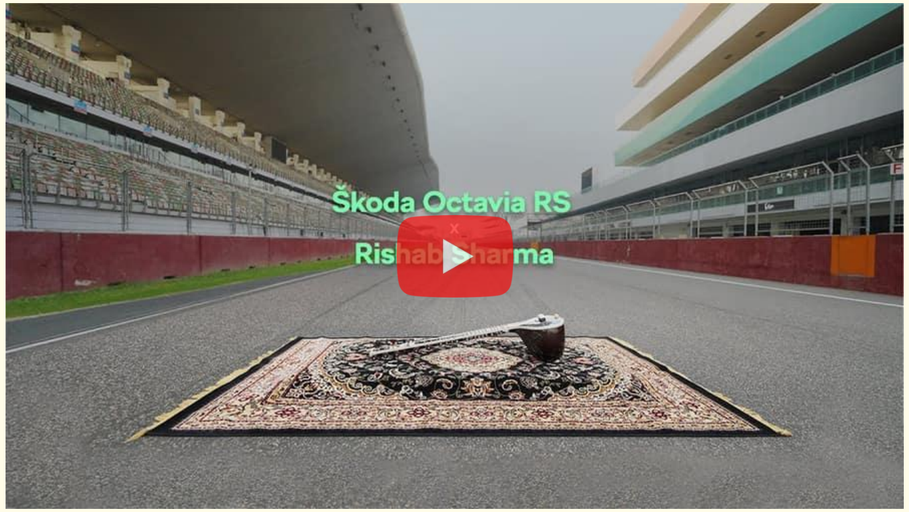
MAKING OF STORYBOARD



BUILDING ANTICIPATION

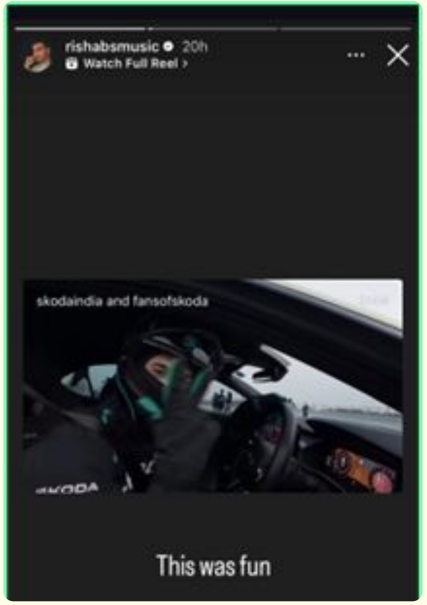


















INFLUENCER PREMIER AT BIC

The film was launched on 3rd November, with a **special on-ground premiere** at the Buddh International Circuit the very location where it was shot, screened for the first time in front of **40+ influencers** and **Škoda fans**, turning the launch into an immersive, high-impact experience.



culture

performance

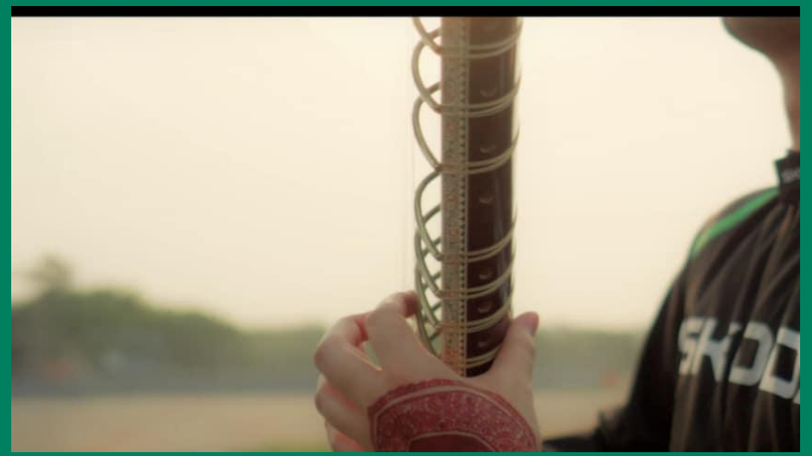
THE FILM









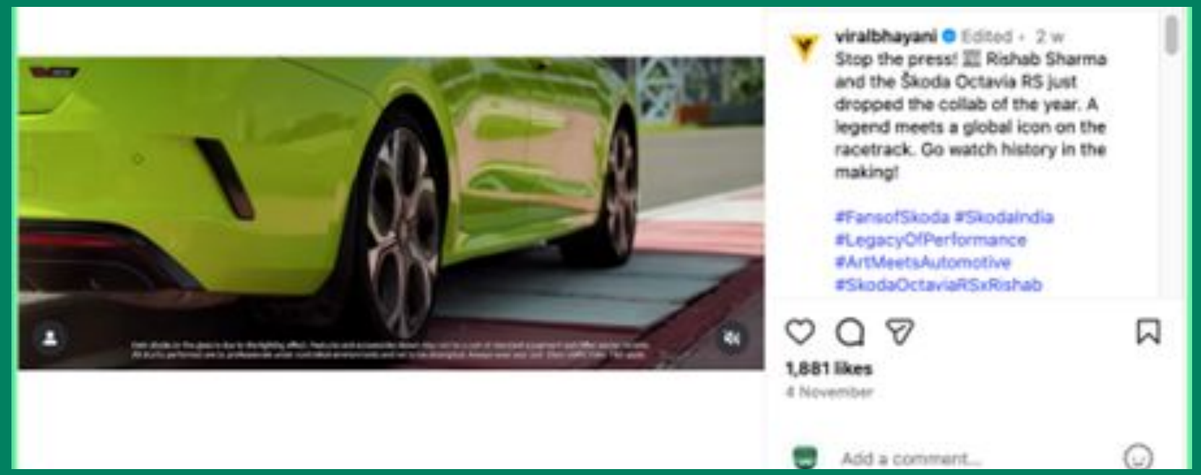


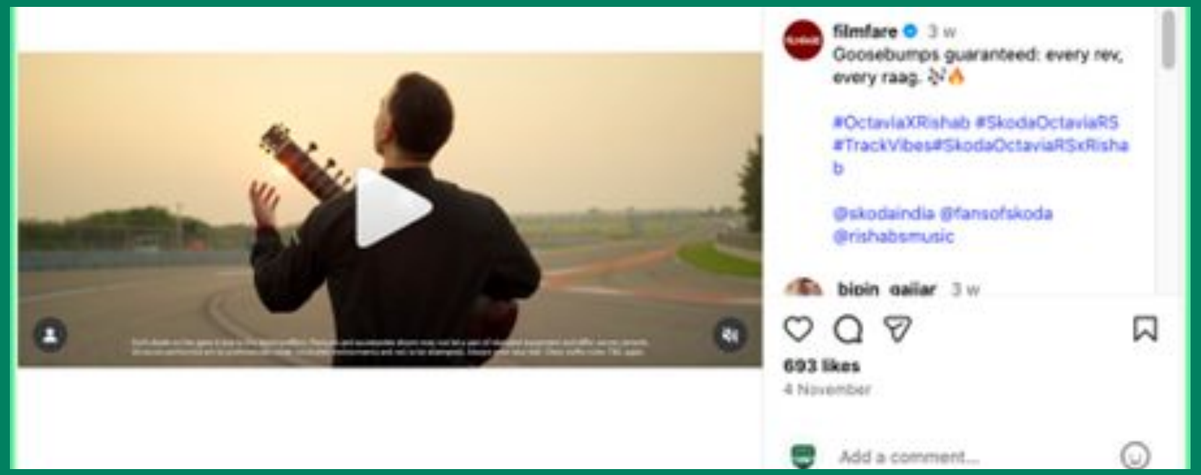




CULTURAL MOMENTUM

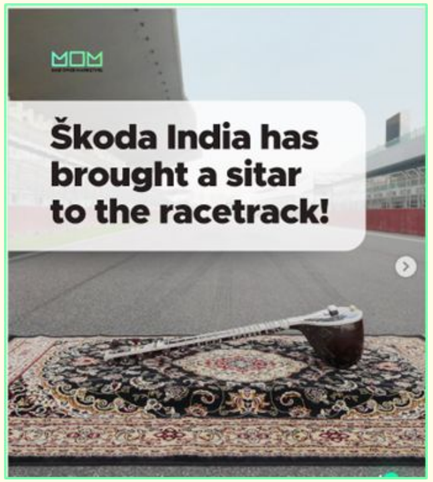
The film and concept was seeded across **65+ cultural influence pages**, which together reached audiences totaling **20+ million**, extending visibility beyond auto audiences.

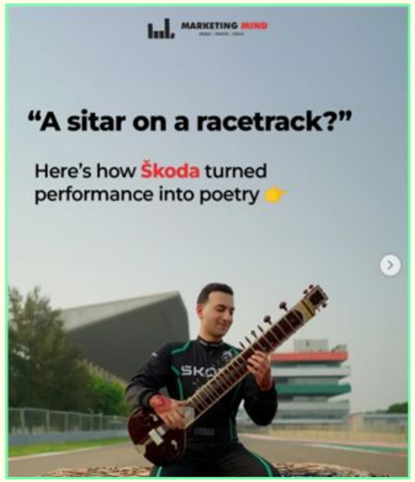


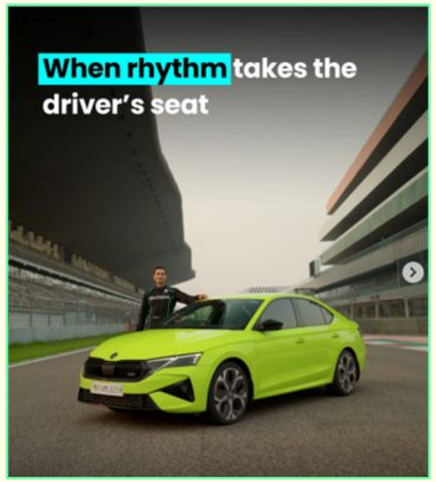


MARKETING ECHO

The film was showcased on top advertising and marketing social media pages in India with a reach over **04 million**















THE ZAKIR EFFECT

Zakir Khan one of India's most loved stand-up comics and a **sitar player** joined at the perfect moment. His sold-out Hindi show at **Madison Square Garden** placed him at peak cultural relevance, making him a **natural bridge** to take the film to **mainstream audiences.**

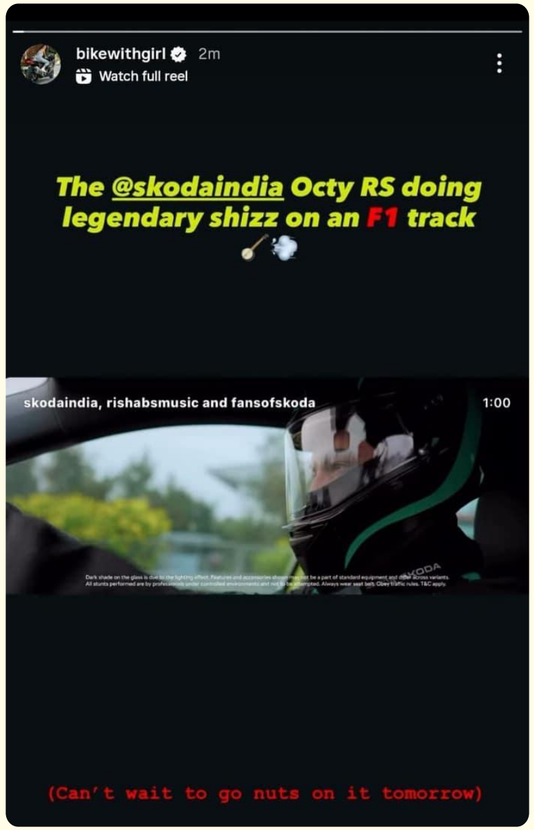


INFLUENCER AMPLIFICATIONS



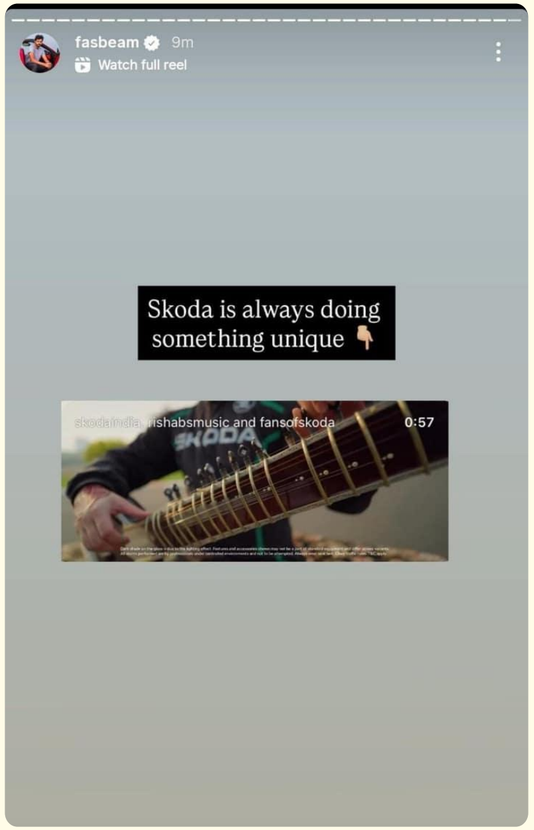
VIKAS YOGI

Reach : 964K



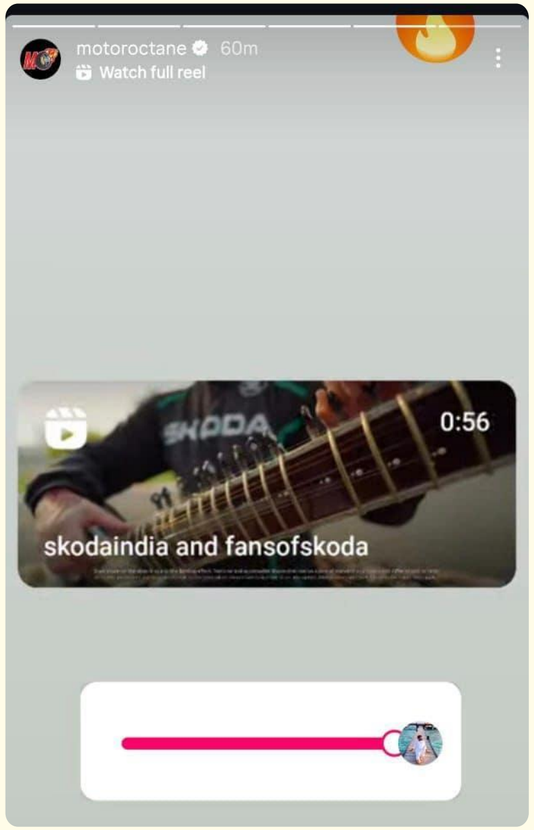
PRIYANKA KOCHAR

Reach : 2774K



FAISAL KHAN

Reach : 3289K



RACHIT HIRANI

Reach : 6630K

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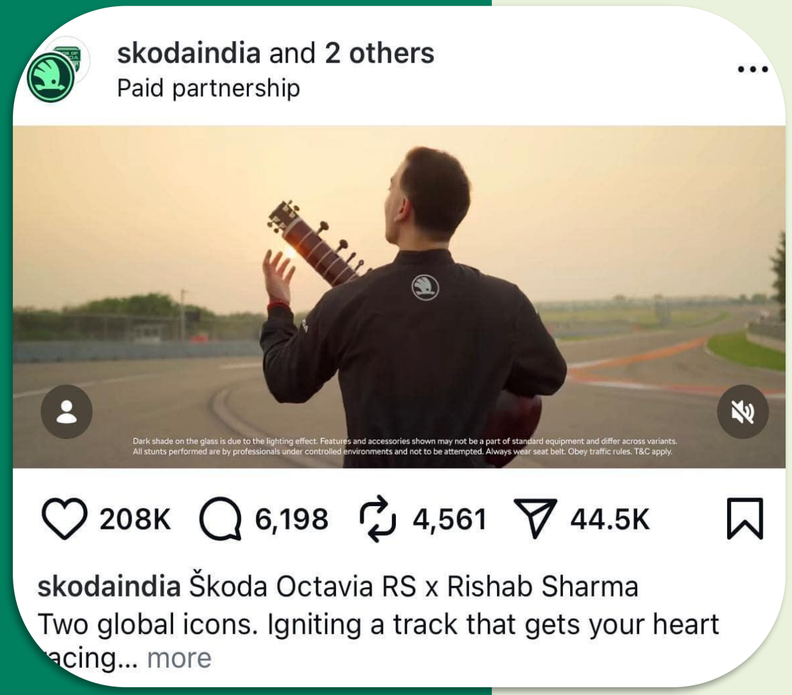
BEST-EVER AUTO VIDEO

Rishab Sharma X Octavia RS



SHARES

44.5k

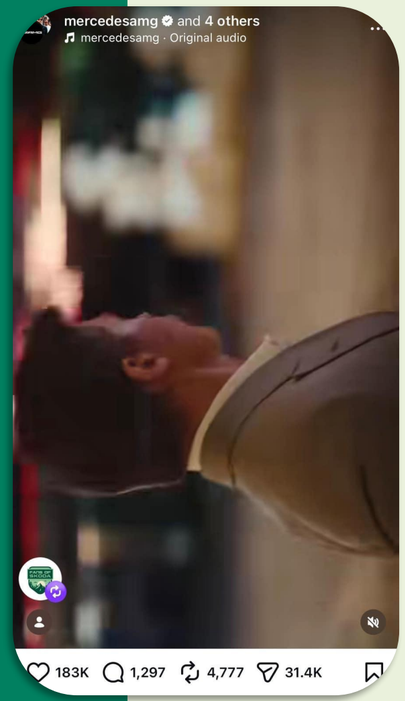
LIKES

208k

COMMENTS

6.2k

Brad Pitt X Mercedes-AMG



SHARES

31.4k

LIKES

183k

COMMENTS

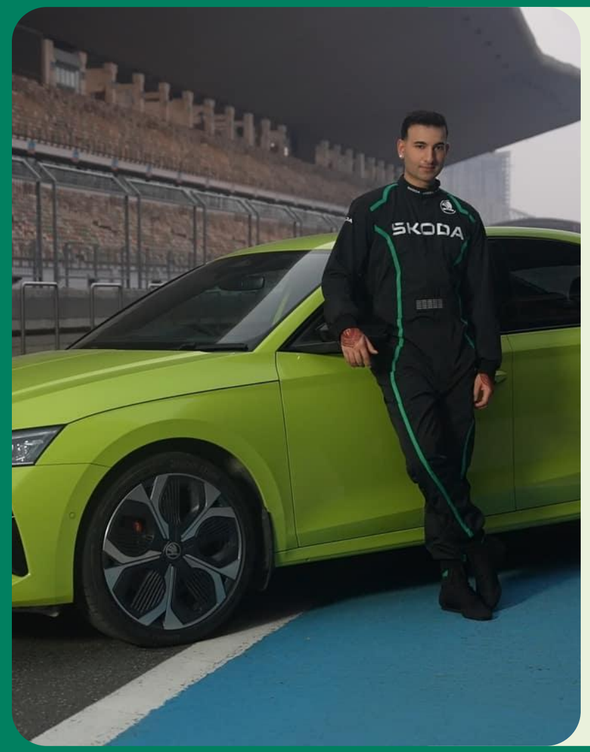
1.3k

HIGHER ENGAGEMENT THAN GLOBAL BRAND HANDLES

For an Auto

Film

OVERALL RESULTS



REACH

140 MIO

VIEWS

46.80 MIO

PRV

177.98 MIO



SHARES

44,000+

REPOSTS

4500+

ARTICLES

300+

HIGHEST ENGAGEMENT

For An Auto Film

FASTEST-GROWING

Organic view surges on Instagram for Škoda Auto India

HEAR FROM THE MAESTRO HIMSELF



CLICK TO PLAY

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THE CASE STUDY

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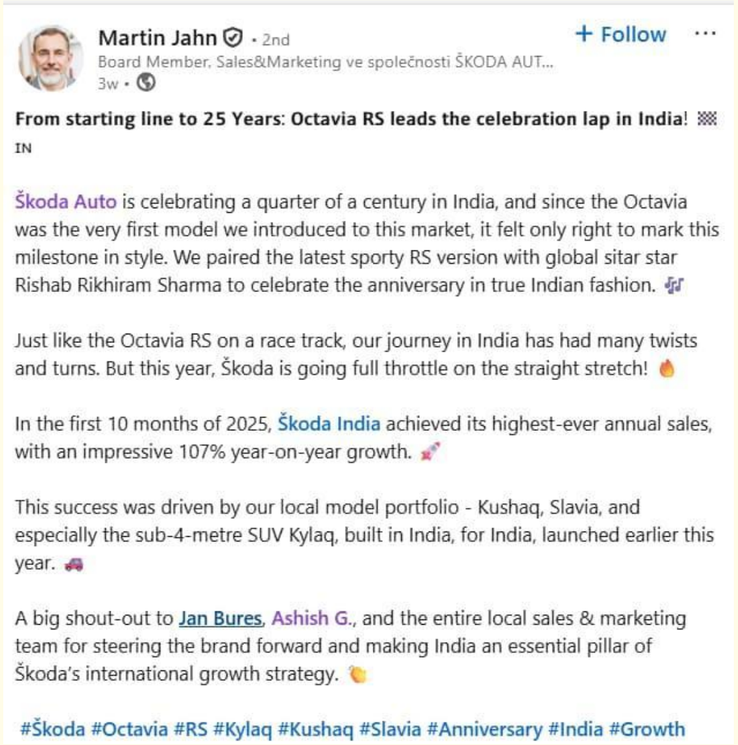
GLOBAL RECOGNITION

MARTIN JAHN

Board Member Sales & Marketing of Škoda Auto



Martin Jahn • 2nd
Board Member, Sales&Marketing ve společnosti ŠKODA AUT...
3w • + Follow

From starting line to 25 Years: Octavia RS leads the celebration lap in India! IN

Škoda Auto is celebrating a quarter of a century in India, and since the Octavia was the very first model we introduced to this market, it felt only right to mark this milestone in style. We paired the latest sporty RS version with global sitar star Rishab Rikhiram Sharma to celebrate the anniversary in true Indian fashion.

Just like the Octavia RS on a race track, our journey in India has had many twists and turns. But this year, Škoda is going full throttle on the straight stretch!

In the first 10 months of 2025, Škoda India achieved its highest-ever annual sales, with an impressive 107% year-on-year growth.

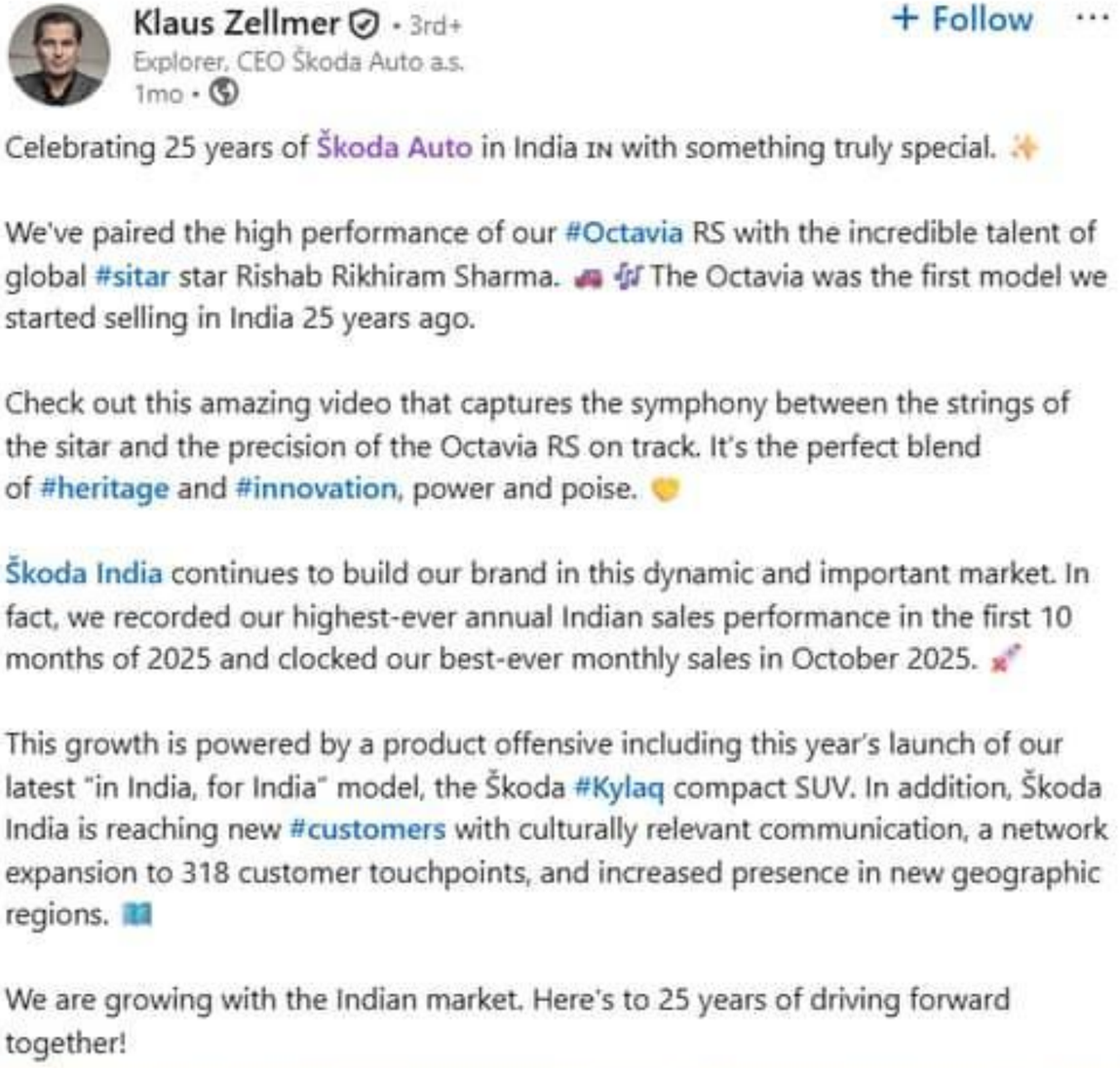
This success was driven by our local model portfolio - Kushaq, Slavia, and especially the sub-4-metre SUV Kylaq, built in India, for India, launched earlier this year.

A big shout-out to Jan Bures, Ashish G., and the entire local sales & marketing team for steering the brand forward and making India an essential pillar of Škoda's international growth strategy.

#Škoda #Octavia #RS #Kylaq #Kushaq #Slavia #Anniversary #India #Growth

KLAUS ZELLMER

CEO and Chairman Board of Directors of Škoda Auto



Klaus Zellmer • 3rd+
Explorer, CEO Škoda Auto a.s.
1mo • + Follow

Celebrating 25 years of Škoda Auto in India IN with something truly special.

We've paired the high performance of our #Octavia RS with the incredible talent of global #sitar star Rishab Rikhiram Sharma. The Octavia was the first model we started selling in India 25 years ago.

Check out this amazing video that captures the symphony between the strings of the sitar and the precision of the Octavia RS on track. It's the perfect blend of #heritage and #innovation, power and poise.

Škoda India continues to build our brand in this dynamic and important market. In fact, we recorded our highest-ever annual Indian sales performance in the first 10 months of 2025 and clocked our best-ever monthly sales in October 2025.

This growth is powered by a product offensive including this year's launch of our latest "in India, for India" model, the Škoda #Kylaq compact SUV. In addition, Škoda India is reaching new #customers with culturally relevant communication, a network expansion to 318 customer touchpoints, and increased presence in new geographic regions.

We are growing with the Indian market. Here's to 25 years of driving forward together!

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CLIENT TESTIMONIAL



SANDEEP FERNANDES

Head of Public Relations & Communications

SAURABH DEDHIA

Lead Product & Digital Communications



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INFLUENCER TESTIMONIAL



ZERXES WADIA

Lifestyle Influencer &

Ex Video Jockey at MTV

PRACHI CHAVDA

Lifestyle, Fashion & Auto Influencer



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THANK