

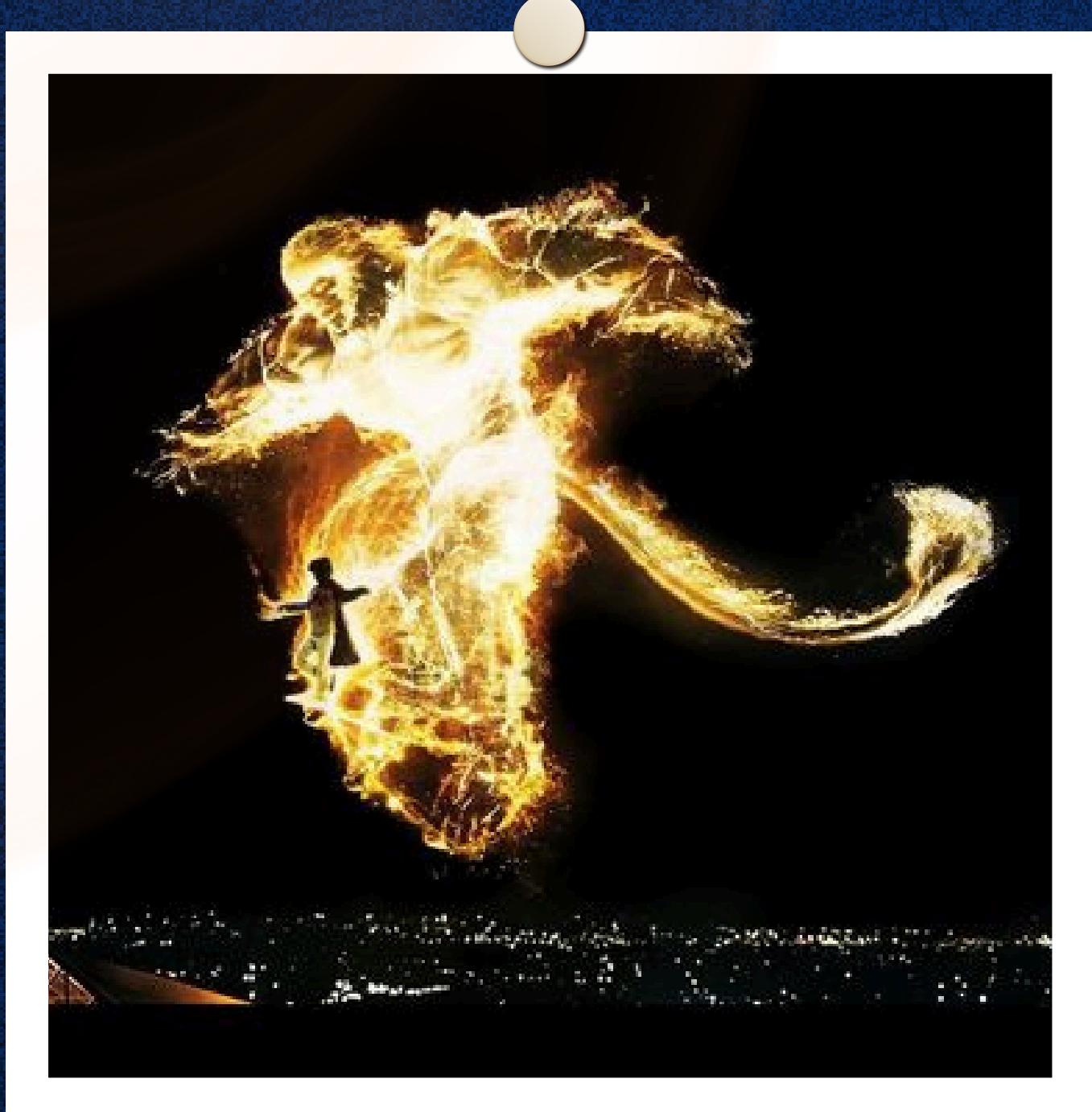


Shiva! We need to promote BRAHMASTRA !

After being a blockbuster hit at the theatres, the OTT release had to be a chartbuster hit too. With the sole message of its Disney+ Hotstar release, we were briefed about the campaign.

Shiva! Sabko schemein mat batana!

So the task was simple; to promote the OTT release of Brahmastra. But the actors were already done with the promotional "duties" and were seen stating it as tiresome. So the aim was to make it the release subtle yet evident.



Our Brahmastra!

The video displays Ranbir's rant over extensive movie promotions as he takes a dig at the memes floating around. The video subtly discloses the fact that the movie is going to be released on OTT too. Moreover, as it was evident, the makers had been promoting the film for months and it is clearly stated in the ad that the film needs no more promotions

How Brahmastra Hit The Target!

Widely accepting the truth about the extensive promotions went well with the audience as they showered us with super-duper engagement and views. This also meant not bogging down the audience with repeated promotional content.

Reach
9M+

Views
1.8M+

Engagement
507K+

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