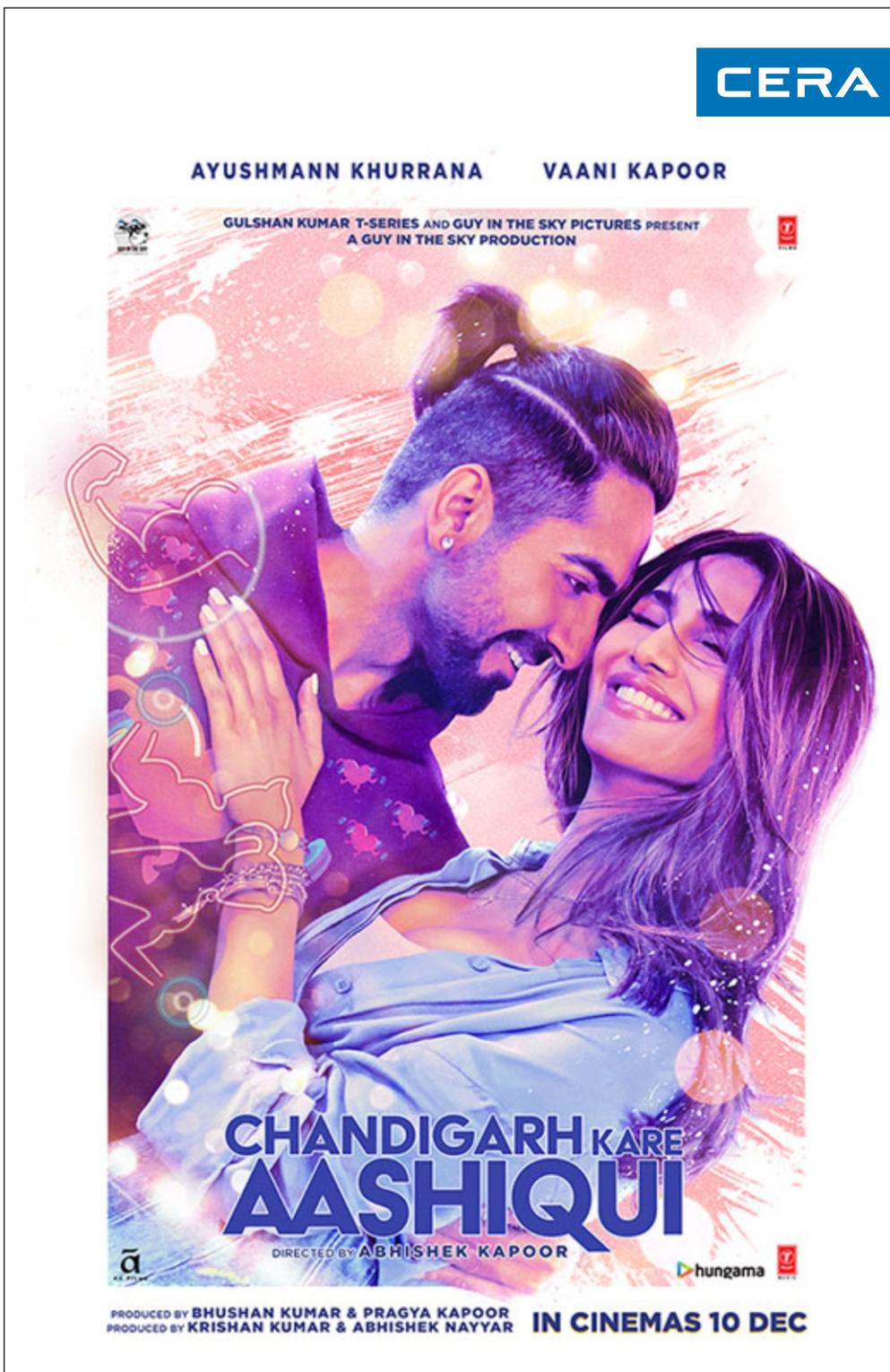


Cera completes a 360° brand communication with CHANDIGARH KARE AASHIQUI



Cera had signed an agreement with Super Cassettes Industries Pvt. Ltd. in 2019 for in-film brand integration. Due to Covid-19 the movie was released on 10th Dec'21.

Using this as an opportunity, Cera promoted the various communication elements given provided, in all media's to optimize reach and create strong brand recall amongst consumers.

Co-branded promotional video was created using cast "Ayushmann Khurrana" mentioning brand Cera and tagline "Kuch Pal Ghar Ke Naam" , posters were printed and distributed in selected Hindi speaking markets starting November end. This was followed by strong digital promotion to drive engagement in all social platforms such as Facebook, Instagram, YouTube & Twitter. To pep-up the reach, newspaper inserts were printed and circulated in local Punjab and Chandigarh markets.

On the day of release Cera partnered with PVR cinemas and extended a combo offer for Ceraites and trade partners along with family with an objective to create strong bond and affinity.

To close the campaign on high note, a virtual "Meet and Greet" session was organized specially for CERA by T-Series with movie actors "Ayusmann Khurrana and Vaani Kapoor" which was attended by key trade partners. The trade partners interacted directly one on one with the casts.

Ahmedabad

CHANDIGARH KARE
AASHIQUI



Team CERA

CHANDIGARH KARE AASHIQUI



Trade and Team Cera @ Chandigarh



Trade and Team Cera @ Amritsar



Trade and Team Cera @ Jalandhar

CHANDIGARH KARE AASHIQUI



Trade and Team Cera @ Delhi



Trade and Team Cera @ Udaipur



Trade and Team Cera @ Sri Ganganagar

CHANDIGARH KARE AASHIQUI



Trade and Team Cera @ Ludhiana



Trade and Team Cera @ Pathankot



Trade Partners @ Bareilly

CHANDIGARH KARE AASHIQUI



Trade Partners @ Prayagraj



Trade partners @ Kolhapur



Trade partners @ Indore

CHANDIGARH KARE AASHIQUI



Trade and Team Cera @
Lucknow



Trade @ Uttarakhand

