

## **Brand Factory announces THE BLOCKBUSTER - The BIGGEST shopping event of 2017**

Indulges in a humorous campaign to promote 3 BIG offers that can be availed all at one time

**National, 19<sup>th</sup> September 2017:** Brand Factory, popular discount store by Future Lifestyle Fashion announces their biggest ever shopping event for 2017. Themed as **'THE BLOCKBUSTER'** this festive season Brand Factory promises an exciting shopping experience by presenting **3 Big offers** for the first time that can be availed at the same time. The three offers are Denims with MRP 2299 @999, Flat 60% off across all sports footwear and Flat 50% off across all brands on two or more apparel. Using humor which is the brands DNA, **Karma (Division of DDB Mudra Group)** has conceptualized & created a peppy and fun campaign that promotes this mega offer.

The TVC narrates a story of 3 best friends. Jay, the nerd, Rahul a fashion photographer and Shikha a confident tomboyish girl at an Irani café. When the discussion turns to best offers in the market, Shikha proclaims that she has the best deal in town and stuns the boys who feel they had discovered some fabulous offers themselves. Shikha leaves and the bewildered boys follow her leading them to Brand Factory. The boys and Shikha discover The Blockbuster offers at Brand Factory and bump into each other at the cash counter.

Speaking about The Blockbuster **Roch D'souza, CMO, Brand Factory** says, "As a brand our USP is that we offer discounts on best brands 365 days in a year. Keeping festive season in mind we wanted to up our game and hence we came up with this thought of giving our best of best offers under one promotion. This is our biggest promotion this season."

Commenting on the creative of the campaign **Vinayak Nayak, Creative Partner, Karma (Division of DDB Mudra Group)** says, "Blockbuster is a simple campaign that educates the consumers about smart shopping at Brand Factory. The language of the film is young, peppy & fun, just like the brand and it drives home the message of smart shopping in a quirky way."

The Blockbuster campaign will use a 360 marketing plan with extensive promotion on TV, print, Brand Factory social media platforms, Google, Book My Show, OOH and instore promotion across all Brand Factory outlets in the country. The Blockbuster starts on 22<sup>nd</sup> September and ends on 2<sup>nd</sup> October 2017.

**Link to the campaign** – <https://we.tl/6cZNGadS8d>

## Credits

- **Creative Head/Director:** Vinayak Nayak
- **Creative Team:** Vinayak Nayak, Neh Rathi, Kaustubh Pachpute, Simantika Choudhary, Tushar Masurkar & Mangesh Saswade
- **Accounts Team:** Sanjay Panday, Makarand Gholba, Sonal Sawant
- **Production House:** Creatr Film
- **Director of the film:** Alok Kulkarni
- **Producer:** Danny Lobo

## About Brand Factory:

Brand factory is India's only discount fashion destination with over 55 stores in 23 cities. Brand Factory gives Indian consumers the promise of revolutionizing value shopping by offering the best Indian and International brands at Smart Prices. Brand Factory promises its customers, discount shopping at an undiscounted experience. The emphasis at Brand Factory is to offer customers the widest range of brands and categories possible at absolutely great prices in an ambience that befits the brand.

## About Future Lifestyle Fashions Ltd (FLFL)

FLFL listed on NSE and BSE, is India's leading integrated fashion house. FLF has world class retail formats like Central and Brand factory along with a strong portfolio of brands such as Lee Cooper, John Miller, Indigo Nation, Scullers and Jealous 21 etc. For the 9months period ended Dec 31, 2016, FLF achieved a revenue of Rs. 2890 crs, with a strong growth of over 18% in 9MFY17 (primarily driven by robust same store sales growth). During this period, FLF achieved an operating margin of 9.3% resulting into net profit of Rs. 27 crs. FLF operates over 5.5 Million square feet of retail space which is the largest in the country. FLF has also made investments in various fashion companies which complement its existing offerings.

Future Group is the pioneer in the Indian retail sector and focuses on developing and operating modern retail networks, consumer goods brands and logistics networks for the consumption sector in India.

## FOR MORE INFORMATION, CONTACT:

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