

# Content Idea Pitched

## What we pitched

A customized page on Yahoo that talks about Madhya Pradesh and its attractions but with a creative twist.

The idea was to have top Illustrators a travel to Madhya Pradesh with recommended itineraries.

- Throughout the trip these artists capture their varying experiences of MP in form of their art.
- Which could be anything – sketches, doodles, paintings, posters etc.
- For each of their experience & attractions that they visit, we have a piece of art + a story to narrate.
- The custom destination will be a visual repository where popular Indian illustrators and graphic designers contribute their take on Madhya Pradesh.
- The destination, hosted on Yahoo, will be home to unique content about MP.



This was the baseline creatives



This was the example of sample art work shared during the pitch.

## Deal Closure & Execution

- The destination was live on Yahoo lifestyle for 6 months.
- A special team was creative for the execution for this project.
- Management of illustrators; their travel and work coordination was outsourced to a creative agency.
- We created four itineraries were created basis the preferences and the viability.
- The section on Yahoo went live after almost 45 days of group work.
- This section was promoted all across Yahoo, partner sites, social media pages.
- MP tourism promoted this content on their social media handles as well.

