

**Disclaimer**  
**All characters appearing in this  
work are not fictitious. Any  
resemblance to real persons,  
living or dead is purely inten-  
tional. The characters in this  
film support a cause, explained  
by footnotes on scenes.**



**REDCARPET films**

**NODOLBY**  
**PLS SHOUT**

भारत सरकार / GOVERNMENT OF INDIA

OTHERS

No. 3139

यह प्रमाणपत्र केवल वीडियो फिल्मों के लिये वैध है  
THIS CERTIFICATE IS VALID FOR VIDEO FILMS ONLY

भाग - I / PART I

एम्प्लॉय के  
Certificate No. VIS/2/245/2007-Hon. तारीख 23-5-2007 को  
Dated Category

फिल्म Online Branding भाग MM  
Film Genre

OM  
INTERACTIVE

अभिभावक मार्गदर्शन वीडियो  
PARENTAL GUIDANCE VIDEO

माल 13.42 मि. मिन. 13.42  
Length Min Secs

Song: "YOU'RE BLOODY RIGHT"  
(ENGLISH) (CUTTING)

प्रमाणित करने वाले सदस्यों के समक्ष फिल्म का प्रदर्शन करने के बाद, बोर्ड के सदस्यों द्वारा परीक्षण के पश्चात् इस पर परीक्षण संचालित किया गया।  
संचालित करने वाले सदस्यों के समक्ष फिल्म का प्रदर्शन करने के बाद, बोर्ड के सदस्यों द्वारा परीक्षण के पश्चात् इस पर परीक्षण संचालित किया गया।  
के अन्तर्गत फिल्म का प्रदर्शन करने के पश्चात्, बोर्ड के सदस्यों द्वारा परीक्षण के पश्चात् इस पर परीक्षण संचालित किया गया।  
की जांच की गयी। इस प्रमाण पर इस कारण के अन्तर्गत इस पर परीक्षण संचालित किया गया।

After examination of the film by the members of the Examining Committee/Film Certification Appellate Tribunal mentioned below and on the recommendations of the said Examining Committee/Film Certification Appellate Tribunal, the Board hereby certifies that the film is fit for public exhibition with an endorsement of caution that the question as to whether any child below the age of 12 years may be allowed to see the film should be considered by the parents or guardian of such child, and also subject to excisions and modifications listed in Part II on the reverse.

1. Sri. Ravindra Sharma
2. Sri. J. S. Mahamuni, Examining Officer
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

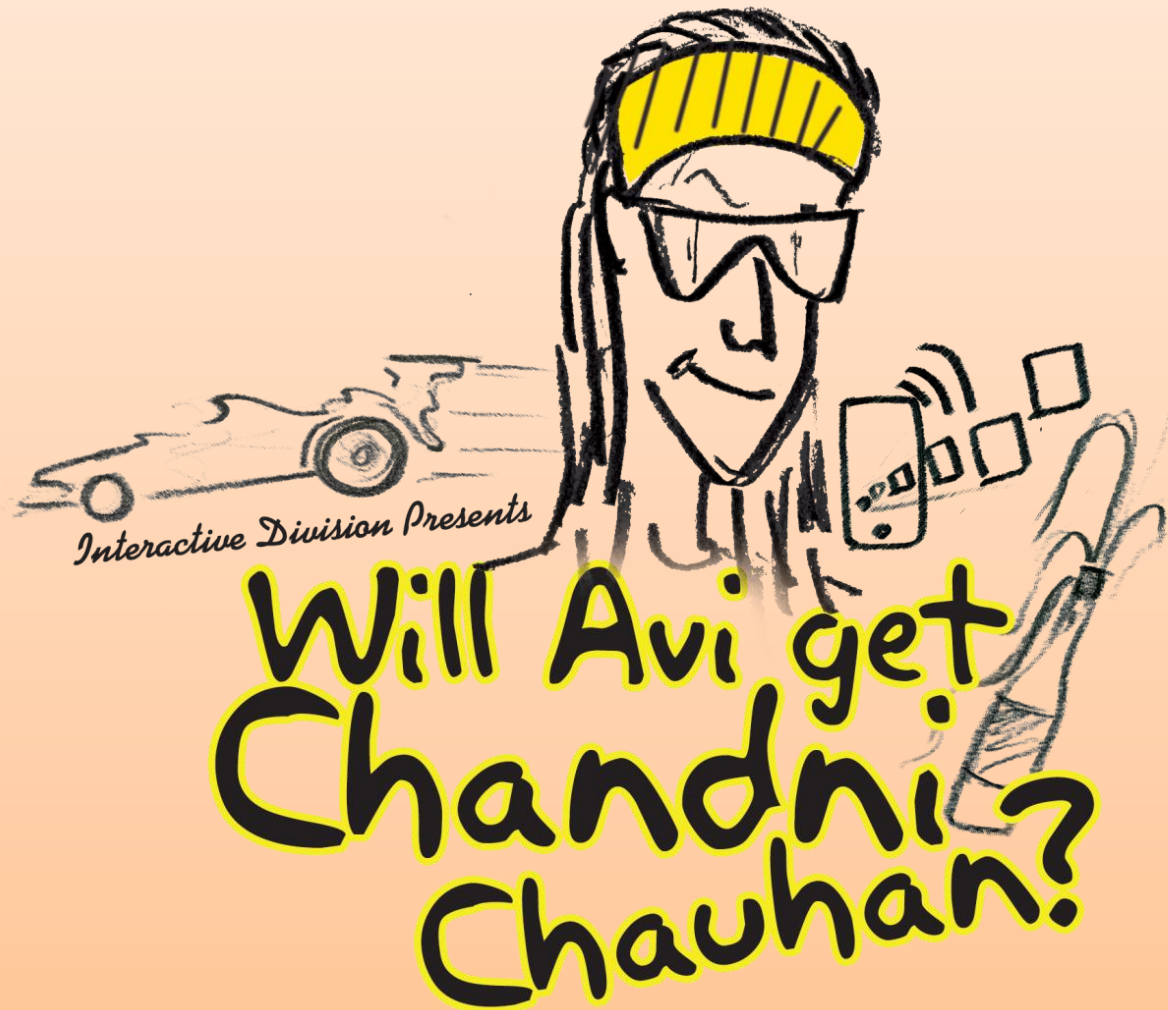
यह और प्रमाणित किया जाता है कि अर्थात् कि इस प्रमाणित करने वाले सदस्यों के समक्ष फिल्म का प्रदर्शन करने के पश्चात्, बोर्ड के सदस्यों द्वारा परीक्षण के पश्चात् इस पर परीक्षण संचालित किया गया।

Further certified that the excisions and modifications imposed by the Board have actually been carried out.

आवेदक का नाम Methix, Mumbai  
Name of the Applicant

उत्पादक का नाम ---  
Name of the Producer

for (VISAYAL KARAN)  
Charman



youTube

Starring..

f

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# Day 1

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## Avis Moves



Avi creates a facebook profile

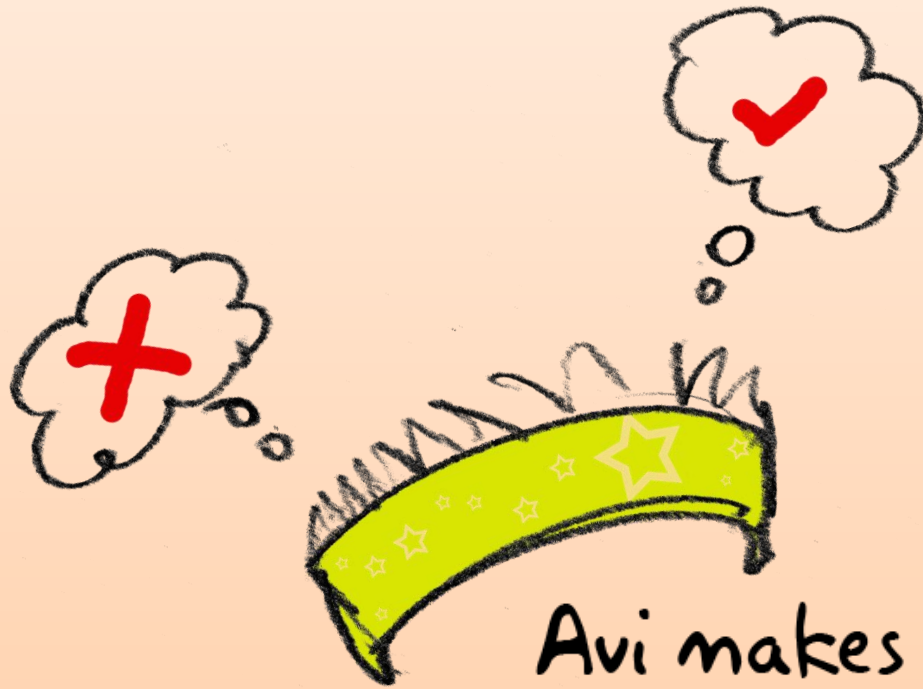
***Brand Registration***



Avi checks Chandni Chouhan's profile on all social networking websites and outside



***Extensive user research***



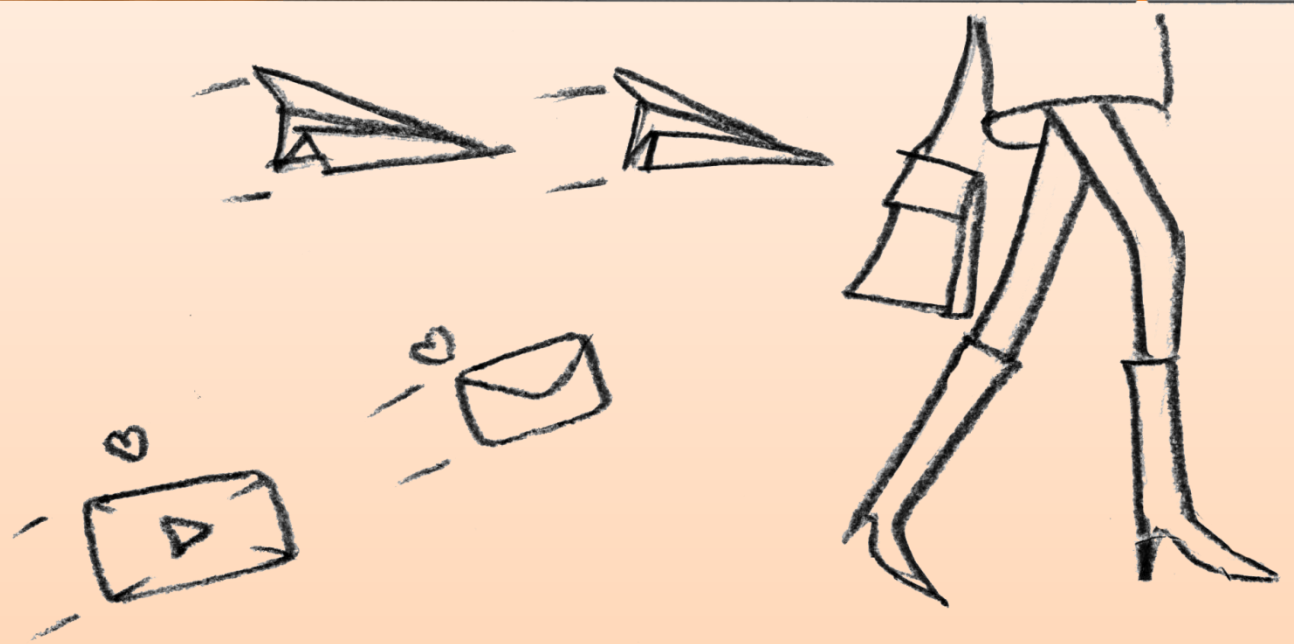
Avi makes a note of  
Chandni's likes and dislikes.

*Brief*



Avi wants to talk to Chandni but  
she doesn't like direct approach.

***Consumer hates imposition,  
intrude and being forced***



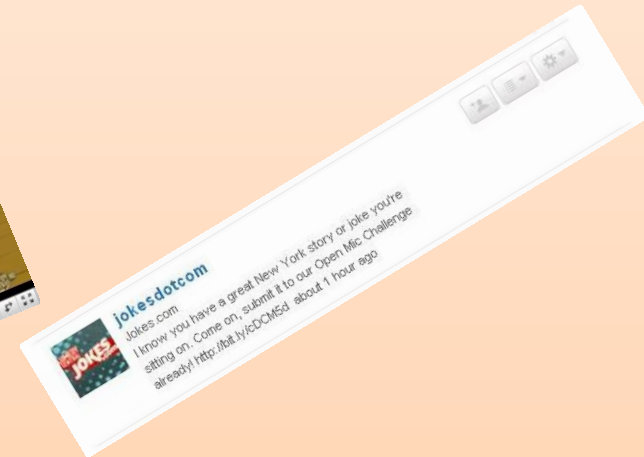
Avi sends his friend a funny video.  
His friend passes it on to Chandni. Yay!

***Viral marketing***



Chandni is amused and searches  
for the video on Google.  
The Youtube video has Avi's name on it.

***Search marketing***



Avi grabs Chandni's attention even more by posting interesting videos, links and pictures on Facebook.

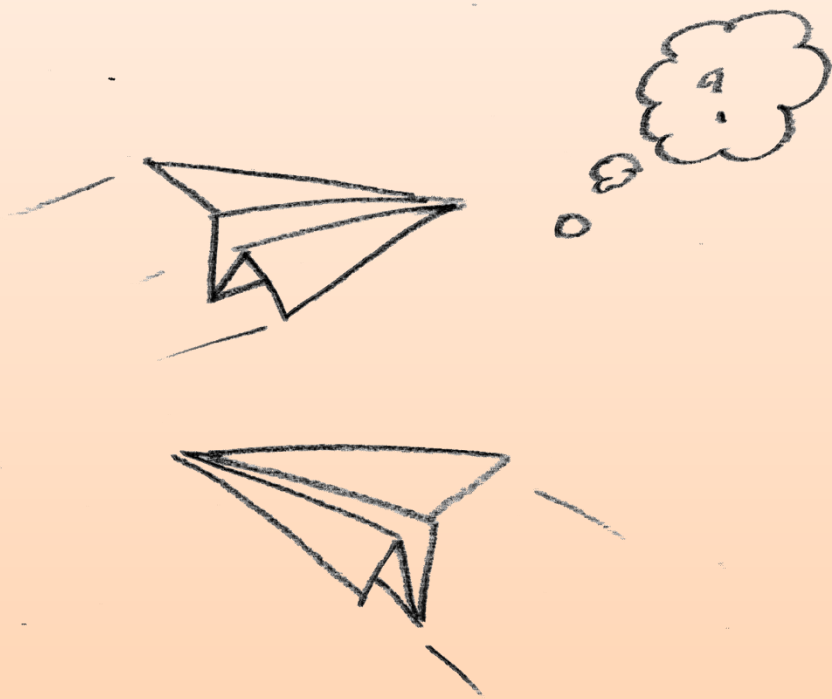


***Brand recognition.***



Chandni adds Avi on her friends list.

***Consumer response.***



Chandni and Avi start chatting.

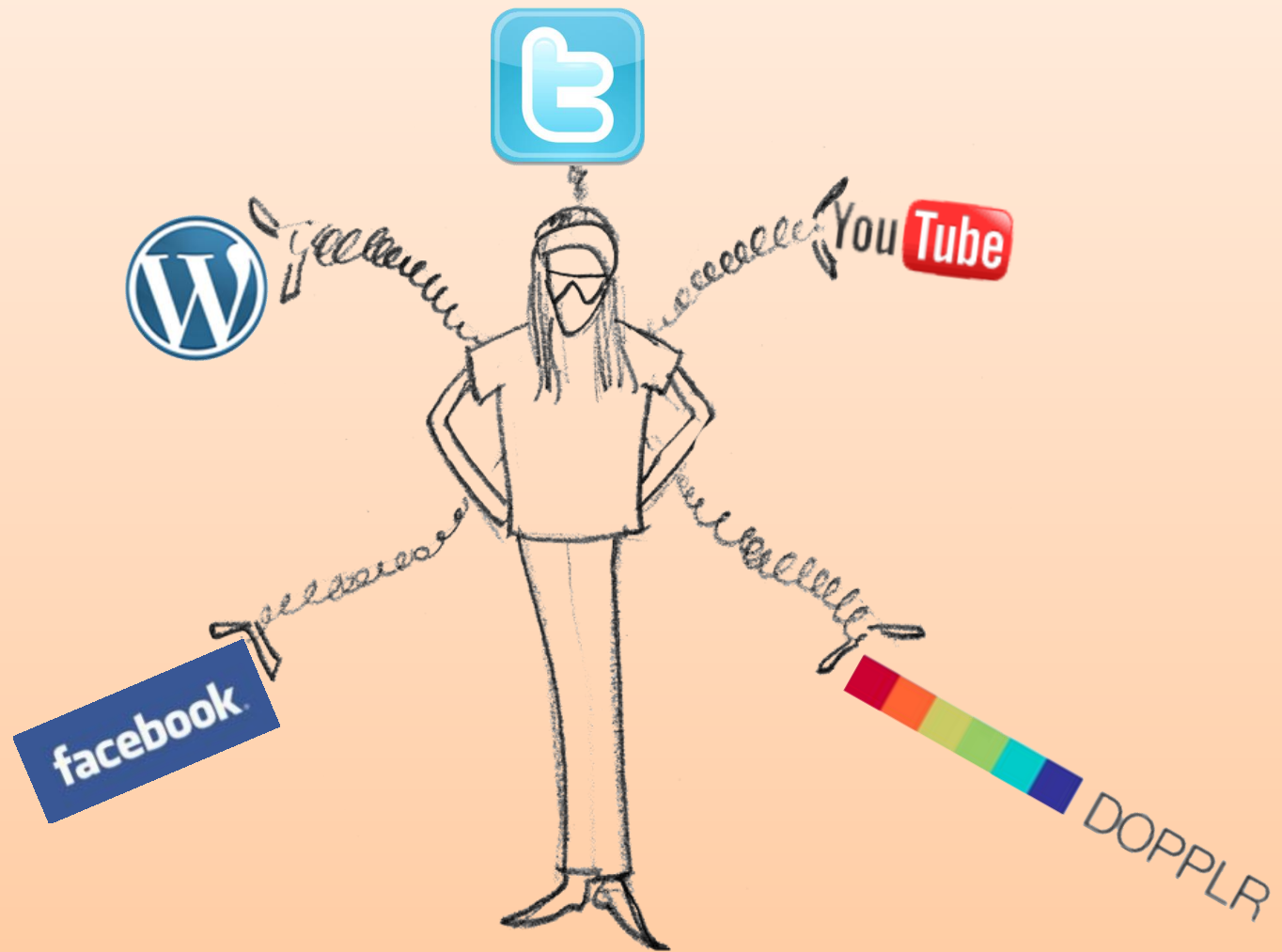
***Interactive marketing.***

Chandni falls in love with Avi.

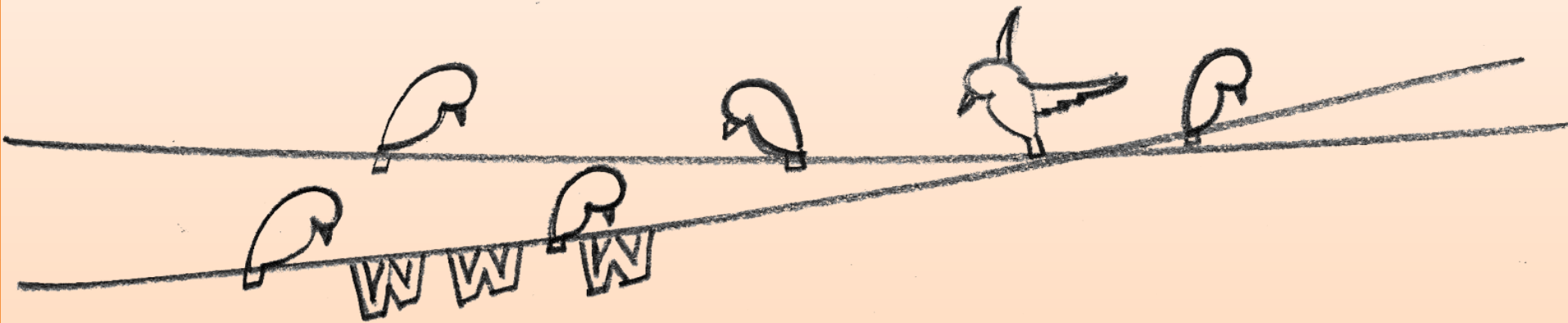
*Successful brand building.*

And they lOved happily ever after.





***Online brand building***



# The consumer is on the internet.

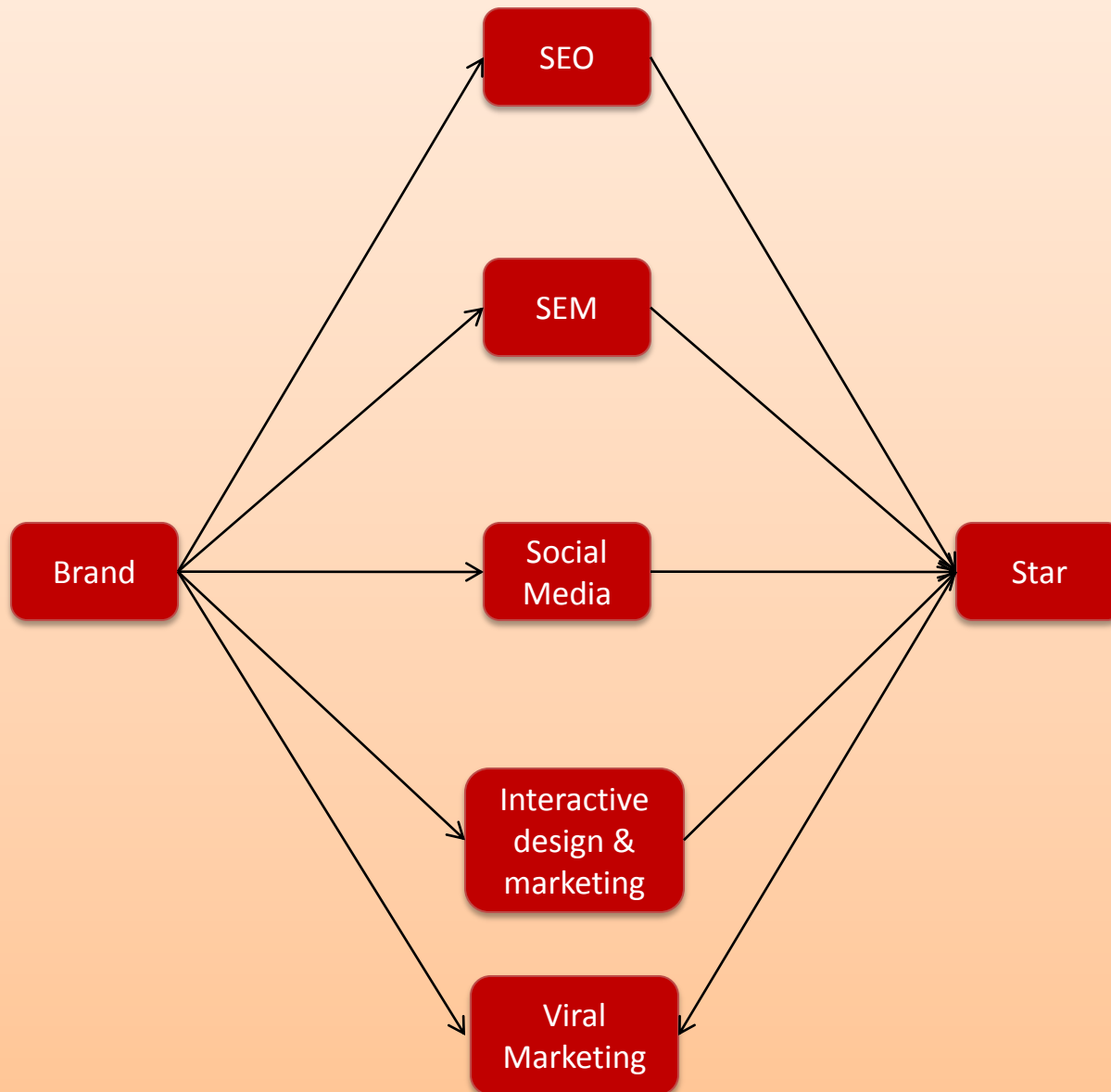
- **96% of Gen Y** have joined a social network.
- **1 out of 8 couples** married in the US last year have met via social media.
- **Social media activity has overtaken** porn as the #1 activity on the web.

# Online branding exercise

## Stakeholders



**So, how do we convert  
a brand into a star?**



# Search Marketing

The image shows a Google search results page for the query 'laptops'. The search bar at the top contains the word 'laptops' and a 'Search' button. Below the search bar, the text 'Search: the web pages from India' is visible. The results section shows 'Results 1 - 10 of about 68,300,000 for laptops [definition]. (0.26 se)'. The first organic result is 'Laptop Computer' from 'www.intel.com'. The second organic result is 'Laptops - Compare and Buy Laptops at Low Price from Online Laptop Shop' from 'naaptol.com'. The third organic result is 'Laptop | Laptops Prices India - Compare n Best Laptops Features ...' from 'consumermate.com'. The fourth organic result is 'Laptop - Wikipedia, the free encyclopedia'. The fifth organic result is 'Laptop: Compare Laptops, Computer Notebook Price & Features Online ...' from 'BuyAlmost.com'. On the right side, there is a 'Sponsored Links' section. The first sponsored link is 'Dell™ Home Laptops' from 'Dell.co.in/Home/Laptops'. The second sponsored link is 'Planning to buy a Laptop?' from 'www.amdvision.in'. The third sponsored link is 'Buy Laptops For 300 Rs' from 'www.BuyAlmost.com'. The fourth sponsored link is 'Looking For Laptops?' from 'www.Bhavyaji.com/Laptops'. The fifth sponsored link is 'Compare Laptop Prices'. A red arrow points from the search bar to the 'Sponsored Links' section. Another red arrow points from the 'Sponsored Links' section to the 'Dell™ Home Laptops' link.

Google laptops Search Advanced Search

Search: the web pages from India

Web Show options...

Results 1 - 10 of about 68,300,000 for laptops [definition]. (0.26 se)

Sponsored Link

Sponsored Links

Dell™ Home Laptops  
Build your Inspiron™ Laptops Online  
Powered by Intel® Core™ i3  
Dell.co.in/Home/Laptops

Planning to buy a Laptop?  
Let us help you decide which one  
is best for you. Know more now!  
www.amdvision.in

Buy Laptops For 300 Rs  
Win A New Factory Sealed Laptop  
Bid & Save upto 98% Free Shipping  
www.BuyAlmost.com

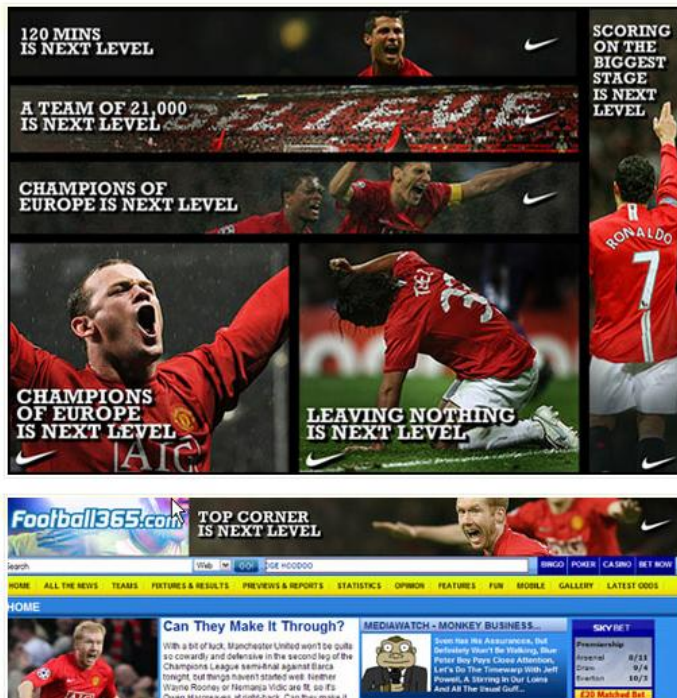
Looking For Laptops?  
Get The Hottest Offer On All Brands  
With Lowest Prices. Call 9810159030  
www.Bhavyaji.com/Laptops

Compare Laptop Prices

- Comprises SEO & SEM.
- Advertise product according to search strings used by consumers.
- Extremely effective.

# Interactive design & marketing

## Web banners & web ads



- Function similar to the mainstream advertisements.
- Are directed towards promotion and marketing of either a product or its website.
- Placement of ads is highly critical and is exactly similar to “knowing” where your target market is today.
- As irritating for a web surfer as breaks in a TV program are.
- Hence, needs to be extremely high on visual appeal and end value.

## Interactive design & marketing



- The most effective mode of online advertising.
- Purely interactive and is similar to “Word of mouth” but a lot more powerful.
- Facebook is one of the largest networks.
- Twitter comes close and is soon to become the favorite modes of “word of mouth” online marketing.
- YouTube is now used by many corporate companies for viral marketing since it’s one of the most popular portals and has overcome the ‘spoof’ tag.



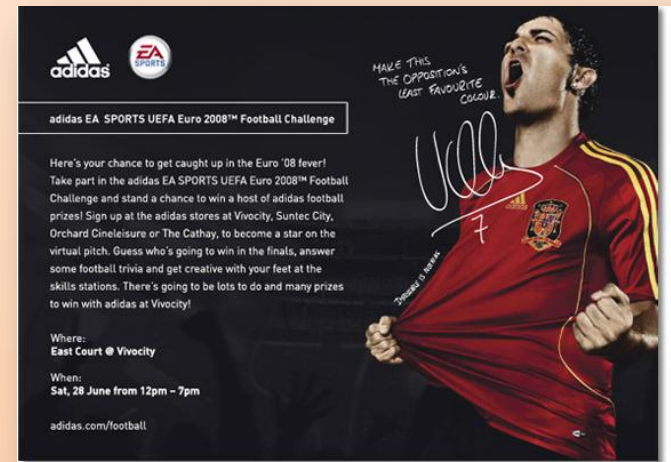
# Interactive design & marketing

## Microsites



- A web showroom.
- Focuses either on a product, campaign or any interactive activity towards brand building.
- Very effective in making information available to people beyond teasers and web ads.

## Electronic Direct Mailers



- Similar to a DM in traditional advertising.
- Reaches directly but is prone to be discarded as spam.
- Works when the email source is trusted.

# Viral Marketing

## Viral Campaign



## Viral Video



- **Similar to social networking but works via replication or spreading.**
- **It creates brand awareness through the use of viral videos or microsites that are capable of getting massive attention.**

**If in traditional advertising, the customer is your wife,  
here the consumer is your girl friend.  
So amuse her, get her involved and make her wonder  
what you are up to till  
she completely falls for you.**