

## Zee Cinema : Mujhse Shaadi Karogi

### Campaign Objectives

- The objective of the campaign was to create online awareness about the Premiere of the Bollywood blockbuster "Mujhse Shaadi Karogi".
- Generate involvement among the core TG through an exciting and innovative creative execution.
- Mujhse Shaadi Karogi was the biggest blockbuster from Bollywood in 2004 and the TV premiere was on Zee Cinema. It was the biggest title for the Hindi movie channel and therefore, had a well orchestrated marketing campaign.

### The Yahoo! Solution

- The creative talked about the film premiere inducing users to enter the MSK contest.
- The contest was devised in a way that ensured link to the core content of the movie.
- Users could win diamond rings by answering a series of simple questions based on the film.
- The Movie contest was promoted on Yahoo! India homepage and In Mail property.

### Campaign Results

- The Campaign clocked 2.17 million ad impressions.
- The ad units on Yahoo! received an average CTR of 1.08%

### Campaign Summary

- Yahoo! was able to create an impacting branding experience and generate a high buzz for the contest in just 3 days. It generated a high level of interest in the minds of the users

They all come together in

**Mujhse  
Shaadi Karogi**

**PREMIERE**  
**This SUNDAY Afternoon 12.30 PM**



**Click here to WIN Diamond Rings!**

**Mujhse  
Shaadi Karogi**

**PREMIERE This  
SUNDAY Afternoon 12.30 PM**



**Click here to WIN Diamond Rings!**

### Agency Speak

*"There were various reasons for the success of this campaign. The Internet medium requires interesting communication to elicit a response from the consumer. What & how you communicate is of utmost importance. We have always generated great ideas and in this case too the entire packaging & the focused plan lead to these wonderful results"*

**KriShna KuMar, CEO, Media2Win**