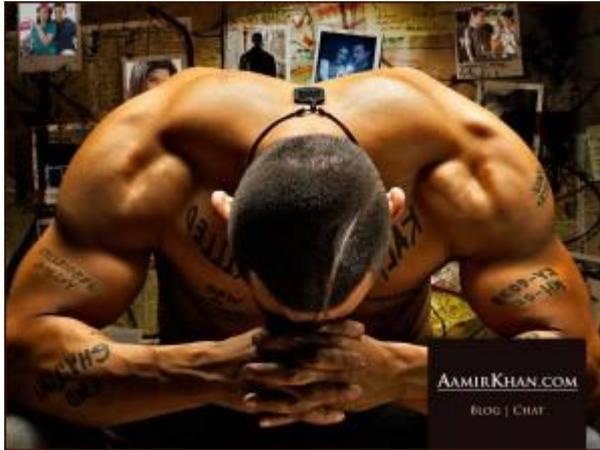# Marketing Case Study: Ghajini

[Aamir Khan](#) as most of us as Bollywood Fans know is not only a brilliant actor but also an intelligent marketer. In times like these when the success of a film hugely depends on the business it does in the first two weeks the marketing genius leaves no stone unturned to spread the word for his films and create a sense of rush among his fans to watch the film ASAP. [Ghajini](#) is the latest offering from Aamir's stable and needless to say he's all over the place promoting it and pulling off acts that'll put most marketers to shame.

Also what's noteworthy is the fact that Internet Marketing for Ghajini has been a very significant chunk of the overall marketing strategy. [Hungama](#) is the brain behind the Internet Marketing for Ghajini.

In this post let's try to find out various tactics that went into marketing Ghajini and how they were executed.

1) **The Look (Online & Offline):**
Think Ghajini, Think Aamir khan's new and conspicuous hair cut and all those tattoos. That hair cut is the latest rage in country. Huge and never thought of before efforts have been made to imprint his hairdo into audience's mind.

Online Tactics:
a) [Aamir's blog](#) carries a full screen sized picture as on the film posters.
b) Two of the three websites related to the film also have a big bare chested picture of his on their homepage to reaffirm the associations (http://www.wallofsuspects.com/ and http://www.rememberghajini.com/)

Offline Tactics:
1) First and Foremost Aamir Khan still has the same haircut.

2) Aamir and his producers tied up with leading multiplexes (PVR, BIG, Cinemax) across the country to give all [the ushers, ticket-sellers the distinctive "Buzz-cut"](#) that Aamir sports in the film.
3) [Aamir personally gave the 'buzz cut'](#) — the hairstyle the actor sports in Ghajini to his fans in Delhi

2) **Getting fans Involved (Online)**:
Aamir & co have got another important bit right i.e. "Interactive promotion". Rather than doing one way communication/broadcast through the film site or simply sharing content they've involved his fans in the film's promotion.

wallofsuspects: A supporting viral website for the film aims to replicate a similar concept from the film. To checkout the wallofsuspects one needs to have a code which can be obtained by uploading your or your friend's images. One can also provide their mobile number which can be used to intimate if they win some prize.

findghajini : Another viral website built around the film. It's a viral gaming application where the users can play the role of Aamir's character in the film and try to find Ghajini through the clues provided.

3D PC Games: 25th Dec will see the release of the film and also India's first 3D PC Game built around a movie. This is the first time there will be a complete game built around a movie. Lots of people are looking forward to it; let's see how this one goes. Here's the video for the making of this game.

3) **Getting Media Involved (Online)**:
Now that he's got his fans involved what's left ? Yes, the Media. Aamir & co have tried to engage media persons and add a level of personal touch to the whole affair.
http://www.rememberghajini.com/media/
is the place where media people can upload their pictures to which Aamir can add notes based on their previous interaction(s) with him. This repository will help him in remembering those media people more vividly and those who register will in turn get information kit on Ghajini along with Aamir's personal note about them.

As reported in one of the comments here Ghajini's marketing team shared movie stills with their site so that they could be used for promotion.

4) **Maintain Suspense and Throw Hooks(Online):**
Unlike other film sites the sites for Ghajini are not focusing much on the synopsis of the film or the main plot(Which is out in open) they are instead focused on certain events of the film(finding the killers etc) and are leveraging them. In addition to this there are some hooks which are meant to form certain associations and build mind maps. Extending the theme from film after every 15 minutes the user gets redirected (forget everything) to the home page no matter what page they were at. Remembering the date (Remember Dec 25) on which the film will be released is another one, quite prominent and common through the sites.

5) **Associations/Collaborations**:
The idea for this post started when while starting my Tata Sky I saw a Tata Sky ad featuring Aamir n Gul Panag. I mistook Gul Panag for the new actress and thought that it's a great way to promote the film. Every time Tata Sky starts the viewers get to see the new ad, awesome. While Gul Panag maybe not be related to Ghajini's Asin but as per the developments here starting tomorrow all the Tata Sky viewers should be seeing this new ad with Asin opposite Aamir khan.

Tata Sky also has a [contest](#) specifically for the film and has chosen Asin as their [new brand ambassador](#). Not only this there's a splurge of videos about making of Aamir's body for the film. First time I saw the footage taken though out the course of his body building on Tata Sky and later it was all over the news channels. Giving people more and more reasons to talk about the film I say.

Van Heusen has [launched](#) a similarly-named collection for today's uber-confident young men that are inspired by the movie. Van Heusen to promote the new range also organized a fashion show in which models sported Khan's clothing style from the film, but also his hairstyle.

Then there's "**Tata Indicom**'s outbound dialler service with Khan's pre-recorded voice. In this a Tata Indicom service user will get a call in Khan's voice, asking the caller whether he is Ghajini and will tell the caller that the film is releasing on 25 December. Tata Indicom plans to reach out to 10 million customers with these outbound dialler calls. Tata Indicom is also advertising on TV for mobile downloads of Ghajini songs." - businessofcinema.com

Samsung will be launching special Ghajini edition of models L700 and M200 of its mobile phones of L700 and M200 models. These handsets will be pre-loaded with ringtones, pictures and songs from Ghajini. Ghajini is the first Indian film to release a handset as part of the film's content.

Aamir has also tied-up with some leading sculptors who are creating replicas of Khan's Ghajini look. These sculptures would be installed at various multiplexes in the country.

The first phase of Ghajini's marketing life cycle has been quite active and promising lets see how the second phase of Ghajini's marketing life cycle fares. Made with a budget of around 50 Crore and with marketing expenses of about 14 Crore Ghajini doesn't really need a long run to pull things off monetarily.

Irrespective of how the film fares it sure has some important lessons for all of us.

If you found this case study useful, feel free to share it with others.

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