



- XCLUSIVE MINERAL WATER

OBJECTIVE

Cloud9 wanted to promote their key xclusive natural mineral water.

SOLUTION & IMPLEMENTATION

In order to promote the Cloud9 xclusive natural mineral water, Pinkvilla organized a number of masterclasses with well-known actors such as Arjun Kapoor, Rohit Shetty, and Ajay Devgan. The bottles were positioned such that the frame would accentuate them ensuring maximum brand recall.

