

Jack in the Box Worldwide's tribute video for Knorr makes waves on India's 69th Independence Day

~'The World Now Comes to India' features people from across the globe singing 'Jana Gana Mana'~



Tuesday, 18 August 2015: Knorr International Soups had a special tribute created by Jack in the Box Worldwide lined up on occasion of the 69th Indian Independence Day. Themed 'The World Now Comes to India', the video features people of various nationalities singing the Indian national anthem, 'Jana Gana Mana'. Launched on all Knorr social handles, the video went viral in India in no time.

The mandate from Knorr was simple – to create a film that would set the internet abuzz with conversation around the brand. This objective had to be achieved among its wide online user base without making it look like a commercial promotion.

Abhishek Razdan, National Business Head - Jack in the Box Worldwide, said, " *The idea was to showcase India's emergence as a preferred work destination. The world is now moving from the west to the east. India's Independence Day was the perfect occasion to bring this idea alive. We as a nation have always celebrated our multi-cultural construct and this tribute where you see people from different nationalities singing the National Anthem is an extension of that. Knorr through its range of international soups celebrates the assimilation of various cultures and is a perfect fit for this initiative.*"

On Twitter, the video with its hash tag #WorldWishesIndiatrended at #1 position for over 10 hours in India, and at #4 globally for about three hours on 15th August. A total of over 35000 tweets were generated with the video link and hashtag, with a reach impression of over 70.5M. The distinguished tribute was watched 261145 times on YouTube.

Abhiroop C., General Manager, Packaged Foods, Hindustan Unilever Limited added " *History has always looked up to India for the country's openness to welcoming and assimilating various cultures. Knorr International Soups, while bringing new flavours to its consumers also brings the world closer to India.*

This resulted in an idea of presenting a tribute to India from the world, by showcasing the world's sentiment towards the country through a video. With its message, 'The World Now Comes to India',

the video shows people from all around the world with contrasting cultures, singing the Indian National Anthem in unison, thus, honoring India, the world's largest democracy.

All this, from create to amplify, was done also in a space of 72 hours, with great bias for action in aligning internal and agency teams. The results and the buzz around the brand have been fantastic. This is a great case of using topical communication to create magic in marketing.”

Conceptualised by Jack in the Box Worldwide, [The World Now Comes to India](#) released on Knorr's social media channels on 15th August.

About Jack in the Box Worldwide

Founded in 2009, Jack in the Box Worldwide is a media-agnostic integrated communications company with digital at its core. With offices in Mumbai and Delhi, the client roster includes Unilever’s BeBEAUTIFUL, Pond’s Men and Vaseline; Aditya Birla Group’s Louis Philippe and TheLabel.in and Allen Solly; Reckitt Benckiser's Airwick, The Gateway - Hotels & Resorts among others and Britannia's projects for Good Day, Pure Magic and IPL. A pioneer in Content Marketing and Branded Content, Jack in the Box is one of South Asia’s most heavily awarded digital communications entities.

More at www.jackintheboxww.com

Follow on Twitter [@jackintheboxww](#) and on Facebook [/JackintheBoxWW](https://www.facebook.com/JackintheBoxWW)
