

# "ROOTS & ROUTES"

## A Nostalgia-Led New Year Experiential Marketing Campaign

*Learning from the Past. Letting Go of the Weight. Never Forgetting Our Roots.*

### Executive Summary

"Roots & Routes" is a **cultural-experiential New Year campaign** designed for a generation born between **1999–2005**—a cohort that grew up at the intersection of analog innocence and digital acceleration.

**Unlike conventional New Year celebrations** focused only on countdowns, music, and nightlife, this campaign proposes a **reimagined New Year party**—one that looks backward before moving forward. The event celebrates the *years gone by*, the *shared childhood memories*, and the *cultural touchpoints* that shaped this generation.

At its core, the campaign carries a powerful philosophy:

**We should learn from the past and forget what limits us—but never forget our roots, our history, and the moments that made us who we are.**

Through immersive nostalgia zones, interactive activities, and emotionally resonant storytelling, the brand positions itself as not just relevant, but deeply *relatable*.

### Campaign Title & Thought

*Campaign Title: ROOTS & ROUTES*

### *Thought Behind the Title*

- **Roots** represent childhood, values, culture, innocence, and origin stories.
- **Routes** symbolize growth, ambition, evolution, and the path forward.

Together, they express the balance between remembering where we come from and deciding where we are going.

### Vision & Philosophy

In a world obsessed with speed, upgrades, and constant reinvention, "Roots & Routes" slows time down—inviting people to pause, reflect, and reconnect.

This campaign believes that:

- Growth without reflection is incomplete
- Progress without roots is fragile
- The future feels more meaningful when the past is honored

The brand becomes a **facilitator of memory, meaning, and movement forward**.

### Target Audience Definition

#### **Primary Audience**

- Birth years: **1999–2005** (Early 20s to mid-20s)

#### **Cultural & Behavioral Traits**

- Grew up with:
  - Cable TV → YouTube

- Outdoor play → Mobile gaming
- Pocket money → Digital wallets
- Emotionally driven decision-makers
- Strong desire for authenticity over perfection

This generation doesn't just consume brands—they **feel** them.

## Campaign Objectives

### Strategic Objectives

#### 1. Create Deep Emotional Resonance

Build a strong emotional bridge between the brand and the audience using shared memories.

#### 2. Drive Organic Engagement & UGC

Encourage people to share memories, moments, and emotions across platforms.

#### 3. Build Long-Term Brand Affinity

Position the brand as one that understands life stages, not just market segments.

## Campaign Concept: The Not-So-New-Year Party

This is not a party at midnight. It's a party about *moments*.

The event is designed like a **time-walk**, where attendees move through different phases of their childhood and teenage years—each zone triggering memories, emotions, and conversations.

## Experiential Zones & Detailed Execution

### Zone 1: School Time Zone

**Theme:** The Classroom That Raised Us

#### Experiences

- Drawing & Coloring Station: Camel Water Colors, Crayons, sketch pens, color kits
- Craft Corner: Inspired by 5-Minute Craft YouTube era, MAQ TV-style fun & DIY loops
- Computer Class Setup: Large CRT-style computers, Old keyboards, mouse, and wired setups

#### Visual Design

- Wooden desks & benches
- Blackboard branding walls
- Oversized school bags & lunch boxes

### Zone 2: TV Time Zone

**Theme:** The Golden Hour After School

#### Content Highlights

- Ben 10, Motu Patlu, Chhota Bheem, Shinchan, Ring Rong Ring, Jini Aur Juju, Lapataganj, Chala Mussaddi – Office Office, Malegaon Ka Chintu

#### Experience Design

- Old TV frames
- Floor seating with cushions & mattresses
- Childhood-style evening snacks

### Zone 3: Shopping Time Zone

**Theme:** Pocket Money Economics

#### Nostalgia Products

- Crax, Boomer, Tattoo stickers, Small plastic toys

## **Zone 4: Play Time Zone**

**Theme:** Before Screens Took Over

### **Games**

- Kanche (Marbles), Lattoo (Spinning Tops), Gulli Danda

## **Brand Integration Approach**

The brand's role in **Roots & Routes** is not that of a sponsor, but of a **story enabler**. The integration philosophy is subtle, emotional, and experience-led—ensuring the audience *feels* the brand rather than being sold to.

## **Core Integration Principles**

### **Natural Presence, Not Promotion**

- Brand elements are embedded into environments (props, signage, tokens, utilities) instead of banners or hoardings.
- The brand exists as a part of memory lanes—just like brands did in childhood without aggressive selling.

### **Storytelling Over Selling**

- No loud call-to-actions, discounts, or transactional messaging.
- Each zone tells a story where the brand quietly supports the experience.

### **Alignment With Growth & Continuity**

- Messaging reflects learning from the past, evolving with time, and carrying roots forward.
- Brand positioned as a companion across life stages.

### **Brand Narrative Line**

“As you step into the future, we walk with the memories that shaped you.”

## **Marketing & Promotion Channels**

- **Instagram Reels & Stories:** Primary engagement driver
- **YouTube Shorts:** Longer-form emotional storytelling
- **Influencer Collaborations:** Authentic voice amplification
- **Branded Hashtag Campaign:** Community-driven memory sharing
- **On-Ground QR Codes:** Linking offline experiences to digital memories

## **Expected Impact**

### **Emotional Impact**

- High recall value
- Strong emotional bonding with the brand
- Sense of shared identity and belonging

### **Brand Impact**

- Cultural relevance among Gen Z
- Authentic, human brand positioning
- Differentiation from conventional New Year campaigns

### **Business Impact**

- Increased brand affinity & trust
- Long-term loyalty
- Higher engagement across future campaigns

## Conclusion

**Roots & Routes** is not just an event—it is a shared cultural experience.

It reminds a generation that while time moves forward, the memories that shaped us remain timeless. By honoring the past

and embracing growth, the brand earns not just attention—but a lasting place in people's lives.

By celebrating where we come from, the brand becomes a part of where we're goin