



Myntra announces new marketing campaign to engage with 150 million consumers ahead of its flagship event, EORS

Cine world stars, Hrithik Roshan, Sonakshi Sinha and Samantha Akkineni are the face of the campaign

Nearly 20 other top celebs from Bollywood, Tollywood & Sports also partnered with on behalf of Myntra's partner brands

Launches a clarion call that will henceforth symbolize the arrival of EORS

First-of-its-kind influencer activation with 60+ diverse influencers for stronger engagement

Bengaluru, June 14, 2020: Myntra announces the launch of a dynamic and effectual campaign on the arrival of the 12th edition of its flagship biannual event, EORS (End of Reason Sale), the nation's biggest fashion event. EORS is slated to be held between the 19th and 22nd of June, bringing with it, the largest collection of domestic and international brands at the best prices and offers, imaginable.

As part of the campaign, Myntra has launched three parallel 20 second TVCs with Bollywood actors, Hrithik Roshan and Sonakshi Sinha and Tollywood actress Samantha Akkineni, who will be the face of the campaign. The commercials will be aired across all leading national and regional channels, including digital and social media platforms. With 11 editions to its credit, EORS has evolved over the years to be firmly established for its deals, fashion, brand and style proposition, rather than being just another sale event. The ad films thus capitalize on the sale property's standing and dive into the core messaging.

About the ad film:

The 20 second ad film renders the key highlights of EORS with a short, but punchy narrative. With over 11 editions so far, EORS is deeply carved in the minds of fashion shoppers, who reckon the event with notions on fashion, sale, brands and deals, among others. The TVC reinforces these views and feelings, rather directly by having the viewers watch the protagonist in a mock rehearsal of the script for the EORS TVC, practicing words and phrases that are synonymous with EORS, such as, India's biggest deals, safety and fashion sale, until it is perfected. There is also a unique EORS clarion call, the 'Myntra Herald', played out by two women mascots that signal the arrival of EORS, amid shout-outs and visuals of brands and offers. The tune of the clarion has been composed by popular musician and composer, Rupert Fernandes and will be used to signal the arrival of all future editions of EORS. The TVC has been shot independently with Hrithik Roshan, Sonakshi Sinha and Samantha Akkineni as protagonists, who are portrayed in the same role. Sonakshi and Samantha add a touch of Hindi and Tamil & Telugu to their respective scripts.



Links to the films:

Hrithik Roshan: <https://www.youtube.com/watch?v=-KBNSuvJNv8>



Samantha Akkineni: <https://www.youtube.com/watch?v=hisIcGdSiAg>





Sonakshi Sinha : <https://www.youtube.com/watch?v=FZ7XnFZPv1M>



Creative Credits:

Agency - Brave New World
Director - Ayananka Bose
DOP – Ayananka Bose
Creative Director - Sraman Majumdar
Production House - Twism Design Productions

In addition to the TVC, the campaign also involves celebrities associated with Myntra through their brands, putting up videos on their social handles, talking about EORS. For the present edition, Myntra is undertaking the first-of-its-kind influencer activation with 60+ diverse influencers (local + regional) working on creating social buzz through interesting content. Top influencers such as Aashna Shroff, Santoshi Shetty, Karron Dhingra and Nikhil Kandhari, are set to create content for 40 hero products, where each image will be shoppable during the sale.

Speaking on the launch of the campaign, Harish Narayanan, Head of Marketing, Myntra, said, “EORS has over the seasons defined the way people shop and consume fashion and lifestyle products in the country, with its unmatched offers and range of options. The upcoming edition offers the perfect opportunity for people to begin their post-lockdown days on a positive and colorful note, from a fashion and style perspective. At Myntra we are always excited about bringing joy and colour into our user’s lives, and this mega sale is geared to do exactly that. Our marketing campaign is all set to reach 150 million people ahead of the sale, with greater emphasis on digital mediums. We will expand to tier 2 and 3 markets in a big way, apart from metros and tier 1 cities.”

The ‘price reveal’ and ‘early access’ period ahead of the sale has exciting benefits for Myntra Insiders, or members of Myntra’s loyalty program and begins from 7 PM on 16th June. The Elite and Icon base of



'Insiders' will enjoy an exclusive early access to the sale from 7 PM on 16th June, while others seeking this option may do so by paying a fee of Rs. 199. One of the key activities is 'gamification', that allows users to play games and earn points that can be used for early access to the sale. There are 4 exciting games for the current edition - Pipers, Book Cricket, Santa Drop and brand Puzzle, details of which are listed out on the Myntra App. Myntra expects to engage with over 500,000 users with games ahead of the sale. Each customer can also earn up to 900 EORS Insider points through the games. Myntra Insiders can also avail additional brand and partner discounts using EORS Insider points and will be able to choose from over 20 brands for some extra discounts and prizes.

With the existing COVID situation calling for several measures on safety, Myntra is undertaking all the necessary precautions and adhering to the government's guidelines, for the safety of its employees, on-ground staff and customers.

About Myntra:

Myntra is India's leading platform for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart Group, Myntra brings together technology and fashion to create the best experience in the fashion and lifestyle space in India. The company has partnered with over 3000+ 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 23,000 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 is today the preferred shopping destination in India.

CONTACT DETAILS:

Torque Communications: Richa Sheth | +91 9986241443 | richa@torquemail.com