



Lenovo Festivities

Facebook application for Ganesh Chaturthi

Aug 30, 2010

The Strategy

Target market

People between the age of 18-24.

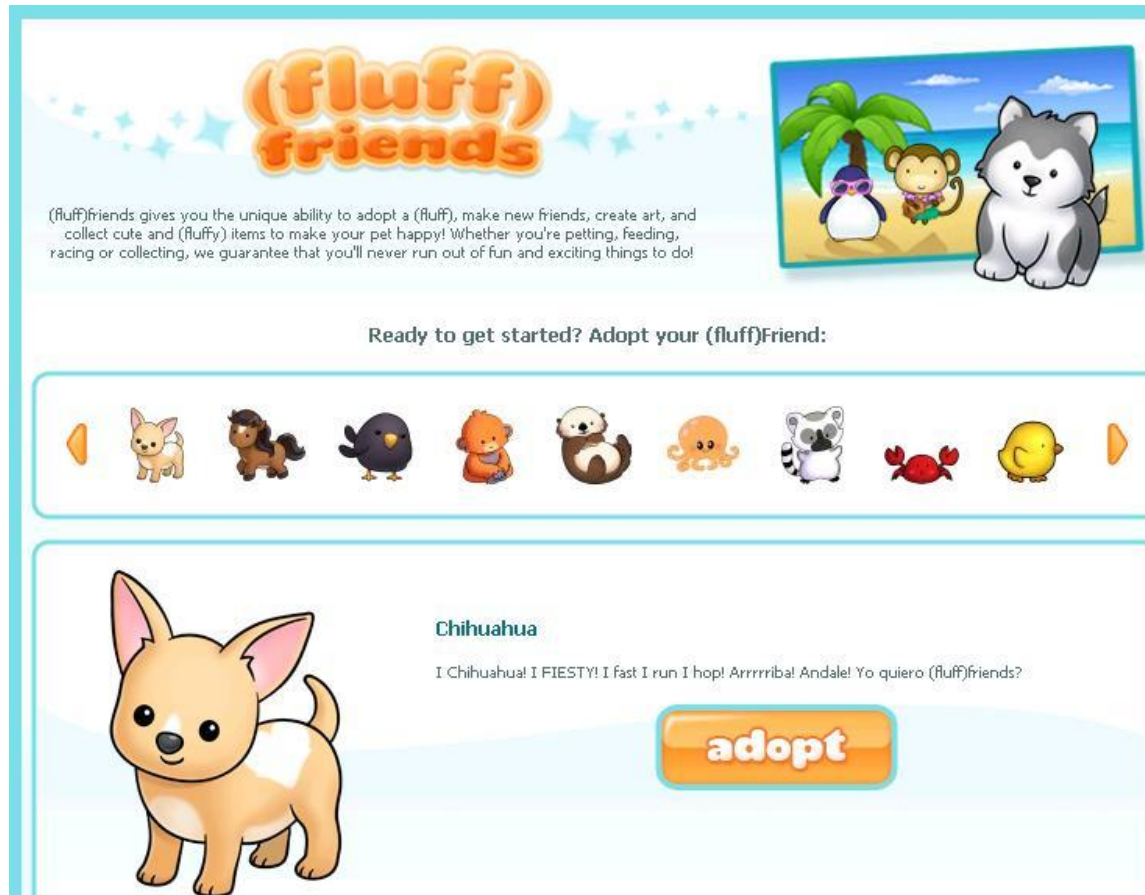
The application – Funky Ganapati

An application on facebook which makes people choose their idol, decorate it, feed it and immerse it, only to get more and more blessings.

The opportunity

Lenovo will benefit from the unique engaging activity in the festive season. The winners can download Lenovo festivities wallpapers, screensavers and other goodies.

Example



This is a popular application on Facebook where people can adopt and feed their pets and then make them race against other pets.

How do I start?



The application begins by selecting your Ganapati idol. The choices will be like :

- **DJ Ganapati** (Audio advantage of Lenovo products)
- **MJ Ganapati** (Video advantage of Lenovo products)
- **XBOX Ganapati** (Gaming/Graphics advantage of Lenovo products)
- **Geeky Ganapati** (Engineering advantage of Lenovo products)



At every stage there will be some default blessings, accessories and items that the user will get.

What next?

The visarjan/immersion can be done on any of these days:

- 3rd day
- 5th day
- 7th day
- 11th day

To immerse an idol, one has to accumulate undisclosed number of blessings at each step .

How can I accumulate points?

- **Feed your funky Ganapati:** From items like Jaggery, Modak, Karinji, Chocolates, Energy drink, Coffee, ice cream, Cake etc.
- **Dress up your funky Ganapati :** Bandana, wrist band, hair gel, trunk band etc.
- **Set a podium/stage for your funky Ganapati :** Designer tables and platforms on which the Ganapati will stand/rest.
- **Pick a “VAHANA” for your Ganapati :** Mouse, Sportscar, Jet, Yatch etc.
- **Make your friends feed/dress up your funky ganapati:** Share your Ganapati with your friends by posting it on their wall or sending them a message.

Different items carry different kind of blessings. For example feeding your funky Ganapati a Modak will get you more blessings than feeding candies.

How do I immerse my funky Ganapati?

- If one qualifies for the 5th day, they have to do a set of activities as soon as possible and immerse the idol.
 - Special energy drink
 - Special ceremony wear (FUNKY ATTIRE)
 - 21 Chocolates | 21 Modaks
 - One coconut to be broken
 - Shake hands
 - Wave Goodbye
 - Click Immerse

The player will get a message that would tell them if they won the “Immersion race” for that day.(It will also tell them the standings)

Can I continue to play after 3rd or 5th day?

- Yes. A player can play their Ganapati for the entire 11 day stretch of the festival.
- The stats and the “Funk point” of the Ganapati will be displayed on the “wall” of the user.

Essentials

- Wake up your Ganapati every morning.
- Put the funky Ganapati to sleep.
- Avoid “Watching the moon” at all times.
- Entertain your Ganapati (Play devotional songs etc.)

Winners?

- Lenovo will direct the winners via link where they can download computer goodies.