



BookMyShow Books BBH India as its Creative Agency

Mumbai, April 3, 2017: BookMyShow has appointed BBH India (Bartle Bogle Hegarty India) as its creative strategy & advertising agency partner as part of which BBH India will now spearhead the development of business-driven marketing campaigns and concepts for BookMyShow.

BookMyShow is India's largest online entertainment ticketing portal, with over 4000 screens on its platforms, and presence in more than 400 cities and towns across India. It recently created history by alone selling over 3 million movie tickets for the Christmas weekend in 2016.

Marzdi Kalianiwala, VP- Business Intelligence and Marketing, BookMyShow said, "BookMyShow is a consumer driven brand that continuously strives to enhance its offering & user experience. Considering the business dynamism, it was imperative to align ourselves with a creative partner that not only would be able to match the required scale, but also demonstrate creative actions that impact key metrics. We saw BBH India to be a perfect fit and are extremely excited to begin this journey with them."

Arvind Krishnan, Managing Director, BBH India added, "We are thrilled to be partnering with BookMyShow. It is a great platform for us to showcase our brand of creativity, through the line. The app is the product; the app is the medium and there are plenty of opportunities along the consumer journey to create impact."

BBH India is known for its category-changing campaigns such as Uber's '[Move Forward](#)'; Google's '[The web is what you make of it](#)'; Magnum '[Brown is in](#)' & Johnny Walker '[The Journey](#)'.

About BookMyShow

BookMyShow, (Bigtree Entertainment Pvt. Ltd.), is India's largest online entertainment ticketing platform that allows users to book tickets for movies, plays, sports and live events through its website mobile app and mobile site. Founded in Mumbai (India) in 1999 and launched in 2007, BookMyShow is now present in over 400 towns and cities across India, currently meeting the entertainment demands of millions of customers. For more information, please visit www.bookmyshow.com.

About BBH India

For 34 years, BBH has used the power of difference to create world-class ideas that make a difference to our clients' businesses.

Born of the same principle, BBH India was founded in 2009 and since then has grown very rapidly to staff strength of 72 people. Young, nimble and black sheep to the core, the team is adept at providing effective business and marketing solutions. The agency works with a diverse &



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impressive portfolio of brands like Johnnie Walker, Axe, Vaseline, Marico, CRY, Coverfox, Makaan, Goodyear and Philips among many others. BBH is part of Publicis Groupe.
www.bartleboglehegarty.com

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