

BIG FM ASSOCIATES WITH VISHWAROOP 2 AS AN OFFICIAL RADIO PARTNER TO MARK 72nd INDEPENDENCE DAY

THE RADIO NETWORK HAS LAUNCHED A TWO WEEK-LONG CAMPAIGN #FightForBetterIndia TO ADDRESS AND FIGHT DAILY TERRORS AFFECTING COMMON MAN

FROM 4th – 15th AUG, NATIONAL ICON KAMAL HAASAN AS ‘BIG MJ OF THE WEEK’ IS SHARING SOLUTIONS ON-AIR AND IN 9 SNACKABLE VIDEOS, ONE FOR EACH TERROR

The campaign will culminate on 15th August with 72 BIG FM MJs across the nation joining hands with Kamal Haasan to fight the daily terrors

National, August XX, 2018: BIG FM, one of India’s largest radio networks has associated with **Vishwaroop 2** as official radio partner to mark the **72nd Independence Day**. In line with the movie’s theme, the radio network has rolled out a two week-long campaign **#FightForBetterIndia**. It aims at fighting for a better and a sustainable society by highlighting 9 daily terrors faced by common man today. Every day the versatile actor **Kamal Haasan** shares solutions on the terror topic of the day, during the evening time band on BIG MJ Dilipp’s show. The campaign will conclude on 15th Aug with a high-decibel radio and digital activity showcasing **72 BIG MJs** across the nation coming together with Kamal Haasan to fight these daily terrors.

Speaking about the campaign and associating with Vishwaroop 2, **Sunil Kumaran, Country Head, Thwink**, **BIG FM** said, “*BIG FM’s content strategy is driven by its ‘Shared Purpose’ philosophy wherein the brand messaging is seamlessly integrated in our spikes. Associating with Vishwaroop 2 is an extension of this ideology with innovative content. The campaign has been strategised to create top-of-the-mind recall value through a multi-platform activation plan propelling the key messaging of the film to reach among the masses.*”

As ‘**BIG MJ of the week**’ from **6th – 15th Aug, National Award-winning actor Kamal Haasan** on BIG MJ Dilip’s evening show is connecting with the listeners and guiding them on the ways to fight 9 daily terrors. Each day is dedicated to a pressing issue such as **pollution, traffic, potholes, fake news, body-shaming, deadlines, Monday meetings, corruption and competition, which is** discussed on-air. The show also features experts and social activists partake in the meaningful and important discussions. The activity has been further amplified on social media platforms of the network with 9 snackable videos featuring actor Kamal Haasan sharing solutions to the terror topic of the day. The innovative concept of addressing the daily issues combined with a multi-platform approach is thereby enabling an enhanced reach among a wider demographics.

The ongoing campaign has received incredible support from the citizens on social media platforms and on-air. Well-known celebrities like **Juhi Chawla, Jimmy Shergill, Amit Kumar, Sonakshi Sinha, Anu Malik** among others have also extended their support to the campaign by sharing their concerns and opinions on these terrors, in an engaging chat with the experts from various fields.

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