



FABRIC SPA

ONLINE ADVERTISING CONCEPT

17-05-2011



WWW.MAID-IN-INDIA.COM

THIS WEBSITE IS DEDICATED TO ALL THE MAIDS, DOMESTIC HELPS WHO HAVE LOST THEIR JOBS AND ARE LIVING A LIFE OF ISOLATION AND REJECTION.

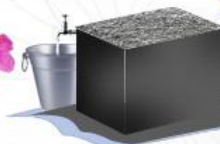
IT'S A PLATFORM FOR MAIDS TO VOICE THEIR GRIEVANCES AND NARRATE HOW THEIR LIVES WERE COMPLETELY RUINED BY THIS NEW SPAsTic THING.

Maid in India



LOADING...

Maid in India



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Maid in India

INSIDE STORY

FABRIC SPA

BROUGHT TO YOU BY: fabriCspa busy|easy
Wardrobe Care at Your Doorstep

KANTA BAI



TOP MAID UP STORIES

1200 MAIDS UNEMPLOYED IN 1 DAY

MAID AGAINST MACHINE : SPECIAL COVER

200 MAIDS PROTEST AGAINST FABRIC SPA

MAID TO WASH
CHALLENGE



EX-MAID PLAYS
THE VILLAIN



CAUGHT ON CAMERA



MAID TO MANIAC



VIRAL VIDEO

“Abolish Two-timing” [FREE TRIAL OFFER]

A young, cool-looking dude is walking by. He is whistling. He is dressed up in a white shirt and khaki pants. He enters a cafe and joins a pretty young lady at a table. Few seconds later, the lady gets up furiously and throws the juice in the glass on the dude. His white shirt is drenched in orange juice.

He gets out of the cafe and surprisingly, his shirt is white again. He is again whistling and walking by. He stops at the door of a house and rings the bell. A young, pretty woman opens the door. She smiles at him and pulls him inside. Sometime later, the door opens and the dude comes out. He has “red kiss” marks all over his face and all over his shirt. He looks tired but happy.

He gets out of the gate of the house. Surprisingly, his shirt is back to its original white colour. He is whistling and walking as usual. He reaches a garden and walks up to a girl sitting on a bench. She turns around and hugs him. As he finishes embracing her, someone pats on his back. He turns around and gets punched.

3 men beat him up and take the girl away. His clothes are crumpled and soiled. He gets up and whoa! Once again, we see his shining white shirt and khaki pants.

He walks up to another girl inside a pub. We watch him walk by.

SUPER: TWO TIMING IS A THING OF THE PAST. YOU CAN NOW DEAL WITH FOUR!

Voice-over: Presenting free wash of up to 3 garments by Fabric-spa!



VIRAL VIDEO PART – 2 (CAUGHT ON CAMERA)

“Abolish Two-timing – Caught on Camera”

This video showcased on the website will show that the dude’s EX-MAID plays the villain in the video. She’s caught on camera talking to his girl friends and telling them about him.



VIRAL VIDEO – MAID TO MANIAC

Opens to the sound of doorbell.

A short man sees a tall, fat lady at the doorstep.

She drags him to the bathroom and dunks him in a bucket.

She then sprays powder onto his face.

She exits the bathroom, leaving him in a miserable state.

She comes back with a small bat and begins hammering him, leaving him battered and bruised.

She picks him up and squeezes him tightly, until he can't take anymore.

By now, he looks almost dead.

She drags him to the verandah and mercilessly hangs him on a rope.

Finally, she pinches him with two large clips.

Super: Your clothes deserve better.

Fabric Spa

For enquiries, call -99=09000=00=



MAID-TO-WASH CHALLENGE

- A fictitious challenge where maids are challenging Fabric Spa to wash clothes the way they do.
- The competition could be anything between X amount of clothes in Y minutes to “dirt to white”.

MASTER VIDEO

- It's a spoof video where all maids are interviewed.
- Each maid is sad, grieved and is narrating her story.
- For example : “***Pachees saal se kapde dho rahi thi. Ek-ek kapda ghees-ghees ke dhoya tha. Fir ek din bole rehne do! Ham khud dho lenge. Ye bhi koi baat hui bhala?***”



TAKE-OVER BANNER

- Dust and dirt falls all over the screen. It covers the entire screen. Suddenly, all the dirt starts spinning like in a washing machine. The spin cycle reveals a maid behind. “Hard dirt to clean white in 2 minutes! MAID IN INDIA CHALLENGE”.
- The same banner can be used without the maid-in-india challenge and just show “Fabric Spa free trial offer”.

YOUTUBE BANNER

- Amongst the list of videos on the right hand side, one video will have the title “Fabric Spa”.
- From this window, a maid will pop out and will start spraying filth and dirt all over the screen.
- The screen spray will reveal the text “NO ONE CAN BEAT GANGUBAI. NOT EVEN FABRIC SPA”.



CAMPAIGN STRATEGY

The campaign will be promoted in the following 4 ways :

- Viral videos
- Web banners
- Take-over banners
- Social media



CAMPAIGN OBJECTIVES

- It's a 'viral' advertising campaign which drives the attention of the public via humorous yet hard-hitting communication.
- Once the person lands on the micro-site, they will find out the real reason behind this fictitious mass-unemployment of maids.
- It will showcase "Busy Easy" as the reason.
- It will also advertise the "FREE TRIAL OFFER" as one of the pain points for these maids.
- It will finally lead to an over-all brand advertising for Fabric Spa.