



## **Myntra announces mega marketing campaign to reach 250 million customers ahead of the 13<sup>th</sup> edition of its flagship, EORS**

Celebrities, including Hrithik Roshan, Kiara Advani, Samantha Akkineni, Naga Chaitanya and Bhuvan Bam lead the campaign

Engagement with over 100 influencers, including 25 national and regional film and TV stars

Creation of user-generated content and engagement through interesting activities for shoppers both on the app and social media

**Bengaluru, December 12, 2020:** Myntra announces the launch of an impactful and engaging media campaign to promote the 13<sup>th</sup> edition of its flagship, End of Reason Sale, EORS, the nation's biggest fashion event, scheduled to be held between **20-24 December**. Post a very successful, 'Big Fashion Festival', Myntra is now geared up for EORS, which brings with it the largest collection of domestic and international brands at the best prices and value offers imaginable, to bid farewell to the year on a cheerful note and enable shoppers to look forward to a positive and truly happy new year.

Whether it is the biggest catalogue size, biggest brands or the biggest value offers, EORS can without a doubt, claim to be the country's biggest fashion event, and the campaign drives home this very aspect. As part of the campaign, Myntra has launched a short but striking montage ad-film, to deliver one unifying message – 'EORS is the BIGGEST'. Celebrities Hrithik Roshan, Kiara Advani, Samantha Akkineni, Naga Chaitanya and Bhuvan Bam appear in this short film, which has also been spun into 5 parallel films.

The ad-films will be aired across all leading national and regional channels, including digital and social media platforms. Apart from this, EORS-13 will also witness the biggest celebrity influencer activation, with 25 national and regional influencers, who are leading Bollywood and television stars, in addition to associations with over 75 other diverse influencers for stronger engagement.

### **About the ad film:**

The ad-film for the 13<sup>th</sup> edition of the biggest fashion event gets the message spot-on, with a punchy 15-second account of what EORS stands for – the 'Biggest' of everything. Bollywood heartthrob, Hrithik Roshan, returns, exuding his characteristic striking posture to give a prologue to the film and the EORS event itself. He is followed by Bollywood diva, Kiara Advani, Tollywood celebrity star couple, Chaitanya and Samantha Akkineni and India's YouTube sensation, Bhuvan Bam, calling out EORS as the biggest fashion event, offering the biggest brands and biggest value offers on absolutely everything. The film concludes with Hrithik summing up the entire proposition as being unique to Myntra's EORS. This ad film will be released on TV, digital, OTT and social media platforms for extensive reach.



Link to the film: <https://youtu.be/LTBgeGvAOWY>

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In addition to the TVC and influencer engagement, Myntra is also focussing on many other user engagement activities with various social media platforms and celebrities this time, to amp up the excitement and reach a wider spectrum of audiences.

**Speaking on the launch of the campaign, Harish Narayanan, Head of Marketing, Myntra, said,** “The 13<sup>th</sup> edition of EORS will be riding on the back of a very successful ‘Big Fashion Festival’, from the initial days of the festive season, which will help catapult our flagship event into the largest fashion event to date in the country. The upcoming edition will continue with the event’s tradition of bringing unmatched offers and a range of options across fashion and lifestyle products, giving people the perfect opportunity to begin their new year on a high note. Apart from offering products at the best prices, Myntra is taking consumer engagement to unprecedented levels, through a robust celebrity and influencer-led campaign, including innovative activities on social media while creating a stronger impact across the country, especially in tier 2 and 3 cities and towns.”

The ‘price reveal’ and ‘early access’ period ahead of the EORS comes with exciting benefits for Myntra Insiders, members of Myntra’s loyalty program, and begins at midnight on 18<sup>th</sup> December. The Elite and Icon base of ‘Insiders’ will enjoy an exclusive completely free early access to the sale starting this period, while others seeking this option may do so by paying a fee of Rs. 99. Myntra Insiders can also avail additional brand and partner value offers using Insider points and will be able to choose from over 50 brands for various additional offers and prizes. Starting the 10<sup>th</sup> of December a layer of ‘gamification’, is also available for the customers to play games and earn stars that can be used to buy coupons for the ‘gold slot’ which allows users to purchase their chosen items a few hours before the event starts. There are 6 exciting games for the current edition -Pictogram, Lantern, Santa Drop, Quiz, Crossword, Bubble Shooter, details of which are listed out on the Myntra App. Myntra expects to engage with over 500,000 users with these games ahead of the EORS.

A promotional advertisement for Myntra's 'End of Reason Sale'. The background is a solid dark purple. In the center, a white circular logo with the Myntra 'M' and the word 'Myntra' is positioned above a large white shield-shaped graphic. The shield contains the text 'END OF REASON SALE' in bold, pink and white letters. Two women in white dresses are shown from the waist up, playing trumpets. To the right of the shield, the dates '20<sup>TH</sup> - 24<sup>TH</sup> DECEMBER' are written in white. Below this, the discount '50%-80% OFF' is displayed in large, bold, orange letters. At the bottom right, a pink rectangular button contains the text 'DOWNLOAD NOW' in white. A small vertical text '© 2017 Myntra' is visible on the far right edge.

## About Myntra

Myntra is India's leading platform for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart Group, Myntra brings together technology and fashion to create the best experience in the fashion and lifestyle space in India. The company has partnered with over 5000+ leading fashion and lifestyle brands in the country such as Nike, Adidas, Puma, Levis, Wrangler, Arrow, Jealous 21, Diesel, CAT, Harley Davidson, Ferrari, Timberland, US Polo, FabIndia, Biba, and many more, to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 27,000 pin codes across the country.