

Case Study – Adani Wilmar

Afternoon show with the lead characters of Top serials on colors focused towards housewives



Concept : 14 leading television celebrities compete against each other in a culinary challenge as they embark on a journey of flavors and spices

The Host



Ace TV Actor Ronit Roy was seasoning recipes in his role as the host and the chef on the show

Case Study – Adani Wilmar



Objective :

Position Fortune oil as premium Cooking oil

Approach :

Product placement, Astons , Anchor mention with free commercial

Result :

High Visibility thru out the program , translated lots of trade inquiry

