



## **Myntra launches brand campaign- ‘Go Myntra-la-la’ –with Virat Kohli and Anushka Sharma**

*Presents new anthem as part of the campaign, giving an extra dimension to brand recall*

**Bengaluru, May 3, 2019:** Myntra announces the launch of ‘Go Myntra-la-la’, a brand campaign that brings alive the joyful experience of shopping for fashion on the brand’s platform. The campaign kicks off with an ad film starring Myntra’s first official brand ambassadors, ace cricketer Virat Kohli and leading Bollywood actor Anushka Sharma. Virat and Anushka represent the young, confident and successful India of today hence a great choice as ambassadors for a new age brand like Myntra.

The film taps into music as a key element and delivers a musical anthem for Myntra, an acoustic identity that will be an asset for the brand henceforth. The tune symbolises the joy of shopping for fashion on Myntra and the music is adapted from La Vern Baker’s famous song Tra – la – la.

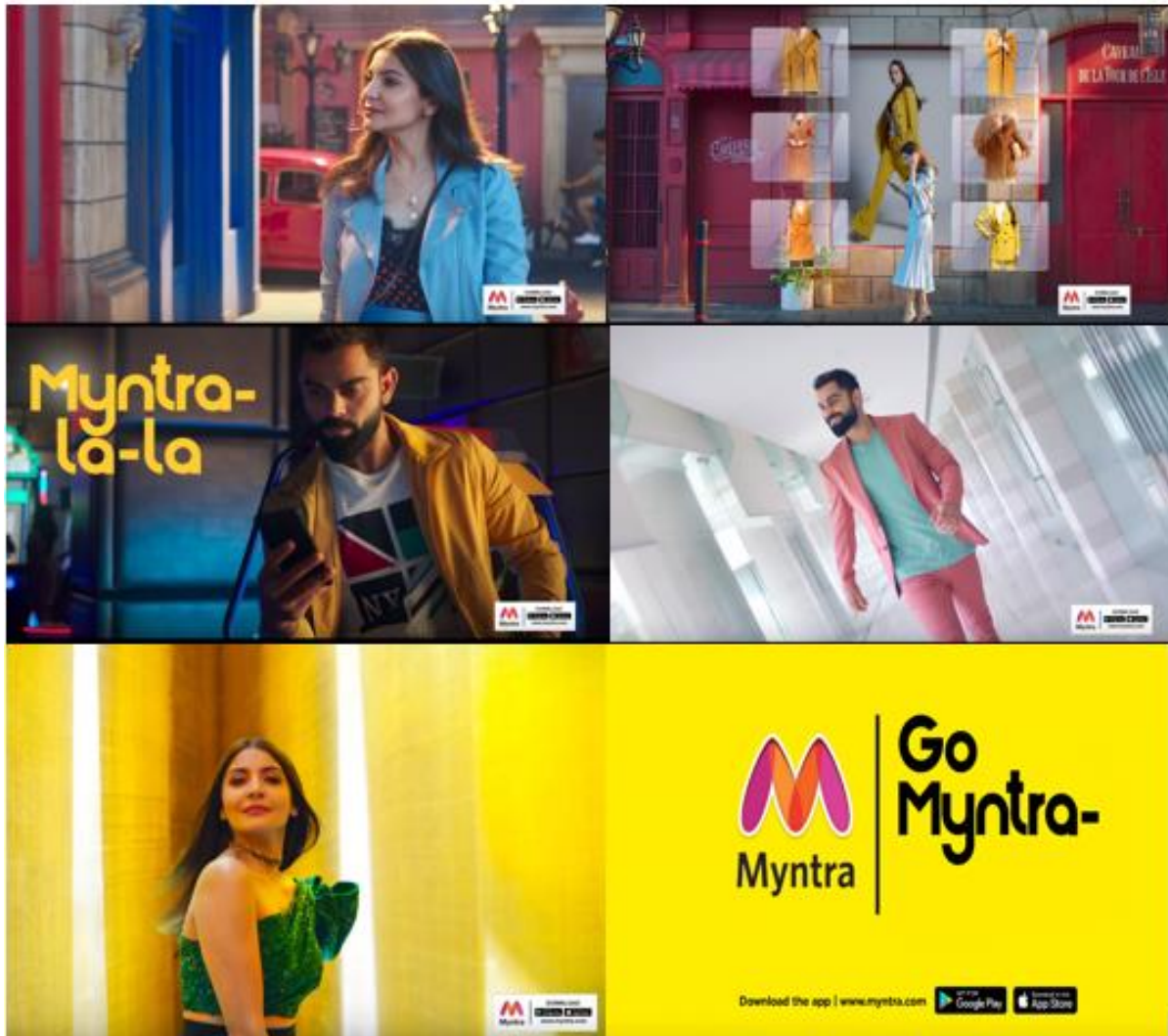
The campaign thought was inspired by Myntra’s vision to offer an online shopping experience for fashion that is as enriching and offers an unmatched user experience with hi-tech features that go beyond the act of adding items to a cart by delivering the joy of discovery, inspiration, experimentation and social experience. The narrative strings together various features and propositions like Visual Search- that allows users to click a picture of any merchandise and search for it on the Myntra platform; category stores like Sneaker Store that allows for relevant category curation; Try & Buy- which enables users to physically try out multiple clothes from the comfort of their home before making the final purchase; personalized stores for a more involved shopping experience; and finally Myntra Insider- the brand’s loyalty program.

### **About the film:**

The musical film opens with viewers witnessing Anushka pushing a shopping cart with a man sitting on it, who is none other than Virat – a quick introduction to the star cast. It then goes to Anushka, walking in style as she comes next to a fashion billboard, she whips out her smart phone and taps the Myntra icon and scans the floral dress on the billboard. The app throws up the same dress, ready to be shopped. In the film however, the editor takes us straight to Anushka continuing her walk with the new dress. The film then cuts to Virat browsing through various sneaker options to choose from before he settles on his perfect pair. Going back to Anushka, she’s now busy trying various options of dresses delivered to her door step to choose the one that fits her the best. It goes back to Virat again, who is now at a game arcade browsing jackets on the Myntra app before settling on one and joining his friends for a game of foosball. The film goes back to Anushka browsing through lipstick shades and picking a new favourite before she taps on the Myntra Insider icon, and is transported to a place of luxury and royal treatment – an obvious reference to the benefits of being a loyal customer or an insider. The film goes back to the couple enjoying a moment of fun with a shopping cart.



**Amar Nagaram, Head, Myntra-Jabong, said,** “Myntra has transformed the overall dynamics of the online fashion industry by offering shoppers unmatched experiences. Technology is enabling us to understand consumers and their fashion needs, resulting in the development and implementation of several innovative features and conveniences on our platform, which have been highlighted vividly in this new campaign.” He further added, “The association of Bollywood and Sports with fashion needs no introduction and hence having Virat and Anushka as the face of this new campaign will enable us to build strong brand salience and establish the joy and convenience of shopping on Myntra.”



**Link to the films:** <https://youtu.be/WsPc-L2OmGA>  
<https://youtu.be/tz5GkHVdFbk>

**Creative credits:**

Agency – McCann Worldgroup, Bengaluru  
CEO and Chief Creative Officer – Prasoon Joshi  
Executive creative Director – Puneet Kapoor, Meera Prem  
Production House – Crazy Few Films  
Director – Anupam Mishra  
Assistant Director – Raag Sapra  
DOP – Mitesh Mirchandani  
Business Head – Sharon Ann Varghese



The TVC is set to be aired across all leading national and regional channels, including entertainment and sports. The campaign will also be promoted across social, digital, OOH and print mediums.

**About Myntra and Jabong:**

Myntra and Jabong are India's leading platforms for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart Group, Myntra and Jabong bring together technology and fashion to create the best experience in the fashion and lifestyle space in India. The company has partnered with over 2000 leading fashion and lifestyle brands in the country such as Nike, adidas, Puma, Levis, Wrangler, Arrow, Jealous 21, Diesel, CAT, Harley Davidson, Ferrari, Timberland, US Polo, FabIndia, Biba and many more to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 19,000 pin codes across the country. With the largest in-season product catalogue, 100% authentic products, Cash on Delivery and 30-day Exchange/Return policy, Myntra and Jabong are today the preferred shopping destination in the country.