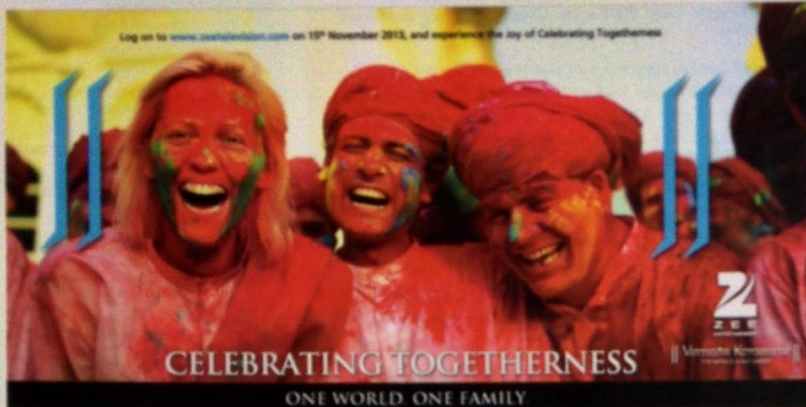


afaqs! Reporter

ZEE ENTERTAINMENT ENTERPRISES

Local Goes Global



The broadcast company has unveiled its **first corporate brand film** based on its brand positioning, *Vasudhaiva Kutumbakam - The World is My Family*. By Prachi Srivastava

Subhash Chandra's Zee Entertainment Enterprises (ZEEL) has unveiled its first corporate brand film based on its brand positioning, *Vasudhaiva Kutumbakam - The World is My Family*.

The company had announced this positioning statement in June and since then, the words '*Vasudhaiva Kutumbakam*' have been written beneath the brand's logo.

Vasudhaiva Kutumbakam is an extract from the Upanishads, an ancient Indian text, which says, "That is you, this is I, is the way of the narrow minded. For those of evolved thought, the world is one family." Zee embraces this 2,000 year old maxim as a belief and believes that this shapes its values, guides its actions and defines its purpose.

This is the first time that Zee has gone for an overall brand positioning. Earlier, in 2011, it had adorned a new identity, with a change in logos of network channels, and new packaging, along with a brand film for its flagship channel, Zee TV, with the tagline, *Umeed Se Sajje Zindagi*.

This time, the network aims to reinforce its vision to welcome the entire world to be a part of the Zee family. Created by Scarecrow Communications, the brand film is a medium to communicate this positioning of the network to its audiences.

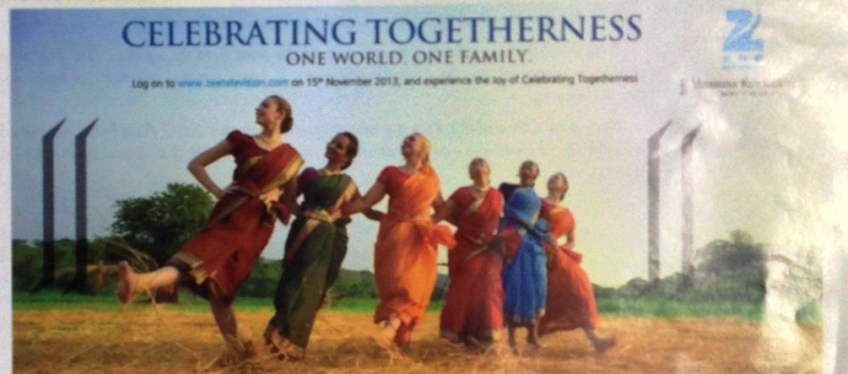
Roland Landers, head, corporate brand, Zee, says, "Zee's brand positioning envisions its world as a unified family, without any caste, boundary or religion, which this film has beautifully brought to life showcasing a blend of multiple nationalities celebrating togetherness."

The brand film will be launched on television on December 2, across Zee channels, social media

when the group had unveiled its positioning of '*Vasudhaiva Kutumbakam*', it had not run any campaign to communicate the same. The aim of this brand film is to activate and communicate the same change."

Earlier, Scarecrow has worked for Zee Khana Khazana and Pictures. While Draftfeb Ulka is the creative agency on record for the group, Scarecrow worked on the brand film as a project.

For the *Vasudhaiva Kutumbakam - The World is My Family* brand film, the agency has taken an unconventional route and put together a unique musical script that blends people from various countries, staying with Indians like one joint family; working together, enjoying rituals and even celebrating festivals, in an exotic Indian backdrop.



platforms and the network's newly launched corporate website, Zee television.com. Besides, with the help of its key on-ground properties like Zee Rishtey Awards, the channel will ensure that the film reaches "all the key internal and external stakeholders of Zee".

The brand film will be aired across the globe, where Zee network has its presence. It will be dubbed in the respective languages and edited too, as the original films are almost five minutes long.

Talking about the brief given to the agency, Manish Bhatt, founder-director, Scarecrow Communications, tells **afaqs!Reporter**, "In June,

"The imaginative, fictitious world is where foreigners and Indians came together. They are staying together like a family, celebrating festivals like Holi, Dussehra, and occasions like wedding, dancing and living like the world is one family. We are confident that this communication will establish the perfect connect with the audience," Bhatt adds.

The colourful brand film talks about how our country has crossed boundaries. The film ends with a message that Zee connects with more than 700 million viewers in over 169 countries across the globe.

The song of the film is sung by Kirti Sagathia, Vivienne Pocha and Akshat. It is composed by Rooshin Dalal and is a blend of Indian folk and opera, that beautifully brings out the spirit of celebrating togetherness with the world.

Directed by Vijay Mourya of Hot Films, the entire music video is shot at exotic locations from the royal lands of Rajasthan to the scenic sites of Maharashtra. Monumental sites like Patwa Haveli, Jaisalmer Fort, Gadisar Lake and Suryagarh Palace, along with the streets of Jaisalmer and Koyana Lake in Satara were shortlisted to bring out the essence of distinct visuals that the world identifies with.



Landers (L) and Bhatt: bringing the world together

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