



**asian paints**



TalentWala

## CAMPAIGN OVERVIEW

The renowned brand, [Asian Paints](#), wanted to bring back the nostalgia through the ideation of transforming Kolkata's iconic tram.

The brand had magnificently transformed Kolkata's iconic tram from Tollygunge to Ballygunge into a living canvas inside out, celebrating Kolkata tram's 150th year. One half of the tram pays an ode to Pujo traditions through the visual legacy of Asian Paints Sharad Shamman fondly known as the 'Oscars of Pujo' and to the People of Pujo. The second bogie of this special tram transports to the heritage locale of Kolkata with its Royale Glitz interiors. The exteriors adorn elements of the special edition Royale Glitz pack.

The brand collaborated with [Alivia Sarkar](#), who is a popular celeb from Kolkata, along with 4 influencers from different categories respectively.

The brand collaborated with [Trisha Mukherjee](#), who is a lifestyle influencer from Kolkata, [Rishav Karmakar](#), who is into lifestyle content creation, [Akash Saha](#), who makes travel and food oriented content, [Titirsha](#) who is into art.

# CAMPAIGN CONTENT



TalentWala





TalentWala

## CAMPAIGN OUTPUT

By effectively onboarding **one celeb & four influencers**, who have their own fan base, the campaign successfully managed to get the desired output through reels.

No. of Celebs/Influencers: 5

Views: 96,500

Likes: 50,000

Comment: 40



TalentWala

**THANK YOU!**