

WHAT

EMotorad is an electric vehicle company manufacturing futuristic ebikes for adventure seekers, daily commuters, or casual riders. ITW was responsible for onboarding Mahendra Singh Dhoni for their first major marketing campaign.



OBJECTIVES

The main aim of the campaign was to create brand awareness by developing a quirky concept to celebrate the spirit of adventure with its e-cycle.

EXECUTION

The brand recreated a 2019 viral meme starring Uppal Babu, who has a striking resemblance to MSD, singing 'Bole Jo Koyal'. The commercial quickly went viral, garnering massive media attention, trending on Twitter, and accumulating millions of views on Instagram. The campaign was promoted through numerous media channels to maximize reach and engagement.

RESULTS

The campaign enhanced brand visibility and recognition, with the EMotorad x Dhoni video on YouTube receiving over **7 million views**.