

asianpaints

P9 Case Study



Asian Paints

- **Objective:**

Asian Paints created an innovative campaign with Saif Ali Khan. A cleverly created Teaser to gather attention of the audience; Asian Paints wanted to amplify across media.

- **Solution:**

The brand created a TVC with Saif Ali Khan, along with AFP which was a teaser for the new campaign. We created 2 – 3 min vignettes out of the behind the scenes footage of the TVC as well as AFP and amplified the same across selected news channels

- **Result:**

We amplified the vignettes across 30 News channels like Zoom, CNN IBN, NDTV 24*7, NDTV India, etc

Amplification



AFP

- P9 conceptualized & produced a half hour program for Asian Paints.
- The Program was called 'Surprise your Spouse'.

The logo for Asian Paints, featuring the word "asian" in red and "paints" in orange, both in a stylized, rounded font with a slight shadow effect.The logo for Imagine TV, featuring the word "imagine" in a bold, black, sans-serif font, with "TV" in a smaller font below it. The text is flanked by two sets of three yellow squares.

AFP

Objective:

- The innovative '**Surprise Your Spouse**' campaign, which garnered a nation wide response to be promoted to the next level – AFP. Capturing the magic of Asian Paints Royale Play with Saif in a half hour format.

Solution

- P9 produced the entire Half Hour Show; where Saif met the Winner families to extend the Happiness. Saif was greeted a lot of love & some heart warming conversations started flowing.
- P9 created the Entire Half Hour Show & aired it on Imagine TV.

Snapshots



Thank You!