



**facebook**

“Duniya ke saamne dil kholke toh dekho,  
kya pata aapke liye duniya khul jaaye!”

# THE TASK

Make people believe that Facebook opens up an unexpected world of ideas and possibilities.

# INSIGHT

New -to-Facebook users don't see the greater value beyond the superficial working of Facebook and therefore access it sporadically.

# THE CHALLENGE

Establish Facebook as a platform that fuels aspirations and not a platform for showcasing or receiving validation.

# BEHAVIOUR CHANGE

Get New-to-Facebook users to use it frequently to access the unexpected world of ideas and possibilities .

## THE STRATEGIC DIRECTION

Demonstrate to New-to-Facebook users how Facebook is a catalyst and an enabler for changing/enriching lives.

## THE TASK



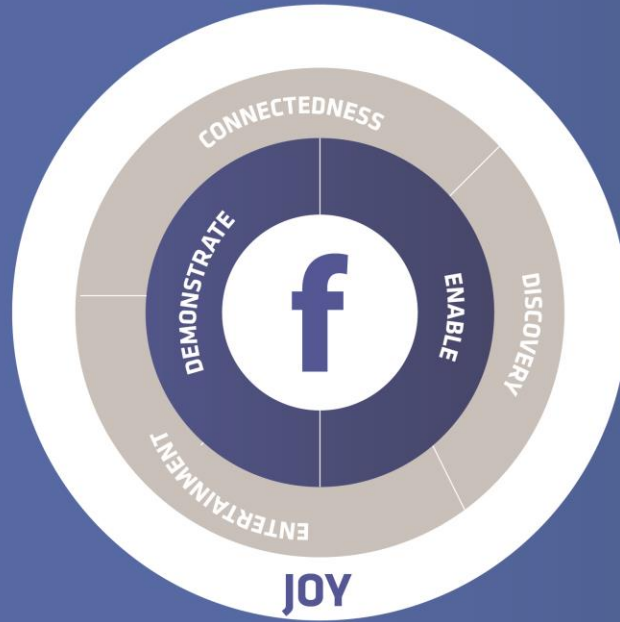
Make them believe it.

## THE STRATEGIC DIRECTION



Demonstrate it.

# KEY IMPERATIVE



Our ideas should either demonstrate how Facebook has enriched life of users or should actually enable New-to-Facebook users to enrich their life.

Each idea will result in  
CONNECTEDNESS | DISCOVERY | ENTERTAINMENT

Will evoke a overall feeling of HAPPINESS & JOY



**TRANSLATING THE DIRECTION INTO CREATIVE IDEAS**

facebook  
**c**  **llab**

1

# INSIGHT

People are people's resources.


It is said that when you invest time with likeminded people,  
then you grow more in life.

IDEA




# FB COLLAB

*WORLD'S BIGGEST SHARING PLATFORM*

Create **FB Collab** platform across the city and invite like minded people to come and jam with people who share common interest.

 Music Cover  
2 min

EP/01  
SHASHWAT BULUSU  
**B SIDE**

 Like  Comment  Share

LYRICIST



MUSIC COMPOSITION



VOCALIST



## MUSIC COVER

Call indie artists, from unknown pockets of the city and ask them to jam on different verticals of making a song.



Movie Makers

2 min



Like

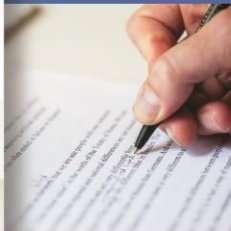


Comment



Share

WRITERS



DIRECTORS



ACTORS



## MOVIE MAKERS

Call indie film makers and actors to collaborate and create a short film that is exclusively previewed on Facebook.



Foodies Paradise

2 min



Like



Comment



Share

INGREDIENT STORY



FOOD DESIGNING



COOKING METHODS



## FOODIES PARADISE

People who love every aspect of food, we it eating, cooking or serving.



Master Class

2 min



Like



Comment



Share

SPOKEN WORD



BEAT BOXING



PRODUCT DESIGNING



## MASTER CLASS

Invite people who have chosen professions which are unconventional from the parameters of the society and ask them to give career advices.





Fit Together

2 min



Like



Comment



Share



## FIT TOGETHER

Weight loss and exercise is easier when done together as each one motivates the other. Get people with similar fitness goals to do mixed fitness routines together.

facebook  
**belonging**

The logo features the word "facebook" in a small, white, lowercase sans-serif font. Below it, the word "belonging" is written in a large, bold, white, lowercase sans-serif font. The letter "g" in "belonging" is stylized, with its bottom curve extending downwards and to the right, ending in a white silhouette of a hand reaching out to shake another hand, which is rendered in a dark blue color.

2

## INSIGHT

Indian neighbours have always been caring, warm and welcoming in nature. They have always given us a sense of togetherness and affection. They have been like the extended family. But things have changed. People are closer on social media and have no idea who lives in the next apartment.

Furthermore, in India, 7 people shift to a new city or town every minute. This creates further isolation for those who have shifted to new city and don't have a neighbourly support system.

**IDEA**

# **BELONGING**

**FEEL THE REAL SENSE OF CONNECTION**

Use the network of connections on Facebook, get neighbours and like minded people to welcome and support people who have moved in from a new city or town.

# IDEA

Picture the story of Amrita, who has recently shifted to Lucknow from Kolkata. She has lived all her life in Kolkata and she is a proud Bengali. She is uncertain about this new change in life, will this new place treat her the way Kolkata used to, will the Lucknowi kebabs make her forget the taste of lip smacking Kosha Mangsho, what about the people? Will they treat me well or label me as bold and arrogant and mark me like just another Bengali girl. She is a bit petrified. But guess what when she arrives in Lucknow. Her neighbours, greet her in a typical Bengali style, serve her fish and rice to eat, tell her about the local shops that sell authenticated Bengali sweets and along with that introduce her with the culture of Lucknow and make her feel that she belongs to this place.

# HOW WE WILL DO THAT?



Target people like Amrita with the help of Facebook algorithm.



Contact mutual friends of Amrita, who are already living in Lucknow.



Request them to come and welcome Amrita when she arrives in Lucknow and make her feel that she belong here.

facebook  
**moving stories**

The Facebook logo, consisting of two overlapping circles, is positioned below the word "moving" in the main title.

2

# INSIGHT

People inspire people.

Inspirational stories motivates people to achieve big and take that extra leap of faith in life.



facebook  
**moving stories**



STORYTELLING ON THE MOVE THAT MOVES YOU

2

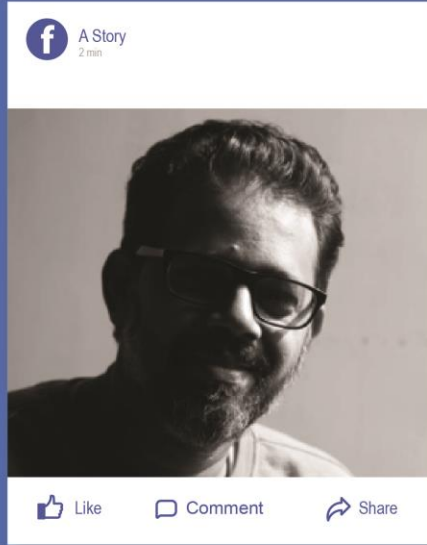
**IDEA**

# **MOVING STORIES**

**STORYTELLING ON THE MOVE THAT MOVES YOU**

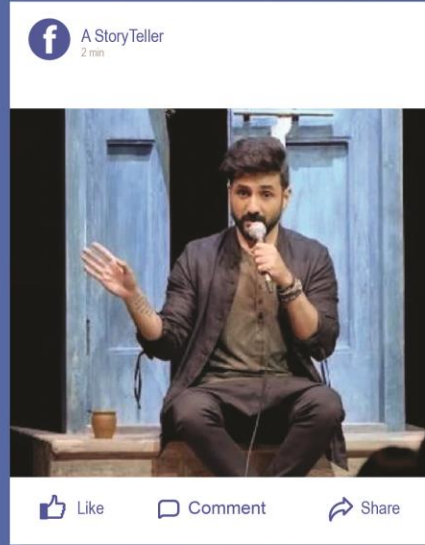
Identifying stories where Facebook has enabled people to explore new possibilities and achieve big .  
We narrate these stories to inspire people.

# HOW WE WILL DO THAT?



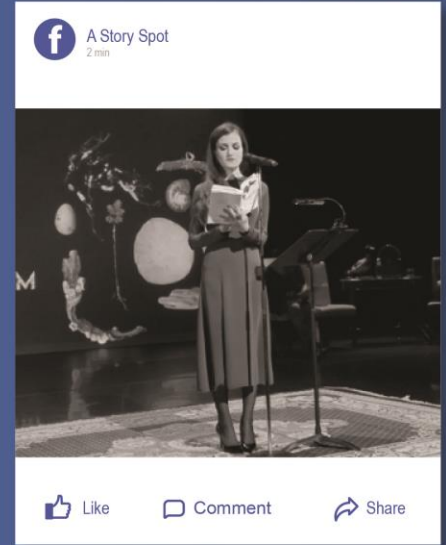
## A STORY

Sandeep Gaur, a writer who hails from Haryana, has written 3 books in Hindi. He got his big break when a Marathi language publisher contacted him through Facebook to translate his poems in Marathi and help his poems to reach to more people.



## A STORYTELLER


A renowned storyteller who will narrate these stories in the form of tale so that people get motivated from these stories and understand the value of Facebook.




## A STORYSPOT

We will choose strategic spots that will help us in getting more eyeballs. These stories will be told through a moving stage that will help us in reaching to more people.




# STORIES FROM FACEBOOK

 Anupumashree Rao  
2 min

"I've reached a point in my life where I find it's no longer necessary to try to impress anyone. If they like me the way I am, I'm happy. If they don't, it's not my business."



Anupumashree Rao

 Like  Comment  Share

 Anupumashree Rao  
2 min



Anupumashree Rao

 Like  Comment  Share

 Anupumashree Rao  
2 min



Freedom at midnight

Anupumashree Rao

 Like  Comment  Share

## Anupumashree Rao

She has always been a less confident woman because of defect in her left eye. She got her optimism back in life after exploring her passion for biking through Facebook.

She now participates in bike racing events and lives life to the full with zero regrets.

# PR

First big bang PR launch: The first story will be narrated by Gulzar, as a poem, accompanied by a flute player.

At various other locations, famous storytellers such as Nilesh Mishra, Piyush Mishra, Gaurav Tripathi and Rakesh Tiwari will narrate different stories and keep the buzz going.



Daniel Comar

2 min



Daniel Comar

July 1, 2019 · 🌐



Little we knew 18 years ago, when Nicole and I left Argentina barely knowing each other, that Asia would give us all we have today: a loving relationship, a family of five, and many new friends we made along the way, some of whom we call family too.

And while we can put our belongings in boxes, we can't do the same with our feelings. I can't get myself say goodbye and thank you to each of you in the way you deserve. It has proven to be an impossible task after so many years and countries. Maybe another day, with more time and a picture or anecdote, I'll summon some courage to do so.

This is no regular move. In a few days, we're closing our Asia chapter and starting fresh in Barcelona. We've been building our dream house in the outskirts, in a charming little town 20-minute north called Alella. A place we hope to call home from now on.

The sight of our lives being packed in boxes was a little rough for the kids today. We know better. We know that in a few days, everything will be back in place, everything will feel right again. We can be continents apart but the bonds remain.

Thank you, Vietnam! Thank you, Malaysia! Thank you, Singapore! Thank you, Asia! Thank YOU!



Like



Comment



Share



Daniel Comar

2 min



Like



Comment



Share

**LET'S DISCUSS**