



***DRIVING* with the *LEGENDS***

**Introduction & Partnerships**

# An Engaging & Exciting Concept

"Driving with the Legends" is a unique IP protected reality show combining adventure, emotion, and inspiration through OTT platforms with worldwide reach

- ❑ Fan based reality show concept, centered around global celebrity legends. 1 Legend, 5 walk in celebrities and 10 fans.
- ❑ Easy to follow show concept where ordinary fans get to drive, dine and participate in dream activities with their favorite stars.
- ❑ Multiple walk in celebrities in each season in multiple episodes
- ❑ Licensed to OTT/ Satellite with multi dimensional digital & physical campaign reach.
- ❑ Structured reality show scalable to Multiple Seasons into Multiple markets with Multiple Legends.
- ❑ Global audition campaign to engage audience thus bring visibility
- ❑ Season 1 legend confirmed as Indian superstar Kapil Dev (1983 Cricket World Cup winning captain, known by 1.8 billion Indians Globally)



# Season 1



Ranveer Singh\*



LEGEND - KAPIL DEV  
*"The Haryana Hurricane"*



Arjun Rampal\*



Esha Gupta\*\*



Archana Vijaya\*\*

Teaser Video Link : <https://vimeo.com/864736411?share=copy>

\* To be decided based on budgets & preference of Brands. Along with an array of walk in Celebs like Wasim Akram, Vivian Richards, Varun Thakur, Badshah etc.

\*\* Confirmed & Signed.



## Why watch the show ?

- ❑ **Engaging Content:** Legends grant 1 Wishlist items of the 10 fans each on the trip. Viewers experience exploring new locations, new activities, fulfilment of personal dreams, and engaging in emotional moments. **Dreams come true in new environments.**
- ❑ **Emotional Connections:** Fans' personal backstories, the legends wisdom, the surprise of the walk ins, interactions.
- ❑ **Celebrity Presence:** Renowned celebrities, including the legendary figure and guest celebrities
- ❑ **Competitive Elements:** Excitement and anticipation through fun and competitive group challenges
- ❑ **Inspirational Stories:** Chronicling the life and achievements of the legends inspiring viewers, motivating them to pursue their dreams.
- ❑ **Diverse Viewing:** Family viewing across all age groups

**DRIVING** with the **LEGENDS**



# Why DWTL as your Brand Placement Partner?



## Branded Content: The Present and Future of Advertising:

Choosing DWTL as your brand placement partner for our travel and celebrity-fan-based TV/web series combines stunning locations, cultural richness, and production expertise to create an exceptional series that will captivate audiences worldwide for many years to come.

- ❑ Spectacular Scenic Locations
- ❑ Cultural Richness
- ❑ Production Expertise
- ❑ Global Connectivity
- ❑ Partnerships with Celebrities
- ❑ Cinematic Excellence

### BRANDED CONTENT ON THE RISE

It is estimated that Brands are spending 5–15% of their promotion budget on branded content.

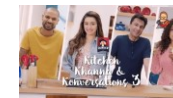
Premium branded content globally is expected to mature into a \$20 billion opportunity for publishers over the next five years.

02

### POSITIVE CMO SENTIMENT

“85% of CMOs believe it is now feasible and necessary for every brand to think like a publisher, why shouldn't a brand today create a movie, a character, or a music platform?”

01



03

### CONTENT IS KING

**Branded content improves recall by over 59%** as compared to digital ads, and increases the chances of consumers exploring brands by **14%** after one impression of branded content

# Case Study #1: ITC Foods' Bingo! leverages Disney+ Hotstar to host its comedy series **Bingo! Comedy Adda S2**

## Objective

After the first season on TV and OTT, ITC Bingo wanted to tap into young, digital-first, highly engaged audiences with S2.

## Approach

- To build affinity and popularity for the series, and interact with the young, digital-first, highly-engaged audiences, those who are interested in comedy and gaming, season two of the series was hosted on Disney+ Hotstar.
- Disney+ Hotstar identified top entertainment properties and targeted viewers via mid-rolls and pre-rolls of the show's promo. This enabled Bingo! to drive awareness among a larger audience group, which led to more viewers watching the comedy series.

## Impact

The campaign performed significantly well amongst the brand's core TG aged 18 to 24-year olds.

**~9M**  
Content Views



**80%**  
Viewership  
from core TG



**↑ 6%**  
Brand  
Awareness



**↑ 3%**  
Brand  
Favorability



**↑ 4%**  
Purchase  
Intent



## Client Testimonial



*Earlier, Bingo! Comedy Adda was aired on TV and our social handles, however, with the uptick in OTT viewership, we saw a great opportunity to build brand awareness and affinity amongst the digital-first audiences. We collaborated with Disney+ Hotstar for the 2022 edition of Bingo! Comedy Adda. As a brand, we are always looking for newer ways to connect with our audiences, and hence, every medium plays an imperative role in helping us build brand association amongst the youth of India. Our core audience's presence on Disney+ Hotstar and the increasing content consumption on the platform made it a perfect match for the show. In fact, the mid-campaign analysis by the platform reflected high viewership in top metro cities, with 70% of viewers between the ages of 16 to 34, which comprises our core TG.*



- Shuvadip Banerjee, Chief Digital Marketing Officer at ITC Foods



# Case Study #2: One Plus exclusively leverages Disney+ Hotstar to host 2024, an action thriller #ShotOnOnePlus

## Objective

Drive awareness about 2024, a film #ShotOnOnePlus, in association with Vikramaditya Motwane, by hosting and amplifying on Disney+ Hotstar. The brand wanted to reach affluent audience (25+) and residing in tier 1 cities.

## Approach

- To garner wide reach, the movie trailers were advertised on India-NZ bilateral series, general entertainment content and Multiplex/Hotstar Specials titles.
- For further amplification, Disney+ Hotstar partnered with the popular faces of the Indian Television Industry to create 30 influencer-led promo videos for the film. Eg: Raghav Juyal (choreographer, anchor) and Shivangi Joshi (known for her role in Yeh Rishta Kya Kehlata Hai)

## Impact

With the Disney+ Hotstar exclusive release of the 60-min feature film '2024', the property 'ShotOnOnePlus' garnered a lot of publicity among a broader content-watching audience.

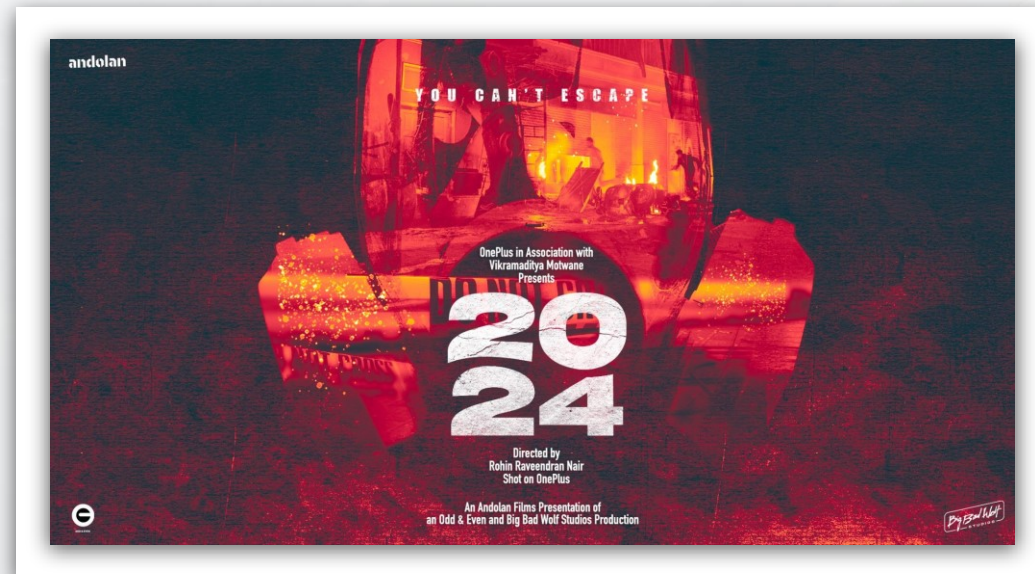
**27Mn**  
Campaign reach



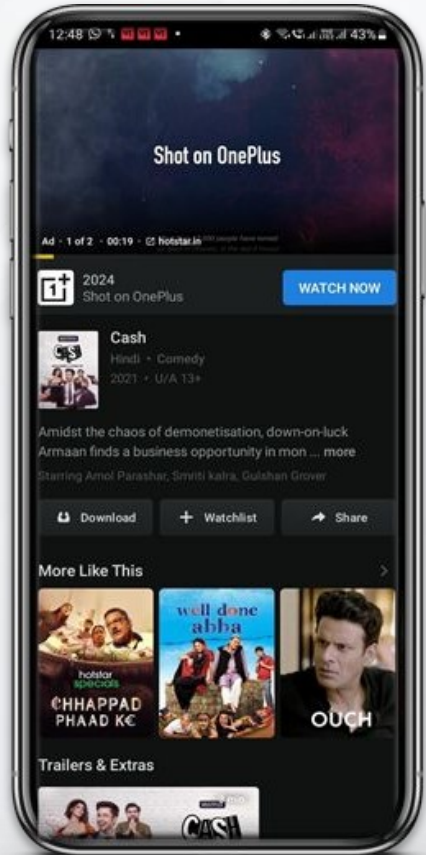
**4.3MN+**  
Movie Views



**138MN+**  
Campaign Impressions



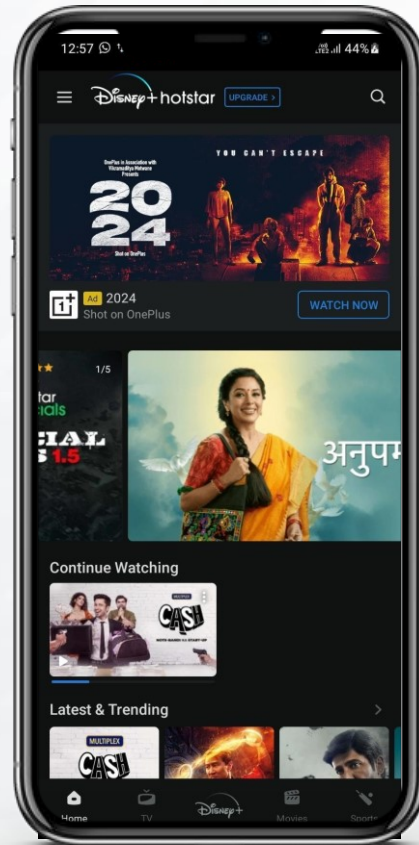
# 360° Digital Amplification using organic and paid assets to drive awareness



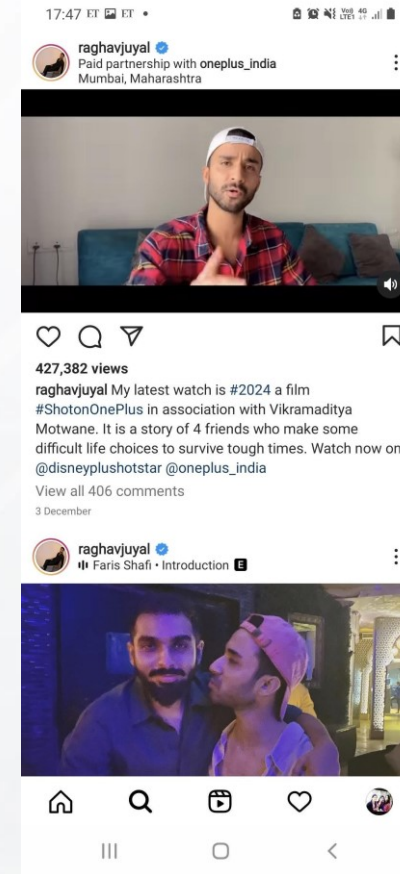
Midroll Video Ads to entice consumers to watch the complete brand film: GEC + Multiplex movie



Midrolls on Ind-NZ series targeting top metros & CTV viewers



Billboards



Social Post + Vignette by Raghav Juyal



Social Post + Vignette by Shivangi Joshi

- ❑ **Builds Brand Awareness:** Branded content helps increase brand visibility, making consumers more aware of the brand and its offerings.
- ❑ **Establishes Brand Authority:** Creating informative and engaging content positions the brand as an industry expert, establishing trust and authority in the eyes of the audience.
- ❑ **Enhances Customer Engagement:** Quality content encourages interaction and engagement with the brand, leading to stronger customer relationships and loyalty.
- ❑ **Drives Website Traffic:** High-quality content can increase organic search traffic to a brand's website, boosting its online presence and attracting potential customers.
- ❑ **Fosters Customer Education:** Branded content can educate customers about the brand's products and services, helping them make informed purchasing decisions.
- ❑ **Differentiates from Competitors:** Unique and compelling branded content can set the brand apart from competitors, making it more memorable in the market.
- ❑ **Strengthens Brand Storytelling:** Through content, brands can tell their story, connecting with customers on a more emotional level and resonating with their values.
- ❑ **Supports Social Media Engagement:** Shareable content encourages users to share, comment, and engage on social media platforms, increasing the brand's online presence.
- ❑ **Generates Sales and Conversions:** Effective content can lead to higher conversion rates and increased sales, directly impacting the brand's bottom line.
- ❑ **Measures and Improves ROI:** Brands can track the performance of their content through analytics, enabling them to make data-driven decisions to improve future content strategies and optimize return on investment.

# Format Snapshot

**Content:** Morning drive to new city / location + Pre-activity story / competition



**Format Pillar:** 10 Active wish fulfilment for the 10 fans. To be preceded by travel sequences, exploring new places etc



**Content:** Exploring/ shopping/ driving to & experiencing new place



**Format Pillar:** Group Emotional/Fan moment wish fulfilment. All cast session with walk in celebs



# Categories for Brand Integrations :

## Possible Categories of Brand integrations :

- Apparels.
- Shoe wear.
- Sports wear.
- Automobiles eg. Super Cars, Luxury Cars, Motorbikes.
- Airlines.
- Travel.
- Luggage partner.
- Electronic Wearables partner like headphones, Watches.
- Forex travel partner.
- Insurance.
- Mobile network roaming partner.
- Mobile phone partner.
- Sunglass partner.
- Luxury Watches.
- Pens, writing materials.
- Corporate logos Eg. Adnoc.
- Electronics.
- Hotels.
- Restaurants.
- Automobile Lubricants eg. Gulfoil, Mobil etc
- Jewellery.
- Real Estate.
- Cosmetics.
- Vehicle Tyres eg. Pirelli, Michelin etc
- Packaged foods for travel.
- Beverages.

The above are just few of many other integrations that is possible.

# Strong Interest from Media Houses



Date: Fri, Jul 28, 2023 at 10:01 AM  
Subject: RE: Driving with legends | Hosting and Discovery | Viacom18  
To: [redacted] <[redacted]@viacom18.com>  
Cc: [redacted] <[redacted]@viacom18.com>, Kaushik Ghosh <kaushik.ghosh@g2-travel.com>  
From: [redacted] <[redacted]@viacom18.com>

Basis our last meeting at Viacom18 office, where you proposed a partnership deal to us as per which apart from hosting the content created and produced by you on our OTT and TV platforms, Viacom18 team will also be involved in selling the content to multiple brands across all the regions.

In such a case, if Viacom18 ends up getting a split where 30% will be retained by Viacom18 inventory cost if any.

This is just a tentative proposal, and the detail

Let us know in case of any clarification please

Regards,

Re: [External]Driving with the Legends - Season one - Kapil Dev

[redacted]@ril.com  
to me, kaushik.ghosh, [redacted]

Dear Kaushik,

Connecting you to our web team.

You can communicate directly with them.

Deepak, can you pls look into this and do the needful?

Head - Content Alliances  
Media & Entertainment



Follow us on: [Facebook](#) | [Instagram](#) | [Twitter](#) | [YouTube](#) | [Hello](#)

Sent: 14 July 2023 13:17  
To: kaushik.ghosh@g2-travel.com; F [redacted]@hotstar.com  
Cc: [redacted]@hotstar.com; [redacted]@hotstar.com  
Subject: Re: Driving with the Legends

Glad we all caught up last week. Apologies on the delayed mail from my end.

As discussed, listing down the way forward as aligned amongst us all. Please feel free to add/delete in need be:

### Driving with the Legends (S1)

- **Brand Monetisation on Hotstar (route1):** in this case, it is assumed that the shoot will take place around March/April'24 and will go LIVE by June/July on HS. This leaves us with ample amount of time to figure seamless brand plug-ins with the PH. Key points to be kept in mind:
  - HS will aim to onboard 2/3 brands from different categories that can be shown in Switzerland but are available in India. For example : wearables/clothing/ shades/electronic devices etc
  - Since Swiss Tourism will be featured largely across the show, the client will have to be aligned on parking additional media monies on HS as a standard protocol. Your team can loop us into the this conversation with the Swiss POC.
  - Success metrics for S1 to be defined by HS in the form of VVs/Engagement etc to help arrive at S2 benchmarks
  - All sponsor related conversations + brand plug ins to be led and closed by HS.
  - Kaushik and team can pass on any brand related queries across to HS to evaluate
- **Content Hosting (route2):** In case of brands not being closed in time for the shoot by HS, we go ahead and host the content on our platform as is. Key points to be kept in mind:
  - Deal grid for the same has already been shared but costing may undergo a change
  - HS will not own the brand plug-ins in this case
  - Standard legal and compliance process to be followed by HS while onboarding content

**Driving with the Legends (S2):** Depending on the performance and hitting benchmarks on S1, HS to evaluate the project for S2 and best course of action accordingly.

**Next Steps:** Do let us know which route is preferred by your team to take this conversation fwd.



# Delivery Touch Points - 1

- ❑ **Shoot Locations and Attractions :**
  - ❑ Entire Season to be shot at the locations and attractions as per wants of Brands. Multiple locations for completing the 11 wish lists (10 for Fans + 1 for the Legend) eg. Yas Marina Formula 3000 track race, Sea world, Warner Brothers, Ferrari World, Louvre Museum, Sadiyat beaches etc.,
  - ❑ Scripting of situations will be done in accordance to the goals of Brands, you can choose to amplify certain specifics with more background branding on the locations.
  - ❑ Hotels, restaurants, arenas according to what Brands wants to showcase and promote.
  - ❑ Indoor Cricket Match and post match concert with artists with a live ticketed event at Etihad Arena.
  
- ❑ **Runtime:** All episodes to show Brands assets, except the segments of back story of Fans and Legends. About 40% show to have only Brands specified attractions and locations exclusively. Total 8 episodes per season for about 35 minutes each episode.
  - ❑ Each season to have 8 episodes of 35 mins each, out of which tentatively 40% of the runtime of the show will be in and around Brands assets.
  - ❑ Legends, Celebs and Fans to engage in talking and mentioning various attractions of Brands including its uniqueness and reasons to visit and experience the same by viewers throughout the episodes.
  - ❑ Additional branding of Brands assets to be added in multiple frames of shoot.
  
- ❑ **Legend & Celebs :** 1 Legend & 5 walk in celebrities in each season in multiple episodes, to host 11 wish list items activities to be experienced by Legends and Fans together in the Brands assets. Brands to be actively involved in choosing the celebrities as per choice and appetite. Season One Legend is Kapil Dev and few other celebrities are already signed, details to follow in further pages.
  - ❑ Choice of future seasons' Legends to be discussed and consulted with Brands as per targeted market and demography, Legends to be contracted from our production to keep costs low , thus indirectly giving Brands the rights to use footages through the series' commission and beyond, eg. Michael Jordan, Lionel Messi, Amitabh Bachan, Shah Rukh Khan, Conor McGregor, David Beckham, Beyonce, Oprah, Cristiano Ronaldo etc.,
  - ❑ Choice of Walk in celebrities for the episodes containing the wish lists is open for discussions and consultation with Brands to align with your goals. These celebrities will host the episodes where 2 Wishlist items will be fulfilled per episode, thus giving a wider viewing demography, eg. Ranveer Singh, Shradha Kapoor, Akshay Kumar, Shahid Kapoor, Badshah, Harbhajan Singh, Wasim Akram, Shoaib Akhtar etc. The presenters and walk in Celebrities can be non Indians and local Emirati celebs to add the local flavour to the show.

- ❑ **OTT/Satellite Guaranteed Release :** We have multiple deals on table with multiple platforms, brief of which are below,
  - ❑ Disney+Hotstar – Guaranteed release on the OTT platform with targeted demographics est. 75 million impressions. Focusing on major metro cities as their userbase, Including multi channel promotions on their platforms.
  - ❑ JioCinema – Guaranteed release on JioCinema OTT, with targeted demographics est. impressions of 225+ million, with 76 % users from Tier 2/3 cities thus increasing the viewership across geographies to have a wider base for the show and Brands assets.
  - ❑ Colors Infinity (SD+HD) – Guaranteed Weekly release to have continuous effect every Sunday for 8 weeks per season, total viewers est. 25+ million.
  - ❑ MTV promos – Guaranteed TV Promos (teaser + season + episodic) viewing penetration in India is 350+ million.
- Other Release scenarios :**
  - ❑ Amazon Prime – Possible option to explore to also tap into Prime base in India.
  - ❑ Netflix – This shall be approached post shoot on Licensing and distribution model for global release, after hosting period on the above mentioned platforms.
  - ❑ Distribution/Syndication – The show will be distributed to multiple geographies by way of syndication to other international markets, through omni channel platforms.
  - ❑ In-flight entertainment e.g., showcasing in Etihad Airways.
- ❑ **Audition campaign in India :** Selection of 10 fans for the show in major cities with a massive campaign for participation, est. turnout of 10,000 + people for auditions.
  - ❑ Brands assets as a back drop, with 1 winner from the fans who turn up to win Brands assets from each of the major cities, thus driving exposure and motivation to participate in the show.
  - ❑ Targeted Metro cities will be Mumbai, Delhi, Kolkata, Bangalore. ( this is open for discussions ).

# Delivery Touch Points - 3

- ❑ **Outdoor Campaign Pan India** : Unusual and out of box Outdoor campaigns :
  - ❑ Projections on high rises in major cities e.g. Chatterjee international building in Kolkata, Billboard barrage on Arabian Sea in Mumbai, Chandni Chowk in Delhi etc. 2 weeks pre release of the show.
  - ❑ Branded packaging for local businesses e.g. High end Fitness Centers, Grocery stores, Movie theatres, Social Clubs, Cricket Clubs etc. for 6 months post release of the show.
  - ❑ Teasers of show played in Major malls, Cinema halls and Airports etc. for 2 weeks pre and post release.
  - ❑ Branded car and public transport wraps around the country pre release for 2 weeks pre and post release.
  - ❑ Radio announcements in multiple cities for the show and getting fans to be interview by hosts to talk about experience in Abu Dhabi on the show, for 2 weeks pre and post release.
  
- ❑ **Grand live event** : Indoor cricket to be played by Kapil Dev/Celebs and fans, pre and post match performances by artists.
  - ❑ Bookmyshow to promote the live cricket match and post match celebrations and concert thorough its platform of 60 million users.
  - ❑ Talk show event to be hosted at location of choice of Brands between the legends and local fans to have an interactive, motivational session with Celebrity Local guests from UAE . Tickets to be sold by Bookmyshow.
  
- ❑ **Social Media** : Use of local and international influencers and celebrities to post about the show and promote Brands amongst their millions of followers
  - ❑ Legends and Celebrities of the show to post on their social media about the show pre release.
  - ❑ Paid and organic campaign posting reels of the shoot pre and post release of the show reaching 50 million view across multiple channels e.g. Instagram, TikTok, YouTube.
  - ❑ Campaigns on social media to engage fans and viewers with giveaways to make noise pre release

# Delivery Touch Points - 4

- ❑ Other Deliverables : Below are some point of delivery complimenting the previous deliverables –
  - ❑ Logo Integration on set
  - ❑ Cast Mentions
  - ❑ Product Placement
  - ❑ Product Usage by Cast
  - ❑ Host Mentions
  - ❑ Text Super
  - ❑ Creative Integration
  - ❑ Branded Segment
  - ❑ Carriage in PR
  - ❑ Integrated Logo Unit
  - ❑ Association Credit
  - ❑ Social Media Launch promotion & Hoardings
  - ❑ In-service banner & Countdown

# Legends & Celebs

## Legend ( Signed ):

- ❑ **Kapil Dev** –a cricketing legend, is an iconic figure in the world of sports. Born on January 6, 1959, in Chandigarh, India, he became a household name for his remarkable contributions to the game of cricket. Kapil Dev's career soared to new heights when he captained the Indian cricket team to an unforgettable victory in the 1983 Cricket World Cup, an achievement that remains etched in cricketing history. Cricket in India is what it is today because of him.

## Celebrities ( Signed ): Walk in celebs on episodes

- ❑ **Esha Gupta**– An actress and model, she gained recognition for her roles in Bollywood films such as "Jannat 2" and "Raaz 3." Known for her striking looks and acting prowess, Esha Gupta continues to make her mark in the Indian entertainment industry.
- ❑ **Krushna Abhishek**– He is known for his comic timing and versatile performances in various comedy shows and films. Krushna, often seen on "The Kapil Sharma Show," has earned a significant following for his humorous contributions to Indian television and entertainment.
- ❑ **Archana Vijaya**- Indian model and television presenter. She is renowned for her work in sports journalism, particularly as a host on cricket-related shows
- ❑ **Jaan Kumar Saanu**- Son of Legendary singer Kumar Saanu, he is a playback singer and gained recognition through reality shows and playback singing.



# Legends & Celebs

Celebrities being considered (Not limited to below, can be decided by Brands):

- ❑ **Ranveer Singh**– Dynamic actor, is known for his boundless energy and versatile performances. He played Kapil Dev in the movie 83. His unique style and commitment to his craft have made him a standout talent in the Indian film industry.
- ❑ **Vidyut Jamwal**– Martial artist. Known for his action-packed roles, he has appeared in Bollywood films like "Commando" and "Khuda Haafiz." Vidyut is celebrated for his exceptional martial arts skills and dedication to fitness, making him a unique talent in Indian cinema
- ❑ **Shahid Kapoor**- Acclaimed bollywood actor. He has delivered stellar performances in films like "Haider," "Kabir Singh," and "Padmaavat." Known for his versatility and charismatic on-screen presence, Shahid Kapoor is considered one of the industry's most talented and sought-after actors.
- ❑ **Harbhajan Singh**- Indian cricketer renowned for his off-spin prowess. Nicknamed the "Turbanator," he played a pivotal role in India's cricket success.
- ❑ **Wasim Akram**- Renowned as the "Sultan of Swing," he was a left-arm fast bowler who dominated international cricket. Akram's extraordinary swing skills, and match-winning performances cement his status as one of the greatest bowlers in cricket history.



# Sponsorship Categories

<b>Slab A (Presenting)</b>	USD 500,000
<b>Slab B (Co-presenting)</b>	USD 350,000
<b>Slab C (Powered by)</b>	USD 200,000
<b>Slab D (Associate)</b>	USD 100,000

# Proposal for Partnership



Partnership Slabs														
Partnership Slab	Ticket Size in USD	Text Super	Logo integration on set	Cast mention	Product placement	Product Usage By cast	Host Mention	Branded segment	Creative integration	Integrated Logo Unit	Association credit	Carriage in PR	Social Media pre-launch promotion	In-service banner & count-down
A	USD 500K	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
B	USD 350K	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
C	USD 200K	✓		✓	✓	✓			✓					
D	USD 100K			✓	✓	✓								

- Additional Costs – Any additional cost to billed at actuals not considered in the budget. Any other additional deliverables other than already mentioned to also have separate costs as per selections.

