**Slide 1**

Indexing with the help of side bars.\*

Branding and Identification -

1. The Challenge Logo [Center]
2. Sony Logo [Bottom 1]
3. IIM Ranchi Logo [Bottom 2]
4. Team Logo [Bottom 3]
5. Team Members [Bottom 4]

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RULES FOR SLIDE 2 TO 9

1. Divided in 5 Sections.
   1. Title [Top Left]
   2. Summary of The Idea / Elevator Pitch [Left Top]
   3. Insight Behind [Left Bottom]
   4. Impact for SPNI [Center 1]
   5. Launch & sustenance strategy [Center 2]
   6. Meme relating to it [Right]
2. All slides following will have team logo in header.
3. Idea slides will have numbering at some place.
4. Each and every line will be research based and superscripted with the glossary.
5. Visual consistency with memes
   1. Animated images or no photographs
   2. Funky text to distinguish from other texts of the slide. Preferably in all caps.

**Major Issues & Reason Behind**

**Title:** Why do we fall?

**EP:**

R1 – The Show Must Go On [Icon Superstar]

We need a Virat Kohli to live without Tendulkar; in short Indian fans need superstars. Many wrestling giants’ departure [3] has created the viewers to lose interest in the show. This can only be creating new Heroes.

R2 – Short and Crisp [Icon Watch]

With 3.6 Billion Viewership FIFA WC matches run for 90 to 130 minutes [4]. Decade long Undertaker vs. Kane storylines [5] doesn’t keep today’s viewers involved. No time bound stories leads to boredom [7].

R3 – Bad Bookings []

Though being the largest content consumer of WWE [2] there is hardly (if) any live events in India. Shows were cut off from half of the tour [6] even though there was great interest among fans, creates a very bad reputation.

MEME:

Picture - Michael Caine’s Batman as suggest the title

Quote – Why do we fall?

**Idea 1**

Title: The Homeland WWE

EP:

To pick the next Indian WWE superstar a reality show, where the winners will be recommended for the international WWE events worldwide representing India.

IB:

If the demands of live shows cannot be full filled then we must create our own show to keep the viewers interested.

Impact:

1. Quality Impact – As the viewers will have the have the knowledge of the Wrestlers journey they’ll be more involved with his/her fights in WWE.
2. Quantity Impact – Will lead to more wrestlers going to WWE from India.

Both of these will increase viewership.

Launch & Sustenance Strategies:

* Starting with auditions in Tier-1 and Tier-2 cities with ex-WWE players as judges. Leading to a maximum of 3 to 4 more rounds in big cities with live audience to decide winners.
* Analyzing the success of first season organizing subsequent one in each 1 or 2 years penetrating more cities.

Meme:

Picture - Aamir Khan Cheering For Babita

Caption – AB DANGAL HOGA

**Idea 2**

Title: Evolving OTT

EP:

As Television audience decline we can provide them the telecast in our OTT Platform specially customized for WWE with ‘Smart Viewing’ (ex- Best move replay, language selection, GIF maker from videos, Offline mode, start from where one left etc).

IB:

If the audience can’t reach the TV Remote, let’s take the TV to their palm.

Impact:

1. Quality Impact – Smart Viewing in with the help technology in OTT. This will also help SNIP to analyze which part is actually like most, thus keeping a track on quality of the content.
2. Quantity Impact – Pocket friendly on-boarding will attract more than other expensive OTT competitors.

Launch & Sustenance Strategies:

* Advertisement of match clips in other OTT and YouTube will attract more viewers. Tech-freak viewers will enjoy ‘Smart Viewing’.
* After popularizing exclusivity to own OTT platform will sustenance viewership.

Meme:

Picture – Amitabh Bachchan and Sashi Kappor

Caption – Mere pass GoT, Narcos, HoC, Sherlock hey. Tere pass kya hey?

WWE

**Idea 3**

Title: Big Screen Previews

EP:

Organizing open projector previews of important WWE and homeland matches in city centers, malls, nukkads and cafes.

IB:

Europe watches football in pubs, grounds and open places. Giant screen matches will create an experience of event for viewers unlike watching in home.

Impact:

1. Quality Impact – This will also help SPNI to project other shows along with WWE as teasers and trailers.
2. Quantity Impact – Street previews will create more audience who are not aware of WWE in TVs and OTTs.

Launch & Sustenance Strategies:

* Partnership with food and beverages companies and with popular restaurants-cafes for these previews will help SPNI take WWE to ground.
* Tie up with ageing Cinemas and theaters of Tier- 3, 4 cities will also attract crowd because of big screen entertainment.

Meme:

Picture – Gangs of Wasseypur Sardar Khan

Caption – Kha Kha ke dekhenge

**Idea 4**

Title: Indianized WWE

EP:

Commentary in regional languages in states where WWE is popular. Pre and post-match shows with Indian hosts, Indian ex-players with discussions which the crowd can relate to.

IB:

Only a fraction of Indian understand Western English. With a better build up to each match the attraction will definitely increase.

Impact:

1. Quality Impact – Collecting user choices, TV polls and questionnaires raised in these shows along with help of Sony Liv will make the show more interesting. Regional aspirations in WWE will increase.
2. Quantity Impact – Regional commentary will penetrate market in rural India. The insurance of post retirement period for the veteran wrestlers will encourage many newcomers to choose WWE as a career choice.

Launch & Sustenance Strategies:

* In first phase - Commentary in Telegu, Marathi, Gujarati, Tamil and Punjabi as these are viewer hotspots. Match shows by Indian Anchors.
* If the show gets popular experimenting with other regional languages can be done. Broadcasting WWE in SPNI regional channels such as Sony Marathi.

Meme:

Picture – Rang de Basanti Dhaba scene

Caption – Ma teri bohu, Namaste Ma ji, Yeh to Hindi bolti hey.

**Idea 5**

Title: Regional Language Commentary

EP:

IB:

Impact:

1. Quality Impact –
2. Quantity Impact –

Launch & Sustenance Strategies:

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Meme:

Picture –

Caption –

**Idea 6**

Title: User Engagement

EP:

IB:

Impact:

1. Quality Impact –
2. Quantity Impact –

Launch & Sustenance Strategies:

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Meme:

Picture –

Caption –

**Idea 7**

Title: Apparels and Figurine

EP:

IB:

Impact:

1. Quality Impact –
2. Quantity Impact –

Launch & Sustenance Strategies:

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Meme:

Picture –

Caption –

**Conclusion**