



Check out BookMyShow's 'GOLD'en Independence Day celebrations with their newest digital ad film

Mumbai, August 10, 2018: This Independence Day, book your tickets on BookMyShow for the Akshay Kumar starrer "Gold" which covers Balbir Singh's triumphant journey that helped India to win the 1st ever gold medal for Hockey at the Olympics.

BookMyShow, being the preferred platform for millions of users across the country to book tickets for their various entertainment needs, has also released a humorous take on the plethora of discount & promotion led advertisements that usually release around Independence Day.

Video Link – <https://youtu.be/vp0q1HUL8PU>

Marzdi Kalianiwala, SVP – Marketing and Business Intelligence at BookMyShow said, "Consumers are usually flooded with offer advertisements during holidays & the festive season, and we thought to have a light-hearted take on the situation with our latest film. Even in the case of our past films, the objective was always to be highly relevant and get inspired directly from conversations that take place all around. We hope the audiences will love the subtle use of humour in this particular digital film."

Russell Barrett, Chief Creative Officer & Managing Partner, BBH said, "Go to where the people are. It's that simple. With our advertising for Book My Show, we've been able to tap into conversations that people are interested in rather than force a completely new conversation on the audience. Gold is a brilliant film about India's first gold medal as a free country at the Olympics. The movie releases close to Independence Day, when the airwaves and newspapers will be filled with "Freedom Sales" and brands exhorting us to "Stand" for something. We just felt it was a great opportunity to capitalise on and we hope the audience enjoys the ad enough to go book a ticket on Book My Show."

Credit List: Gold Animated Film

Chief Creative Officer & Managing Partner – Russell Barrett

CEO & Managing Partner – Subhash Kamath

Creative Director – Jonathan George

Art Director – Mitul Patel

Sr. Business Partner – Anish Raghu

Business Partner – Rachit Koradia

Strategist – Pranoy Kanojia

Head of Production – Khvafar Vakharia

Executive Producer – Rahul Prakash

Production House – Mothership Productions

Illustrator – Saakshi Vyas

Animator – Atit Gond, Rohan Mali

Sound Engineers - Amith Gupta, Saumitra Desai

Music - AurMaango Productions

Producers - Kashif Menon, Ke



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