

Campaign Ideas

1) 90 million

Bhojpuri is spoken by over 90 million people living in the states of Bihar & Jharkhand. By advertising on BIG Bhojpuri, the brands are not only going to reach an immensely vast audience but will also help revive the language.

Print ads

90 million homes that your brand can reach.

90 million lives that your brand can touch.

90 million hopes that your brand can light.

Each ad will show a regular Bhojpuri community set up such as a traditional kitchen, living space etc. The text will be placed in the spot of a product.

2) Bhojpuri branding words

“PASAARNA”

STANDS FOR SPREAD

And Big Magic Bhojpuri is here to spread your brand message.

After the great success of Big Magic Hindi, Reliance Broadcast Network is launching the Bhojpuri version of the channel that will reach over 90 million people in Bihar & Jharkhand. This new channel offers your brand to influence the fastest growing state with a large number of youth-population. Advertise on any or all of the entertainment shows; you can also grab the sponsorship packages. Here's your chance to take your brand to a whole new level.

Visit www.bhojpurimagic.com for more.

Other words that can be used : *Laukna (see); Baraana (perform); Sakna (compete); Keenana (buy); Garda (awesome)*

Direct Mailer idea, Activation & Digital concepts

1) Bhojpuri Magic Costume Party

Invite DMs will be sent with a mask, stole, turban, sun-glass, nose ring or any other relevant accessory. People will be invited to join a Bhojpuri Costume Party. This party can also be the launch party for the channel.

The campaign can be further rolled out to include print-ads, press ads etc with shots of the party where the “Bhojpuri style” gets established as a fashion statement.

2) Learn Bhojpuri in 1 minute

People will be sent a dictionary with Bhojpuri words. The idea is that people can either learn Bhojpuri and communicate with their audience or simply advertise their brand on Big Magic Bhojpuri channel.

3) Bhojpuri crossword

A DM will be sent out with messages in part English and part Bhojpuri. At the end of the DM, there will be a link to a crossword game that people can play online. The answers to the clues can be found in the DM itself. If a person successfully completes the scrabble, they can claim their ad spot by dialing the brand contact number.

4) Digital campaign

There will be a short video clip that will have a humorous conversation between a shopkeeper and a customer. This clip will have a mix of languages. At the end of the clip, the viewer will have to tell the number of Bhojpuri words in the clip.

Correct answer will get the brand a chance to win a special ad spot.

5) Bhojpuri brand widget

An ad translator will be made available to brands to translate their existing campaign into Bhojpuri.

6) Bhojpuri radio spots and podcasts

3-4 voice recorded ads will be created for different brand categories. These will be in Bhojpuri. The link to these ads will be sent via an email. Brands can customize these ads by simply inserting their brand name in a box provided. The brand name will be inserted in relevant places on the ad and sent to the registered id for use.