

Case Study – Aquaguard

Position the leadership of Aquaguard and differentiate the advertising approach from the competition



Concept : Numerous cameras capturing participants every move, They perform tasks assigned to them by Bigg Boss & Winning tasks leads to rewards in terms of provisions or other luxuries

The Last Person in the House wins the Grand Prize

The Host



Bollywood Superstar Mr. Amitabh Bachchan playing the role of a Pop-philosopher.

The Participants

