



# Viacom18 Motion Pictures

Bringing two noir bollywood blockbusters up to the public rostrum

#SocialMediaCampaigns #DigitalMarketing

## Summary

Two megahits of Bollywood, Gangs of Wasseypur and Detective Byomkesh Bakshy are well acclaimed films that created quite a craze among the millennials. Gangs of Wasseypur is an unconventional story of the Bihar coal mafia, directed by Anurag Kashyap, whereas Detective Byomkesh Bakshy is based on a classic fictional character, set in 1940s Calcutta. TO THE NEW created awareness about both the films through innovative social media campaigns and sustained the hype for a longer period leaving an indelible mark on the audience.

## The Client

Viacom18 Motion Pictures is a production house under the Viacom 18 umbrella. It is one of the first studio model based motion picture businesses in India with operations covering production, syndication, marketing and distribution of feature films.

## The Goal

Gangs of Wasseypur - To enhance the awareness about the movie in India which was well received at the Cannes International Film Festival, but failed to attract much limelight among Indian audiences

Detective Byomkesh Bakshy - To give the movie a contemporary relevance and a cool factor of being India's Sherlock Holmes, raise awareness and sustain it by bringing the story to life on social media.

## Key Features

### Gangs of Wasseypur

- Created a Facebook app (Passport to Wasseypur) which allowed users to create passports with gangster backgrounds in-order to be allowed at Wasseypur
- Started Wasseypur Patrika giving sneak peeks into the movie and the cast

## Highlights

- ✓ Gangs of Wasseypur trended 10 times in India with even political parties using phrases and dialogues from the movie in rallies and public debate.
- ✓ Gangs of Wasseypur garnered 6000 followers on Twitter and 3.5 million video views on YouTube
- ✓ In-depth digital audit to gather customer insights
- ✓ Detective Byomkesh Bakshy trailer garnered 3.2 million views on YouTube

- Developed a web app which got users accustomed to the language and tone of the film by introducing them to Bhojpuri cusswords
- Profiles of protagonist and the villain were created. Seeded dialogues from the movie across various touch-points. This eventually led to users creating profiles for other characters themselves while being part of the conversation
- Promoted the film across various social media platforms - Facebook, Twitter, Instagram, YouTube and Vine - from song and trailer release to premiere.

#### **Detective Byomkesh Bakshy**

- Created a website with the look of a fast-paced, pulp fiction detective magazine of the 1940s
- Gave our audiences a sneak peek into his world through different locations in Calcutta, characters in the movie and his personal interview with a journalist
- Promoted the film across various social media platforms - Facebook, Twitter, Instagram, YouTube and Vine - from song and trailer release to premiere



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