



BIG MAGIC aces up its marketing initiatives

11th May, 2011- BIG MAGIC India's first channel exclusively for Hindustan, the core Hindi heartland of Uttar Pradesh, Madhya Pradesh and Bihar, from the Reliance Broadcast Network stable, has launched an integrated media campaign to aggressively market the channel. Featuring locally relevant entertainment around Humor, Bollywood, Movies, and Music, BIG MAGIC within just 2 weeks of its launch was already a clear No. 1 across UP, MP & Bihar. An aggressive marketing push, will drive greater sampling of the channel fortifying its already strong position.

Keeping with its promise of Smile Please, the creative campaign leverages famous Bollywood dialogues in a humorous manner, supported by unique local characters that immediately bring a smile on the face. Going with its strategy to go deep within UP, MP and Bihar, the media plan consists of a very high decibel, radio campaign using 92.7 BIG FM – the No 1 radio network in the region, out of home focusing on relevant consumer touch points - mall wraps, retail space branding, intercity bus wraps, frequently seen transport auto and tempo branding, as well as television screens across cities.

Digital media is also being used to connect with viewers across the region. Both Online and Mobile form a part of the plan ensuring that consumer awareness and interest in the channel is driven through every relevant means.

The channels unique interactive, on ground game show Khiladi No 1, will also play a key part in promoting the channel, with an extensive on ground plan, taking the show across the region into many cities. With consumers interacting with the channel in such a unique and exciting way, BIG MAGIC will create great interest amongst audiences.

The entire launch marketing initiative will involve spends in excess of Rs 4 crores focused on the key markets in UP, MP & Bihar. And the channel will be continuously supported with an ongoing radio campaign and on ground to ensure consumer interest and sampling of the channel.

BIG Magic has brought innovation in its customary marketing initiatives too, wherein the channel has created a bookmark like effect with a tear away smiling mask on its print media, thereby ensuring the recall of its message, Smile Please! beyond the advertisement. The channel further enhanced its idea in trade and client offices through a stand-up comedy act



across Mumbai, Delhi and Kolkata. This together with a generous helping of 'Dhood Jalebi' (hot milked served with the traditional sweet, Jalebi) brought alive the flavor of the region, literally.

Anand Chakravarthy, Executive Vice President, Marketing RBNL, says, "BIG MAGIC reflects the mindset of the region and the creative idea of 'Smile Please' is a reflection of their attitude of making good of any situation. The channel is tailor-made to deliver this promise through light-hearted entertainment and we are confident that the already impressive channel performance will be enhanced through the new campaign. With our strong presence in these markets with 92.7 BIG FM, fortified with an integrated media campaign the launch campaign will see greater viewership driven for the channel "

About BIG MAGIC:

BIG MAGIC marks the entry of Reliance Broadcast Network Ltd. in the regional entertainment space. It is positioned as India's only Channel exclusively for the core Hindi heartland, featuring locally relevant entertainment around Humor, Music and Bollywood. The Channel will derive huge synergies with RBNL's already well established radio brand – 92.7 BIG FM, the leading radio network in this region, operating 11 Stations in the heartland and catering a weekly audience of approximately 22 lakh (in the region alone), an ideal platform that will give BIG MAGIC speed to market.

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