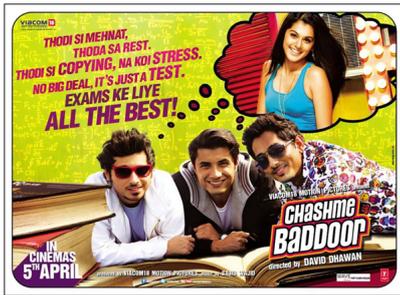


Chashme Baddoor's Innovative Campaign a Hit Amongst the Youth!!!!

Written by Amit Bachchan

Monday, 18 March 2013 19:49 -



The 'Chashme Baddoor' team's innovative campaign to wish all the young movie goers and students across India all the best for their upcoming exams has become a hit and a talking point for many students!!

Spearheading a special 360 plan called the Chashme Baddoor- EXAM KE LIYE, ALL THE BEST campaign, the CBD team has incorporated all the popular audience access points- TV, Print, Digital, radio and the Internet!

In one of the firsts of its kind, Director David Dhawan along with his lead actors Taapsee, Siddharth & Divyendu revisited their college days, as they went to Colleges wishing students of Mass Media 'ALL THE BEST' for their exams, and also gave the students tips about how the media industry works.

David Dhawan spoke about his films and how cinema has transformed in the period of time. Taapsee & Siddharth spoke about their college days and the pranks they played.

Divyendu who plays a Shaayar in the film enacted a few Shaayari's for the students!! The students were thrilled to see the entire team in their college and cheered for them!!

Not just college visits wherein the Chashme Baddoor team wishes the youth best wishes for the

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exam, the team has also released various print advertisements in leading English and regional publications.

Since a majority of the youth share almost a symbiotic relationship with their mobiles, the CBD team has also been sending out unique and focused ALL THE BEST SMS to male and female college students in key cities such as Mumbai, Delhi, Bangalore, Hyderabad, Chandigarh, Ahmedabad, Manipal, Surat & Kota.

We hear that reportedly almost 2 Crore smses are being sent over a period of 3-4 days as we speak!!

Speaking about this Innovative Campaign Head Of Marketing (Viacom 18 Motion Pictures) Rudrarup Datta says, "March and exam fever are synonymous with each other. Exams are an integral part of every youngsters life . Exams bring out stress, competition, trials and tribulations on one end and brings out a different flavor in the bond of friendship on the other. Sharing the apprehensions, stealing the notes and the famous ' Maine tho kuch nahin pada ' kaminapanti. chashme baddoor is a quintessential youth film and takes inspiration from the fun and the kamina (tongue firmly in cheek) part of friendship. The 'best of luck campaign' tells students to focus on studies now as come the 5th of April we will treat them to rollicking time when they catch Chashme Baddoor in the theaters with their friends."

Another fun aspect of the campaign is an online app for today's digitally connected youth where users will be allowed to personally wish their friends, brothers, sisters etc the most quirky wishes for the exams!!

They have also tied up with multiple radio stations to allow people to personally wish their loved ones across the country!

Directed by David Dhawan & Produced by Viacom 18 MotionPictures, Chashme Baddoor stars Ali Zafar, Siddharth, Divyendu Sharma and Southern siren Taapsee who is all set to make her Bollywood debut this year.

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The film hits theaters on 5th April, 2013