

FIPP WORLD CONGRESS LONDON

9-11 OCTOBER



Brand development
**Finding audiences
through brand campaigns**

Deepak Lamba

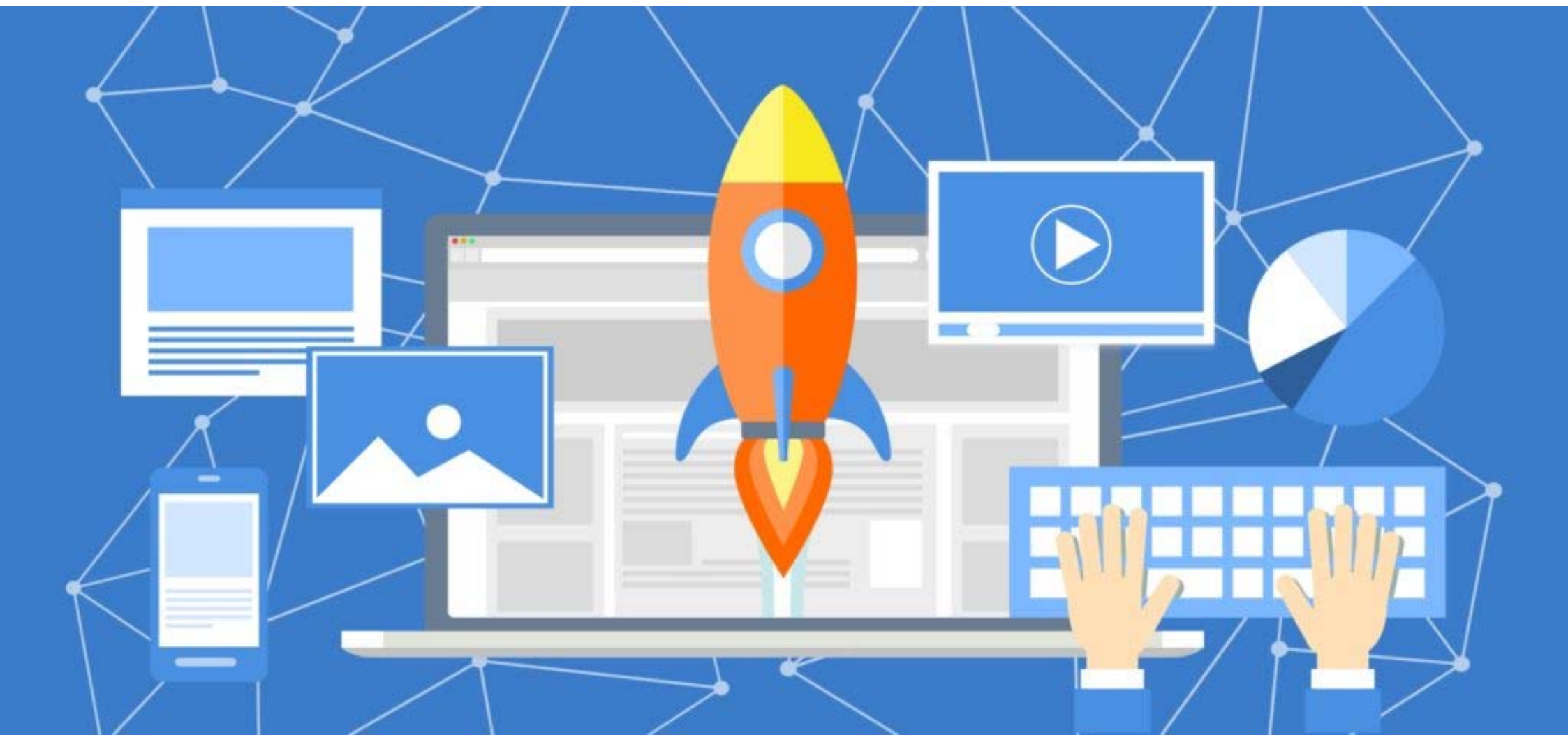
CEO, Worldwide Media,
The Times of India Group, India



THE LEADING & THE MOST CREDIBLE ENTERTAINMENT & LIFESTYLE COMPANY

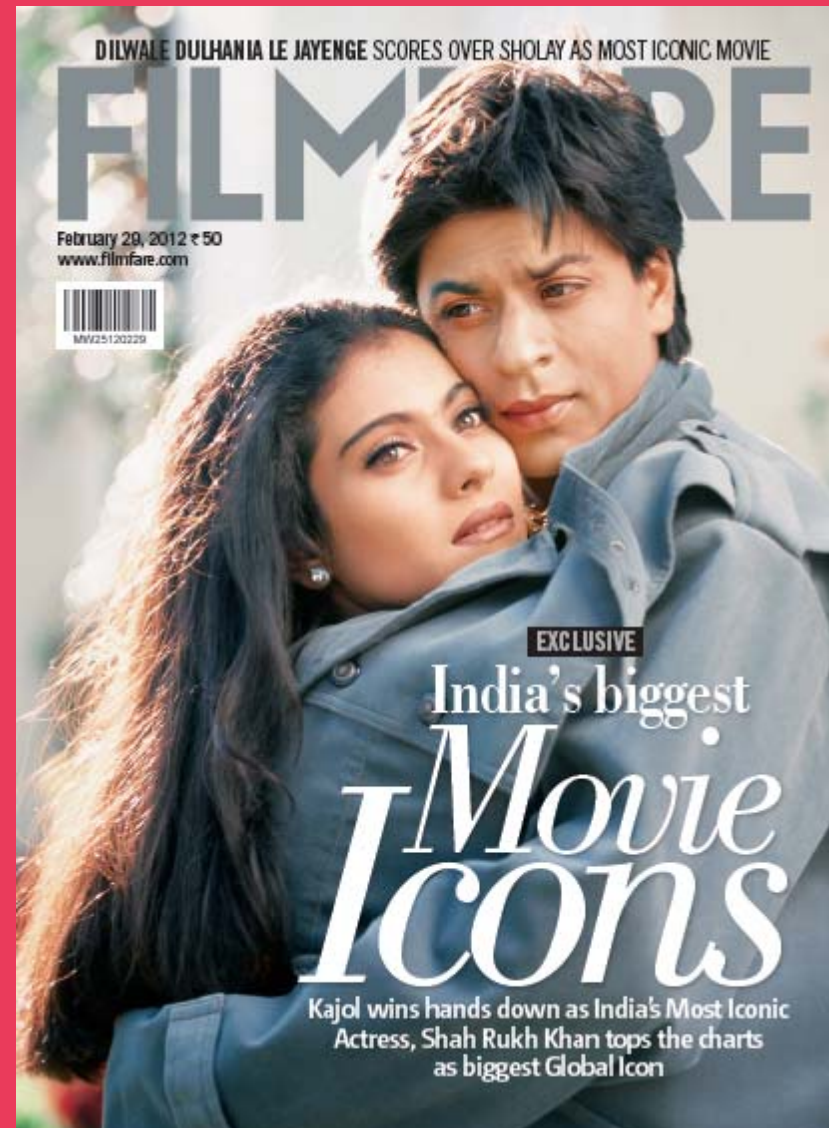
A presentation by





TOPIC: **BRAND DEVELOPMENT**

A case study of best practice use of a media campaign using multiple platforms to deliver exceptional results



WWM 2004



PORTFOLIO OF BRANDS 2017

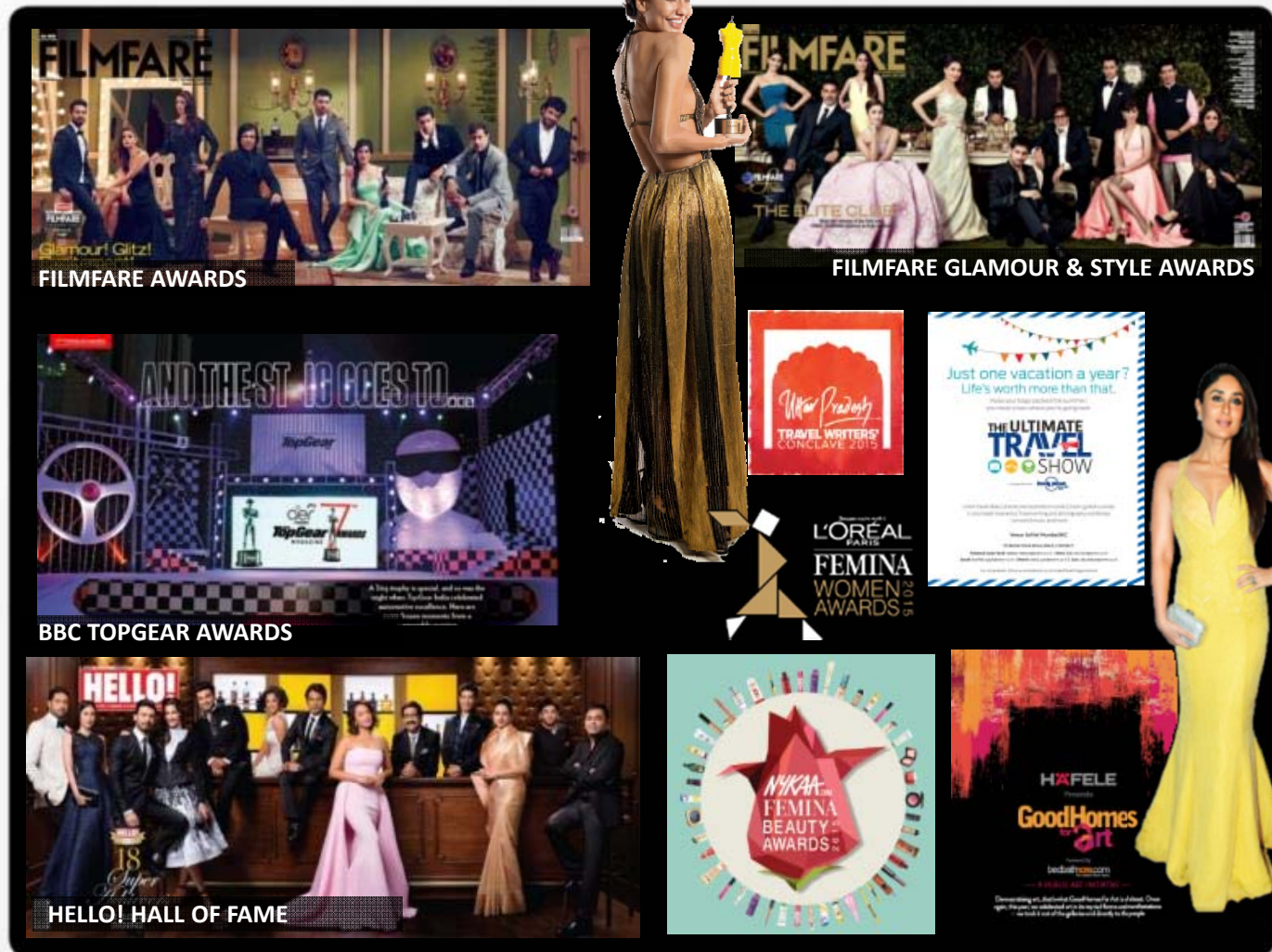




OBJECTIVE

Becoming King of Content by creating content for various brands and on various platforms





75 EVENTS IN 10 CITIES



Photo Shoot for Mercedes Benz



Video/Photo Shoot for Honda Amaze drive in a



Calvin Klein - Shoot



Photo shoot for Lakme



Special feature for Wella Professionals



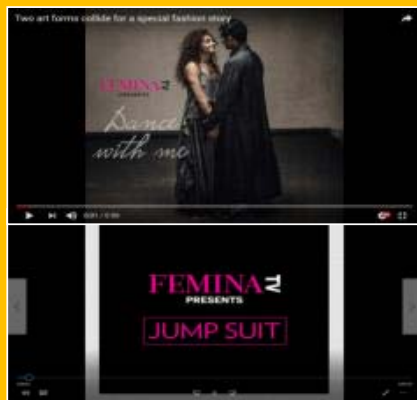
Upload and Transform activity for Godrej Interio



Sangria for Jabong



Special content creation for Raymond



Stylised shoots



Digital content for Reliance JIO

CONTENT SYNDICATION

PRINT – DIGITAL - TELEVISION



NEXA JOURNEY ON AH1 - DISCOVERY NETWORK INDIA



FAMOUSLY FILMFARE – COLOURS
INFINITY & JIO NETWORK



THE
GoodHomes INDIA
SHOW ON **TLC**

COMING SOON

TV SHOWS

LICENSING





**THE LEADING & THE MOST
CREDIBLE
ENTERTAINMENT &
LIFESTYLE COMPANY**

**Duplicated event reach across all WWM brands*



FILMFARE

FILMS | FASHION | LIFESTYLE

THE OSCARS OF INDIA





- INDIA'S MOST DEFINITIVE PUBLICATION ON INDIAN CINEMA, FILMFARE IS ALSO ONE OF THE COUNTRY'S OLDEST AND MOST ESTABLISHED FILM MAGAZINES
- OVER THE LAST SIX DECADES IT HAS DOCUMENTED THE RISE AND FALL OF STARS AND MOVIES, TRENDS AND TALENTS, AS IT CONTINUES TO CAPTURE SOME OF INDIAN FILM'S MOST MEMORABLE MOMENTS
- TODAY FILMFARE IS CONSIDERED TO BE ONE OF THE LARGEST BOLLYWOOD LIFESTYLE DESTINATIONS ON SOCIAL MEDIA

The background of the slide features a row of several Filmfare trophies. The trophies are dark, possibly black or dark brown, with a distinctive flame-like or leaf-like shape at the top. They are arranged in a slightly receding line from left to right, creating a sense of depth. The lighting is soft, highlighting the contours of the trophies against a dark, blurred background.

FILMFARE – THE OSCARS OF INDIA

**TOUTED AS THE OSCARS OF INDIA, THE FILMFARE
AWARDS WAS FIRST HELD ON 21ST MARCH
1953 AND IS INDIA'S OLDEST AND MOST
DISTINGUISHED FILM INSTITUTION**

**FILMFARE AWARDS' 'LADY IN BLACK' HAS BECOME
THE MOST SOUGHT-AFTER SYMBOL OF
RECOGNITION IN THE INDIAN FILM INDUSTRY**



- WHAT STARTED AS A SMALL CEREMONY WITH JUST 5 AWARD CATEGORIES, FILMFARE AWARDS TODAY HAS EVOLVED INTO INDIA'S MOST SPECTACULAR EVENT WITH 32 AWARD CATEGORIES
- OVER THE YEARS FILMFARE AWARDS HAS BROUGHT THE BEST OF PERFORMANCES AND HOSTS TOGETHER FOR THE ULTIMATE ENTERTAINMENT EXPERIENCE FOR THE VIEWERS
- TELEVISED ON SONY ENTERTAINMENT TELEVISION WITH REPEAT TELECASTS



FILMFARE – THE MOST COVETED PLATFORM FOR BOLLYWOOD

Traditionally, a closed event with a reach of **FEW THOUSAND** people

Mobile, Digital, Social create a massive amplification in terms of reader outreach and engagement

Next wave of reach to a **MILLIONS** through digital media

A growth spurt to a reach over a **MILLION** people through electronic media

FILMFARE AWARDS TODAY

- Larger venue – A Stadium!
- Open ticket sales with a strong exclusivity touch
- Leveraging on the strength of WWM digital platforms
- Social media engagement – Live!
- Monetizing through advertisers and discounting the subscribers

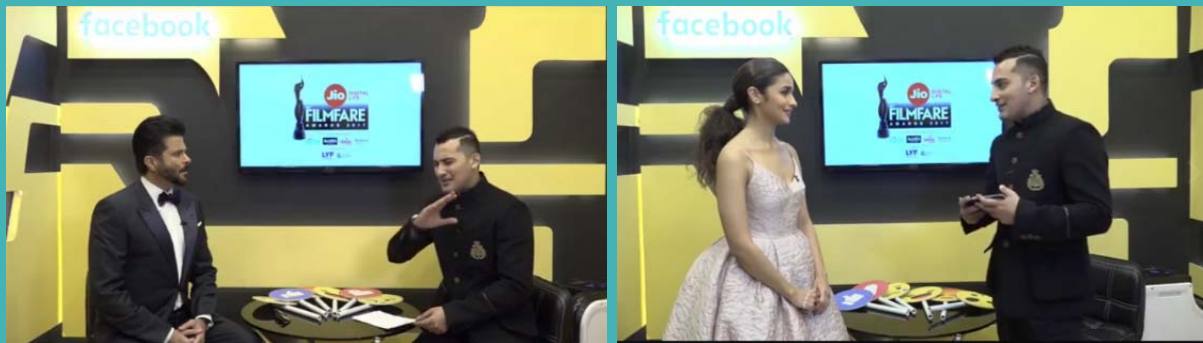
FILMFARE LIVE – PARTNERSHIP WITH FACEBOOK

A live booth was setup on the Filmfare Awards Red Carpet

Danish Sait (emcee) interacted in the booth with celebrities

Videos were live streamed on Facebook

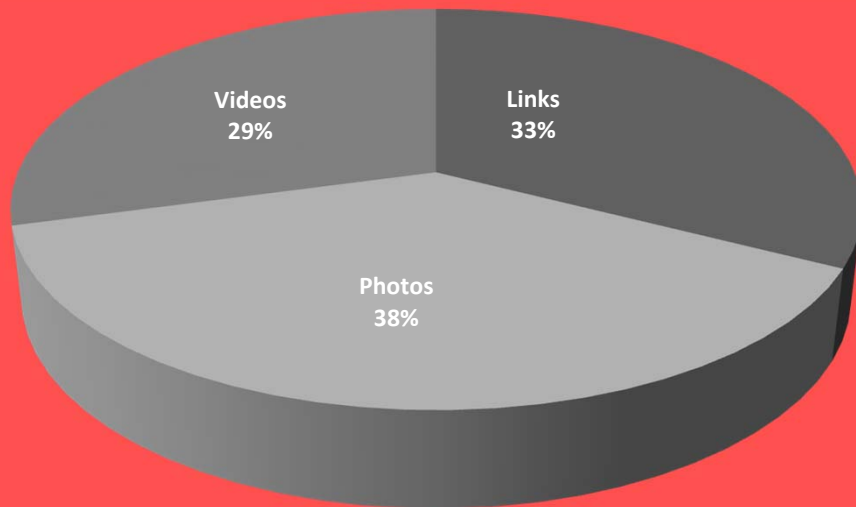
THE RESULT: 50 MILLION+ IMPRESSIONS AND 10 MILLION VIDEOS VIEWS IN 3 DAYS!



FACEBOOK & INSTAGRAM



Total Facebook Post: 332 {44% ▲}



* The percentage comparison are vis-à-vis client commitments

Collaboration with Facebook for content creation

New Insta wall introduced with Facebook booth



Top 5 Posts with organic visibility

Page	Organic Impressions (Millions)
#JioFilmfareAwards Man of the moment, Aamir Khan wins the Best Actor (Male) award for #Dangal	1.1
#JioFilmfareAwards The #Dangal reigning streak continues! Aamir Khan's blockbuster wins the award for Best Film.	0.7
If this is the rehearsal imagine the havoc Tiger Shroff will create tomorrow at the #JioFilmfareAwards!	0.6
Hey Parineeti Chopra, we love this candid Q&A with you from the #JioFilmfareAwards red carpet.	0.6
Here's the full list of winners of the 62nd #JioFilmfareAwards.	0.6
Total (In Millions)	3.7



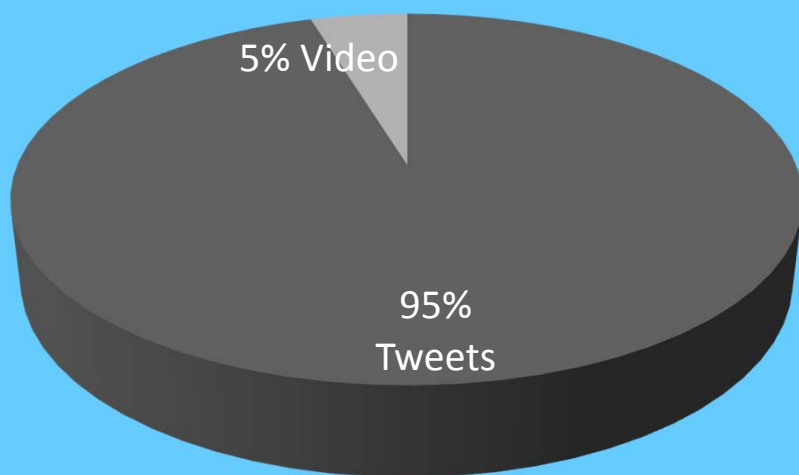
Total Instagram Post: 224 {280% ▲}

New 100k Followers

TWITTER



Total Tweets : 469 {95% ▲}



* The percentage comparison are vis-à-vis client commitments

Trending on 1st position on twitter due to promoted trend by Jio

First ever Twitter emoji for any Indian awards 🏆



Top 5 Tweets with organic visibility

Tweets	Impressions
Book your tickets to watch @iamsrk, @karanjohar & @KapilSharmaK9 hosting the #JioFilmfareAwards LIVE!	413 K
#JioFilmfareAwards Arijit Singh wins the award for Best Playback (Male) for Ae dil hai mushkil from #AeDilHaiMushkil.	180 K
#JioFilmfareAwards The award for Best VFX goes to Redchillies VFX for #Fan.	162 K
#JioFilmfareAwards Man of the moment, @aamir_khan wins the Best Actor (Male) award for #Dangal.	147 K
.@sonamakapoor gets emotional after she received the Critics' Award for Best Actor (Female) for #Neerja at #JioFilmfareAwards	138 K
Total	1,041 K

FILMFARE AWARDS 2017 – A TICKETED EVENT

- The Filmfare Awards with its grandeur and legacy have garnered the stature of being called ‘The Oscars’ of Indian cinema
- Setting another precedent in 2016, the Filmfare Awards was a ticketed event
- For the past two year Filmfare has partnered with the popular online ticket retailer bookmyshow.com to sell tickets to general public.
- The price of the tickets ranged from Rs.3,00,000 (\$4614 USD)(1st row) to Rs. 10,000 (\$154 USD)at the balcony level



THIS COULD BE YOU

BOOK YOUR SEATS NOW!

14TH JAN 2016 - 6PM - NSCI DOME, WORLI, MUMBAI.

CATEGORY	TICKET PRICE	INCLUSIONS
GOLD PHASE 1	₹ 50,000	—
PLATINUM PHASE 1	₹ 75000	—
DIAMOND PHASE 1	₹ 110000	BUFFET DINNER & NON-ALCOHOLIC BEVERAGES

FOR CORPORATE BULK BOOKINGS

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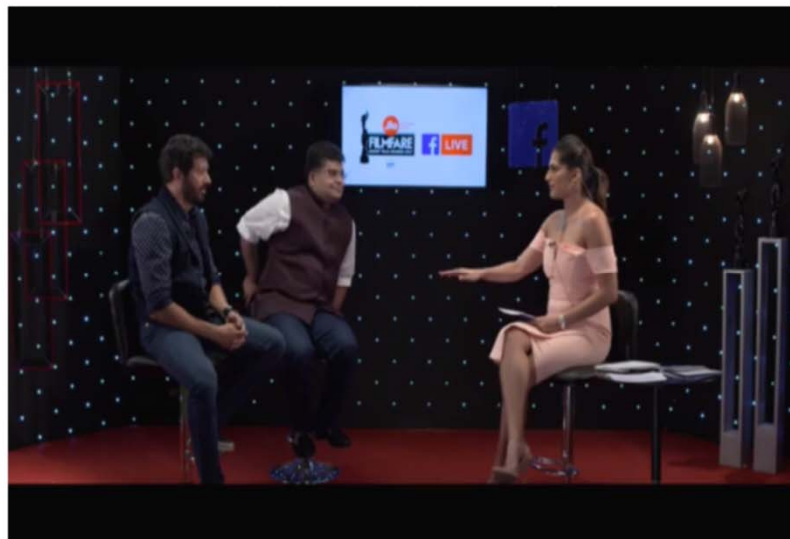
FILMFARE SHORT FILM AWARDS

- Created a first of its kind digital property in association with Facebook and call for Short Film Entries from aspiring film-makers in India
- Introduced FILMFARE SHORT FILM AWARDS to encourage aspiring film students and independent filmmakers
- Winners were felicitated with the BLACK LADY at the 2017 FILMFARE AWARDS



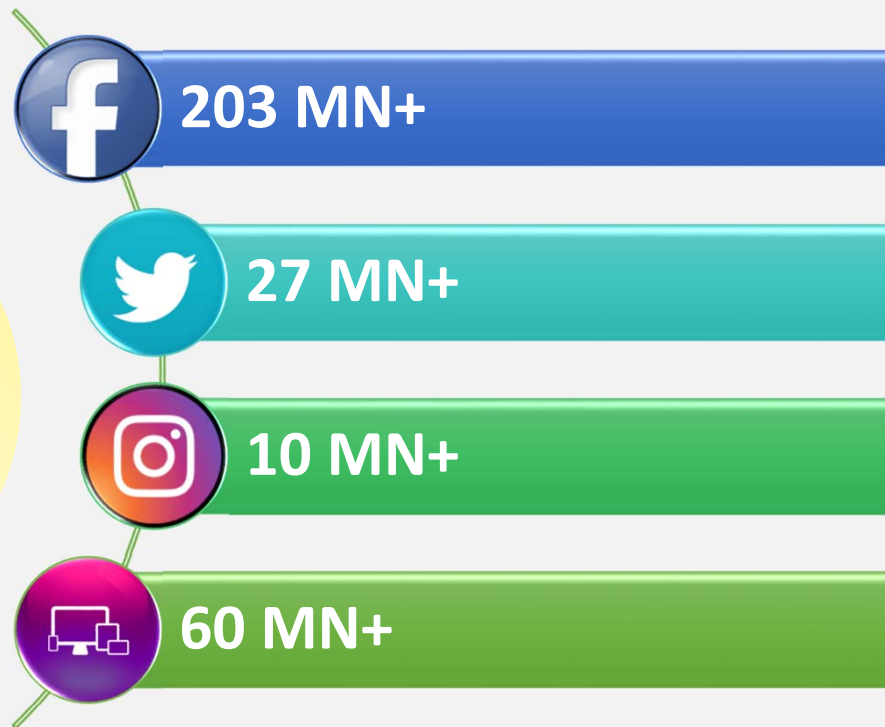
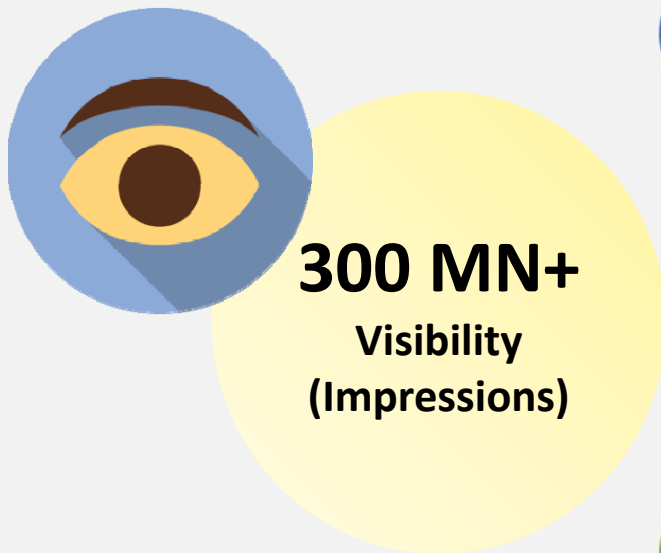
Filmfare

Filmfare Editor, Jitesh Pillai and filmmaker Meghna Gulzar with host Kubra Sait, discussing the nominated 44 short films for the #JioFilmfareShortFilmAwards. Coming to you LIVE from the Facebook office! Vote Now: <http://www.filmfare.com/awards/short-film...>



FILMFARE

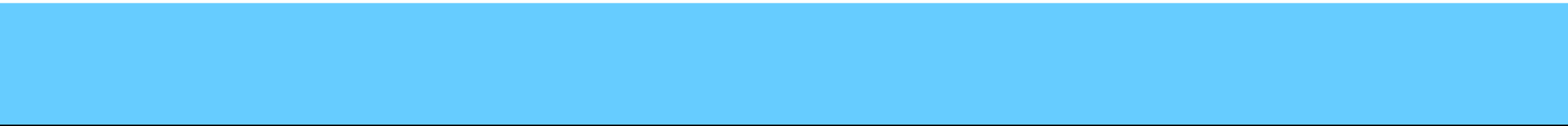
AWARDS 2017



Source: Internal tracking



	Filmfare Awards 2017		Filmfare Awards 2016	
Total Impression	300+ Million 382% ▲		60 Million*	
	Impression	Video Views	Impression	Video Views
facebook	203 Million	21 Million	42 Million	6 Million
twitter	27+ Million	1 Million	16 Million	196 K
Instagram	10 Million	4 Million	N/A	





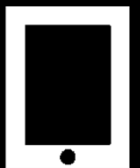
PUBLICITY AND PROMOTION



MULTIPLEX &
CINEMA SLIDE
PROMOTION



NEWSPAPER
ADVERTISING



DIGITAL



TELEVISION



OUTDOOR



RADIO

DIGITAL COVERAGE

Filmfare to Foray Into Digital Space with the Launch of New Awards Property for Short Films

By AdAge India Bureau, Published on Dec 19, 2016, 12:58 PM IST



Worldwide Media, a Times Group company, which owns popular Bollywood magazine Filmfare, is foraying into the digital space with the launch of its new awards property for short films.

The company has roped in Reliance Jio as the title sponsor and Facebook India as partner for the property. The winners will be announced via Facebook Live – a first of its kind – and honoured at Filmfare Awards on January 14.

“Filmfare Awards are recognised as the biggest Indian film awards for many years now. Looking at the next phase, we feel it has to be in the digital and mobile space,” said Deepak Lamba, CEO at Worldwide Media.

Short films, once a niche product more suited for the festival circuit, have seen a spurt in popularity of late, especially over internet, and many content creators are trying their hand at it now. The Jio Filmfare Short Film Awards “is our way of gratifying the good narrative that does not make it to the large screens,” Lamba said.

A Reliance Jio spokesperson said people would increasingly consume content via the visual medium and Filmfare’s efforts to encourage talent in this space would provide strong support to the digital movement.

The organisers received more than 1,000 entries, of which 43 have been shortlisted for the awards.

A jury comprising film directors Gauri Shinde, Karan Johar and Meghna Gulzar and actors Vidya Balan, Zoya Akhtar and Kabir Khan will judge entries across categories like Best Movie Fiction, Best Movie Non-Fiction, Best Actor Male and Best Actor Female. The People’s Choice Award will be given on the basis of online voting.

Johar said, “It’s great to see them (Filmfare) extend this prestigious platform to short filmmakers. There are a lot of talented people out there, this is a great way they can showcase it.”

The country needs initiatives like these to back good filmmakers and bring them to the mainstream, said Shinde. “I think Filmfare has conceived a much needed property,” she said.

On December 10, when Meghna Gulzar and Filmfare editor Jitesh Pillai went live on Facebook page to discuss and announce the shortlisted movies, the event registered over 94,000 unique visitors.

Filmfare is collecting votes online through a short films microsite, where people can also view the films. Within two days of the announcement, the site registered over 6,500 votes.

“Through its presence on Facebook, Filmfare is drawing keen interest and strong engagement towards the Filmfare Awards by interacting with people in innovative ways using Facebook Live,” said Ankit Rihal, head of entertainment partnerships at Facebook India.

Trade: Adage

Filmfare floats new awards property for short films, ropes in Jio as title sponsor

By ET Bureau | Updated: Dec 16, 2016, 01:37 AM IST

READ MORE ON » Worldwide Media | Times Group Company | Short Films | Jio | Indian Film Awards | Filmfare | Facebook

MUMBAI: Worldwide Media, a Times Group company, which owns popular Bollywood magazine Filmfare, is foraying into the digital space with the launch of its new awards property for short films.

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Trade: Economic Times

Filmfare partners with Jio for 62nd edition of Filmfare Awards

The awards will take place on January 14, 2017 at NSCI Dome, Worli and will be telecast on a later date on Sony Entertainment Television

BestMediaInfo Bureau | Mumbai | December 26, 2016



(L-R) Deepak Lamba, Alia Bhatt, Karan Johar & Jitesh Pillai

Times Group’s Worldwide Media that publishes Filmfare has announced partnership with Jio for its 62nd edition of Filmfare Awards. Powered by Jio, the Filmfare Awards, current and past, will be showcased to consumers across the country in a variety of unique ways, digitally across the Jio apps with JioTV, JioCinema, JioMusic, and many more.

Promising to be a glamorous affair filled with mesmerizing performances, the 62nd Jio Filmfare Awards 2017 will take place on 14th January 2017 at NSCI Dome, Worli. The badshah of Indian cinema, Shahrukh Khan and Karan Johar will host the ceremony and are sure to thrill audiences with their wit and charm. Joining them on stage will be Alia Bhatt as one of the performers of the night. With some great movies under her belt in 2016, this effervescent actress is sure to light up the Filmfare stage.

Talking about the much celebrated awards property entering its 62nd year, Deepak Lamba, CEO of Worldwide Media, said, “Filmfare Awards has been the longest running award franchise with millions of ardent fans; we feel that we owe our followers a magnificent and illustrious show every single year. Infact this year we also introduced a new digital segment, the JIO Filmfare Short Film Awards, the winners of which will be felicitated at the Filmfare Awards ceremony. We have constantly introduced new innovations and additions to the franchise, which truly encompasses Indian cinema as a whole with properties across – North, South, Marathi, Punjabi, East and short films. Filmfare will continue to raise the bar on award shows in India and accompanying us on this vision is JIO, who have been at the forefront of the digital revolution in India.”

“We are thrilled to partner with Filmfare to bring the 62nd JIO Filmfare Awards 2017 to its viewers,” said Mathew Commen, President, Reliance Jio Infocomm Limited. “Jio is bringing transformational changes in the Indian digital services space to enable a Digital Life for 1.2 billion Indians. In its endeavor to provide the best of entertainment to the audiences, Jio has partnered with Filmfare, this edition of Filmfare, where the best of entertainment meets the best of innovation, the audiences will experience a show like never before. Powered by Jio, the Filmfare Awards, current and past, will be showcased to consumers across the country in a variety of unique ways on our platforms.”

Filmfare is set to honor the most exceptional performances in Hindi cinema for the year 2016, by bestowing the coveted black lady to the winners yet again. The awards ceremony will be telecast on Sony.

Trade: Best Media Info

MEDIUMS

ELECTRONIC

PRINT

TRADE

ONLINE

TOTAL AD VALUE
1,92,74,850 CR

NUMBER OF CLIPS
763

ELECTRONIC COVERAGE



NDTV India



Aaj Tak



Zoom TV



Times Now



MAGAZINE COVERAGE



FACEBOOK

Filmfare 4 January · 🌐

Watch the #JioFilmfareAwards with Shah Rukh Khan , Salman Khan, Karan Johar, Tiger Shroff, #AliaBhatt & Varun Dhawan LIVE!
<https://in.bookmyshow.com/sp.../62nd-jio-filmfare-awards-2017/>



Like Comment Share

👍👎🗿 Sachin Saxena and 1.6k others

Top comments

3 shares

Filmfare 11 January · 🌐

Don't miss your chance to watch Varun Dhawan perform LIVE at the #JioFilmfareAwards!

Book your tickets TODAY!
<https://in.bookmyshow.com/sp.../62nd-jio-filmfare-awards-2017/>




Like Comment Share

👍👎🗿 322

Top comments

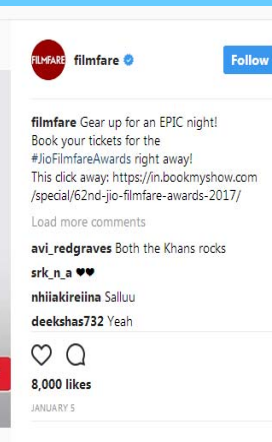
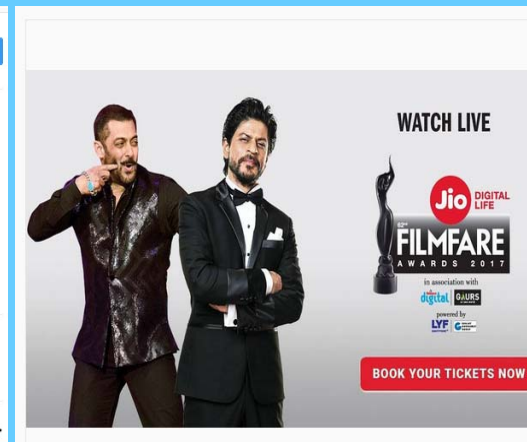
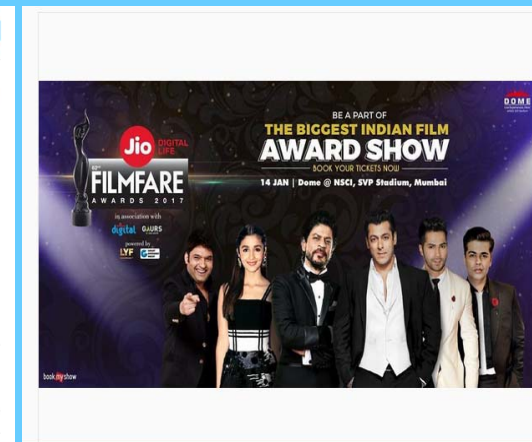
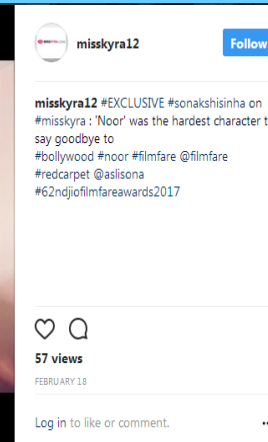
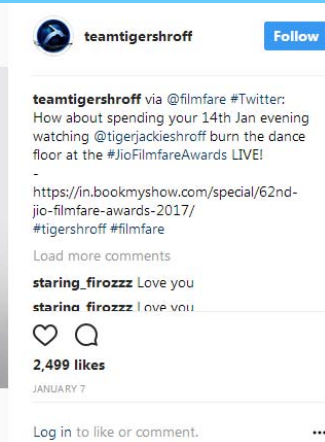
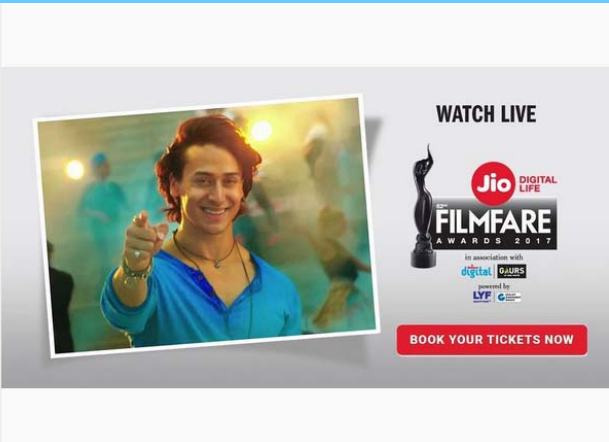
Filmfare 4 January · 🌐

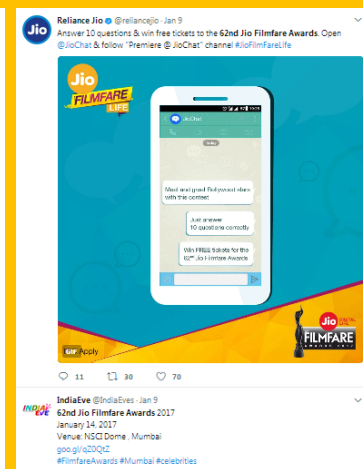
How about spending your 14th Jan evening watching Tiger Shroff burn the dance floor at the #JioFilmfareAwards LIVE!
<https://in.bookmyshow.com/sp.../62nd-jio-filmfare-awards-2017/>



Like Comment Share

INSTAGRAM





TWITTER

KEY TAKEAWAYS

- Collaboration with Facebook for content creation
- Votes grew by 2757% & Impression growth by 389% in comparison to previous year
- Trending on 1st position on twitter due to promoted trend by Jio
- First ever Twitter emoji for any Indian awards 
- New Insta wall introduced with Facebook booth
- Organic traffic growth by 248% & first page position on Google search





PRINT
12.90 MN+

RADIO
37 MN+

DIGITAL
300 MN+
Facebook, Instagram, Twitter,
Filmfare.com



TELEVISION
339.8 MN+

TRENDING NO. 1
ON TWITTER



TOTAL REACH
690 MN+



Source: Internal tracking

SHOW FAR SHOW GOOD

DEVESH BHAMRA COMPLETES THE METHOD AND THE MACHINES THAT WENT INTO THE MAKING OF THE RECENTLY HELD 61ST FILMFARE AWARDS

MEDIUM	FILMFARE 2017	FILMFARE 2015
PRINT	12.90 MN+	12.86 MN+
TELEVISION	339.8 MN+	261.16 MN+
ONLINE	300 MN+	20.80 MN+
RADIO	37 MN+	37 MN+
TOTAL REACH	690 MN+	331.82 MN+

107.85% ▲





CELEBRATING EXCELLENCE IN INDIAN CINEMA FOR OVER 6 DECADES