

# 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



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# The Host



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



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# The Participants



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