

INDIRA GAS's seamless integration in Lock Upp led to increased visibility and recall



OBJECTIVE

Drive Brand Awareness and association through an integration in Lock Upp

SOLUTION

ACTIVE INTEGRATION :

- COOKING CONTEST using Indira Gas LPG cylinder is organized between the two teams
- The guard informs the inmates of the task *and gives a brand shoutout*
- Competition Area is branded with Indira Gas banners & product placement

PASSIVE INTEGRATION :

- Indira Gas banner placement in the kitchen
- Indira Gas LPG Cylinder placement

CLIENT TESTIMONIAL

From: Management Indira Gas <management@indiragas.com>
 Date: Tue, 19 Apr 2022, 13:36
 Subject: Thank you from MX Team!
 To: Sandeep Kumar Srivastava <sandeep.srivastava@mxplayer.in>

Dear Sandeep,

Our association with Lock Upp show on MX Player was an amazing experience for our brand Indira Gas. Our visibility was outstanding. Our brand has grown to the next level and made a positive impact on the market as a result. It hasn't been expected that we'd get such a large audience and such integrated programming. It was all thanks to MX Team.

Best,
Director

