



## **Myntra launches mega marketing campaign ahead of the 15<sup>th</sup> edition of its flagship event EORS**

Biggest group of celebrities and influencers coming together to engage with their audience on Myntra's social commerce platform, M-Live

Marketing campaign for EORS-15 set to reach ~200 million people

Rolls out the biggest influencer activation with 120 diverse influencers for stronger engagement

**Bengaluru, December 9, 2021:** Myntra has launched an all-encompassing marketing campaign ahead of the 15<sup>th</sup> edition of its flagship, End of Reason Sale, EORS, scheduled to be held between **18<sup>th</sup> to 23<sup>rd</sup> December**. The tagline coined by Myntra for the promotional campaign, ***"Ab Har Koi Reason Chalega!"***, sums-up the proposition of the grand scale of the entire event, while urging consumers to shop with just a reason, however silly the reasons might be.

Top national and regional celebrities, fashion and lifestyle influencers will form an important network of promoters for the upcoming edition of EORS, engaging with a very large fan base across the country and driving home the message of the arrival of the most-awaited fashion shopping event in the country. Overall, promotions for EORS will be extended across all levers, including brand communications, social media, celebrities, influencers and brand partners.

In order to drive buzz and salience for the property, Myntra is undertaking a thematic storytelling approach which will be complemented further by category-wise communications at a deeper level to drive intent among the target audience. Myntra will be launching 15-second ad films, starring an existing band of celebrity ambassadors, such as Hrithik, Dulquer, Simbu, Vijay, Kiara, Disha and Samantha. Hrithik will be seen on TV commercials and digital ad films promoting the men's apparel category, kids and footwear categories, while Vijay, Dulquer, Simbu will promote the men's fashion category in regional edits. Kiara will frontend Women's Western Wear and promotions aimed at Insiders (customers part of the loyalty program), Disha will lead the BPC category, while Samantha will lead Women's Ethnic Wear as well as Accessories.

### **About the ad films:**

The storyboards of the ad-films conform to the tag-line -**"Ab Har Koi Reason Chalega!"** With Hrithik, Samantha, and Bhuvan Bam as the face, the films urge consumers to shop with just a reason, however silly the reason might be! Thereby prompting the viewers to shop with just about any reason from EORS-15. The ad films also render the key highlights of the EORS, with quirky thematic storytelling helmed by an existing band of celebrity ambassadors, such as Hrithik, Kiara leading the Hindi TVC's, and Dulquer, Simbu, Vijay, and Samantha adding a touch of southern flavor to their respective scripts. The 15 second celeb ad films will be streamed across multiple leading TV channels, social and digital platforms.

With the 'Reason to shop' taking centre stage in the ad films, viewers witness their favorite celebrities making up reasons to shop on Myntra. Hritik for instance, uses his new hairdo as an excuse or reason to shop, Samantha uses an unknown holiday destination and installing a new mirror as reasons enough to shop, it pains Bhuvan to witness two of his wardrobe hangers without any clothes and he decides to shop to have them occupied. Bhuvan also stars in an ad-film where he chooses to shop for colours that he thinks his pet dog can identify and appreciate. Thus, the ad-films use reasons, small and big, as examples to induce shopping among viewers, ahead of EORS-15.



#### Link to films:

Hrithik Roshan: <https://www.youtube.com/watch?v=r1E1MknMGyA>

[https://www.youtube.com/watch?v=zgvyLufph\\_o](https://www.youtube.com/watch?v=zgvyLufph_o)

<https://www.youtube.com/watch?v=2Ind-Rjsdnw>

#### Creative creds: Brave New World

#### Influencer play:

With the influencer ecosystem beginning to scale up, new digital-first content creators are making headway in consumer engagement initiatives for brands. Myntra recently forayed into social commerce at scale, by launching M-Live which enables real-time video-enabled, interactive shopping experience, guided by influencers and experts. EORS-15 will witness M-Lives with celebrities and influencers on Myntra-Studio alongside a heightened influencer engagement program at Myntra across all social media channels.

**Over 120 high impact B-town and regional influencers and celebrities** are slated to drive awareness through pre-buzz and EORS days where they build excitement with quirky 'Reasons' to the drive message. User generated content is another important aspect of the overall promotions. This time influencers will be making a call to their followers to respond to fillers urging them to shop in the the most sought-after fashion event, EORS-15.

**Speaking on the launch of the campaign for EORS-15, Achint Setia, Vice President, Myntra said,** "Our marketing campaign for the upcoming edition of EORS has been developed keeping in mind the new-age lifestyle consumers who are both fashion-conscious and social media savvy. This has prompted us to focus extensively on our social commerce platform, including M-Live to engage with our audiences at scale through their favourite celebrities and influencers. Apart from this, our TV ad campaigns with celebrities, help us reach every part of the country and demography, with the central message of the campaign, that urges shoppers to have a reason to shop, no matter how silly, captured effectively in the ad. This is one of the biggest marketing campaigns that we have put up for EORS and we are expecting to reach **~200 million** people."

#### 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.