

MAX TO UNLEASH NEW CAMPAIGN FOR THE UPCOMING ICC CHAMPIONS TROPHY 2006!

MAX, India's Premium Movies and Special Events channel stands for innovation and distinctiveness... be it the content, the marketing initiatives or the brand itself. Taking this forward, MAX is all set to unleash its new campaign for the cricket season that will bring true of MAX's promise - "Deewana bana de". The campaign aims to connect with its viewers and reinforce the bond while bringing out the flavour of 'MAX' in a tangibly distinct and memorable way.

The first time when MAX telecast ICC Champions Trophy in 2002, it created viewer-ship history and marked a turning point in the way cricket was telecast in India. It converted a 7-hour game of cricket watched by a predominately male population into an eleven hour entertainment extravaganza watched by the entire family. Across the various ICC events since then, MAX has created newer benchmarks in creative programming and promotion.

Keeping in this mind, MAX will be launching its new campaign for the upcoming ICC Champions Trophy 2006. Cricket in itself is an entertaining game. But MAX's brand of cricket provides much more than just the game. It provides that 'Extraaa' bit of entertainment which adds to the fun of the game. To bring out this association, the wedding theme has been conceived wherein the campaign reflects the thought of 'Cricket weds Entertainment'.

Speaking at the onset of the campaign, **T Gangadhar, Marketing Head, MAX** said, "Cricket on MAX is cricket with a difference, as always - there's so much more to it than just the game. Bringing this forth we have launched a new campaign for the upcoming ICC Champions Trophy 2006 that depicts cricketers from various countries along with Virendra Sehwag, Mandira Bedi, Charu Sharma and Rohit Roy in a never seen avatar. Wedding has been used as the metaphor for this campaign. Shot in the pink city of Jaipur, this campaign aims to touch the heart of millions of viewers across the country."

Added **Ashok Karnik, V.P. Creative, Euro RSCG**, "The new campaign for the upcoming ICC Championship Trophy 2006 on MAX reflects the next level of Deewana Bana De. It is different yet with all the excitement and exuberance of the country's most loved game. The campaign is a fun jamboree with Jason Gillespie, Andrew Nel, Virendra Sehwag and Murlitharan, with Mandira and all like the veritable topping on the cake. I am confident that this campaign will be very entertaining and memorable like the last MAX campaign."

Shamin Desai of P S Films with his crew and production members have been assigned the task of making the biggest wedding of the year. Ashok Karnik, Sr. Creative Vice President, Euro RSCG along with Siddharth Bindra, Creative Director, have been elemental in realizing this campaign. The task of doing the still photography has been assigned to Suresh Natarajan of Shilvasa Photography.

The campaign is backed by extensive outdoor, print and radio support.
(Please add more details on the off-air campaign)