

Jackie Movie Audio Launches on Mobile via BluFi



First time ever a movie audio was launched on mobile. TELiBrahma with its proprietary solution BluFi enabled the launch on mobile simultaneously in 100+ locations in the city as the Audio launch took place at Le Meridien, Bangalore.

'JACKIE' starring Puneeth Rajkumar and directed by Soori, is the forthcoming project from Shri Vajreshwari combines. They launched the audio in the city and wanted to reach out to as many fans on the day of the launch. They also wanted the reach to be more personal to the users.

TELiBrahma developed an exclusive mobile application for the movie and distributed it across about 100 BluFi locations in Bangalore through BluFi network. The hype created on Social media & other ambient media at these 100+ locations before the event created much more anticipation in among the fans and itself acted as a call for action. The application consisted of mobile contents such as wallpapers & Audio clips from the movie. It not only created a deeper connect with the fans but also enabled them carry home the experience.

The success of the campaign & the great consumer acceptance it received can be measured in the number of downloads happened. We have reached nearly 55,000 fans in a span of just 16 days.