



TATA Motors and Jack in the Box Worldwide collaborate to create what could be India's largest Instagram and Twitter campaign.

Mumbai, 14 March 2017: On the 7th of March, TAMO, TATA Motors' sub-brand, launched RACEMO, a two-seater, fully connected, sports coupe at the 87th Geneva International Motor Show.

This car got the entire auto world to sit up and take notice, for the way it looked and what it could do.

Meanwhile, in the digital sphere, **Jack in the Box Worldwide** in collaboration with **TAMO** launched a one-of-a-kind guerrilla activity to build intrigue and hype around the launch.

Kaizad Pardiwalla, President, Jack in the Box Worldwide, commented on the campaign saying "Our brief was to create tremendous hype and fan following for the car prior to its launch. However, we couldn't reveal the name of the car, show the car, talk about the brand, or even reveal the fact that it was a car at all. A challenging brief like that deserved an out of the box response. That response was **Cemora** – a girl who took social media by storm."

Sujan Roy, Head Marketing, Passenger Vehicles – International, Tata Motors said, "This was our first association with **Team JITB**. From our initial interactions, we found that the team has a deep and fundamental understanding of the digital medium and how to leverage it for maximum effect for the task at hand."

He further added, "During the association, what impressed us as a client was the entire team was focused, motivated and immensely driven by metrics - be it the KPIs that we set for ourselves, the time deadlines or the budgetary limits while never losing sight of the idea. Working under extreme time pressure we never saw them faltering and they came across as a bunch of thorough professionals. It has truly been a joy working with Team JITB."

In February this year, the internet was introduced to a girl named **Cemora**, who set out on a road trip, all by herself. She was a **spunky, sassy** girl who had no plans, no maps, just adventure on her mind.

She **Instagrammed** the entire journey through **pictures, videos, postcards** sent to her friends and followers, each one in her own trademark style. The subtle spin to the campaign was that everything was shot from the perspective of the car and hints were dropped all along.

Over **200 pictures** and **7 videos** were posted. Not to mention the **postcards** that were sent. These were all shot and produced in partnership with in-house production company, **Sniper**, making this a truly integrated **The 120 Media Collective** initiative.

This campaign has set a whole new industry benchmark. It gained **12,500 followers** on **Instagram** and **Twitter**, a reach of **12.1 million** and a cumulative **1.7 million likes, shares, comments** and **video views**. And that's not all. Impressions were at **57.1 million** and counting. Thus making it probably the most successful Indian social media campaign of all time.

Here's a look at the 3 week long journey.

<https://www.youtube.com/watch?v=Lwg4UZFF-0Q&t=116s>

This is definitely a one-of-its-kind campaign that's been pulled off in India - both in terms of scale and innovation.

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 | Twitter: @JackintheBoxWW | [Facebook.com/JackintheBoxWW](https://www.facebook.com/JackintheBoxWW)

About The 120 Media Collective:

The 120 Media Collective is a digitally-inclined company that creates produces, distributes, monetizes, creates engagement around and promotes multi-platform content for audiences and brands globally. Declared as the Content Marketing Agency of the Year at Content Marketing Summit Asia 2015, the company comprises subsidiary brands, Jack in the Box Worldwide, one of South Asia's leading agency brands in the digital space; Bang Bang Films, South Asia's largest commercials production company and Sniper that aims to redefine commercials and content production in the digital age. With the highest level of credibility and relationships with brands and superlative multi-platform content creation capabilities, The 120 Media Collective is pushing the boundaries and blurring the lines between communications, entertainment and technology.

More at www.the120mediacollective.com | Twitter: @The120MC | [Facebook.com/The120MediaCollective](https://www.facebook.com/The120MediaCollective)

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