



Myntra's festive campaign for its Big Fashion Festival Features B-town superstars Ranbir Kapoor & Kiara Advani

Biggest group of celebrities and influencers comes together to drive awareness all through the festive period

The Marketing Campaign of the Big Fashion Festival is set to reach out to 250+ million people

To host 340+ live engagement sessions on M-Live and around 12K Instagram live sessions, to amplify the festive offerings to shoppers through its social commerce propositions

Bengaluru, September 19, 2022: Ahead of the festive carnival, '**Big Fashion Festival**', Myntra has rolled out its mega marketing campaign with Bollywood superstars, Ranbir Kapoor and Kiara Advani. Kiara's appeal as a fashion trendsetter and Ranbir's cool demeanor are poised to accelerate conversations around Myntra's apparel segments. They will play a pivotal role in connecting one of India's leading fashion, beauty and lifestyle platforms with millions of new and existing fashion-forward consumers.

The campaign's tagline, "*Myntra Big Fashion Festival. India's Biggest Fashion Dhamaka. Don't Waste Time*" aptly communicate the scale of the event, positioning Myntra as the go-to destination for every fashion need this festive season, while also apprising shoppers of Myntra's value offerings as part of the mega event. Poised to leverage Myntra's position as India's fashion expert, the campaign featuring Ranbir Kapoor and Kiara Advani will be amplified across TV, digital and social media.

As a part of Myntra's multi-channel activation, among the most popular and most loved national celebrities, fashion and lifestyle influencers will form an important network of proponents for Myntra's Big Fashion Festival (BFF). They will engage with a very large fan base across the country and highlight Myntra's proposition of biggest brands, styles, products and offers to reach every part of the country and demography, with the central message of the campaign that urges shoppers to look nowhere but Myntra for all their festive fashion needs.

About the Ad film –

The storyboard of the ad film takes the humorous route to hold the audience's attention on the subject. The narrative evokes a sense of amusement in the viewer by snubbing the celebrities and their esteem, to focus on Myntra's Big Fashion Festival, seemingly more worthy of their attention and importance than the celebrity themselves, thereby leaving the celebrities both embarrassed and at the same time amused! Thus, by circumventing the obvious, which is to eulogize the stars, the storyline keeps the audiences on tenterhooks, before revealing the real star of the story to be Myntra's Big Fashion Festival.

The celebrities in question here are Ranbir Kapoor, Kiara Advani and Farah Khan, where the trio, in the ad-film, are seen at a shooting set, with Ranbir and Kiara in precarious postures eagerly awaiting the 'action' call from the director, to complete the shot. Farah, who plays the role of a director, is seen



busy on her phone, browsing through the offerings of Myntra's BFF, resulting in Kiara losing her balance and ending up in a fall in a water fountain.

The concept of the campaign is to take a dig at celeb culture and bring out the bigness of the event, where even the biggest celebs can't help themselves but to get in on the action, without wasting any time. It is an event so big that everything else seems smaller, including the celebs themselves!

Speaking about his association with Myntra, Ranbir Kapoor said, "I am excited to be part of Myntra's festive campaign this year. Fashion plays an important role during festivities and it's that time of the year when we all refresh our wardrobes. Unarguably, Myntra's wide collection of styles during the Big Fashion Festival will make customers swoon over."

Speaking about her festive campaign, Kiara Advani said, "My festive campaign with Myntra this year is all about the excitement we share while getting ready to shop during the festive period. My association with Myntra, over the last two years has made me connect with the youth of the country through my love for fashion."

Speaking on the launch of the BFF campaign, Nandita Sinha, CEO Myntra, said, "The Big Fashion Festival brings families and loved ones together, with fashion playing a pivotal role in the festivities. This year's marketing campaign is to highlight the magnanimity of the Big Fashion Festival, showcasing that no reason is bigger for the attention of people across the nation, not even the much-loved celebrities, than this event itself for the festivity. With this campaign, we aim to penetrate our reach to every nook and corner of the country and strike a chord with the fanbase of much beloved superstars Ranbir Kapoor and Kiara Advani

Link to the film: https://www.youtube.com/watch?v=N5-nQRcZv_E

Creative credits:

Director: Vishwesh Krishnamurthy

Producer: Bhavin Gajria -Corcoise Films

Cinematographer: Swapnil Sonawane

Photographer: Suresh Natarajan/Rahul Jhangiani

Special Appearance: Farah Khan

Celebs: Ranbir Kapoor, Kiara Advani

Agency: Tilt Brand Solutions

Myntra Brand Team - Kejal Parekh, Vivek Abraham, Sridhun Purushothaman, Simran Gagnani

The 30-second ad film is currently live across multiple leading TV channels, social and digital platforms. The campaign aims to amplify recall for Myntra, which is already synonymous with fashion, beauty and lifestyle, during the upcoming festive shopping period. The promotions have been designed to impress upon shoppers the range of selection and value offerings on Myntra's extended collection of fashion and lifestyle brands, styles and designs. As part of Myntra's celebrity campaign, Ranbir and Kiara will help Myntra connect with these superstars' fan base across the country, while also allowing the company to reach over 250 million fashion lovers combining the existing and new customers, apprising them of Myntra's wide range of stupendous festive offerings.

With over 6000 leading and most desirable international and domestic brands putting forth 1.5 million styles and attractive offers, the Big Fashion Festival is all set to mark the commencement of the shopping season for the much-awaited festivities and poised to drive shoppers into a fashion euphoria with sheer excitement. Myntra's marquee festive event will see international and domestic brands giving unprecedented value offers and have customer engagement constructs including curtain raiser



and deal o'clock. The event will witness an array of launches across categories to offer a superlative shopping experience.

The event's Early Access is all set to give prior access to exciting offers and special benefits to the Myntra Insiders, members of Myntra's loyalty program. This includes benefits like free shipping with no minimum order value, gift vouchers from leading brands, Insider exclusive offers from more than **200+** brands and a host of other additional rewards. Additionally, shoppers can benefit by using their Axis Bank credit or debit cards, to unlock additional savings of 10%.

To cater to the expected surge in demand during this period, Myntra has scaled up its manpower by 16,000, across warehouse, logistics and contact centres, the highest ever for any festive event so far.

About Myntra

Myntra is one of India's leading platforms for fashion brands and 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. Myntra platform offers a wide range of over 5000+ leading fashion and lifestyle brands in the country such as H&M, Levis, U.S. Polo Assn., Tommy Hilfiger, Louis Philippe, Jack & Jones, MANGO, Forever 21, Urbanic, Marks & Spencer, W, Biba, Nike, Puma, Crocs, M.A.C, and Fossil and many more. Myntra services over 19,000 pin codes across the country.