



HYDERABAD



OBJECTIVE

Build brand advocacy by showcasing that top athletes, including Indian Olympic athletes, Virat Kohli, and RCB, use Duroflex mattresses during their training.

COMUNICATION OBJECTIVE

Drive engagement and conversations around this brand advocacy.

PROBLEM

Create consideration for Duroflex, a trusted brand with over 60 years in the market.

SOLUTION

Highlight how doctor-recommended Duropedic mattresses are the preferred choice for recovery among top Indian athletes



APPROACH

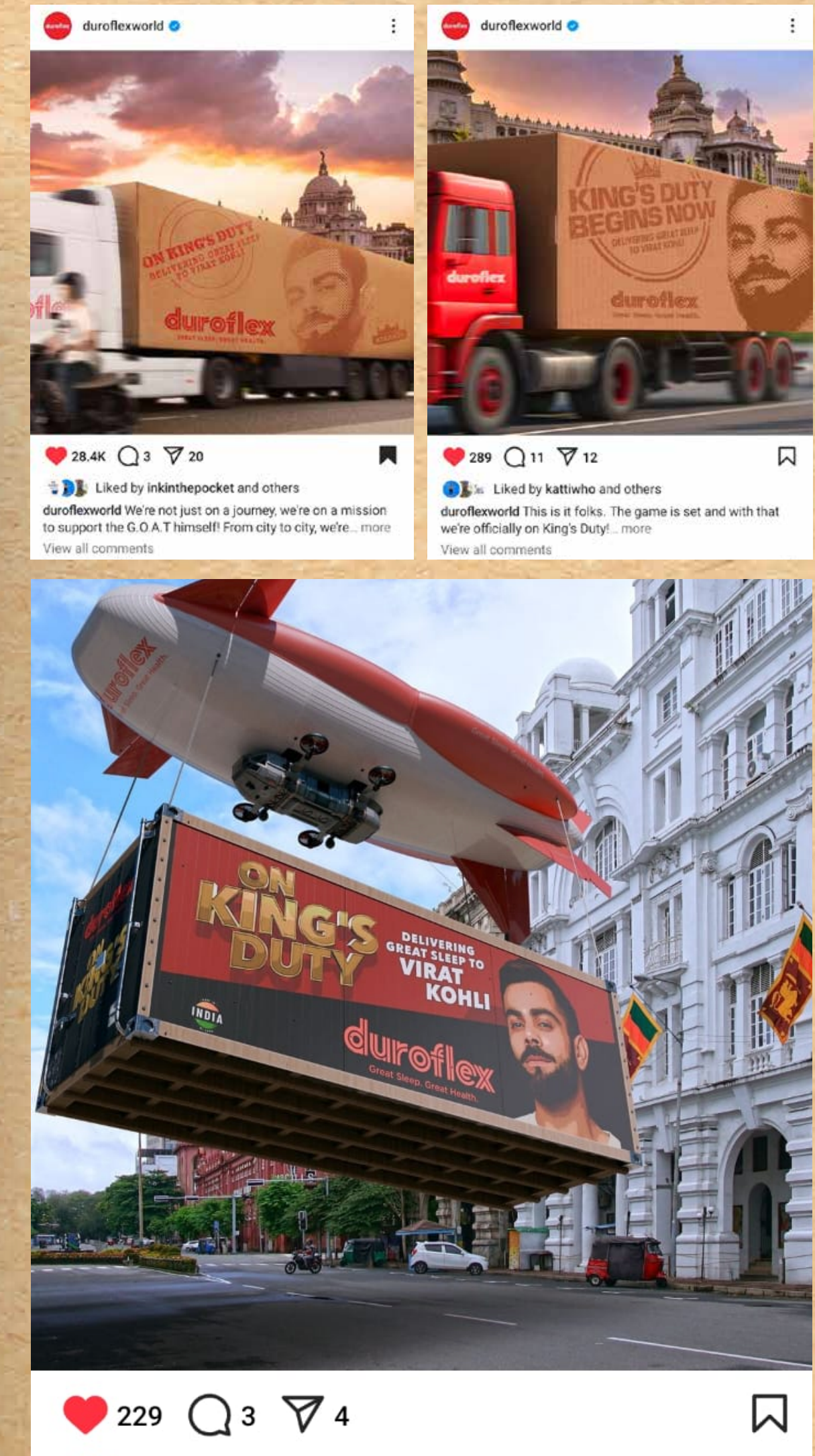
We ensured Virat Kohli's preferred Duroflex mattress reached every location before his games.

IMPACT

Our CGI delivery video, along with a Times Square statue, sparked global attention. Fans celebrated by creating their own versions of the video.

UNIQUENES

To stand out, we used a custom blimp and box for delivery, capturing real moments at tournament locations worldwide.



Internet spoke about us

Pakistan News channels, Afghanistan vloggers, Indian meme and fan pages have all spoken about our PR stunt.

टाइम्स स्क्वायर पर लगी विराट कोहली की इतनी बड़ी मूर्ति वायरल हो रहा विडियो



RESULTS

Organically VIRAL
The best content piece so far in terms of organic – REACH, LIKES, SHARES, SAVES, REMIXES, PR MENTIONS.

INSTAGRAM STATISTICS

35M+ VIEWS	900K+ LIKES
700k+ SHARES	50K+ SAVES

10K+ FOLLOWERS ADDED

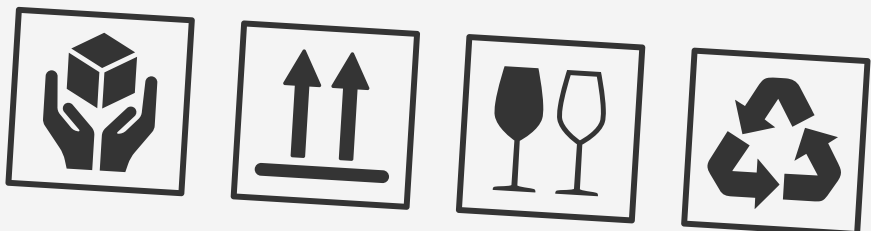

KEY HIGHLIGHTS FROM THE DIGITAL ECOSYSTEM

72+ News Mentions inside 24hrs

3Cr worth of earned PR in 1 day	15+ regional news channel shared our content
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2300+ organic posts and tweets from other pages/ fan pages

7.5Cr worth of earned PR over the entire period



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