

SVKM's Narsee Monjee Institute of Management Studies
Mukesh Patel School of Technology Management and
Engineering

INTERIM REPORT ON

Veere Di Wedding Movie Promotion
&
Qu Play TV (Quick Heal Bhajji Blast) Promotion

By

Abhi Kapadia

Roll Number: N017

SAP Number: 70471014016

Faculty Mentor
Dr. Sudarsana Sarkar

Industry Mentor
Mr. Saahil Krishnani

Table of Contents

Introduction	3
About The Company	4
Work Profile	5
Project Description	6
Description of Tasks Conducted	6
Outcome of Tasks Conducted	10
Learnings from Tasks Conducted.....	11
Description of Tasks to Come	12
References	13

Introduction

As a part of my Management Internship Program at Zapak Digital Entertainment (sister concern of Reliance Entertainment), I was assigned to their digital media team, **World Wide Open**. As of the completion of this report, I have been a part of 2 projects, out of which one has been completed and one has reached at around halfway of its complete execution. Both the projects are from the entertainment industry, one being a movie and the other a talk show with Harbhajan Singh.

Project 1 – *Veere Di Wedding*

For my first project, I was assigned to Veere Di Wedding Digital Media team of our client Balaji Motion Pictures. My responsibilities were to create content strategy for the various asset launches that took place, deploying the content on social media platforms, curating reports post asset launches, covering events surrounding the project, and helping the team members interacting with the client with any material that they require.

Project 2 – *Qu Play TV (Quick Heal Bhajji Blast)*

For my second project, I was assigned to the digital client servicing team for our client Qu Play TV. This project is crucial to the company, the client and me personally as it is the first time I get to represent the company to the client. For the project, I was relocated to the client's office. The client is serviced by 2 other team members and 1 editor. My responsibilities are to create content strategy for each webisode that the client has created, deploying the content as well as the said webisodes on social media platforms, making a proper roadmap to drive various social media performance parameters, and make sure that the client is elated with the company's service so as to establish a long term contract with them.

About The Company

Reliance Entertainment is the flagship motion picture arm of India's Reliance Group with a significant presence in filmed entertainment (film production, distribution, and exhibition). Reliance Group also has key interests in broadcasting and new media ventures.

Reliance Entertainment has built an impressive film production slate in Hindi, English & other Indian languages, which it markets and distributes worldwide. Following its association with IM Global, the company now benefits from an international sales team with an excellent reputation and global presence dedicated to selling its Bollywood and regional language slate.

Zapak Digital Entertainment Ltd. is India's largest gaming company that addresses the complete value chain of Digital Gaming. With currently 10 million registered gamers, Zapak.com is not only the largest casual gaming sites in the country but amongst the top gaming sites in the world.

Zapak works closely with most of the leading global gaming and entertainment players such as Microsoft, Popcap, Boonty, Playfirst, Universal Studios, Shanda, Cartoon Network, THQ, iPlay, Hands-On etc.

World Wide Open is a Digital Branding Company under Zapak Digital Entertainment. It works with major media houses to develop and boost digital presence of these companies. Its major clients include Red Chillies Entertainment, Balaji Motion Pictures, Phantom Films, John Abraham Entertainment, and many more.

Work Profile

As an intern in the client servicing team at World Wide Open – Zapak Digital Entertainment, my general responsibilities are:

- Studying the content already published
- Studying previous campaigns
- Creating Campaign Strategy
- Creating Content Strategy
- Supervising Content Creation
- Writing Post Copies
- Posting on Social Media
- Supervising Digital Spends
- Creating Completion Reports

For Veere Di Wedding, my specific responsibilities were:

- Tracking Asset Amplification
- Helping Analytics team for reports
- Helping PR team for reports

For Qu Play TV, my specific responsibilities are:

- Primary Point of Contact for clients
- Directly supervising asset boosts and digital spends
- Creating Strategy to drive YouTube views and subscribers

Project Description

Description of Tasks Conducted

- Studying the content already published

For Veere Di Wedding, on joining, went through the campaign for teaser and trailer launch.

For Qu Play TV, by the time we acquired the client, they had already published 4 episodes. I studied their campaign strategy.

- Studying previous campaigns

As Veere Di Wedding was a production of Balaji Motion Pictures, I studied the campaigns undertaken for Half Girlfriend and Lipstick Under My Burkha

For Qu Play TV, since this was the first project undertaken by the client itself, this task was not conducted.

- Creating Campaign Strategy

For Veere Di Wedding, the campaign was developed to simulate the basic emotion of the movie viz. Friendship. The campaign was titled #NotAChickFlick. The idea behind the campaign was to isolate the movie from the notion of all movies featuring women lead revolving around the concept of friendship was a chick flick. The campaign contained many instances of breakthrough content which furthered the base idea.

For Qu Play TV, the primary goal of the campaign was to promote their social property of YouTube. With the takeover of their digital media, we devised a strategy to push all the communication towards the YouTube channel hence. Each content that was posted had the call to action of watching the latest content posted on the YouTube Channel. It was also decided that the communication will not be layered and would rather be more on-the-face. This would help connect with the mass audience and shift focus from the content to the creators.

- Creating Content Strategy

For Veere Di Wedding, each asset had its own sub-campaign. The assets were mostly the songs that were planned to release as buildup to the movie. Each songs were assigned a core theme and the buildup was conducted to call for the same theme. The Sustenance for the same was taken from the final asset and had the call to action to watch the music video.

For Qu Play TV, each asset was designated a theme. The theme revolved around the cast of the particular asset. For Example: While strategizing for Bhajji Blast Episode 5 ft. Shane Watson, the Theme finalized was Terminator V.S. Turbanator. This theme helped us activate multiple niche demographics like Indian fans with a liking for Australian Cricket Team, Indian Shane Watson fans, IPL team Chennai Super Kings Fan, and so on and so forth.

- Supervising Content Creation

For Veere Di Wedding, we had one designer that was allotted all the content creation. Since the posts were pre planned, there was a set communication protocol developed. As soon as client raised request for launch of next asset, we would strategize and pitch a rough idea to the client. Upon approval, the designer was briefed. When any content was delivered to us, we would first approve or send it back for revisions, on our approval, the client would see the content at which point either they approved it or send revisions to be implemented. On average, daily 3 content pegs were created which were cleared for posting within the day itself.

For Qu Play TV, we also had one designer that was allotted all the content creation. The protocol followed was same, although since it was a fresh client, the deliverables from their side came near the deadlines which caused a dip in efficiency. This was offset by placing me in the client office. This helps in the team having more clarity on client deliverables, and reduced the number of edits needed to be made before final approvals as the client would get to see content in real time with the feedback given there and then.

- Writing Post Copies

For Veere Di Wedding, while the content were still in development, I would create copy options for them. Each copy option would require to be portraying a different aspect of the core theme. We would send the client the content and copies together. Since there were many options given, the client would select one copy which was finalized. This would be a good feedback source as the copy selected would come in to consideration while creating future copies; thereby making the process faster and with less creative wastage.

For Qu Play TV, the copies would be written after the content was ready. Both the copy and content are sent together for approval. As the feedbacks are instantly received, the process of writing copies became very effective in the sense that copy options were not required here.

- Posting on Social Media

Veere Di Wedding followed a 3 posts a day non priority content schedule. The timeline set was 11 AM – 3 PM – 7 PM. The content was posted on Facebook, Twitter and Instagram. All stakeholders would be tagged in the posts for maximum reach. For Video posts on Facebook, crossposting access was provided to the stakeholders so that their page could promote the content posted. For asset launches, on Facebook, a short cut of the asset would be posted with the link to the complete asset; on Twitter, just the link to the asset would be posted; and on Instagram, 3 creatives would be posted simultaneously that would create the effect of contiguous long post, called a grid post.

Qu Play TV followed a 2 posts a day content schedule, with buffer for mandate posts if any. The timeline set was 11 AM – 7 PM. The content was posted on Facebook, Twitter and Instagram. All stakeholders would be tagged in the posts for maximum reach. For Video posts on Facebook, crossposting access was provided to the stakeholders so that their page could promote the content posted. For asset launches, on Facebook and Twitter, only link to the asset would be posted and on Instagram, a creative with the copy be posted, with call to action being clicking on the link in bio. An Instagram story would also be posted with a swipe up call to action.

- Supervising Digital Spends

Since Veere Di Wedding was an A list movie from a big production house, the digital spends were decided in separate meetings for each asset the access to which was restricted to the upper echelon of the company.

For Qu Play TV, initially 1 post a day would have a Facebook and Instagram spend of ₹500 each targeted to users pan India. On review with the client, spends schedule was revised to ₹650 for Facebook only for Asset launches. Spends request were raised by me and implemented by the Digital Spends team at the main office.

- Creating Completion Reports

For Veere Di Wedding, each asset launch was documented after 24 hours of it being live. The reports would include relevant asset information such as Trend Report, Sentiment Analysis, Digital PR Coverage and Key Media Reviews.

For Qu Play TV, no completion reports have been made as of now.

Outcome of Tasks Conducted

Veere Di Wedding is already a commercial hit. With an estimated cost of 46 Crores, the movie crossed the breakeven point in 6 days, and was denoted a hit in 8 days by crossing the profit margin mark of 55 Crores. With a net earnings of 10.70 crores on the opening day it is currently the 3rd highest opening for a Bollywood Movie in 2018, and holds the record for the highest opening in Bollywood with female protagonist(s). Since the target group of the movie was Females in the age group 18 to 36 in Tier 1 and Tier 2 cities, digital media definitely played a major part in the success of the film.

Qu Play TV has released 5 episodes, with 5 more in pipeline. Our team took over the digital media on 28 May, and since then, till June 11, there has been an increase of 32,635 subscribers, with a total subscriber count being 64,031. Therefore, after the takeover, a growth of 102% has been observed in subscribers. There have been a total number of 6,678,398 views since the takeover, garnering 36,876 likes, 1,472 comments and a Like Dislike Ratio of 5.24:1.

Balaji Motion Pictures have publicly thanked the company for the digital campaign conducted, and their next endeavor, Laila Majnu, will also be a project under our company.

Qu Play TV is currently happy with the work done, and should be on the table to give their digital mandate to our company.

Learnings from Tasks Conducted

This internship has been a tremendously engaging one for me. The concepts learnt in my course have not only helped me conduct extraordinary work, but has also impressed the key decision makers of the company.

There has been a phenomenal increase in knowledge at this internship, but 3 main learnings have been imparted to me.

1. Marketing Strategies for Movies

Veere Di Wedding was a mega project on which I worked on. I got to work on the campaign strategy from the 3rd asset launch (1st song launch). While working on it, I understood the nuances of marketing which greatly affect the overall strategy of movie promotion. From digital partnerships like Book My Show and PayTM to coverage of Sonam Kapoor's wedding, I learnt how almost each aspect of the movie can be promoted by pretty much anything as long as it's communicated properly.

2. Client Servicing

Qu Play TV may not be the biggest client the company has, but it is a prime client for me. It is the first client where I get to interact with the client directly. Upon that, almost all aspects of its digital life goes through a rigorous process which is supervised by me. I learnt a lot about how to make sure that the client not only comes on board, but decides to stay.

3. Content Strategy and Deployment

Creating content is easy; anybody can do it. Creating good content is extremely hard. This quote is something I say to myself every day after I got to work at this internship. After creating more than 10 different content pegs every day and strategizing for it, I believe that it is a skill many can have, but only a few can master. I'm sure that I'll be improving on this skill for years to come.

Description of Tasks to Come

Over the next 5 weeks, there will be 5 more episode launches that will be conducted for Qu Play TV. This will conclude our partnership with Qu Play TV, which could then be renewed by the parties should they wish to. My task will be to make sure that each of these asset launch goes smoothly, gains enough hype and traction, and that I can show the highest possible amount of creativity to make sure the client has the best impression of the company and decides to sign a longer contract with our company.

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