



## **Bang Bang Films & B-Reel Films Shoot Epic Spot for IPL– Indian Premier League**

Bang Bang & B-Reel Films Create a Cricket Carnival for Ogilvy Mumbai

Mumbai, March 06, 2012 - Ogilvy Mumbai has created a Big Indian Cricket Carnival to announce and promote Season 5 of the Indian Premier League scheduled from April 4 to May 27, 2012.

Bang Bang Films, *India's International Production Company* co-produced this massive production with B-Reel Films director Anders Forsman. The shoot itself involved a large crew of over 300 people and talent numbering around 200 across two large studios at Bandra's Mehboob Studios, where a carnival was created with colourful performers, game kiosks, miniature rides and everything that you'd expect and find in a carnival. The highlight of the carnival were the unique rides themed after proprietary techniques of major players featuring in IPL 5.

The rides were created as miniatures; *Columbus, crazy roller coasters, sling shots* and others, by a team of technicians from Sweden (*Mats Sahlström and Anders Hellström*). Post-production and visual effects were done at The Chimney Pot in Stockholm. A vibrant lead character, played by theatre actor, Makrand Deshpande, acts as the "Master of Ceremonies", taking the protagonists and the viewer on a journey to experience the carnival's various delights.

The campaign teasers began airing on February 26. The soundtrack is the famous old Hindi Music track "EenaMeenaDika" by Kishore Kumar from the film "Asha" and was re-recorded from the original for this commercial by Dhruv Ghanekar.

## Quotes:

### Bang Bang Films

#### ***Roopak Saluja, Co-Founder & Managing Director, Bang Bang Films:***

"I can't even begin to describe what an experience this has been for Bang Bang- massive sets, precision miniatures and slick visual effects, to create what is arguably the country's biggest television advertising extravaganza of the year. Teaming up with Anders Forsman and co-producing this project with B-Reel (Ad Age/ Creativity's Production Company of the Year 2011) was an excellent decision that led to an exhilarating production for all involved."

### B-Reel Films

#### ***Anders Forsman, Director, B-Reel Films:***

"The script was a collaboration between me, the creative team at Ogilvy Bombay and the production team at Bang Bang. We threw some ideas around and landed on the story of two boys stumbling into this funfair that works as a metaphor for a night at the IPL, where every night you go on an emotional roller coaster."

"Shooting in Bombay was definitely an adventure! There were about a trillion people on set and an elephant outside the studio. Weird and cool! I am very happy that Bang Bang turned out to be such a lovely bunch of people and they handled this very technical demanding job with flying colors! The agency was fantastic and Chimney Pot in Stockholm did an excellent job on the post. Cricket is the new black!"

### Ogilvy, Mumbai

#### ***Abhijit Avasthi, National Creative Director:***

"An evening spent with the Indian Premier League is a crazy time. Every match is a series of ups and downs. Twists and turns. Screaming. Shouting. Anxious moments. Exhilarating moments. It is all this and more. So we thought . . . hmm. . . can we possibly compare the IPL to a day spent at an amusement park? Given what a rollercoaster of a ride each game is? The film evolved from there."

#### ***Anup Chitnis, Executive Creative Director:***

"Cricket as a passion is a given in the country. But the IPL is a format that is refreshing in its approach and presentation of cricket. Our communication also had to do the same. We had to be fresh and unique in the way the excitement and thrill surrounding the IPL was portrayed."

#### ***Anuraag Khandelwal, Sr. Creative Director:***

"IPL is where the world's best talent comes together and each player leaves you with a unique experience, every evening. It is a carnival of passion, sheer talent and skill, engaging all your senses, playing the role of a fun-filled family outing or an exciting evening plan for friends with ease. Doing this film was immensely satisfying, given the details and the scale it demanded, which the IPL brand demands."

#### ***Satish deSa, Creative Director:***

"This film could only be inspired by the IPL, made by the IPL, and run by the IPL. It is the truest reflection of everything that IPL stands for. It is huge, spectacular, entertaining, thrilling, noisy, bright and colourful. It captures the sense of wonder and awe a wide-eyed child feels standing in the middle of a carnival. For us, that's exactly what IPL does to each one of us for 57 days. Yeh IPL hai boss."

**About Bang Bang Films:**

Bang Bang Films is *India's International Production Company*. Together with its content arm, Jack in the Box Worldwide, Bang Bang is a producer of content-for-brands across multiple platforms and geographies. Known across the region for world-class production values, it is also India's premier production services company.

**About B-Reel Films:**

B-Reel Films is a film production company, representing some of the best directors around. Their specialty is fusing traditional storytelling with cutting edge technology on all platforms. But as great as the latest technique can ever get, it's nothing without a thorough understanding of how to dramatize a story in a way that moves the audience. Their people have been in the business of doing just that for the past 15 years producing award winning commercials, drama series and feature films. B-Reel Films has offices in New York, LA, London and Stockholm

## Credits:

Title: Carnival  
Brand: IPL  
Client: BCCI  
Agency: Ogilvy (Mumbai)  
National Creative Director: Abhijit Avasthi  
Executive Creative Director: Anup Chitnis  
Senior Creative Director: Anuraag Khandelwal  
Creative Director: Satish deSa  
Senior Copywriter: Shazaad Arjani  
Managing Partner: Navin Talreja  
Vice President: Dharam Valia  
Management Supervisor: Makarand Nadkarni  
Group Account Manager: Rahul Bhambri  
Account Executive: Aakruti Upadhyay  
Production Companies: Bang Bang Films & B-Reel Films  
Director: Anders Forsman  
DOP: Erik Sohlström  
Additional Cinematography: Sanjay Kapoor  
Produced by: Roopak Saluja, Payal Arora & Johannes Åhlund  
Head of Production: Cyrus Mendes  
Production Manager: Chetan Kale  
Assistant Producer: Mohit Singh  
Assistant Directors: Sagar Rao & Aditya Gupta  
Production Assistants: Jatin Shah, Malcolm Noronha, Fian Bamji & Sapna Singh  
Production Designers: Dilip More, Mats Sahlström & Anders Hellström  
Editor: Shivkumar Panicker  
Post Production Manager: Abdeali Pedhiwala  
Post Production: The Chimney Pot (Stockholm)  
Music: Dhruv Ghanekar  
Wardrobe: Sanjna Shah & ShrushtiDonde  
Casting: Vishal Gajaria & Malcolm Noronha

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