



macaw[®]
PAINTS
Discover Your Color



 **BORN HI**
DIGITAL

Agenda

- Campaign Thought
- Campaign
- Launch Ideas
- Pre- Launch Ideas
- Sustenance Ideas

Campaign Thought





Thought

Macaw emerged with a thought to stand out. Painting homes that mirror success was the dream followed by the compliment 'Flying colours'. We took it a bit too literally. If every home needs the “flying colours” element, then the world needs Macaw Paints, named after the most recognisable and vividly coloured group of New-world parrots. Macaw is a signature coat that makes your home stand out and reflects vibrancy and success.

Concept Note

Myers-Briggs classifies people into 16 categories, but we at Macaw know that each individual is different with varied tastes.



Creative Leap

That's why we have a colour for everyone. And don't worry if you don't know which one is yours because we're here to help you

Discover 
Your Color...



macaw[®]
PAINTS
Discover Your Color

A VENTURE BY



SHYAM STEEL



Discover 
Your Color...





*Discover
Your Color...*



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SHYAM STEEL



Discover 
Your Color...





Discover
Your Color...



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SHYAM STEEL

Discover
Your Color...

mocow
PAINTS
SPECIAL PAINT CARE
BY SHYAM STEEL

SHYAM STEEL

The advertisement is displayed on a large screen in a modern, grey-tiled hallway with escalators on either side. The screen shows a man in a yellow sweater and a woman in a pink sweater standing in a living room with a grey sofa and a coffee table. The background is a vibrant red wall. The text 'Discover Your Color...' is written in a white, elegant font. The MOCOW logo, featuring a colorful bird-like graphic, is positioned to the left of the text. The Shyam Steel logo, including the text 'SHYAM STEEL' and 'BY SHYAM STEEL', is in the top right corner of the advertisement.



*Discover
Your Color...*

WITH MACAW PAINTS



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Pre Launch



Creating Buzz on TV

Idea:

Create hype and curiosity around the launch with aston/ L bands/ 5 sec first break bumper

Message;

Rango ki Nayi Duniya Jald hi

Roadblock for primetime slots (7-9pm) on top GEC channels (Bengal & Orissa)

And on **top News channel (Other states)** to create curiosity and buzz round the launch



BREAKING NEWS

Nawab Malik نواب ملک @NawabMalik
Photograph of Jaideep Rana with Ex Maharashtra CM Devendra Fadnis

देवेन्द्र फडणवीस
पर नवाब मलिक
का हमला

Rango Ki
Nayi Duniya Jald Hi...

Creating Buzz on TV



BREAKING NEWS

आज तक HD

Navab Malik نواب ملک @navabmalik12

Photograph of Jaideep Rana with Ex Maharashtra CM Devendra Fadnavis



**देवेन्द्र फडणवीस
पर नवाब मलिक
का हमला**

 Aapke Rango Ki Duniya
Jald Hi Badalne Wali Hai...



Print Innovation



BENNETT, COLEMAN & CO. LTD. | ESTABLISHED 1838 | TIMESOFINDIA.COM CHANDIGARH | FRIDAY, SEPTEMBER 12, 2014 | PAGES 26* | PRICE ₹3.00

THE COLORS OF INDIA

UNVEILING SOON...

OBAMA PLANS 'LIMITED WAR' IN WEST ASIA TO DEGRADE, DESTROY' ISIS 12



EC ORDERS FIR AGAINST ADITYANATH FOR HATE SPEECH IN NOIDA 7

ZICO: MY JOB IS TO BRING PROFESSIONALISM IN INDIAN FOOTBALL 16



Sultanpur Lodhi's historic gate collapses

IP.Singh@timesgroup.com

Sultanpur Lodhi: The historic Lahori Gate of Qila Sarai in Sultanpur Lodhi, one of the oldest buildings symbolizing the composite culture of Punjab, collapsed on Thursday afternoon due to lack of proper maintenance over the years. The centuries old magnificent gate, situated towards the north of the fort, was the most important and imposing structures in the whole complex.

The monument, that was a testimony to ancient heritage and cultural richness, had withered away over the years

due to utter neglect by the state authorities. And, on Thursday a big portion of Lahori Gate came crashing down at around 12.30 pm.

"There was a minor tremor and the old building collapsed. Thankfully, nobody was near it at that time," said Sultanpur Lodhi station house officer Sunbeer Singh, which functions from the complex.

Some restoration work carried out by the Punjab tourism department at the fort couple of years back was executed shoddily. The lime-mortar plaster used had to be removed later, further



A huge chunk of Lahori Gate of Qila Sarai comes down

damaging the structure.

This work had been done after Anad Foundation chairman and conservationist Bhai Baldeep Singh focused on the monument going to



rot. He proposed to make it as a living place of tangible and intangible heritage through

the principle of revitalizing monuments through creative and adaptive re-use of the ancient structures.

The foundation had also been running workshops inside Qila Sarai for reviving musical heritage of Punjab. However, after Bhai Baldeep contested Lok Sabha elections on the Aam Aadmi Party (AAP) ticket from Khadoor Sahib, the official machinery - allegedly at the behest of SAD leaders - stopped power and water supply to the portions of the fort used by his foundation.

► Weakened foundation, P 5

Print Innovation



Outdoor Hoarding





Launch



TVC



<Voice Over>

Rango ke bina ye duniya kitni adhoori hoti, Kabhi socha hai ?

Narangi narangi nhi hota
Aasman mei satrangi samah na hota
Rangoli ki saaz kho jaati
Hamari tumhari baatein kuch ankahi reh jaati

Bharat ke hain anek rang,Tumharien favourite sunset ka peela,
College ki purani jeans ka neela, Whatsapp se Hara, Gulab se bhara.

Zindagi ke har padav pe, Hum anjaane mei rang hain chun lete



TVC



Uski pasand ke jootे , Kabhi kala khatta toh kabhi meethe
Shaadi ka joda, Dulhe ka safed ghoda
Tyohaar se lekar parivar tak, Bharat mei, sab rangeen hote hai.

***Aao rangon ki duniya phir sajayein
Macaw paints ko ghar laayein***

**SUPER:
Macaw Paints
Discover Your Colour**



TV ads



आज तक
ajtak.in

BREAKING NEWS

**ऑस्ट्रेलियाई
क्रिकेटर शेन वॉर्न का
निधन**

macaw
PAINTS
Discover Your Color

A VENTURE BY
SHYAM STEEL

Discover
Your Color...

WITH MACAW PAINTS

Suggested Brand Ambassadors






Rajkumar Rao and Patralekha, couple is epitome of **Trust, Passion, Courage, Reliability and Success.**

Their presence boosts immense confidence both on and off the camera. Companies, pan India have appointed him to represent their brand and they benefited out of it. Associating with them means increase in Goodwill, Market Value, Popularity and Growth as an end result.






Kiara and Siddharth are the fresh faces of Bollywood, and are planning to get married. Their chemistry is already the talk of the town.

Having them on-screen together will draw many eyes and also we can weave in the fact that they are close to their wedding and how they are choosing their colours for their new house to suit their personalities.





Vicky Kaushal and Katrina Kaif are a widely desired couple for their chemistry and bond. To add to that, they have 2 very different personalities. Vicky is very cultural from the core and Katrina has a western touch to her tastes.

They talking on their colour preferences for their home will be a good watch for the audience. They both are top actors in the film industry and collaborating with them will for sure will win a lot of trust and credibility.



Print



NEWS DIGEST

Pakistan jail of felons poisoning, essentially torturing me: Sarabjit



Public Health System Hit By Low Spending



Fewer Indian kids being sent abroad for adoption

N-4 people flee to US, by-liner attacks

CRJW to make local travel smoother

BIMC to test contractors who make low bids

AIIB will be the first to invest in India

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Unhealthy at 65: India has 76% shortfall in govt docs

THE DOCTOR TO PATIENT RATIO	India	World	%
Male	1:1,000	1:2,000	50
Female	1:1,000	1:2,000	50
Both sexes	1:1,000	1:2,000	50
Per 100,000	100	200	50

Protesters snatched guns, fired in air, show CCTV



Slow growth hurting nat'l security: PM

Divorce notice shocker ends in drunk driving tragedy, 2 dead



CJ: Don't tinker with judiciary's independence

In India, men can be raped, not sexually harassed

Six organs donated in a day in city

City collegian kidnapped and killed by friend

Blud geared to beat in before Ransom Call



CRZ course correction in Khar frees 100 plots for devt

Blud geared to beat in before Ransom Call

Divorce notice shocker ends in drunk driving tragedy, 2 dead



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TRANSPLANT RECORD

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Discover Your Color...

Print





A VENTURE BY



SHYAM STEEL

Discover Your Color...

Macaw, emerged with a thought to stand out. Painting homes that mirror success was the dream followed by the compliment 'Flying colours'. We took it a bit too literally. If every home needs the "flying colours" element, then the world needs Macaw Paints, named after the most recognisable and vividly coloured group of New World parrots. Macaw is a signature coat that makes your home stand out and reflects vibrancy and success.

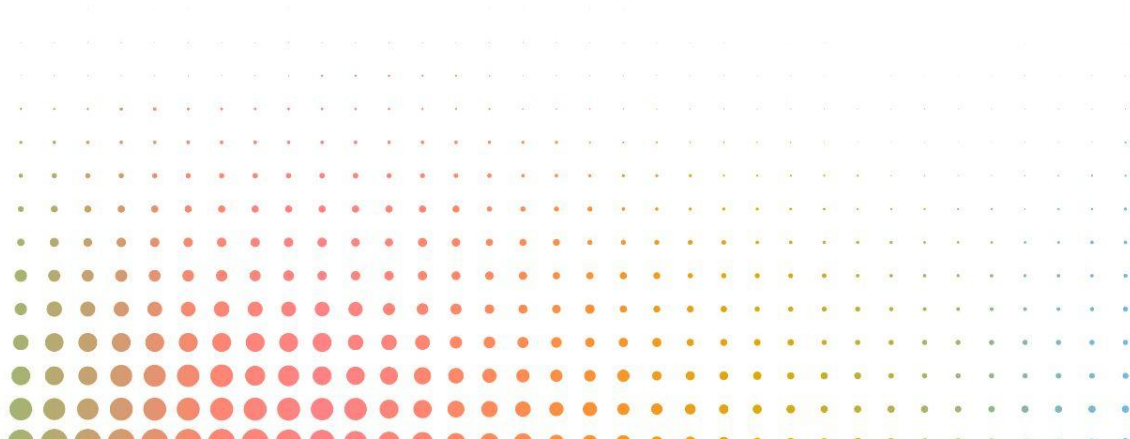
ENAMEL PAINTS

EMULSION PAINTS

STERLING ALUMINIUM PAINTS

DISTAMPER

PUTTY



Outdoor Hoarding



Discover

Your Color...

WITH MACAW PAINTS



A VENTURE BY



SHYAM STEEL





Discover

Your Color...

WITH MACAW PAINTS

A VENTURE BY

SHYAM STEEL





*Discover
Your Color...*

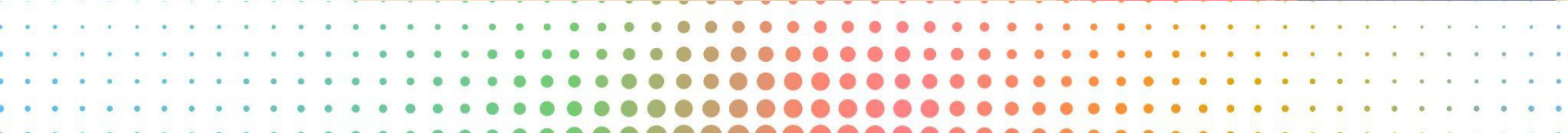


WITH MACAW PAINTS

A VENTURE BY



SHYAM STEEL





Discover
Your Color...



WITH MACAW PAINTS

A VENTURE BY



SHYAM STEEL





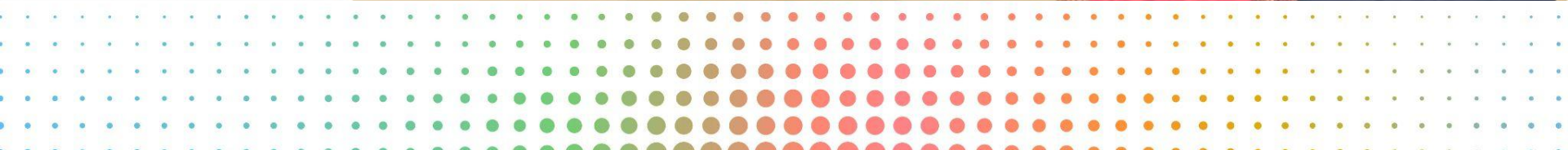
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Discover 
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SHYAM STEEL

PURO QWIK CLEAN
EXTERIOR EMULSION PAINT

AURA PRIME
Luxury Interior Emulsion

MAESTRO MAGIC
EXTERIOR EMULSION PAINT

DURA SMOOTH
EXTERIOR EMULSION PAINT



9920



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EXTERIOR EMULSION PAINT





Arch Gate Design





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SHYAM STEEL



**Hi-Gloss
Enamel
Paint**



**Luxury
Interior
Emulsion**



Outdoor Macaw Logo Installation-

Larger than life **Macaw logo installation**, using used Macaw paints cans at key location of Kolkata to announce the launch in a grand style

The awe inspiring piece will be striking to look at and can become a tourist spot in the city.

Will create visibility and talkability around the launch.



Retail Shelf Branding



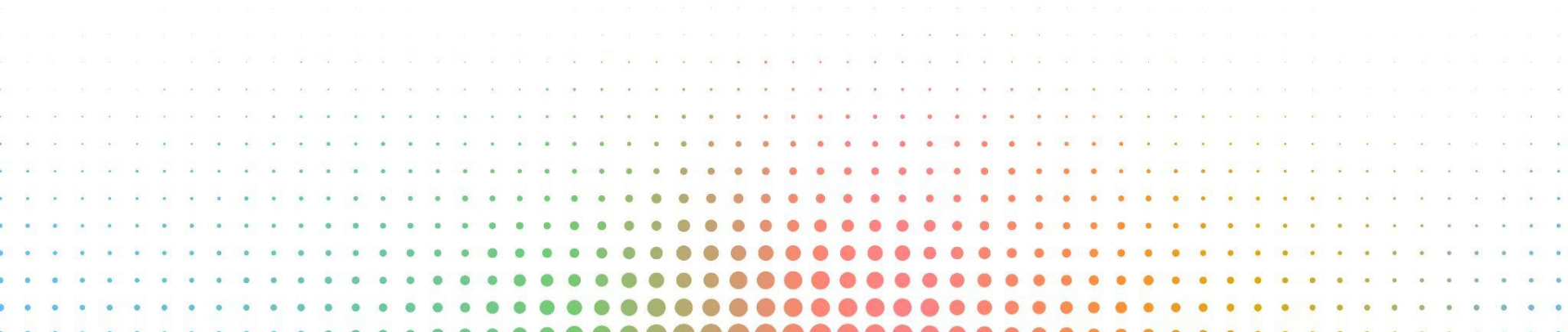
Reference

Each shelf can be of various range of products

1. Emulsion
2. Enamel
3. Distemper
4. Putty

Launch Event

- Media event along with key stakeholder; investors, retailers, distributors
- Event can be hosted by **Parambrata Chakraborty.(popular actor from West Bengal)**
- Event Theme: Colour Paradise
- **Colour Paradise** is a place of contentment, a land of luxury and fulfillment. Described as the place where you can see all the colours you can and cannot imagine at the same place.
- **Color Paradise will be brought alive using LED screens**, Visually appealing installations made with Macaw Paints along with other installation and cultural performances that will add glamour and glitz to the event



Launch Event



Entry Gate



LED Panels displaying Macaw colors and key Indian Heritage painted with our colors

Walkthrough



From Rabindranath Tagore to Bihu dance. The elements and art at display will reflect the culture and heritage of Eastern India.

Product installations at the



Product Display



A touch, feel and experience counter to be set up for the attendees.

The centerpiece will be an installation of paintbrushes hanging in mid-air dripping the paints on Macaw boxes.

Launch Event@ Setup



LED panels would be set-up across the stage.

During the **logo unveiling**, the room would go dark and **each panel will light with beats of the music individually to reveal Macaw bird** take flight at the center and rise to the top.

Sustenance





Discover Your Color Kiosk

At our key retail and stores we'll install **Discover Your Color Kiosk** where the consumer can interact with various colors that Macaw Paints has to offer

Consumers will be answering a standardized set of personality questions basic which the station will **recommend what colour suits them the most and bring alive their aura and vibe which is best suited for their homes**





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Discover Your Color @Societies

A **consumer connect** programme inside **building premises**, where an **Macaw Paint experts** would guide consumers on end to end painting solution with Macaw Paints

Discover Your Color Kiosk will also be stationed here, where basis the color recommended the Macaw Paints experts will guide them on how to go about the painting process

Any resident could avail on the stop Macaw Paints services if they participate in the activity



Discover Your Color VR activation

Discover Your Color VR Kiosk at **famous malls during the weekend** to **bring alive the range of Macaw paints color for consumers**

VR experience where consumer can visualize and get feel of our color and product ranges with Augmented reality



Discover Your Color Hour

In a tie-up with **RedFM**, an **ad-free hour** where all the songs that will be played during this time band will be **around importance of colors in our lives and how each color has a different story and meaning for everyone**

RJ can also take up questions from consumers and color its importance and warmth and talk about Macaw Paints and its various products



Discover Your Color- Association

Associate with the most popular **IPL team of the eastern part of the country; KKR** and get mileage from the biggest cricketing festival of India

Do a Associate/special partnership

The Whole partnership can we made larger than life with offline and online activations around the sponsorship



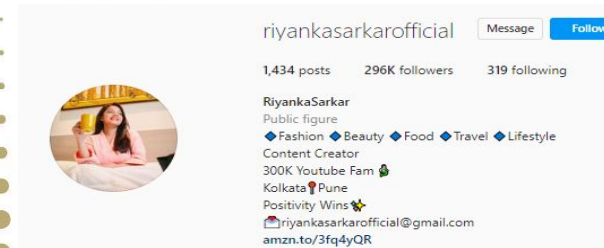
Influencer Activation



We choose **15 regional influencers from the targeted geographies** who'll help us further create Top of mind recall for the brand

Each influencer will be given the **3 different colors** from **Macaw paints** to showcase what does discover your color means to them and they will share a post about the same

Each video will end with the influencer giving a shout out to the Macaw Paints and revealing a personalized discount code urging people to try the product.



Discover Your Color Persona

Guiding consumers in their painting journey by showcasing what color persona will suit their house basis their decor and personality

Execution-

Video series which will guide consumers on color aesthetics for painting basis their like, dislikes and personality

For e.g

Chic Look; Keeping it simple

Minimalist Look; Less Crowded and nude colors

etc

Platform: FB, Instagram, YouTube and Pinterest



Chic Look



Minimalist Look



Reference Image

#RediscoveringColors

Engagement campaign:

5 renowned photographers travel to their **hometowns** in the **search of colourful stories.**

Join their journey in **rediscovering true essence and colors of their roots as we travel to different parts of India with them.**

Later, the influencers will ask their audience to post pictures clicked by them which takes them back to their roots using the hashtag #RediscoveringRoots and tag macaw paints

Help us establish emotional connect with consumers

Platform: YouTube and Facebook



#DiscoverYourCityColors

Associate with renowned artist across various states and create wall murals that bring out the culture and essence of India with Macaw Paints

Each mural will have cultural **message**. This will help us create visibility and conversation around the brand

Whole exercise can be captured as a video series showcasing the Macaw paints and the artists experience with them

Platform: Youtube, FB and Twitter



#DiscoveringHomes

Just how every person is unique, **every house is unique. Home is one's personal space, their safe place, their comfort zone, home is a feeling.** No matter where you go in this world nothing feels as comforting as home. **Every house has a story to tell. It speaks through its color, its structure, the photos hanging on the wall, the flooring.**

Join us in the journey to discovering homes with **7 celebrities** who welcome us in with open doors.

Platform: YouTube , Instagram, Facebook and Twitter

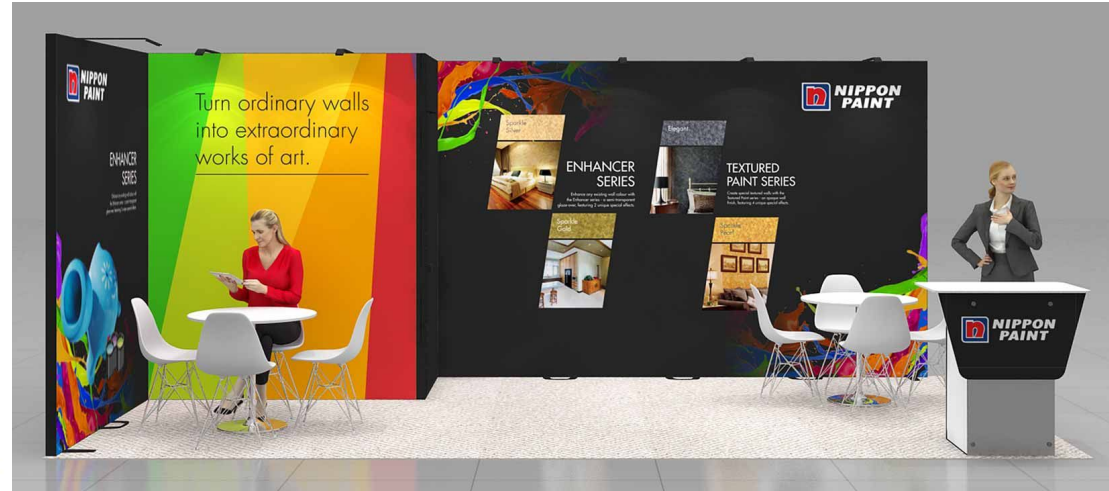


Discover Your Color

@Exhibitions and Events

Tie up with trade fairs and events, real estate, interior design or even furniture to showcase how Macaw paints liven up a space and complement the product superbly.

Suggested tf: INDEX Fairs, INT-EXT Expo, PaintIndia, ET Acetech , iDAC etc.



Brand Legacy

Idea:

To bring into focus the legacy of Shyam steel and the heritage behind Macaw paints.

Talk points:

1. Logo Origin story
2. How Macaw transformed from an idea into a product?
3. Thought leadership
4. Short bytes with top management on their take on current market trends
5. Humans of Macaw - People working at Macaw



Testimonial: #RangonKiDuniya

Idea:

Testimonials are the rubber stamp of approval that many modern customers need to seal the deal.

How:

In a tie-up with **Spotify**, a story form testimonial, **Rangon Ki Duniya** will be narrated by **RJ Naved**. It will feature the stories of home owners and consumers, as we go through their journey of home transformation with Macaw Paints.

Platform: Spotify





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PAINTING WITH PASSION STORE



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MOB: 2356 794 562

PAINTING WITH PASSION STORE



Teaser



Idea:

Create hype around the product launch with a colour countdown to the launch.

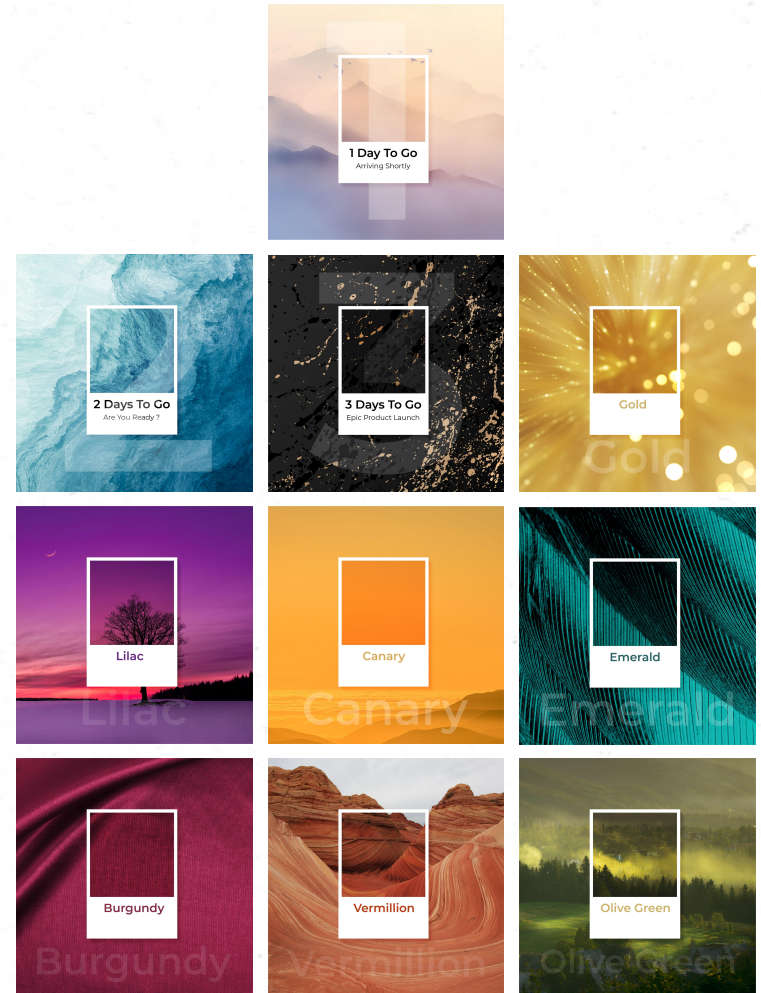
What:

We choose an unconventional method to represent rundown of the clock. Representation of the days left with colour of equivalent characters.

Eg. Olive Green - 10 characters, Vermillion - 9 characters etc.

How:

To be executed on platforms: IG & FB.





1 Day To Go

Arriving Shortly

Website landing page

A series of Emailer communication will be disseminated to drive awareness for ongoing What's your colour pre-launch campaign and the Grand product launch.

Themes:

- 1- E-mailers to promote countdown to the grand product launch
2. Emailers to get registered to witness the brand launch via a live steamvideo



Teaser Billboard

Discover Your Colour
Soon...



Teaser Billboard

Discover Your Colour
SOON..



Communication Touchpoints

Inspiration

Education

Promotion

Connection

Entertainment

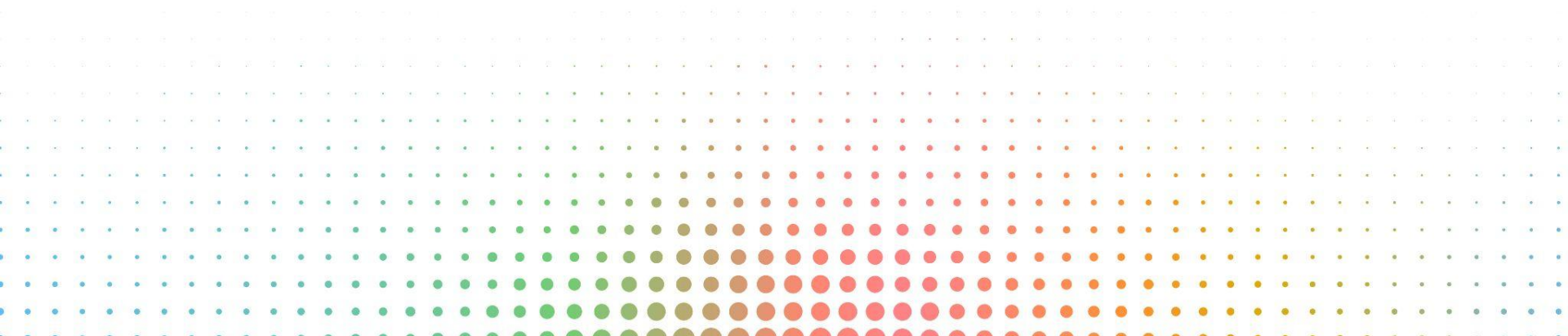


Key Communication Pillars

Colors that
resonate with
you

Legacy and
Heritage of
Shyam Steels

Quality





Announcement post/video

Let the colours do the talking

Colour is a language that speaks a thousand tongues.

When they take flight,
As the wing spreads
to conquer the world

We watch in awe

They are the New World parrots
We aim to define the New World Order

Our paths were meant to intersect.
A symbol that stands for life, beauty and colour

We are Macaw Paints
Discover Your Colour

Origin story for our Brand Logo to be the first video for audiences. To be showcased at the Launch event followed by main TVC.



Campaign Rollout Plan



Campaign Rollout



Teaser (L-10)

Countdown posts on social media to create curiosity

Influencer activation

Landing Page timer led countdown

Event Invite Emailer

Teaser Billboards

Launch (L)

Brand Announcement

Partner meet

TVC

UGC contest

Influencer marketing

Sustenance(L+)

Brand legacy

Product Promotion

Education/Informative posts

UGC engagement/DIY

Testimonials

Newsletter/Blogs

Innovative ideas (Offline + Online)



Launch Event



Lamp Lighting

Founder Speech;
Idea and
inspiration
behind the brand

Logo Unveiling

TVC Launch and
Brand
ambassador
announcement

Interaction with
key stakeholder

Cultural
Performance

Product launch

Media
Interaction

Games and
interaction with
audiences

Q&A session

Dinner

Launch Product Collaterals



Content Buckets

Products USPs

Testimonials

Sustainability
& eco-friendly

Product
Reviews

Brand Legacy

Education/
Informative

UGC
Engagement

Topical/
Moment
Marketing

UGC Contest | #DiscoverYourColour

A news paper jacket with Macaw branding and a portion to peel off, which reveals a message.

The **hidden QR code** in the newspaper needs to be scanned which will take users to a **microsite** with a set of questions. Based on the answers to these questions, the user's colour is revealed.

A **screenshot of the revealed colour** needs to be posted on SM with the #DiscoverYourColour and 2 friends need to be tagged.

3 contest winners get an opportunity to **win a wall makeover** with Macaw paints .



Product Based Campaign

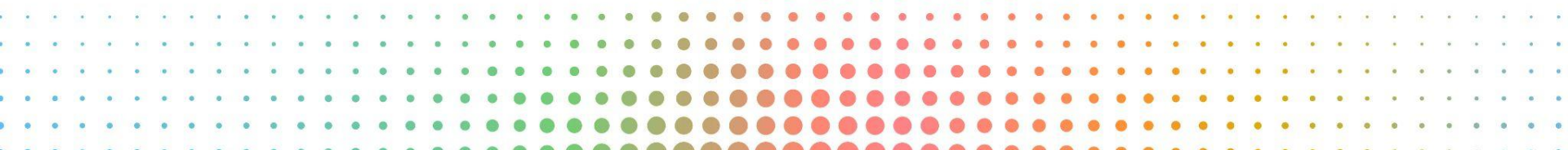
Idea: To promote the products and their importance in choosing the right paints for our homes.

Talk points:

1. Product USPs
2. How to choose the right color?
3. Difference b/w distemper and emulsion
4. Product range
5. Instruction for applications
6. Styles for walls (Living room, dinning etc)



Retail Activations



Product Reviews



What:

The idea is to create a campaign highlighting the product USPs.

Why:

Engage influencers to create comparisons between Macaw Paints and other competitors. At the end of the video, influencers will share the sale links with coupon codes.

How:

The campaign will be carried out by influencers doing product reviews, comparison videos and urging their followers to take the trial.



#PaintTheWallChallenge

An attempt to break the **Limca Book of records for the biggest wall painted in a day.**

Eg. Bengali New Year,

The same event will be a part of a **carnival Colourthon**, to woo people to join the fun and have a great time while painting the wall.

Platform: Offline activation, FB, IG, YouTube shorts



#ColourfulTales

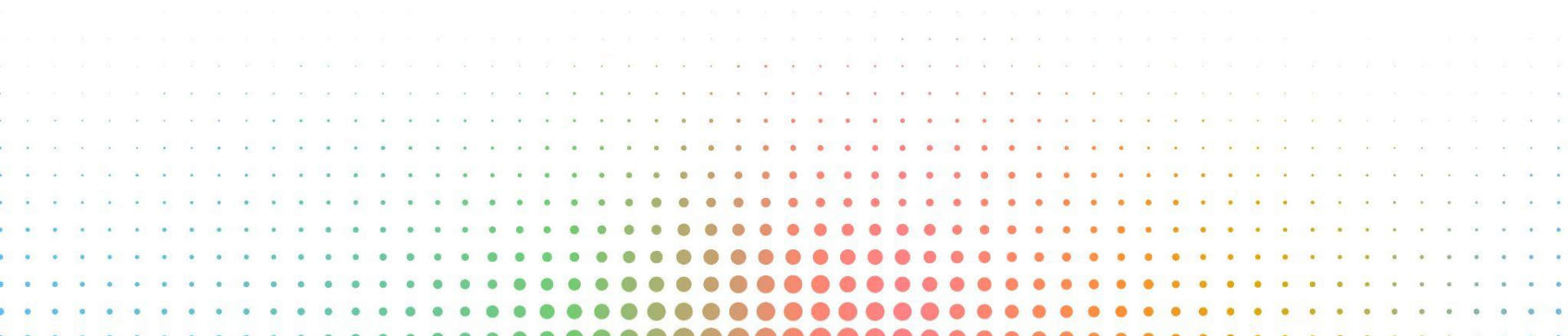
Idea:

To garner attention of parents and help kickstart the imagination of their kids.

How:

A **6 video story series**, communicated with simple imagery that are also wall themes inspiring children to imagine colourful stories.

Platform: YouTube, FB, Pinterest



Colour Vogue 2023

Annual colour forecast, upcoming years freshest colour palettes and a springboard for design ideas.

Every year India's finest design minds, architects, sociologists, anthropologists and advertising professionals gather around to break down, analyze and draw conclusions to determine the changing consumer behaviour and decor choices.

Their discoveries will be further refined by an esteem panel of experts.

Platform: Offline activation, Online subscribers only edition, IG, LinkedIn, YouTube shorts



Macaw Digital Magazine

A monthly **digital magazine** with all the know about in the paint world. From home decor ideas to colour trivia and quizzes.

Each edition will feature a special editorial dialogue with leading domain specialists.

Platform: Website, LinkedIn



BTL Activations

Van Activation

Rural Marketing

Exhibition/Art shows

Wall Paintings

In-shop activation

RWA activation

Mall activation

Trade fairs

Discover Your Color
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AQUA PRIME
NESTO
SUNSHINE
SUNSHINE

Discover Your Color
EXTERIOR EMULSION PAINT

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AQUA PRIME
NESTO
SUNSHINE
SUNSHINE

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PAINTS
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A VENTURE BY
SHYAM STEEL

Distemper

Emulsion

Enamel

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SHYAM STEEL

Hi-Gloss
Enamel
Paint

Luxury
Interior
Emulsion



Thank you!

