

ZOMBISTAN MERI JAAN

VAL 15

#ZOMBIEYOURHOMIE

MERAKI 15

— The Marketing Firm —

CONTENTS

<u>S. NO.</u>	<u>PARTICULARS</u>	<u>PAGE NO.</u>
1.	Executive summary	3
2.	Convincing strategies for humans	4
3.	Marketing strategies	7
4.	A plan for the city	8
5.	Major tourist attractions introduced	9
6.	STP analysis	10
7.	Source of funds	12
8.	SWOT	13
9.	PESTEL Analysis	14
10.	Celebrity strategy	16
11.	Extra deliverables	17

EXECUTIVE SUMMARY

PROBLEM STATEMENT

Zombies are creatures who can walk, think (in some cases), and attack living persons. Most zombies eat the brains of living humans. In zombies, the heart, lungs, and a small part of their brain still work. They may react to their environment, but they do not have consciousness. Zombies can use their skeleton and muscles to move. The skin is rotten. Its hair and nails are falling off. Zombies are usually covered in blood. They often have open wounds and are dressed in ripped clothes. Zombies are in a decaying (rotting) state, with discoloured skin and eyes. Non-communicative (groaning and howling instead of speaking) Unemotional, with no mercy toward victims and are hungry for human flesh.

Bhangarh Fort is located in Alwar district of the royal state of India. Popularly known for being the Most Haunted Place in India, Bhangarh was, in fact, a flourishing town of ancient times. Built for his son, Man Singh I, in the 17th century by Madho Singh, one of the nine ratnas of Emperor Akbar's court, Bhangarh Fort was once a thing of beauty and power. It is believed that over 10,000 people used to reside in Bhangarh. An interesting fact is also that every house located in the entire area is roofless.

There was a sudden invasion of zombies in Bhangarh which led to a lot of obvious commotion and disruption amongst people. It was a challenge to think about how people would agree to the idea of having a community where humans and zombies live peacefully.

Mission- to make experiences which are beyond a person's expectations and to make everyone's wildest fantasy come true.

Vision - is to become the number one company providing 'other than usual' experiences.

Tagline - Zombie my new Homie.

SOLUTION STATEMENT

Bhangarh fort is now undergoing a transformation to be converted into an extraordinary tourist destination. We are doing this to have fun and be accessible to everyone. From the fort

being converted into a hotel to having cricket matches, campfire nights and Zombie Olympics, there are going to be fun activities throughout the year! This event will be history for the future generation and was only a wonder for our ancestors. We, the present generation, are lucky to be a part of something as incredible as this event which showcases brotherhood, humanity and mutual coexistence to create a synergy effect.

CONVINCING STRATEGIES FOR HUMANS

1. **Zombie rakshan** : With the basic understanding of zombie psychology, we know that as long as their basic need for food (brains) are met, they would be ready to work for anything. Considering the general violent nature of the zombies we would be creating a zombie army, thus reducing the costs for the government and helping them in this area. The zombies would get the required number of brains on a regular basis in order to meet their basic needs and go on with their work.
2. **Co-existence** : Just the mere fact of zombies and humans coexisting is a wonder to be witnessed by the world. This would be a win-win. The zombies would get a place of existence and the government would have an interesting identity to Bhrangarh which has been previously associated with a negative image of haunted stories.
3. **Dead bodies of the Parsi** : After someone in the Parsi community dies, they leave that person's dead body in The Parsi Tower of Silence to be eaten by vultures or to be left to decay on its own. We have signed a contract with them and they have agreed to give the brain of the dead body for our zombies.
4. **Hospitals** : We have requested hospitals to give brains of unclaimed bodies and to take permission from the family of the dead body to give the dead body's brain for our zombies.
5. **Increased tourism** : To witness the unique co-existence, new marketing campaigns and strategies like the zombie hotel, ZPL etc. will be launched to help tourism increase and would in turn benefit the government.

MARKETING CAMPAIGNS

<u>ACTIVITY</u>	<u>START DATE (2022)</u>	<u>END DATE (2022)</u>	<u>DESCRIPTION</u>
	PHASE 1 - PRE- LAUNCH		
Big and Bold	26th Feb	5th March	A continuous series of newspaper articles creating curiosity and also educating about the virus, zombie history, current events at Bhangarh. All of this to get the tourists hooked.
Blood Rain	27th Feb	1st Mar	A show of hot-air balloons of the Zombie shape spilling “blood” in small quantities which is actually just red coloured cake frosting.
	PHASE 2 - LAUNCH		
Zotel	6th Mar	-	A hotel inside the Bhangarh fort where humans and zombies share the place. It was inaugurated by Baba Ramdev.
Dramazz!!	6th Mar	8th Mar	News leaked about how the zombies have approached Baba Ramdev to be their celebrity face. “Will Baba Ramdev

			become a Zombie?” should be the question in the minds of the entire nation.
Introducing Baba Ramdev	8th Mar	9th Mar	The consent video with Baba Ramdev will go public, hence grabbing a lot of attention.
ZPL	12th Mar	17th Mar	A cricket match amongst the zombies with the humans in the same teams. (considering the large population that follows cricket.)
PHASE 3 - POST LAUNCH			
DocumentaryPe	20th Mar	22nd Mar	Making a documentary or vlogs where people share their experience of visiting Zombiegadh.
SkillUp to ScaleUp	25th Mar	30th Mar	Hiring humans to train Zombies by teaching them basic life skills.
#hostinzombieghad	30th March	No end date	A call to host events in Zombieghad. Movie award events, launch events, comiccon, apocalyptic theme events.
Zombie Olympics	5th April	10th April	Hosting mini Olympics for the zombies with games like athletics, javelin throw etc.

Zotel

How exciting would it be to share a hotel with zombies and live inside a huge Indian fort! We would be revamping a small part of the fort, without much of a change but to be able to add the new facility.

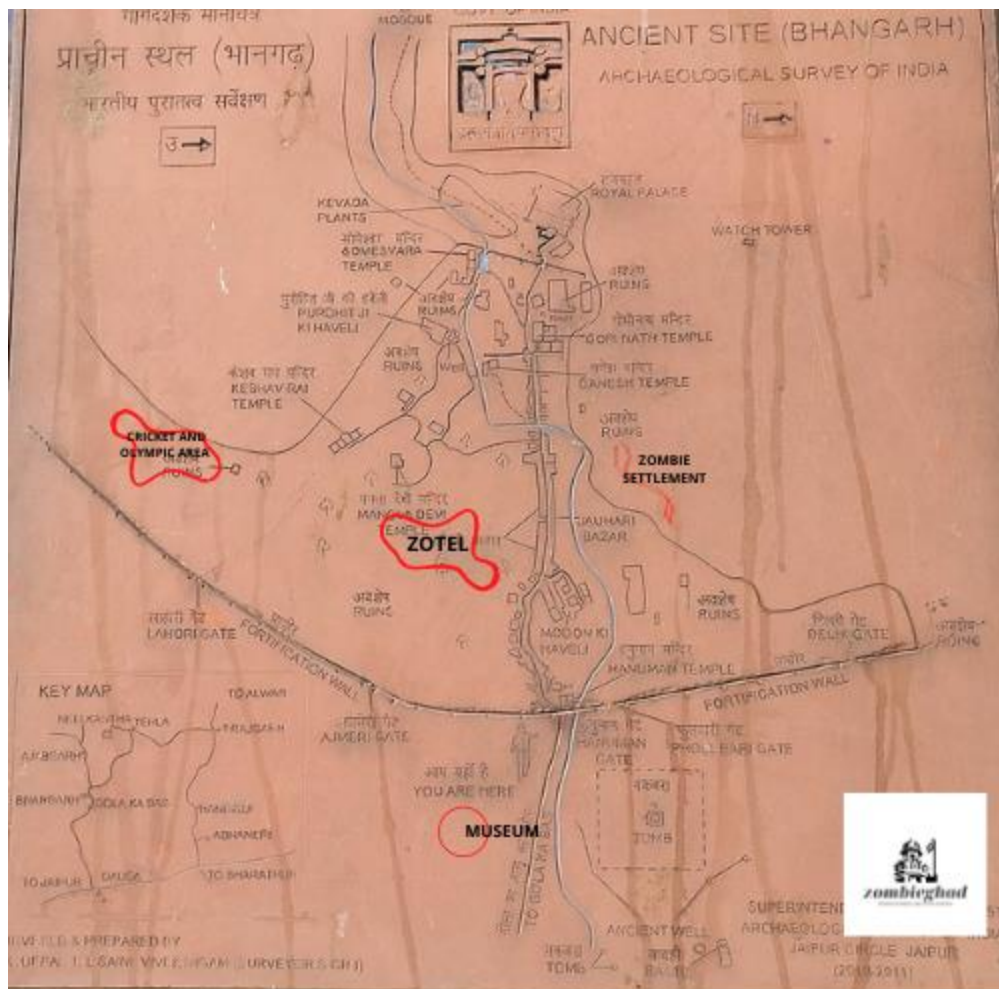
- The design of the hotel would be created through an invite based competition. We would reach out to some of the architects from the expensive category, but are looking forward to going crazy with their design. They would get a free stay at the place and the deserved credit and
- The Bhargarh fort still has a before sunrise and after sunset off limits. The first task would be to remove this fear. As zombies we would convince the government to take initiatives about this as they would be getting the promised tourism in return. A statement by the government to keep the fort open 24*7 and making a big deal of removing the currently put warning signs.

ZPL

Considering the huge audience for cricket in India, this would be an opportunity to increase tourism and also could be used as a PR strategy.

- The income from the matches - The cost of the tickets, media right costs from top channels like sony. (A similar model to the currently existing cricket leagues in India)

PLAN



MAJOR TOURIST ATTRACTIONS INTRODUCED

1. Zootel (as mentioned previously)

It would give people a whole new experience, they would get a first-hand experience.

2. Museum

a museum to understand the history of humans and zombies even if it's a short one and as a memory of the truce between the government and zombies. The museum would be designed like a dome and made to look like a brain.

3. ZPL

Indians can never get enough of cricket, hence we would use this to our advantage and make it a huge event and a huge deal for the people.

4. Events

Opening up doors for huge events like movie award shows, comiccons, apocalyptic shoot etc would indirectly serve as the tourist attractions.

STP ANALYSIS



➤ Segmentation:

1. Geographic:

- Country
- Climate

2. Demographic:

- Age
- Income

3. Psychographic:

- Personality
- Attitude
- Health

- Interest

4. Behavioural:

- Loyalty

Geographic

- Our target market would belong to India, Bangladesh, United States and UK. (Based on the current tourist share of India)
- The tourists would belong to extreme hot and cold weathers, or would be able to handle extreme hot and cold weathers.

Demographic

- 18 - 40 years of both, men and women. The adolescents and adults would be more excited about this.
- Traveling to Rajasthan would be quite an affordable trip and hence people with average income of 20,000 rupees per month or more would be considered.

Psychographic

- People who like to travel, explore, crave new and exciting experiences, are open to new possibilities.
- People who are interested in zombies, follow zombie movies and enjoy the concept of half dead and find thrill in it.

We will segment this market on the basis of health, personality and interests of the people.

Behavioural

People who spend regularly on travel and new experiences. Who are generally curious about things around them. People who enjoy watching apocalyptic movies, and enjoy a certain sense of horror and get the thrill out of such opportunities.

➤ Targeting:

- Location
- Age

Location

The first target would be people from India, due to the huge size of its market and because Bhangarh has previously been a tourist attraction so they are aware of the place.

Age

People aged between 18 to 40. This group would have the time, energy and income to be able to travel and would be willing to visit exciting new places.

➤ Positioning:

Bhangarh would be positioned as an adventure travel destination while also as an example of peaceful c-existence to attract slightly varied groups. A young and adult audience who love to explore new places, live through new experiences and who have the YOLO mindset. The audience is among our target age group, with an average and more than average income who already spend regularly on their travel.

SOURCES OF FUNDS

1. **Government-** the government will be working with us because they want to increase revenue and promote tourism.
2. **Reliance-** we will be partnering with jio who wants to diversify in the tourism sector. They also fund all the ‘Indian Premier League’ (IPL) teams so that we can have a Zombie Premier League (ZPL) as well.

3. **ZPL (Zombie Premier League)** - we are expecting many people to witness and be a part of this event wherein we create history. The money generated through the sale of tickets will act as an additional source of income when matches take place.

SWOT ANALYSIS

1. Strengths

- Engaging campaigns
- Government backing
- Jio as an investor

2. Weakness

- Small target audience
- History of haunted myths associated with the place
- More investors needed

3. Opportunities

- International adventurous tourists
- New field so a fresh start and higher scope
- Ideas of internship and hiring people to work with so that zombies can be used as a resource

4. Threats

- Strong competition in the travel industry
- Outbreak of more zombies
- Acquisition of conversion/ threat, as our celebrity face would now be a zombie

PESTEL ANALYSIS



1. Political

The government of Rajasthan has backed us. But as we all know about the bureaucracy, red-tapism, corruption etc that might cause irritation and other related problems.

2. Economical

We need more funding to go crazy with our ideas and marketing strategies. Introducing the zombie city could bring huge fluctuation in the economy of Rajasthan, it could be positive and negative.

3. Social

We are subject to a high degree of competition in the industry. We also need to increase our presence on social media platforms to cater to a larger younger audience, who are our target market as well. Social activists could easily make this a controversy and bring zombie-human coexistence under negative light, there could be many people having strong opinions against and this could be a major threat.

4. Technological

The rate of change of technology, evolution of infrastructure etc. will affect us directly. When we have more money resources, we will conduct research to find out how well our service is doing in the market. Technology would also be one of our strengths in order to show the public what happens in Zombiegahad, while it could also come with challenges such as negative publicity, false rumours, defamation etc.

5. Environmental

We are a part of the environment and want to make as many contributions as possible towards making it better. We don't promote any harmful activity and are eco-friendly in our approach.

6. Legal

There are no legal allegations against us yet and the government of Rajasthan also has no problems. Legalities would be a huge advantage for us as the contract between humans and zombies would compel both parties to do their part and let everyone live in peace. Thus, we will not be affected by any legal aspect unless the zombies go all crazy and we forget to miss giving them their food which will turn out to be deadly.

CELEBRITY STRATEGY

BABA RAMDEV

1. Biggest supporter of Swadeshi move and wants india to become “athmanirbhar”.
2. Has a very big fan base in not only India but abroad as well.
3. He is India's most popular guru and we all respect him for starting Patanjali. At least once, we all have tried his products.
4. Most of the people share an emotional connection with him and his fans would do anything that he says.

Inner meaning

Zombies are humans, they were humans and it was not their fault that they were infected by the virus. They are half dead but still half alive, explaining such concepts with inner meaning was our biggest play.

We convinced Baba Ramdev by explaining about Zombiegadh in detail, about how it is indigenous and will help the Indian economy grow by attracting tourists from all over the globe who have a nerve for adventure and like thrilling activities. We stressed upon how Patanjali and Zombiegadh have the same “Swadeshi” and “Atmanirbhar” motive. Baba Ramdev believes that India is greater than the sum of all its citizens. When we asked him as to why he would want to risk his life for this, he said that the present situation in which we are living is a tough one, even after so many years of independence we still do not take pride in being Vocal about Local. Baba Ramdev agreed to become the face of our product because it is one of a kind and is present only in India. Babaji is sure that this will be a grand success and he doesn't mind risking his life to see India achieving greater heights, if not from here, from heaven at least.

GENERAL AGREEMENT CONTRACT

This contract has been entered into by Zombiegadh and Reliance Jio Infocomm Limited, a subsidiary of Reliance Industries. The term of this contract will begin on February 26th 2022 and shall continue forever until mutually decided.

This contract may not be modified unless in writing and signed by both parties. This document and any attachment hereto constitute the entire agreement between the Parties. This contract shall be binding upon the parties, their successors, heirs and assigns and shall be enforced under the laws of the State of Rajasthan.

Reliance Jio Infocomm Limited will fund Zombiegadh and will work together to make Zombiegadh an attractive tourist destination.

BRIJ

(signature, party 1)

RIJ

(signature, party 2)

PRESS RELEASE



ZOMBIEGHAD

WHERE ZOMBIES ARE YOUR HOMIES!

For immediate release,

8th March, 2022.

Bhangarh, Rajasthan, India: Zombieghad has collaborated with Baba Ramdev to be the face of Zombieghadh.

About Zombieghad

Bhangarh fort is now undergoing a transformation to be converted into an extraordinary tourist destination. From the fort being converted into a hotel to having cricket matches, campfire nights and Zombie Olympics, there are going to be fun activities throughout the year! This event will be history for the future generation and was only a wonder for our ancestors. We, the present generation, are lucky to be a part of something as incredible as this event which showcases brotherhood, humanity and mutual coexistence to create a synergy effect.

For Further Information Contact

Dhrithi Jain (dhriti54@gmail.com)

STATISTICS OF THE ZOMBIES

Roll no.	Name	Age	Date of becoming a zombie	Height(cm)	Weight(Kg)
1	Rawat Singh	31	02-Feb	155	54
2	Suma Kotha	24	03-Feb	154	65
3	Raj Kumar	35	05-Feb	155	70
4	Sampath Shah	41	07-Feb	156	69
5	Roja Metha	32	07-Feb	161	65
6	Kiran Sheloth	23	08-Feb	154	45
7	Bhuma Singh	33	08-Feb	153	57
8	Kriti Sacheti	54	09-Feb	152	58
9	Bhavansingh Rathore	23	10-Feb	155	67
10	Bagmati Rawat	35	11-Feb	153	69
11	Pricilla Bhanawat	26	12-Feb	152	64
12	Seema Sachelacha	36	14-Feb	151	65
13	Dhruv Roman	27	14-Feb	150	63
14	Kashish Kota	30	15-Feb	155	57
15	Navya Bhandari	29	15-Feb	156	59
16	Saanchi Bhatiya	34	15-Feb	157	60
17	Krunal Pandey	37	16-Feb	154	61
18	Vicky Singh	27	16-Feb	149	65
19	Vipul Jain	25	16-Feb	150	69
20	Komal Kumari	23	17-Feb	154	70
21	Lohar Singh	22	17-Feb	153	73
22	Kapil Shah	28	17-Feb	155	75
23	Madhav Kapoor	25	18-Feb	157	76
24	Raju Rastogi	36	18-Feb	157	78
25	Alpesh Rajput	35	18-Feb	154	80