Developed an integrated television and digital series about brands that have disrupted the market

In partnership with COURTYARD MARKET

THE GOAL

To champion Courtyard by Marriott’s core communication of ‘Fueled by Passion’ by delving into the journeys of disruptive brands, decoding their vision and the challenges they overcame to create innovative companies that changed the game; inspiring the audience to follow their own passion.

The episodes comprised plenty of untold tales, the victories and learnings, and behind-the-scenes accounts of their incredible journey.

Some of the guests featured were:

- Arika Ruston, Founder and CEO of Kitchen Agency
- Guillaume, President of Out of Home for Wunderman Thompson
- Alfonso Perez, President and Chief Executive Officer of BBDO
- Mikel Urrutia, Founder of U厨房
- Joo Sunwoo, Co-founder of N63
- Jaya Bajaj, Founder of N63
- Arsalan Husein, Co-founder of The Hub at ME
- Raji Somanathan, Founder of Circulo
- Meghna Khilji, Head of Content, The News India

THE SOLUTION

We created a customised narrative to highlight the proposition of ‘Fueled by Passion’ by delving into the journeys of disruptive brands, decoding their vision and the challenges they overcame to create innovative companies that changed the game; inspiring the audience to follow their own passion.

The episodes comprised plenty of untold tales, the victories and learnings, and behind-the-scenes accounts of their incredible journey.

STORY HIGHLIGHTS

“In the first year, we sold only 200 pieces, but whoever brought them were happy with it and felt it prevented them from visiting the doctor. Today, the brand commands a market share of about 60% in the BD water purifier segment.”

“Become the cave man in the age of dinosaurs.”

“Our biggest differentiator was the cuisine itself. People don’t think of Chinese when they think of Maggi and KFC, but when you say Swiggy Chinese, only Ching’s Secret comes to mind.”

CLIENT TESTIMONIAL

“Courtyard by Marriott sees its next generation of guests as trailblazers, who define success as being one’s best self and following their dreams. Everything we do at our hotels supports our guests as they pursue their passions.”

“Being one the first to say that the world is not going to end is a compliment.”

WINNER AT DIGIPUB AWARDS

Gold for Best Video Series

Silver for Best Native Advertising