

flarepath 

PRESENTS



UNGLI

— The Social Media Roadmap —

Synopsis

Objective

Strategy

Campaign

Ideas &
Communication

STARRING

The movie is a comedy drama which revolves around Vigilantism, starring some of the most popular names in the movies.

The story is about 4 friends who decide to turn tables against the corrupt system after a life changing event.

Loved by the masses and being hunted by the police, UNGLI GANG goes through a series of funny & thrilling moments.

SYNOPSIS

Community Building



Awareness



Box-Office Success



OBJECTIVE

THE SETUP



(Teaser Phase)

THE TWIST



(Trailer Phase)

THE CLIMAX



(Pre-Release Phase)

STRATEGY

So what's our communication strategy, you ask.

Pillars Of The Movie



Message Of The Movie



Now let's combine everything and get ready for the bang!



CAMPAIGN

IDEAS & CONTENT

Introducing

UNGLISH

UNGLISH



We introduce a new language called UNGLISH using just fingers.



Making videos & infographics of some terms like "Hello", "Let's Watch a Movie", "Shut Up", etc.



We'll be using UNGLISH in our communication & popularizing it among our fans.

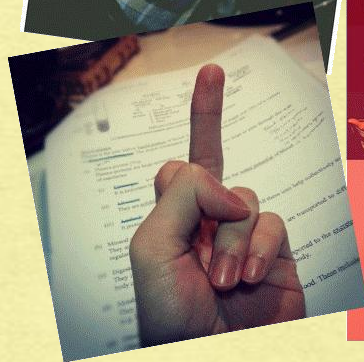
#UngliDikha

Pre Buzz Idea (Poster Launch)

Twitter/Facebook activity to launch the poster of the movie

We'll ask fans to share their "Ungli Selfies" using #UngliDikha and tweet with the same

We'll build the poster made out of selfies as they entries flow and unlock the official movie poster



**HOW
CORRUPT
ARE
YOU?**

LOL

omg

WTF

**YOU ARE
75%
CORRUPT.
WTF? YOU SUCK.**



**UNGLI
FOR YOU**

Inspired by the popular BuzzFeed quiz apps, there will be a series of questions

Based on your choices, the app will calculate how corrupt are you

Unlike any other app, instead of just giving out the score this app also responds to your score in a cool/funny way



Sick of the Like Button? Want to vent out?

[Get My UNGLI Button](#)

There are a lot of things on Facebook that irritates us & the Like Button doesn't come in handy

A special plugin that lets you use the Ungli Button on FB

Like the page, sign up and get 5 UNGLI Buttons to post anywhere on Facebook

Viral Video Idea

A person goes around the city with a whistle and a Red Card, giving it to the people who break the law. Example: Littering, smoking in public, etc

This will be shot with hidden cameras and shared on our platforms to build buzz



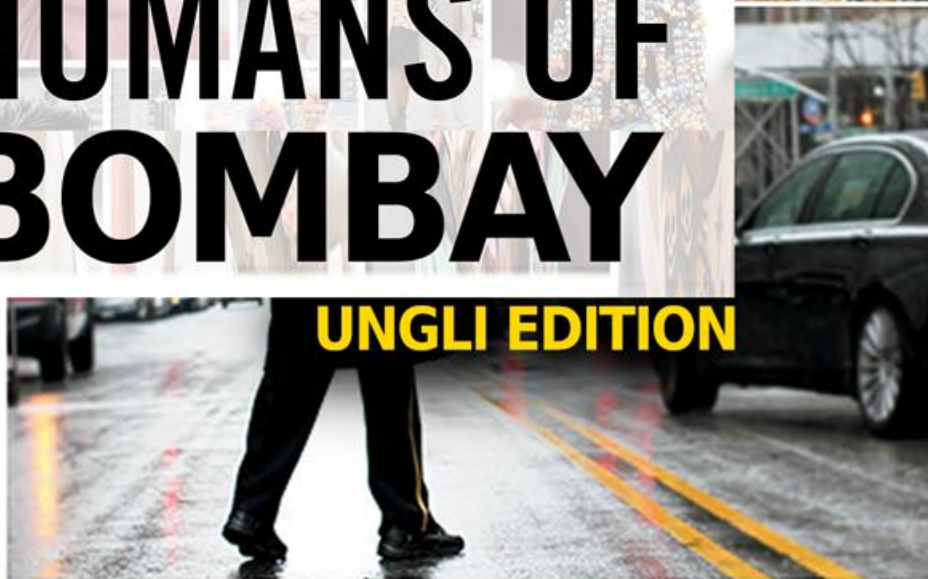
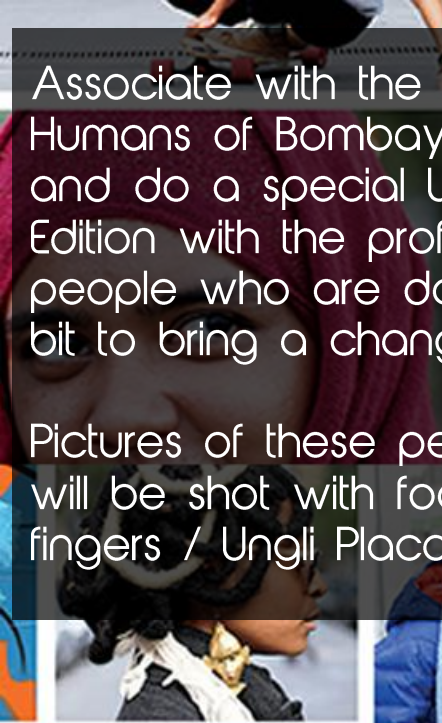
Associate with the popular Humans of Bombay page and do a special Ungli Edition with the profiles of people who are doing their bit to bring a change

Pictures of these people will be shot with foam middle fingers / Ungli Placards



HUMANS OF BOMBAY

UNGLI EDITION



Trailer Launch Idea

Building buzz about the trailer launch by asking fans to use the hashtags, tweet for trivia, quirky/funny things & share their pictures holding up their fingers

We can also make teaser videos around the concept of "Every Finger Counts"

#UNGLIisHere

#5UngliLeft



#4UngliAway

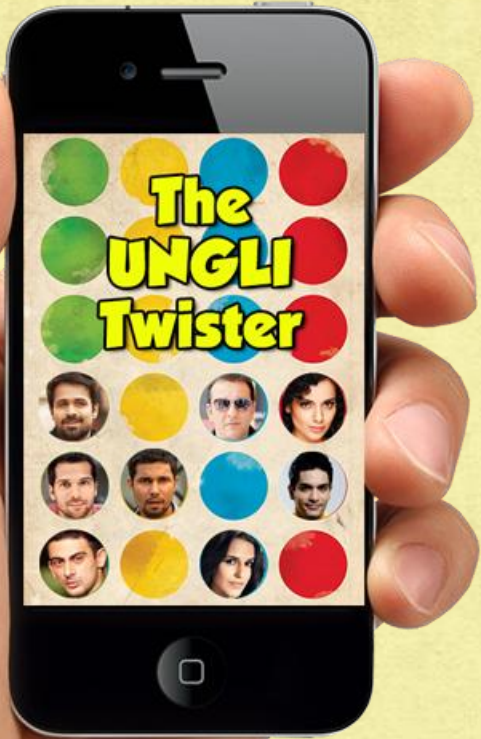


#3UngliLater



#2UngliToGo





A spinoff of the classic game Twister as a mobile app

The game will be with a fun storyline from the movie and levels

High scores can win movie merchandises and tickets



On-Ground Idea

This will be an offline installation with a digital connect to it

All you have to do is sign up with FB/Twitter at the venue and play the strength hammer game

The harder you hit the higher the ungli rises for an issue that you're against

An automated message goes out from your profile as you play the game

Asking fans to share their versions of the poster before the actual release

We can share & gratify the best ones and tie up with some popular artists for the same

**MIDDLE
FINGER
TO THE
LAW**



**UNGLI
DIKHA!**

Explore the budding platform Vine and do a series of rigged "6 second stings"

We can then crowd source the same and tie up with influencers like Jose and Cyril D.



#Vine
#UNGLI



A simple microsite with Webcam integration that detects Thumbs Up & Middle finger

We show people a series of images and ask people to raise the appropriate finger for what they see

The people with the highest scores will get to meet the stars or be at the premiere

Welcome To The UNGLI GANG

We're looking for the one who appreciates the right and raises an Ungli against the wrong. Think you can do it?



Turn on your webcam to begin

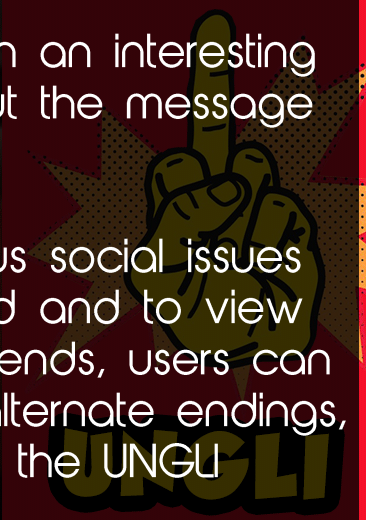




YouTube Innovation Idea

Using YouTube in an interesting way to bring out the message of the movie

Videos of various social issues will be uploaded and to view how the video ends, users can pick from two alternate endings, i.e. Your way or the UNGLI GANG way



“The Ungli Gang way” will have the stars of the movie featuring in the video and interacting with the fans

The UNGLI Way



UngliTheMovie
Subscribe 9,484,946

Like

About Share Add to



1. Talk To The Ungli

Series of things and situations that annoy you and the new mantra is "Talk to the Ungli"



**YEH
UNGLI
MUJHE
DEDE
THAKUR**

#UNGLIQuotes

2. Ungli Quotes

Replacing famous quotes
& dialogues with Ungli
and sharing as posts.



3. Ungli Comic Strips

Create a series of webcomics about ordinary people who rise up to the occasion and help others



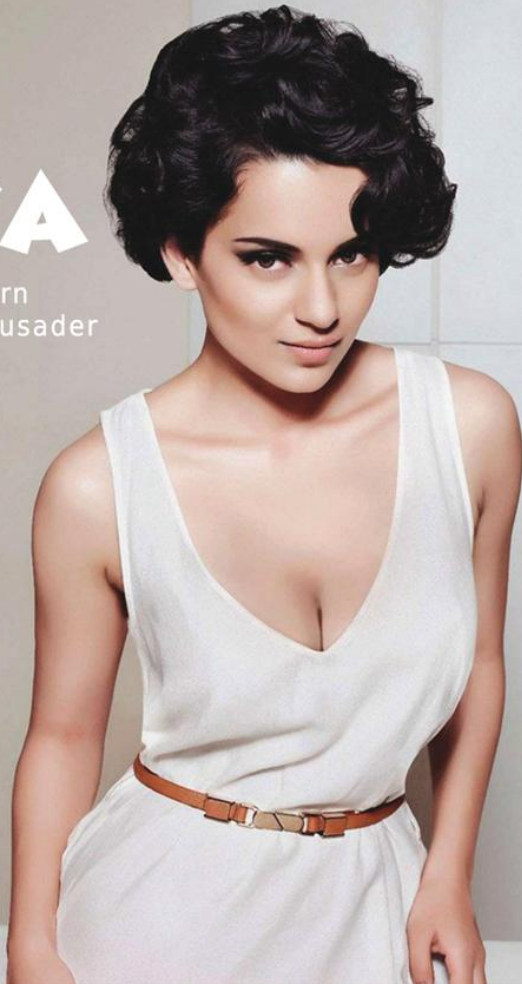
4. The Power Of Ungli

A single finger has the power to move nations if used in the right situation. We put up creatives of a single Ungli which we use in our daily lives.



Meet **MAYA**

Day: Medical Intern
Night: Masked Crusader



5. Meet The Gang

Profiling each member of the Ungli Gang and highlighting their strengths like trump cards.



#UngliGang

#YouDeserveAnUngli

#ReplaceMovieNamesWithUngli

#MyUngliGoesTo

#ShowYourUngliWhen

#EveryUngliCounts

#IWannaJoinUngliGang

#UngliDikha

#RaiseYourUngli

THE END