

The Great Indian



Introducing The Great Indian



- Idea:

The Great Indian series is a satirical, humorous look at ourselves; a tribute to the Circus of India through the acts within this circus: Its People.

A series with a satirical take on an Indian social issue aimed at enabling social change.

The campaign comprised of 3 unique characters to address 3 social issues:

- The Great Indian Chamcha
- The Great Indian Litterbug
- The Great Indian Lover

- Objectives:

- Celebrate the Indian idiosyncrasies using humour as the key driver to build social amplification.
- Give people a platform to voice out their thoughts and act upon them.
- To magnify the user generated content to the scale of a petition to the authorities.

Execution: Advertisement & Editorial

WELCOME

TO THE

GREATEST SHOW ON EARTH

From politicians who walk the tightrope to bureaucrats who juggle with our lives. From immoral moral policemen to ungodly Godmen. From banning homosexual sex to legalising transgender sex. One country showcases all these contradictions like no other - apna India. With every passing day the spotlight falls on another act; another Great

Indian: Today a hero, yesterday a villain and tomorrow whatever the media makes of him. Connecting them all is a nexus of absurdity & contradiction that madden and delight us. For the next few months The Times of India celebrates these geniuses: the acts that define the circus, all joined together at the hip in the greatest show on earth.

THE GREAT INDIAN

See it all unfold at [facebook.com/GreatIndianCircus](https://www.facebook.com/GreatIndianCircus) | twitter.com/TheGreat_Indian

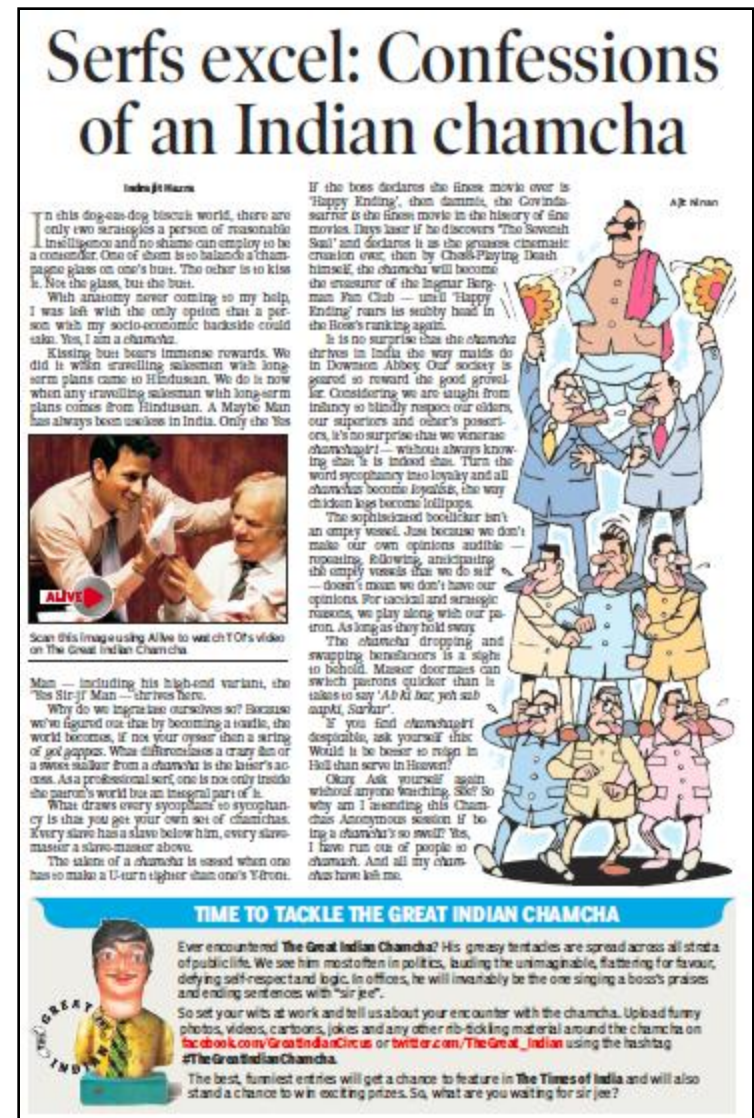
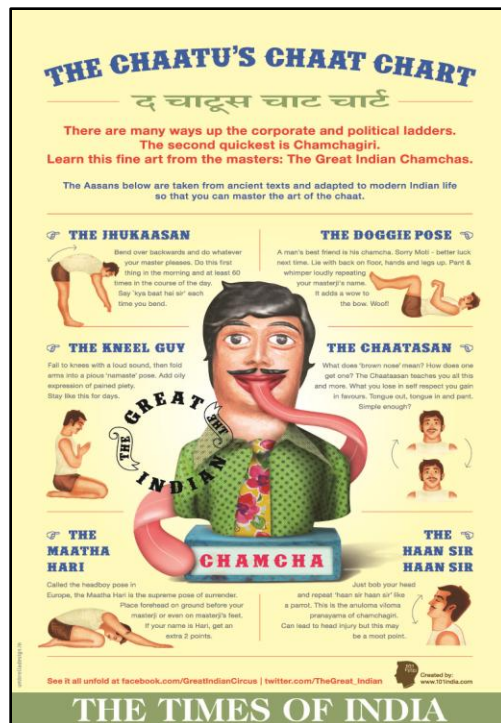
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The Great Indian Chamcha

- The “Great Indian Chamcha” : The ultimate act of selflessness. This was the first character we revealed in TOI and promoted through a 360 degree mix with great impetus on social media.
- This campaign had several digital activations including Chaatu Chatbusters, Chamchasans, Teli Shopping and Chamcha Awards .





- This is the second character in The Great Indian series. A legend. He can convert a city into a wasteland so advanced is his techniques. This character celebrates those Indians, who irrespective of their cast or status take littering as a birth right since the time they are born.
- This campaign had several on-ground events like monstrous installations, Junk Juxtaposed with NIFT, Junk Percussion, Street Integrations.





The Great Indian Lover

- The Great Indian Lover celebrates the Indian lovers who have moved with technology but not with nifty moods. All notions of desi cuffed and non-cuffed romance flow from this fountainhead.
- For The Great Indian Lover we created a **Wall of Kisses** where people can express their love by kissing and sharing a message. This activation was carried across markets.

Will it be your mall or mine?

The Indian Lover Has Evolved With Technology But Not With Nifty Moves

by Anshu Khanna

THE GREAT INDIAN LOVER HAS EVOLVED WITH TECHNOLOGY BUT NOT WITH NIFTY MOVES. THE LOVER HAS MOVED FROM THE STREETS TO THE SCREENS, BUT HIS HEART REMAINS THE SAME. HE IS STILL THE GREAT INDIAN LOVER, THE ONE WHO IS ALWAYS THERE FOR YOU, THE ONE WHO IS ALWAYS WITH YOU, THE ONE WHO IS ALWAYS FOR YOU.

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Stalking? But That's Just Foreplay

by Anshu Khanna

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LOVE BOYS COME JOIN THE FUN

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Here's to Love

Love is a wonderful thing. Especially for The Great Indian Lover. It makes his world go round. For the Invisibles - it's the faint light in the darkest of corners. For the Love Engineer - it's a target, a goal, a purpose. For the Devdass - it makes his poetry ever so sweet, err, bitter? For the Petrified Lamb - it's all arranged. For the Sickly Sweet - it's simple, it's life itself. For the Stalker - it's a chase, and the thrill lies therein. For the Bollywood Extremist - it's staged, but the death threats are all too real. Here's to them - The Great Indian Lovers. May their love conquer all. It's Valentine's Day, love is in the air, and The Great Indian Lover is bound to be in action. Log on to greatindian.lovesofindia.com and share the different types of lovers you come across.

Log on to greatindian.lovesofindia.com | WhatsApp us on: 8006371000
See it all unfold at [facebook.com/GreatIndianLover](https://www.facebook.com/GreatIndianLover) | twitter.com/TheGreatIndian

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EAT PRAY ARRANGED LOVE

THE GREAT INDIAN LOVER

Digital

- Website detailing the 3 characters and highlighting the UGC generated there upon
- Huge social media activations on facebook, twitter & youtube
- Online banner ads at relevant high traffic websites like faking news, rofl india & schoopwhoop
- Blogging contest with Indibloggers & Kolkata Bloggers
- Arvind Kejriwal's interview on Litterbug which got 3 million views in 2 week's time



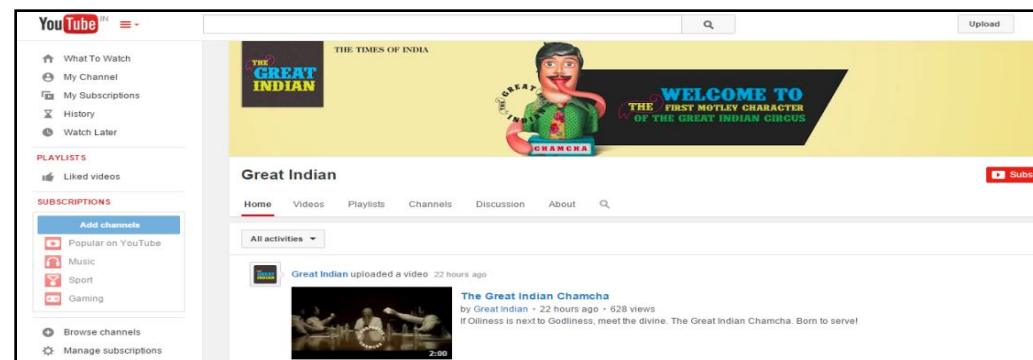
The very funny #ArvindKejriwal has a very special message for all the Litterbugs out there! Check out this video to know what it is.



TVF's Barely Speaking with Arnub | Eo3 - Arvind Kejriwal

The Aam aadmi finally meets his true nemesis in the Greek God. Catch the exclusive interview with the 'Ex' chief minister of Delhi Like us @ <http://www.fb.me...>

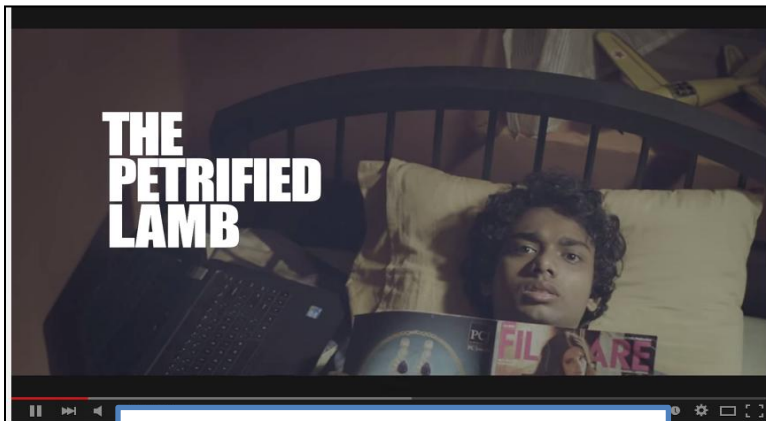
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Films & Merchandise



The Great Indian Chamcha



The Great Indian Lover



The Great Indian Litterbug

On-ground

- Stand-up comedy shows by renowned stand up comics like Papa CJ , sorabh Pant and Radhika Vaz
- Junk Installations, junk percussion, street junk musical for GI Litterbug across markets
- Wall of Kisses for GI Lover across markets



Skunkworks - AFAQS



**YOUR CHANCE
TO PARTICIPATE
IN THE
GREATEST SHOW ON EARTH**



The Times of India and afaqs! bring to you a unique challenge that will pit 10 teams against each other, locked away in a room for 24 hours with a brief to produce one brilliant digital campaign.

The winner will get a chance to work on The Great Indian Initiative, and also win exciting cash prizes*.

So if you think you've got the skills and the nerves to beat the brief and the clock, log on to www.skunkworkschallenge.com and register before 10 Dec 2014.

**To be The Times of India's digital partner
Beat the ticking clock and killer competition**




**THE SKUNK
WORKS
CHALLENGE**
Presented by
**THE TIMES
OF INDIA**

Created By:
www.tiindia.com

For more information visit skunkworks.xyzonline.com

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WORKS
CHALLENGE**



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**1 BRIEF
10 TEAMS
24 HRS
1 WINNER**

**DO YOU
HAVE IT
IN YOU?**

COMPETE AND WIN A CHANCE TO WORK ON THE
THE TIMES OF INDIA
THE GREAT INDIAN INITIATIVE.

[CLICK HERE TO FIND OUT](#)



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**THE SKUNK
WORKS
CHALLENGE**



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A unique challenge where 10 teams will pit against each other, locked away in a room for 24 hours with a brief to produce one brilliant digital campaign.

- The challenge is open to individuals/ organizations.
- The finalist teams will be selected on the basis of a shortlisting process*.
- A client and a jury will select the winner.
- Last date for registration is December 24, 2014. Register Now.
- The shortlisted teams will be informed on...
- The teams (maximum 2 participants) will be briefed on January 8 by the jury members.

*The Shortlisting Process: To be a part of the challenge tell us why you believe that you should be selected in the final 10. You shall need to give a creative work or anything else that helps us believe that you have it in you to win the Skunkworks Challenge.



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**THE SKUNK
WORKS
CHALLENGE**



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Please get in touch for any queries.

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Results

- The Great Indian
 - User generated content have been uploaded in thousands through social media and Great Indian website in support of the initiative.
- Great Indian Chamcha
 - The film got 1.5 lakh views in a week's time.
 - Over 2 million people reached through the social media platforms.
 - Over 3000 people registered for the comedy shows across markets.
- Great Indian Litterbug
 - Installation competition with NIFT involved over 250 teams across 15 campuses in India.
 - Over 1000 people participated in the monstrous installation activity at Cannaught Place.
 - Over 3000 people participated at the Junk Percussion and Junk Musical across malls, corporate hubs and clubs in Delhi, Gurgaon & Mumbai.
 - Arvind Kejriwal video on Litterbug got 3 million views in 2 weeks. Launched a day before Arvind Kejriwal became CM.
- Great Indian Lover
 - Over 2.5 lac people participated at the “Wall of Kisses” activation across markets.