

Mathrubhumi Christmas Campaign: Gift your brand an audience across Kerala and your friend a surprise this Christmas

Kochi, 9th, December, 2019: Christmas holds a great significance to each one of us in our lives, and gifting being at the heart of this festive season, the formidable group of Kerala mathrubhumi conceptualised a campaign as a one- month long gifting scheme in form of an advent calendar, keeping brand manager and media planners engaged all the way till Christmas.

We took the much-loved ornaments that decorate Christmas trees and hand- rendered the audience for each of Mathrubhumi's verticals using a unique illustration style, ensuring every page of this eight ad series truly stands out. It culminated in a layout with all eight ornaments – showcasing the enormity and reach of the Mathrubhumi Group. This was followed by a double spread print innovation featuring the Advent calendar with QR codes below each flap that link to surprise gift for the reader and one lucky friend from each vertical on specified dates.

With the support of digital extensions including web banners, emailers, and a customised gifting portal, this massive campaign spreads the joy of Christmas like never before, leaving recipients from across the country pleasantly surprised.

Speaking about the campaign **M V Shreyams Kumar, Jt Managing Director, Mathrubhumi Group** said *"This year our Christmas campaign will serve the advertisers with a more personalised brand experience than ever before, breaking away from stereotypical pattern, we wanted to convey the message on how mathrubhumi as a group can deliver results in line with the festive objectives of clients"*.

Francis Thomas, Creative Director, Maitri Advertising Works said *"This Christmas, we didn't want to just talk about Mathrubhumi's cross-platform abilities - we wanted*

Planners across the country to actually experience it. We wanted to challenge perceptions of what a print ad can be in 2019. The campaign's use of clever copy and custom illustrations to land on an interactive double-spread that Planners will keep coming back to over the course of the festive season is exactly the kind of work that you can expect from Kerala's most innovative media house”.

About Mathrubhumi Group

Mathrubhumi has successfully straddled tradition and technology in assimilating change from 1923 to our social media era. The evolution from letterpress to frontier advances in media has been made without sacrificing human values bequeathed us by our founders who fought in the Indian Independence movement and championed pioneering social reforms. Nine decades on and in to 21st century, we enrich the lives of millions of Malayalam readers. We cater to them with 16 editions, including from Dubai & Qatar, a books division, and 11 periodicals running the gamut from culture to entertainment. Built on strong journalistic ethics and high aesthetic outlook offering multi-platform, multigenerational experiences. Mathrubhumi is not only a fast growing publishing house of repute but also a corporate entity in the mass media industry. It has struck deep roots in the hearts of every Malayalee household through various engaged communication platforms mainly Print(daily) , Radio (Club FM), Television (Mathrubhumi News & Kappa TV), Online (Mathrbhumi.com) For more info log on to www.mathrubhumi.com

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