

# TRENDS

## INMA GLOBAL MEDIA AWARDS

---

Case Study

Trends Saj Parbon Campaign 2025

Category Name

Best Client Advertising Campaign

## Transforming Pujo Preparation into a Shared Fashion Celebration

- Trends, in association with Anandabazar Patrika and The Telegraph, launched Saaj Parbon.
- A campaign that brought alive a deeply cherished norm preparing a lookbook for all five days of Pujo - 5 days 5 looks .
- Durga Pujo not just as a festival, but as a shared cultural and fashion moment.



## Why the idea of 5 days 5 looks?

- An Under-Recognised Cultural Fashion Ritual - elevating 5 day Pujo Dressing into a Shared Fashion Moment
- Harnessing Pujo's Community-First Spirit
- Reaching Bengal's Fashion-Conscious Audience at Scale through print, digital and OOH.
- Driving State-wide Participation Across Communities



পুজোর পাঁচ দিনের পাঁচ সাত্ত্ব

In association with  
আলমবারার পবিত্রণ & The Telegraph

## Objective

- To celebrate Pujo as a collective fashion celebration across Bengal
- To create high-impact cultural buzz by blending fashion, music and celebrity influencer
- To drive large-scale on-ground participation sustained with digital engagement



## How we launched the campaign?

Rock e Fusion e

- Campaign launched a fashion ramp walk showcasing the exclusive Trends festive collection.
- Five signature Pujo looks were presented: **Sasthi Swag, Saptami Slay, Aesthetic Ashtami, No Cap Nabami, and Dope Dashami.**
- Live musical performance by renowned guitarist Amit Dutta accompanied the ramp walk.
- Popular Bengali actors Neel Bhattacharya and Sauraseni Maitra walked as showstoppers, reinforcing the fashion-music fusion.



## Fashion on Wheels – Bringing Pujo Fashion Home

- Trends' Fashion on Wheels redefined Durga Pujo shopping by traveling across districts of Bengal bringing festive collections directly to customers. The mobile store offered an immersive shopping experience, making exclusive Pujo fashion accessible, convenient, and memorable for communities without leaving their hometowns.



## How we built awareness around the campaign using print?

Print played a powerful complementary role, bringing alive the five Pujoo days and looks showcased during the ramp walk. High-impact branded content covered the Fashion on Wheels launch and community celebrations, while celebrity Pujoo looks were highlighted through dedicated stories and multiple brand ads across t2 and Anandabazar Patrika, ensuring sustained festive visibility.



আনন্দবাজার পত্রিকা

TRENDS

পুজো শপিং  
এখন আরও উপহারে ভরা

5% INSTANT DISCOUNT | SBI card

₹3499-র কোনোটা ক্রয়, সঙ্গে পান একটি আকর্ষণীয় উপহার



TRENDS

Pooja shopping.  
Now more rewarding.

5% INSTANT DISCOUNT | SBI card

SHOP FOR ₹3499 & GET AN EXCITING GIFT\*

TRENDS-এর ফ্যাশনে পুজো শুরু

5% INSTANT DISCOUNT | SBI card

SHASTHI SWAG

ASTHAMI

SASTAMI SLAY

NO SASTAMI NABAMI

DASHAMI DOPE

## Building Momentum

### Digital

- 3 CTA videos with popular celebrities driving registrations, each with a unique Pujo story
- Series of interactive digital content with YouTuber Nayandeep Rakshit and six celebrities, using formats like GRWM sessions, scavenger hunts, fashion closet reveals etc.
- 53 influencer-led content pieces amplified campaign reach and cultural resonance



In association with  
সন্দিকায়ের পরিবেশ & The Telegraph



## On-ground

- **30-day canter activity** across **22 districts** encouraging people to register and participate

- Massive participation with **600 paras** and **50 RWAs** across 22 districts of West Bengal, as communities showcased their five-day Pujo looks



পুজোর পাঁচ দিনের পাঁচ সাক্ষর

In association with  
আন্দোলনকার পাবন & The Telegraph

## Star-Studded Felicitation: Honouring the Best of Trends Saj Parbon

Communities came together to showcase their five-day Pujoo looks—transforming fashion into a collective, participative celebration rooted deeply in Bengal’s festive culture.

- On Mahalaya Day, 14 celebrity judges felicitated district winners across West Bengal, supported by live performances and fashion walks that energized audiences.
- Cash prizes were awarded to final state winners, runners-up, 2nd runners-up, and the most active para.



# Igniting Unmatched Participation Across West Bengal

The initiative witnessed **43K individual participants**

Achieved an **on-ground reach of over 250K people**, firmly establishing Saj Parbon as a culturally rooted, participative Pujo property.



## TREND'S Saj Parbon

### Dressing Bengal's Biggest Festival

This year's Saj Parbon brings Pujo fashion alive with day-wise looks, Fashion on Wheels, and celebrations featuring stars Neel Bhattacharya and Sarvesh Maitra, adding to the glamour of dressing up during the festivities.

**Deep Puja** is set for a trend in Bengal, an experience that blends tradition, fashion, and style for years. TREND'S Saj Parbon has been an integral part of this festival, offering people a platform to express their fashion sense through fashion. The 2023 edition has been bigger than ever, showcasing the fashion that Puja style is established across the state.

**Saj Parbon** has been the highlight of the celebration, where participants showcase their day-wise looks. The event is a celebration of fashion and style, with participants showcasing their day-wise looks. The event is a celebration of fashion and style, with participants showcasing their day-wise looks.

**For us, Puja Festival is not just a festival, it's a lifestyle. TREND'S Saj Parbon is a platform to celebrate fashion and style, and we are proud to be a part of it. We hope to see more people participating in the future.**

**Neel Bhattacharya**

**Glamour of Sajan and the vibrancy of Naksh** A team of 14 judges visited each zone and observed fashion and elegance at their best, flanked by enthusiastic participants ready to showcase their style with confidence.

And this year winners and participants will be graced with their own gown, with grace and understanding. The event is a celebration of fashion and style, with participants showcasing their day-wise looks.

**STAR TALK**

**607 Paras** | **59 RWA**

**22 Districts**

**Winner**

**Dum Dum Park Bharat Chakraborty, North 24 pgs**

**Runners Up**

**Sankar / Saj / Shree Puja, Barua Dal Barga Puja Club, Howrah**

**Runners Up**

**Shree / Saj / Shree Puja, Chatterjee Group Society, West Midnapore**

**Runners Up**

**Shree / Saj / Shree Puja, Barua Dal Barga Puja Club, Howrah**

**Runners Up**

**Shree / Saj / Shree Puja, Chatterjee Group Society, West Midnapore**

**Runners Up**

**Shree / Saj / Shree Puja, Chatterjee Group Society, West Midnapore**

**Runners Up**

**Shree / Saj / Shree Puja, Chatterjee Group Society, West Midnapore**

**Runners Up**

**Shree / Saj / Shree Puja, Chatterjee Group Society, West Midnapore**

**Runners Up**

**Shree / Saj / Shree Puja, Chatterjee Group Society, West Midnapore**

## Driving Record-Breaking Digital Buzz

- 53 influencer-led content pieces generated **23M organic views**, reinforcing widespread cultural resonance.
- 3 celebrity videos garnered **6M+ organic views**, while six interactive videos featuring Nayandeep Rakshit and celebrities added **10M+ organic views**
- Cumulatively, Trends Saj Parbon achieved **41M+ organic views**, highlighting its strong cultural pull and sustained engagement.

