

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-03	BRP:	Aswathy Das
Brand:	Asianet	Contact Person :	Rahul Madanan
Project Title :	Big Boss 2 Marketing		
Category:	Brand Consulting		

Background

Bigg Boss is an Indian reality television game show franchise produced by EndemolShine India through Viacom 18 and Colors, broadcast in India. It is based on the original Dutch Big Brother format developed by John de Mol Jr... A number of contestants (known as "housemates") live in a purpose-built house and are isolated from the rest of the world. There have been 7 versions of the show in 7 individual languages spoken in the Indian subcontinent. The first show of the franchise was Bigg Boss in Hindi which debuted in 2006. The franchise has extended its presence in Kannada, Bengali, Tamil, Telugu, Marathi, and Malayalam as of 2018. Bigg Boss Malayalam is a reality show based on the Hindi show Bigg Boss which unlike other versions of Big Brother, the Malayalam version uses celebrities as housemates, not members of the general public. The house is well-furnished and decorated. It has all kinds of modern amenities, but just two bedrooms, a living area, a kitchen, a storeroom, smoking room, and four toilet bathrooms. There is a garden, pool, activity area and gym in the House. There is also a Confession Room, where the housemates may be called in by Bigg Boss for any kind of conversation, and for the nomination process. The House has no TV connection, no telephones, and no Internet connection. The host of the show was Mohanlal who also is the brand ambassador.

Communication Objective

To convey the idea behind the show in an innovative way thus rebranding the show to increase viewership.

Target Audience

Common Malayali Audience.

Focus of Communication

To create curiosity among the target audience through 360-degree brand marketing and creative campaigns.

Proposition

Point out the seclusion of the participants from the rest of the world factor. Convey that participants will be observed from every angle for 100 days thus revealing their worst sides.

Reasons why consumers will believe/buy

Brand ambassador being Mohanlal, It will definitely arouse curiosity among the audience to see what the show has to offer.

Deliverables/Execution Specifics

A Concept for 360- degree marketing of the show, Big Boss 2.

Check List

<https://g.co/kgs/L1tkSg> Malayalam Promo: https://www.youtube.com/watch?v=FBPT0_gaBX8
winner : <https://www.youtube.com/watch?v=nOzIlDmXM-U> Hindi:
<https://www.youtube.com/watch?v=zD5eqIbEnrc> Telugu:
<https://www.youtube.com/watch?v=daJIU2S1kIU> Tamil:
<https://www.youtube.com/watch?v=i9jaHMeIEmw> Kannada:
https://www.youtube.com/watch?v=8zfpole_aEs

Comments if any

The concept has to include the brand image of Mohanlal as he's the brand ambassador.

Deadline

3/10/2019