

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

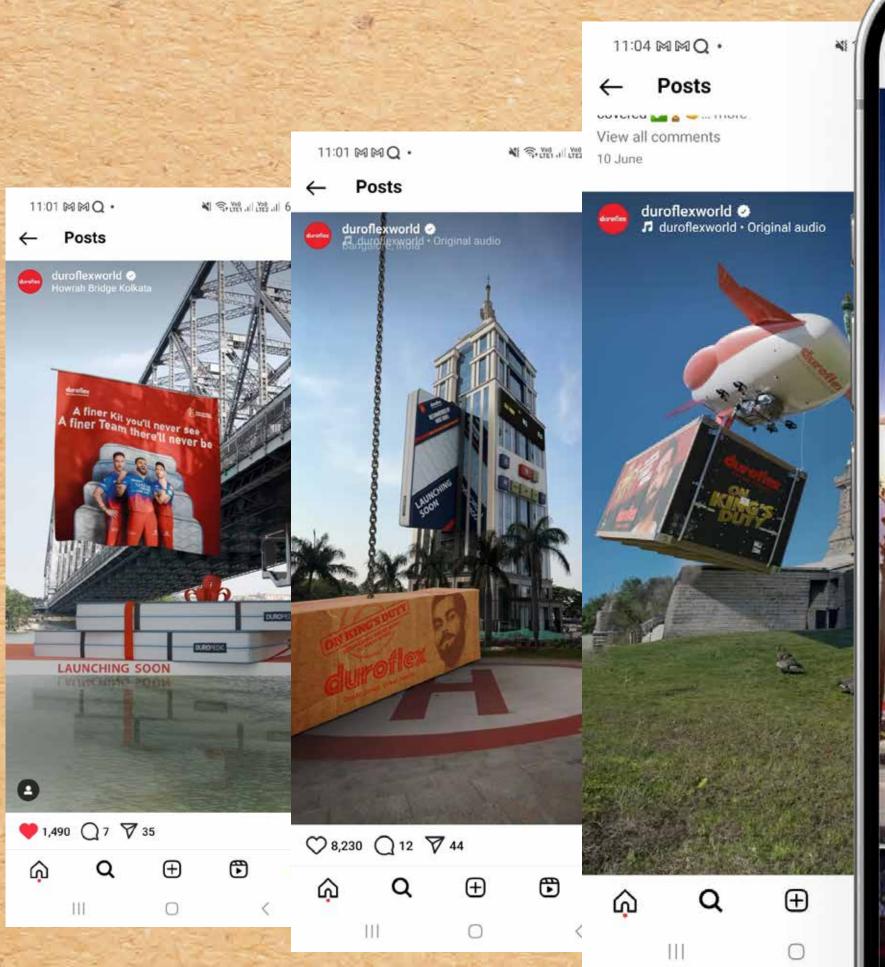
Drive engagement and conversations around this brand advocacy.

PROBLEM

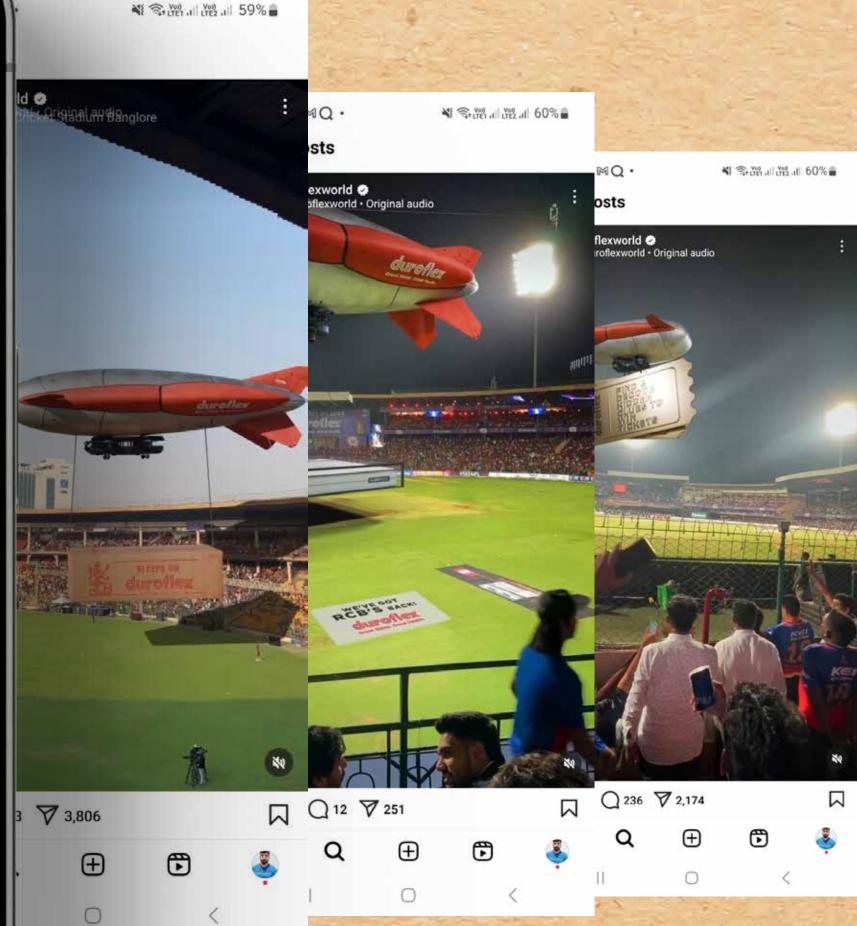
Create consideration for Duroflex, a trusted brand with over 60 years in the market.



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







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



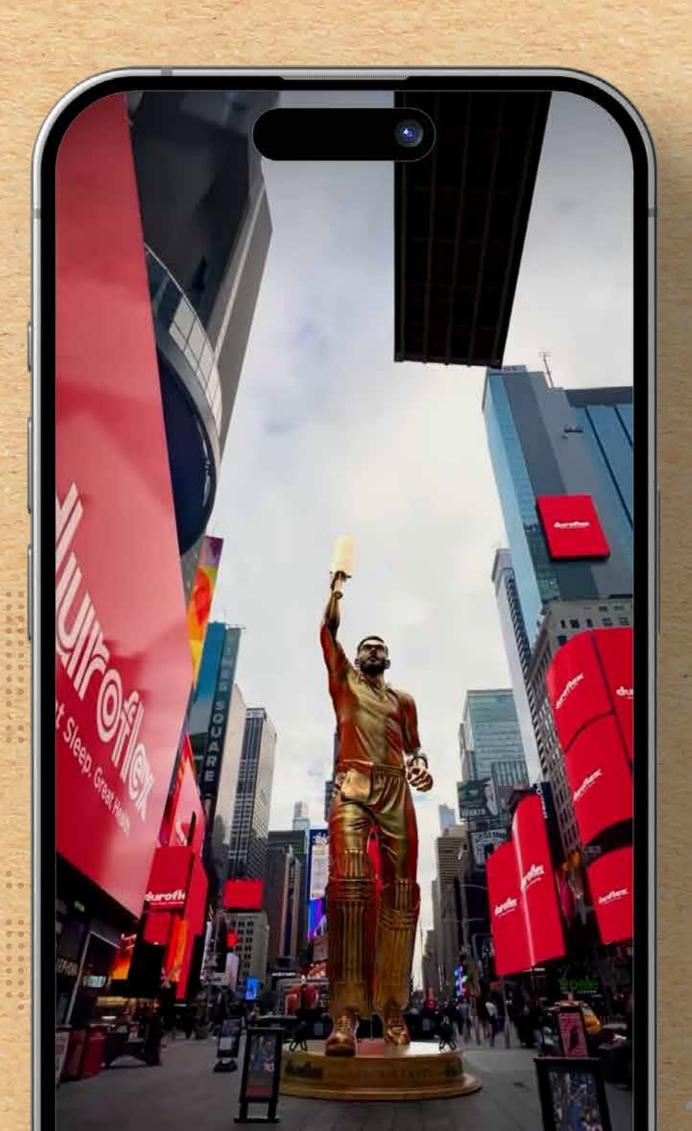
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Our CGI delivery video, along with a Times Square statue, sparked global attention. Fans celebrated by creating their own versions of the video.



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





New York के Times Square पर लगाया गया विराट कोहली का gold statue को देखते ही पाकिस्तानीयों के थोबड़े रानक ही गायब हो











CricTracker



'irat Kohli Statue Unveiled at Times Square, New York



crickmodi - Original audio





THIS INITIATIVE BROUGHT TO LIFE THROUGH HOLI'S ENDURING PARTNERSHIP AS A BRAND AMBASSADOR FOR DUROFLEX COMPANY

♦ The Indian EXPRESS

statue

moneycontrol

X, Duroflex, a popular mattress brand, wrote, "A larger-than-life statue of Virat Kohli at the iconic Times Square. This King's Duty, we are going global and making nistory! We're delivering great sleep and great health to Virat Kohli."

Indian cricket icon; unveils life-size

New York; ಪ್ರಸಿದ್ಧ ಟೈಮ್ಸ್ ಸ್ಕ್ಯಾರ್ ನಲ್ಲಿ ವಿರಾಟ್ ಕೊಹ್ಲಿಯ ಪ್ರತಿಮೆ









This initiative was brought to life through Kohli's enduring partnership as a brand ambassador for the mattress company Duroflex. Dubbed the "King" by his fans, Duroflex proudly announced on Twitter: Inveiled: A larger-than-life statue of Virat Kohli at the iconic Times Square. This King's Duty, we are go global and making history! We're delivering great sleep and great health to Virat Kohli."



REPUBLIC



STORYBOARD 18

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'GOAT On Streets': Life-Size Statue Of Virat Kohli Unveiled At New York's Times Square

ETV Bharat

Virat Kohli : टाईम स्क्वेअरवर विराट कोहलीचा

पुतळा, काय आहे नेमकं कारण?





oneindia



Virat Kohli's Statue Unveiled at New York's Times Square? Promotional Video of Indian Batsman's LATEST Y 'Larger-Than-Life' Figure Goes Viral, Fans Ask 'Is It

Virat Kohli statue in Times Square? Duroflex unveils statue after India qualified for semi finals of T20 World Cup

The golden statue of Virat Kohli, as real as it seems, is a CGI creation. Duroflex in a YouTube video mentioned that the campaign was CGI

RESULTS

Organically VIRAL

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













FOLLOWERS ADDED

KEY HIGHLIGHTS FROM THE DIGITAL ECOSYSTEM

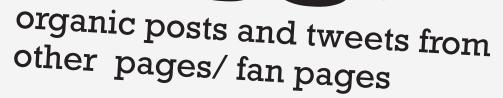
72 + News Mentions inside 24hrs

3Cr worth of earned PR in 1day

15+

regional news channel shared our content

2300+

















www.duroflexworld.com

