



CITROËN

**MS DHONI**

## WHAT

Citroën is a French automobile brand owned by Stellantis. ITW was responsible for onboarding Mahendra Singh Dhoni as a brand ambassador for the brand.



## OBJECTIVES

The main aim of Citroën was to establish a strong presence in the Indian market and create brand awareness about French automobiles known for their reliability, performance, and affordability.

## EXECUTION

ITW facilitated the campaign by onboarding MS Dhoni as a brand ambassador. The campaign was launched in the lead-up to the T20 World Cup, with a teaser ( building hype and interest). Indians associate MSD with the T20 World Cup whether he is playing or not, building on this we created a Dhoni Citroën team campaign to get fans more engaged. He also known for being a dependable captain in India matched Citroën's strategy to reinforce the commitment to the Indian Market.

## RESULTS

The brand launched the "Citroën Team Dhoni" campaign encouraging fans to support the Indian Team during the T20 World Cup. The campaign was promoted through various media channels to maximize reach and engagement. The campaign enhanced brand visibility and recognition, with the Citroën Team Dhoni video on YouTube receiving over **11 million views** in just 10 days.