



## **Myntra kickstarts its mega festive campaign 'India's Biggest Fashion Dhamaka', featuring biggest power couple Virat Kohli & Anushka Sharma**

*Over 350 lives shall be simulcast across M Live, Myntra's Instagram, and YouTube pages.*

**Bengaluru, September 12, 2022:** Ahead of its festive carnival, **Big Fashion Festival (BFF)**, Myntra has rolled out a mega marketing campaign with the aspirational power couple, cricketer Virat Kohli and actress Anushka Sharma. Their presence will help Myntra connect with the couple's incredible fan base, while also allowing the company to reach over 250 million fashion lovers of the country, combining the existing and new customers, apprising them of Myntra's wide range of stupendous festive offerings.

The campaign's tagline "*Myntra Big Fashion Festival. India's Biggest Fashion Dhamaka. Don't Waste Time*" pivots on the scale of the festive event, positioning the platform as the starting point for everything fashion, for this festive season. The robust marketing campaign effectively highlights 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. Poised to leverage Myntra's position as India's fashion expert, the campaign featuring Virat Kohli and Anushka Sharma will be amplified across TV, digital and social media.

As part of the platform's multi-channel activation, **1000+** high-impact celebrities, an army of India's much-loved influencers and content creators are set to drive awareness via visual content that showcases curated fashion ranges, ethnic wear and other noteworthy festive fashion segments.

### **About the Ad film**

The storyboard of the ad films take the humourous 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 celebrities themselves, thereby leaving them 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 Virat and Anushka, used to public gaze and attention, who are seen presenting themselves at a press event in one of the ad-films. They find no interest from the media whatsoever, to click their picture or even ask a question, as the latter are busy engaging in making the most of the Big Fashion Festival on their phones, implying the arrival of the mega shopping carnival- a far more exciting event than engaging with the celebrities.

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. It is an event so big that everything else seems smaller, including the celebs themselves!



Speaking about his association with Myntra, Virat Kohli said, "Festivities in India are about enjoying the joys of life including spending time with friends and family and celebrating the diverse cultures of our country. Looking and feeling good is a quintessential of any festival, and fashion plays an important role in achieving this. I am excited to be part of Myntra's new campaign which is about getting festive ready, shopping trendy fashion and taking the celebrations a notch higher."

Expressing her excitement, Anushka Sharma said, "The festive season always brings with it good vibes and fashion adds a lot to that vibe. I am glad to be a part of Myntra's marketing campaign, with fashion at the heart of it and aimed towards making festive moments even more special for people across the nation."

**Speaking on the launch of the BFF campaign, Nandita Sinha, CEO, Myntra, said,** "The festive season is the most-awaited time of the year. Fashion plays a pivotal role to such festivities, acting as a cultural glue enabling everyone to share the joyous sentiment. Our marketing campaign is a reflection of the celebratory mood of people of the country, that comes after two years of festivities hosted in close door setup and drives home the point that when it comes to festive fashion shopping, they look nowhere but Myntra. With a wide selection of products in the offering, Big Fashion Festival is all set to make this festive season even special for our consumers."

**Link to the film:** <https://www.youtube.com/watch?v=ssr69nZDWKE>

#### **Creative credits:**

Director: Vishwesh Krishnamurthy

Producer: Bhavin Gajri-Corcoise Films

Cinematographer: Swapnil Sonawane

Photographer: Suresh Natarajan

Celebs: Virat Kohli, Anushka Sharma

Agency: Tilt

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

The 30-second ad film is currently live across multiple leading TV channels, social and digital platforms. The campaign aims to enhance recall for Myntra, which is already synonymous with fashion, beauty and lifestyle, during the festive shopping period that is in the offering. The promotions have been designed to impress upon shoppers the range of selection and value offerings on Myntra's extended collection.

The 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%.

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. 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 centre, 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.