



Titan Nebula Rambagh Palace Collection
Product series launch campaign

THE IDEA

The elite class will be invited for a grand game of polo on the elephants of Rambagh Palace. This game will mark the launch of Titan Nebula's collection of Rambagh Palace watches.

EVENT INVITATION

A polo whip will be sent out as part of the event invitation.

People will be invited to logon to :

[www. thesportofthekings.com](http://www.thesportofthekings.com)

Here, people can view all the details and information on the game. The schedule will also list the events that follow. The website will also list details on the watch collection.

For those who don't register, a stinker/reminder will be sent in the form of a personalized turban and an elephant seat cover.

LAUNCH DAY/EVENT

If the event is in Delhi : There will be a light show which tells the story of Rambagh Palace and the video/story will project parts of the palace from which the 49 watches are inspired. Each of these areas will get special mention and focus.

If the event is in Rajasthan : The attendees will get a tour of the palace and the 49 special parts of the palace will each have a dial-shaped touch-screen to help people further understand the significance.

If people can't attend the event : The website will have a special 360 degree tour of the palace that will give the visitor the same experience as being in the Palace themselves.