



One year into the launch of the channel,
Sony BBC Earth was set to premiere BBC's masterpiece

BLUE PLANET II

MAIN ENTRY AV

VIDEO:

<https://drive.google.com/open?id=12asqRbQBev2ZB097fp2tXOJvJ2fxv1Q9>



BLUE PLANET II

A MASTERPIECE

FILMED OVER

4 YEARS

125

EXPEDITIONS

ACROSS

39 COUNTRIES

GOING AS DEEP AS

8 KMS

**THE GRANDEST VISUAL
SPECTACLE**

THAT'S REVOLUTIONIZED THE
WORLD

PRESENTED BY THE
GODFATHER OF STORYTELLING

SIR DAVID ATTENBOROUGH

MUSIC BY THE LEGENDARY

HANS ZIMMER



OUR OBJECTIVE

Amplify brand awareness

Create awareness and mass appeal for this masterpiece series

CHALLENGES:

Create mass awareness for the series with very limited budgets.
Standout launch in an extremely cluttered category.

OUR STRATEGY

It's our endeavour to create **experiences** that bring alive our promise of 'feel alive' across all touchpoints.

And this epic show was a perfect platform to create a Grand Cinematic Experience. We believed it called for the big screen!

WITH THIS IDEA, WE DID SOMETHING UNPRECEDENTED,
NOT ONLY IN THE CATEGORY, BUT ALSO IN THE INDUSTRY.

OUR BIG IDEA!

We tapped into what Indian are most passionate about – MOVIES.
Instead of using the traditional media, we turned marketing on its head.

FOR THE FIRST TIME IN INDIA,
WE MADE A MOVIE OUT OF THE 7-PART SERIES

RELEASED IN THE THEATRES
WITH INDIA'S LEADING CINEMA CHAIN



A STRATEGIC & NON-COMMERCIAL ALLIANCE WITH



The theatrical release was planned in a manner that
'Blue Planet II' became the talk of the town
by the time it premiered on Sony BBC Earth.

22

CITIES

48

THEATRES

RELEASED IN ENGLISH & HINDI

4

WEEKS

WE BROKE THE **TRAILER** IN CINEMAS,
IN THE RELEASE WEEK OF THE BLOCKBUSTER MOVIE-**AVENGERS**.
AND THE GLIMPSE WAS ENOUGH TO GET **EVERYONE TALKING!**



350+
SCREENS

4
WEEKS

VIDEO

<https://drive.google.com/open?id=1iKTLPJL0Z6zt3kFV1pVHxpWoOBRI0FFK>



Maniesh Paul ✓
@ManishPaul03

Wow!!!looking forward to it!!

Sony BBC Earth @SonyBBCEarth

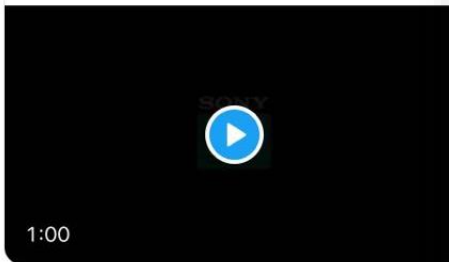


Hi, @ManishPaul03!
In case you missed it,
here's the trailer for the
grandest cinematic
experience - #BluePla...



Nimrat Kaur ✓ @NimratOfficial · 51s
Cannot wait !!!

Sony BBC Earth @SonyBBCEarth
Blue Planet II: One Ocean & The Deep - Narrated by Sir David Attenborough and Music by Oscar-winner @HansZimmer releases at @_PVR Cinemas on 18th May. Watch the grandest cinematic experience of the year - #BluePlanet2Trailer



Amol Parashar ✓
@amolparashar

What a mesmerizing trailer. Looks like this film will take one on a 'trip' ;)
#KaafiZyadaExcited #BluePlanet2

How about a special screening and a couple of invitations? 🙏👤
😊 @SonyBBCEarth

Sony BBC Earth @SonyBBCEarth

@amolparashar We've got the world's best summer blockbuster for the world's best DJ - #BluePlanet2, an underwater adventure that took the world for a fun ride, on 18th May at all @_PVR Cinemas...



Maanvi Gagroo ✓
@maanvigagroo

This looks incredible
@SonyBBCEarth Can't wait to watch it 😍😍

Sony BBC Earth @SonyBBCEarth

@maanvigagroo Sony



Ranveer Brar ✓ liked your Tweet

@ranveerbrar Explore the magical world from the deepest depths of the ocean with Blue Planet 2. Releasing on 18th May @_PVR Cinemas across India. Don't miss it!
#BluePlanet2AtPVR twitter.com/SonyBBCEarth/s...



Shoojit Sircar ✓ Retweeted your Tweet
Blue Planet II: One Ocean & The Deep - Narrated by Sir David Attenborough and Music by Oscar-winner @HansZimmer releases at @_PVR Cinemas on 18th May. Watch the grandest cinematic experience of the year - #BluePlanet2Trailer pic.twitter.com/YjYSf5gZdA



Tanishaa Mukerji ✓ @TanishaaMu... · 1m
Replying to @SonyBBCEarth
Would love to be there!



atul kasbekar ✓ @atulkasbekar · 6h
Replying to @SonyBBCEarth and @_PVR Cinemas
Cannot wait



atul kasbekar liked your Tweet
@atulkasbekar Your attention to detail is exquisite. Blue Planet II has the most wonderful visuals ever captured on camera with intricate details of aquatic life. ...

we'd love to invite you to the Blue Planet screening of this masterpiece on

Arjun ✓ @MirchiJeeturaaj · 1h
t thnx for your #tweet all the best #BluePlanet2 to the entire team @SonyBBCEarth its such an honour to be compared with such a respectful across the world #sir david

Madhuri Banerjee ✓
@Madhuribanerjee

Replying to @SonyBBCEarth and @_PVR Cinemas
I love #Blueplanet. I've seen the first one. It's beautiful.

2:28 PM · 08 May 18 from Mumbai, India

AND WE WENT ALL OUT
TO TAKE IT SEVERAL NOTCHES UP AND
GET ALL EYES ON THE TRAILER

AN EXTENSIVE INFLUENCER
OUTREACH



500
INFLUENCERS

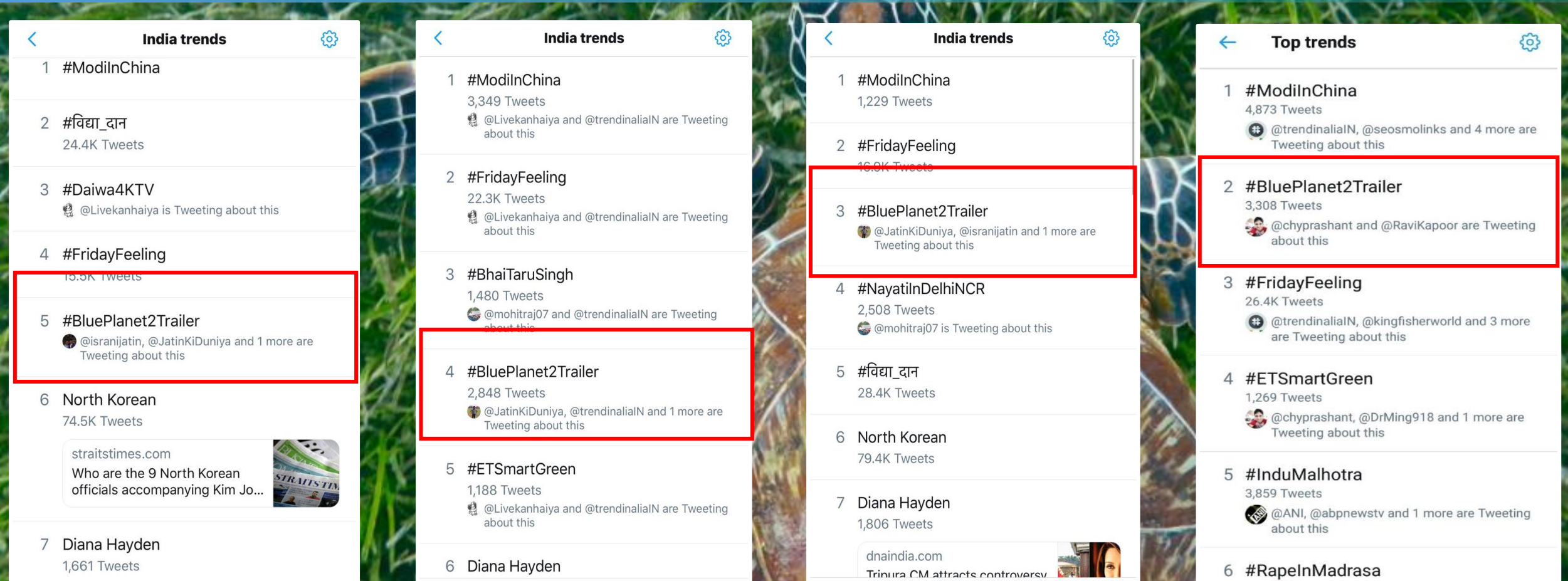
AND TRIGGERED
CONVERSATIONS
IN COMMUNITIES

A TARGETED APPROACH
COVERING ALL GENRES

 **~800**
COMMUNITIES

#BLUEPLANET2TRAILER

TRENDED IN TOP 2, ON TWITTER FOR 4 HOURS
ON THE DAY OF THE TRAILER RELEASE





FOR THE **FIRST TIME IN INDIA**,

WE ROLLED THE **BLUE CARPET** FOR A STAR-STUDDED PREMIERE,

WE REACHED OUT TO THE **WHO'S WHO OF THE B TOWN**, APPEALING TO THEIR LOVE FOR THE OCEANS.
OVER A **100 CELEBS** ATTENDED THE EVENT, WITH NO COMMERCIALS INVOLVED.

THE **WHO'S WHO** WERE ON THE BLUE CARPET, ROOTING FOR BLUE PLANET II



SUSHANT SINGH



PRAHLAD KAKKAD



VINAY PATHAK



KALKI COECLIN



RAHUL BOSE



SUMET VYAS



ANUSHKA MANCHANDA



SOHA ALI KHAN



KABIR BEDI



MINI MATHUR & KONKANA SEN



MALIKA DUA



SONALI KULKARNI



ZAYED KHAN



PARVEEN DABBAS



PREETI JHANGIANI



NAVEEN



MAANVI GAGROO



ASHWIN MUSHRAN



ARJUN RAMPAL



ANUP SONI



KAVIN DAVE



ANANT MAHADEVAN



**KARAN V GROVER &
POPPY JABBALC**



**ABHINAV SHUKLA & RUBINA
DILAIK**



HIMANSHU KOHLI



IQBAL KHAN



GURMEET CHAUDHARI & DEBINA



TINA DUTTA



ASHISH SHARMA



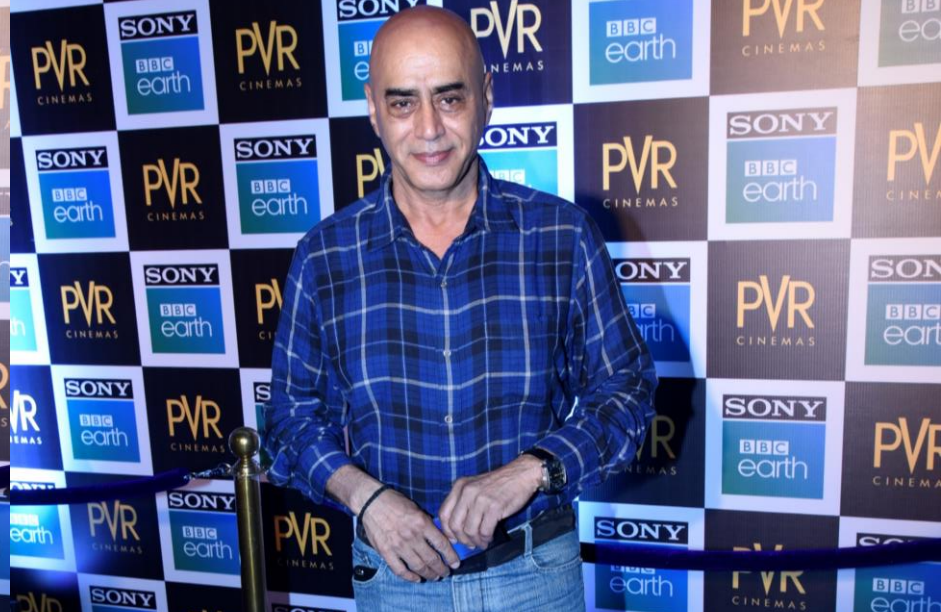
KEITH & ROCHELLE



KARAN MEHRA & NISHA RAWAL



TANISHA MUKHERJEE



PANKAJ BERRY



KARANVIR BOHRA & TJ SIDHU



KRISHNA BHARADWAJ

A photograph of a blue carpet premiere event for the TV show 'Blue Planet II'. The carpet is a vibrant blue and is lined with gold stanchions and red velvet ropes. In the background, there are large promotional banners for the show, featuring underwater scenes and the text 'WELCOME TO THE BLUE CARPET PREMIERE' and 'BLUE PLANET II'. The scene is set outdoors at night, with city buildings visible in the distance.

AND IT BECAME THE TALK OF THE TOWN!
**CELEBS PROMOTED IT AS
THE MUST-WATCH CINEMATIC EXPERIENCE**



VIDEO

<https://drive.google.com/open?id=1NwQ9NF2NPdJUs8oi-Hu5ZhuUu-sVhOp2>

 **Sonakshi Sinha**  [@sonakshisinha](#) [Follow](#)

#BluePlanet2AtPVR releases on 18th May, take a deep breath get to know a little more about this blue planet you call home with the spectacular storytelling of Sir David Attenborough and music by [@HansZimmer!](#) [@SonyBBCEarth](#) All the best!! Trailer here:



Blue Planet II Trailer | Sony BBC Earth
In cinemas 18th May! Blue Planet II: One Ocean & The Deep - Narrated by Sir David Attenborough and Music by Oscar-winner Hans Zimmer releases at PVR CINEMAS ...
[youtube.com](#)

1:40 PM - 16 May 2018

 **arjun rampal**  [@rampalarjun](#) [Follow](#)

Watched **#Blueplanet2** yesterday with the kids. Guys just make sure this is your weekend plan. The photography and insight one gets about The Ocean and it's inhabitants, is priceless. Must must must watch. **#Blueplanet2** [@SonyBBCEarth](#) **#knowyourplanet**

11:08 AM - 16 May 2018

23 Retweets 321 Likes



14 23 321



Nikhil Chinapa ✓

@nikhilchinapa

Follow

This blew my mind. It contains some of the most stunning footage of our natural world, I've ever seen. Go watch it on the big screen, you won't regret it.



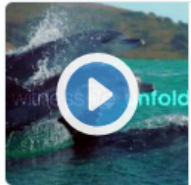
Nimrat Kaur ✓

@NimratOfficial

Following

There's so much more to our planet than what meets the eye !! Cannot wait to dive into the mother of all adventures!!

@SonyBBCEarth is bringing the mighty #BluePlanet2AtPVR on May 18th !! 🐠🐡



Blue Planet II Trailer | Sony BBC Earth

In cinemas 18th May! Blue Planet II: One Ocean & The Deep - Narrated by Sir David Attenborough and Music by Oscar-winner Hans Zimmer releases at PVR CINEMAS ...
youtube.com



sonalikulकर्नी ✓

@sonalikulकर्नी

Follow

#BluePlanet2 🥰🥰🥰 what a film!!! Take a bow #DavidAttenborough 🙏 it was shot more than 1000 days n covering 139 countries 😎 amazing!!! Thank you @SonyBBCEarth 🙌 felt so special to be on your blue carpet 💙 #BluePlanet2AtPVR



tanishaamukerjifp



Liked by namratapurohit and 2,623 others

tanishaamukerji So enjoyed watching #blueplanet2 @pvr Cinemas_official by @bbcearth ! Go check it out cos u definitely will get to see something u've never experienced before!! The #diver in me was envious of the sights their cameras managed to capture! Amazing!!! We need to save our oceans so become aware ! #stopplasticpollution



José Covaco ✓ @HoeZaay · 20h

AND ...AND they're running this in Theaters ! NO better way to watch it.

Nikhil Chinapa ✓ @nikhilchinapa

This blew my mind. It contains some of the most stunning footage of our natural world, I've ever seen. Go watch it on the big screen, you won't regret it.

7 18 80



Arjun Rampal

16 May at 14:37 · 🌐

Still in awe of #Blueplanet2. My kids enjoyed it too. Absolutely mesmerised. It's a #MustWatch. Sony BBC Earth #knowyourplanet #BluePlanet2AtPVR

WE USED THE MEDIA MIGHT OF PVR TO PAINT THE TOWN BLUE



THE STAGE WAS SET

AND AMIDST ALL THE BUILDING EXCITEMENT,
THE **BIGGEST ADVENTURE** OF THE YEAR,
THE **BIGGEST SUMMER BLOCKBUSTER**,
THE **UNMISSABLE CINEMATIC EXPERIENCE**

RELEASED ON 18TH MAY



An underwater scene featuring a vibrant orange fish swimming in the foreground, and a green fish visible in the background. Large, brown, leafy seaweed dominates the lower half of the frame. The water is a deep blue, and the overall lighting is dim, creating a serene underwater atmosphere.

AND IT WAS **NOTHING** SHORT OF
A BIG BLOCKBUSTER RELEASE!

WE CHARMED THE CINEMA-GOERS WITH UNIQUE '**THEATRE ETIQUETTE**' VIDEOS INSPIRED BY BLUE PLANET II



VIDEO:

<https://drive.google.com/open?id=1vtL2yDTZNfb1aaJ8AsnJRMMyU6L9Oh1kl>



VIDEO:

https://drive.google.com/open?id=1V9v7ZGP9YgD70d3_SILTDUXcDfvnjFay

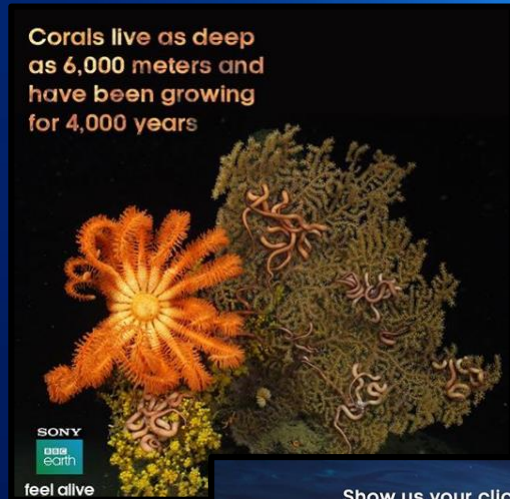


ON SOCIAL MEDIA

WE SHARED SOME MIND-BLOWING STORIES FROM THE FILM –
GIVING VIEWERS A **GLIMPSE OF WHAT TO EXPECT** AND
KICKING UP THE EXCITEMENT



FROM NEVER-HEARD-BEFORE FACTS
TO
FUN, ENGAGING CONTESTS AND POLLS



TO USING CELEB REVIEWS TO URGE
PEOPLE TO GO WATCH THE MOVIE



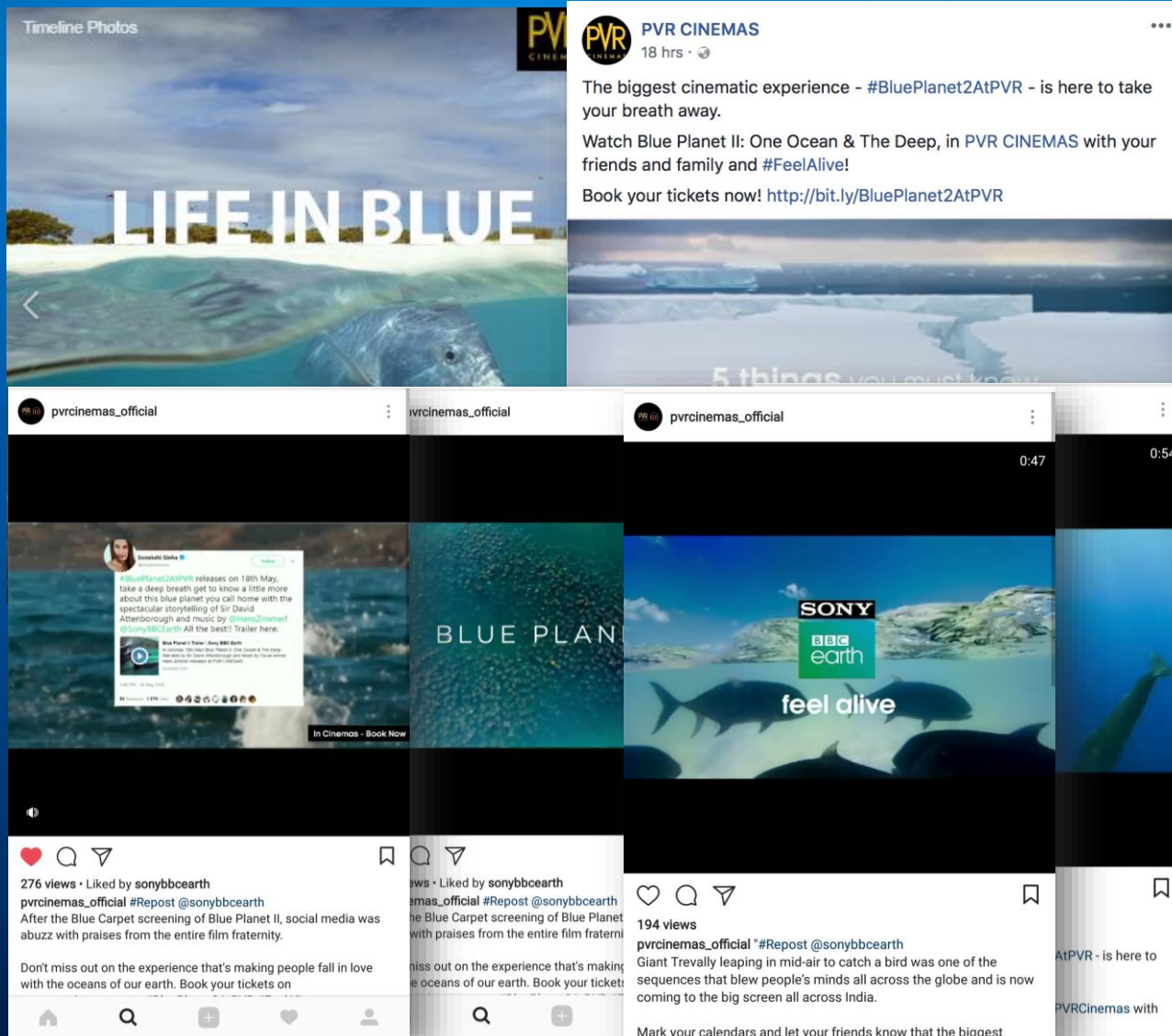
VIDEO:

<https://drive.google.com/open?id=1qFki4EWkJHX79kEyyyylB-LszHOXxMGtZ>



WENT ALL OUT WITH PROMOTIONS

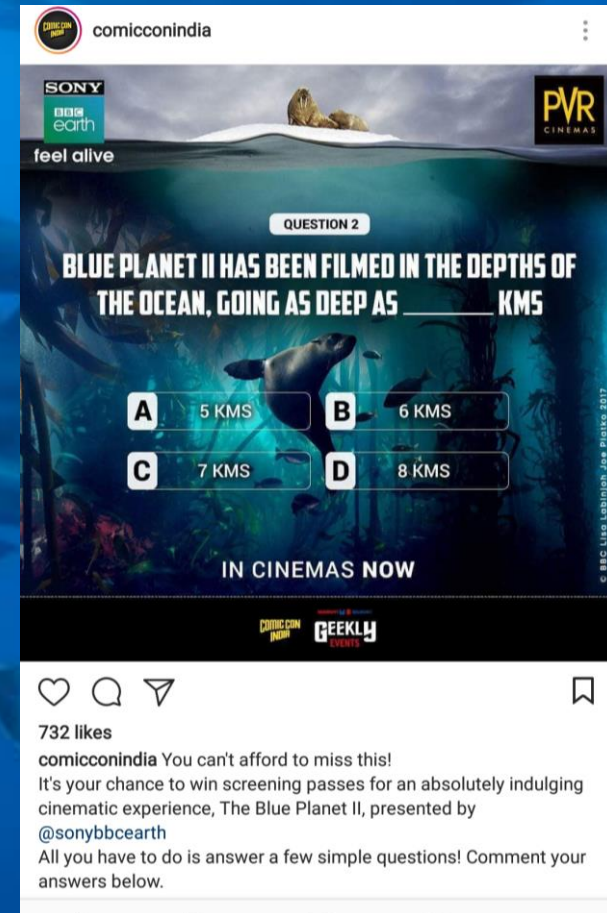
CONSUMER CONTEST



3 LAKH+
REACH

4.3 LAKH+
ENGAGEMENT

AND **COMIC CON INDIA** JOINED IN AS WELL, TO KICK UP THE BUZZ!



RAN
A WEEK LONG
CONSUMER CONTEST

700⁺
ENTRIES

1.5 LAKH +
IMPRESSIONS



RAVE REVIEWS WERE POURING IN FROM
EVERYWHERE



Alucard
@EvilVant

Blue Planet 2
Yayyyy!

4:01 PM · 19 May 18



Pavi Gawshinde shared a video.

1 min · 🌐

If you have grown up amused by nature, have always been curious about life under water, do yourself a favour and go watch the beautiful film put together by Sony BBC Earth ❤️

Our pale blue dot has a lot in store - go explore!
#BluePlanetII

goedyoo @goedyoo · 22h

Meet the underwater creatures here! Don't miss out on the special screening of Blue Planet 2 tomorrow, in PVR cinemas. #bbc #kids #filmfest #documentary #exclusive #PVR #edyoo

Just watched Blue Planet II ❤️ Nature does have the best stories to tell. :) It is a must-watch, to say the least! :D



Nidhi Chaitanya is 📺 watching Blue Planet II - The Documentary Series 2017 at PVR ICON, Infinity Mall, Andheri West, Mumbai.

May 18 at 19:57 · Mumbai, Maharashtra · 🌐

What a spectacular treat of nature! A true masterpiece by BBC. Thank you Sony Pictures Networks India for bringing this to PVR CINEMAS. Watching it on big screen is an experience beyond words. Nothing as calming and intelligent as the intelligence of Nature. Loving it



Disha Narain
17 mins · 🧑🏻‍🦱

Just watched Blue Planet 2
have the best stories to tell.
watch, to say the least!

2

And finally
@Akshaya
#BluePlanet2
#BluePlanet2
#vegacity
#edyoo



DIPEN MEHTA @dipen28 · 11h

@SonyBBCEarth

I am going to travel 200 kms on Tuesday to just watch this extraordinary film.

#BluePlanet2AtPVR



Su...
5 h · 🧑🏻‍🦱

must watch



Anshuman Sharma
@heyanshuman

Watching #blueplanet - about the evolution of intelligence which, starting millions of years ago under oceans, created the human species and has culminated into 100cr/MLAs arriving in a bus for #KarnatakaFloorTest

12:52 PM · 19 May 18 from New Delhi, India



Man Mohan Venkata Prasad
watching Blue Planet II with others at PVR CINEMAS, Chennai.

the deep

8:34 AM · 19 May 18



Disha Narain Khemchandani

19 May at 18:11 · 🧑🏻‍🦱

Just watched Blue Planet II ❤️ Nature does have the best stories to tell. 😊 It is a must-watch, to say the least! 😊

The night we remembered the carpet and our earth. Watch the beloved guests had to say about the grand event that is #BluePlanet2AtPVR. Releasing at all PVR CINEMAS on 18th May. Stay tuned for more... 😊

Just BRILLIANT

Must watch
FRESH
for children
and Sir
a killer combination. Positive insightful
story telling. Hear

Ananthu rated it

❤️ 100%

The Best Work

The untold story of the oceans is more beautiful than the land where we live. Must watch, astonishing. Sir David Frederick Attenborough and team great work.

👍 4 💬 2

3 days ago

Purushotta rated it

❤️ 90%

Amazing film

if u r interested in our planet and it's beauty. This is the best movie for you. Can't imagine how hard it would be for the crew to capture those breathtaking scenes

👍 1 💬 0

Utsav rated it

Enjoyed the time

One time
about
the sea
there is
are so
comm

Verified Review

Vin rated it

❤️ 80%

Awesome

4 ⭐ is because of PVR projection technology, 5 ⭐ for Content. If you are fan of David Attenborough/Ocean/Water/Aquatic Life you would love it

👍 1 💬 1

2 days ago

thought provoking

do yourself a favor and witness a
never knew imagined. the ocean
you marvel about ocean life and it
leaves you speechless.

👍 2 💬 2

Isha rated it

A masterpiece

It is magnificent and relevant in every way. Aside from being informative and a visual treat, it takes you to places where no man's ever been before. A must watch for everyone!!

👍 1 💬 0

2 days ago

88%



197 Votes

143 Votes

27 Votes



Popular

Verified

Verified Review

Anushree rated it

❤️ 100%

Masterpiece

It was a visual treat to eyes ... deep driven into world of sea and was spellbound !!! Some of the most eye-popping sequences didn't involve wildlife at all, but revealed the power, majesty and beauty of breaking waves in high-definition slow-motion sequences... must watch movie for nature lovers.. ❤️

👍 3 💬 0

4 days ago

Visual wonder

These kind of Movies must be encouraged and its an amazing experience for a common man to get through all the oceanic experience. Thanks to Attenborough for taking such interest on our Nature and portraying it for the people with great efforts.

👍 2 💬 0

2 days ago

Amrit rated it

One of the most beautiful things you'll see

Blue planet two is among BBC's finest achievements and definitely one of the nature documentaries out there. It is absolutely gorgeous and breathes life into David Attenborough's engaging narration. One would say that it is like countless other nature documentaries, but this is not an average show. This is a documentary which has 7 episodes each an hour of footage shot. A lot of the stuff you see in it is the FIRST time anyone has filmed those

Verified Review

Rajesh rated it

❤️ 100%

Bigger Screen Makes it Better

It feels amazing watching them on the big screen with great sound. Some awesome scenery and David's voice soothing as always. Definitely watching at least 1 time.

👍 2 💬 0

3 days ago

Verified Review

richa rated it

❤️ 100%

Must Watch in this Lifetime

I am so glad that I had the opportunity to watch it on the big screen in this lifetime. The movie is pure wonder and complete entertainment - and the fact that it's a true story makes it wow, just wow. It's a request from everyone to experience this awesomeness in theatres - you'll be doing yourself a favour!

👍 6 💬 0

2 days ago

THE STORY WAS NO DIFFERENT WHEN IT CAME TO THE **CRITICS**

**BLUE PLANET II WAS MAKING HEADLINES
FROM THE WORD GO!**



HINDUSTAN TIMES

"Blue Planet II is bold, majestic, menacing."

BUSINESS STANDARD

"A majestic, mesmerizing Experience."

DNA

"Must watch TV that will spell-bind your senses."

DECCAN HERALD

"Blue Planet II is the need of the hour."

NEW INDIAN EXPRESS

"Sea it to believe it."

SAKAL TIMES

"Mysterious, dangerous, beautiful and full of surprises."

PIONEER

"Such a docu-film should go housefold because of the high knowledge quotient that is stunningly unfolded."

REVIEWS ON BIG NEW CHANNELS AND FROM EMINENT CRITICS



the quunt

'Blue Planet II: One Ocean and The Deep': Majestic, mesmerising experience

IAN S | 16.05.18 HOT NEWS TEXT 3 min read

SHARE, SAVE, COMMENT

Film: "Blue Planet II: One Ocean and The Deep"; Executive Producer: James Honeyborne; Cast: David Attenborough; Rating: ****1/2

Narrated by the ace British broadcaster and naturalist David Attenborough, this BBC produced documentary -- "Blue Planet II" is a gem that reveals the splendour of the universe -- the dynamic and complex life in the ocean. His narrative begins with a warning, "the health of the ocean is under threat".

Made up of two parts; One Ocean and The Deep, this film is a follow-up of the 2001's ground breaking series. It is one of the most engrossing documentaries that mesmerises its viewers with the mysteries of "life beneath the waves".

The Telegraph

REVIEW

BLUE PLANET II IS A VISUAL SPECTACLE OF THE STUNNING MARINE LIFE

We know more about the surface of Mars than the deepest parts of the oceans on our earth," says David Attenborough, the iconic naturalist and narrator of *Blue Planet II*.

That's the idea that's triggered the making of this seven-part BBC series that's now playing at multiplexes across the country as a consolidated 120-minute film and has been brought to Indian theatres by TV channel Sony BBC Earth. When it beamed on UK screens in February 2017, *Blue Planet II* was hailed by many critics as "the greatest nature series of all time".

Filmed in some of the most stunning ocean waters in Mexico, New Zealand, the Great Barrier Reef and Alaska, the film is a visual feast, making you feel you are right in the middle of the ocean, navigating your way with the creatures that inhabit it.

Blue Planet II — that marries substance with spectacle — talks about how the health of oceans is at risk, engaging on an emotional level even as it educates.

Attenborough's intimate narration gives the film much of its appeal, as you are left mesmerised, and often open-mouthed, at the images that float across your multiplex screen.



There are bottle-nosed dolphins diving into the waves, a swarm of birds ready to take flight, shoals of fish swimming almost in rhythm and walrus hunting in packs — it's beautiful... and opens up a whole new world that leaves you stunned. It's humbling as well as eye-opening. My favourite images? The shots of the ocean beneath an iceberg, described by Attenborough as "the coldest waters on earth". And yes, that stunning shot of a fish that has feet instead of fins!

If the ocean is unexplored, many of the creatures that are shown thriving in the ocean are unknown. Facts related to oceans and the flora and

fauna in it will leave you mind-boggled. Like a fish named trevally that can apparently calculate the air speed velocity of an untaken swallow and snatch it out of mid-air.

Filmed over four years, *Blue Planet II* engrosses you even when there isn't a spectacle playing out on screen. You stare at the screen mesmerised as the majestic waves break one after the other, almost poetically.

PR
Blue Planet II — One Ocean & The Deep is playing at PVR Mani Square (10.30am & 8.53pm)



Ushering a healthy trend

BLUE PLANET II
*ing: David Attenborough
Rated: 8/10

BBC can seldom be faulted for their Nature series and Blue... is up there on the ladder of excellence. Narrated by Sir Richard Attenborough, atop a ship all set to explore the ocean waters and their deep from the Tropics to the Poles, the theatrical release of this upcoming TV series is interesting on many counts, including being the harbinger of the trend of documentaries making it to cinema halls.

To see this episodic series in one go as a one-and-a-half-hour movie may seem too stretched but the uninterrupted experience of brilliant camera work, a compelling narrative and amazing sights and sounds of a marine world we are yet to fully explore or know the depth of, is much like a tugging thriller.

With summer holidays having begun

Sakal Times

Life beneath the waves

ANRITA PRASAD
features@sakaltimes.com
@anrita_prasad

It is quite surprising that despite the oceans holding about 96 per cent of all earth's water, they still remain the most unexplored and undiscovered treasure of nature.

Sir David Attenborough, naturalist and broadcaster, who has spent decades filming and discovering the wonders of the earth and its spectacular life forms, calls oceans "mysterious, beautiful, dangerous and full of surprises." This description was especially evident when we watched the screening of *Sony PVR Earth's Blue Planet II: One Ocean & The Deep* at PVR.

Attenborough, who is the narrator of the film and Hans Zimmer, who has scored music for it, take us to a world which has never been seen before. The film consists of two parts — One Ocean and The Deep. The first part takes you on a voyage that ranges from the tropical warm waters to the Antarctica.

We learn about the living beings that are indigenous to each region beneath the water. It is interesting to see how bottlenose dolphins teach their young ones to immunise themselves from infections by rubbing themselves against an underwater bush that has medicinal and anti-septic properties. Are they really any different from human parents?

The survival of each creature on this planet is a struggle and it is no different for the humble tadpole. Had it not been for technology, it would have been nearly impossible for humans to dive deep into the heart of the ocean which has the harshest and the most hostile climatic conditions, and observe animals in situations that send chills down your spine even while watching them sitting in an air-conditioned theatre.

The next part of the film — "The Deep" — takes you deeper and deeper into the ocean. The ocean is categorised into twilight and midnight zones. The light begins to fade and it eventually turns pitch-dark and the pressure increasing thousand folds — yet one will be taken back to find life thriving even in this part of the ocean.

From sheer cliffs, the cock-eyed squid, the hunched fish, the bioluminescent fish which has a transparent head allowing it to look up through its lantern-like fish, the twilight zone introduces you to creatures that make you bite your lips in amazement. And in the midnight zone, you will



CONTEST ALERT

UNCOVER THE OCEAN'S MYSTERIES



A still from the film

Shot over 1406 days with 125 expeditions across 39 countries, *Blue Planet II: One Ocean and The Deep* accounts for more than 6,000 hours and 8 km deep of underwater dive footage to bring unique, untold stories. Narrated by the godfather of natural history, Sir David Attenborough, and with music by legendary composer Hans Zimmer, this grand adventure is a must-watch for everyone this summer. Sony BBC Earth in association with PVR Cinemas is all set to release the movie on May 18, but before that, we

three winners a chance tickets each to the star-carpenter premiere of the 15 at PVR Icon Versova.

Which is the largest coral reef system in the world?
• Amazon Reef
• Pickles Reef
• Great Barrier Reef
• Ningaloo Coast

Who is the award-winning music composer of the *Blue Planet II*?
• Hans Zimmer
• John Towner Williams
• Lisa Gerrard
• James Horner

When did *Blue Planet I* premiere?
• 30th
• 1st
• 12th
• 2001
• 6th

Know Godfather's History in the *Planet*
• Ber
• Dav
• Ste
• Bea



Sir David Attenborough

meet creatures that will remind you of aliens — their shapes seem to futurise and come to life.

The film also makes us aware of the volcanic activities happening on the ocean bed. They have elements that contribute to the existence of human beings on earth. So can we say that we actually re-imagine planet from the water? Do watch the movie to search for answers.

ST READER SERVICE
Blue Planet II: One Ocean & The Deep is currently being screened at PVR Cinemas in select cities across the country. In Pune, you can catch the film at Phoenix MarketCity, Viman Nagar, Market Hub, Koregaon Park and The Pavillion, SB Road. Tickets are available on www.bookingpvr.com or PVR Cinema app. Or you can watch it on Sony BBC Earth channel in June.



Blue Planet 2 is the need of the hour

Roshan H Nair, Bengaluru, MAY 21 2018, 12:11PM IST | UPDATED: MAY 21 2018, 10:13PM IST



With so much noise, unfortunately, is raised by those who deny climate change, so much so that any sense can barely hear each other, making a documentary on climate change may task. Yet at no other time has the need for such works been so necessary.



Fabulous ocean of discovery

FILM REVIEW

JOHNSON THOMAS
thitist@mid-day.com

DAVID Attenborough's return to his favourite haunts, the world of oceans, in this sequel, is a sight to behold. The first edition, acclaimed as a masterpiece, was wondrous and awe-inspiring, allowing us to see deeply the world that we've rarely seen. This sequel takes us deeper into the ocean, revealing rare and unusual creatures in deep, as well as documenting myriad problems faced by our oceans.

It retold took Attenborough four years, 125 ditions across 39 countries and over 6000 hours of underwater footage to achieve masterpiece of epic proportions. *Blue Planet II* (beautifully crafted) is about the water that we take for granted that we tend to neglect in our rampant quest for material benefit. It's hard to believe the wonders of



BLUE PLANET II
U/A:
Documentary
DIR: David Attenborough
CAST: David Attenborough, Peter Dinklage, Roger Munns



The state-of-the-art filming techniques employed here, formidable underwater camerawork, extraordinary orchestral background score and a narrative spool that gradually mesmerises you with its audacious and mind-boggling extravagance of discovery makes it hard for anyone — young or old — to look away. In terms of technique and content, Attenborough's work here is a step above all its ilk. This documentary is without a doubt, spellbinding.

The ocean that Attenborough reveals to us, its colourful feels is simply incredible. Though over 90, Attenborough's accompanying voice-over is steady and inspiring.

illustrative and eye-popping engagement. Many of the creatures and their environments captured are ones we've never seen, before. But it's not all beautiful. His camera also captures the uglier side of human behaviour. The destruction we are causing the oceans and creatures within are thrown at us in vivid detail. The bleached coral reefs, water pollution, environmental waste and other forms of human callousness are documented to shocking effect. The message for conservation of ocean life and restriction of pollutants being released into oceans is clearly underlined.

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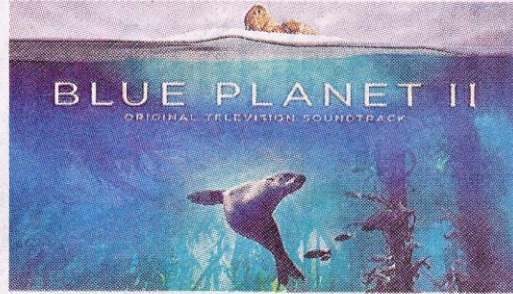
★YUCK ★★WHATEVER ★★★GOOD
★★★★★SUPER ★★★★★AWESOME

युवाओं में हॉलीवुड फिल्मों का क्रेज

वीएफएक्स, क्रोमा व एनिमेशन, थ्रीडी जैसी तकनीक आती है पसंद

सिटी भास्कर | नागपुर

देश में युवाओं का किताबों के बजाय फिल्मों को ले कर जबरदस्त क्रेज है। देश में हॉलीवुड फिल्मों की बाढ़ सी आ गई है। यूथ व टीनेजर्स का अंग्रेजी फिल्मों से स्ट्रॉंग कनेक्शन है। यूथ को वीएफएक्स, क्रोमा, एनिमेशन, थ्रीडी, ऑनलाइन एडिटिंग या स्मोक जैसे तकनीकी शब्द सुनना प्यार है। अंग्रेजी फिल्मों में ये तकनीकें काफ़ी दिखती हैं। बेहतर स्पेशल इफेक्ट्स को मिलते हैं। रखते हुए हॉलीवुड की रिलीज की है, जो कि खूब पसंद आती है।



वीएफएक्स तकनीक का अनूठा हिस्सा

हॉलीवुड की तकनीक उच्चस्तरीय होती है। इसमें वीएफएक्स तकनीक अनूठा हिस्सा है। इन दिनों लगभग हर फिल्म में इस तकनीक का उपयोग किया जा रहा है। इस तकनीक का उपयोग कर हा रंग दिया जाता है। इसके लिए

गर्मी की छुट्टियों का रखते हैं ध्यान

हॉलीवुड भी बॉलीवुड की तरह खास गर्मी की छुट्टियों को ध्यान में रख कर कुछ बड़ी फिल्मों को मैदान में उतारना पसंद करता है। इसमें कोई संदेह नहीं कि बड़ी खामोशी से डिजिटल सिनेमा ने भारत में पैर पसारने शुरू कर दिए हैं। फिल्म 'ब्लू प्लानेट-2' समुद्री जीव-जंतुओं के अद्भुत संसार को दिखाती है। हाल ही में रिलीज हुई मूवी ब्लू प्लानेट-2 को फिल्मों के भीष्म पितामह मर सेलिब्रिटीज ने

त रचना मर ने की ने पसंद

FIRSTPOST.

Blue Planet II review: BBC documentary creates a spectacle out of Earth's deepest secrets

Devansh Sharma May 18 2018 16:16:37 IST

With Poseidon's implicit consent, a brave crew of explorers stepped into the vastness of Earth's oceans in order to change the way we look at the blue realm. In fact, it is not even blue in entirety. *Blue Planet II* explores the latent iridescence beneath 70 percent of Earth's surface.



A flapjack octopus in a still from Blue Planet II

out of the box

reality/adventure

underwater expeditions

Sea it to believe it!

Blue Planet II delves deep into the ocean to reveal some unique marine life, says producer James Honeyborne

MELTING ICEBERGS, bioluminescent fish, octopi using shells as armour — these are just a few of the things one can expect to see on the

show, "no one else has seen before," says Honeyborne. From the footage, new behaviours of sea creatures have been discovered and scientists have begun writing papers on the findings of

ing directed *Meerkats The* Honeyborne has also won "TA in 2016 for his work in *ue Live* and admits that his ation for the oceans is spe- le says, "I find it a very beau- lace to work and the thing the ocean is that it can feel remote, cold, slimy, scary, ening and that's really be- we see so little of life be- the waves. But if you can re yourself in that world, be surprised how much like n it really is."

favourite moments on the include a scene with a



James Honeyborne

minds when we discovered that. In another episode, we have an octopus that used shells as body armour when it was attacked by sharks and really everywhere you look, you see fish, squid, octopus and other sea creatures doing extra-ordinary things that you wouldn't have expected."

The show was filmed in 39 countries over the course of five



Stills from Blue Planet II

spotted at the Sony BBC Blue Carpet event.

The project has bagged awards 'ue Planet II' has re- gin TV's Must-See Mo- rd and Huw Wheldon Specialist Factual at ious 2018 British Acad- vision Awards The

90-minute documentary is being screened in movies and the episodes will air on TV next month.

Blue Planet II (screening in select cinema halls now), will premiere on TV in June on Sony BBC Earth. — Jessica Rachel John

Business Standard

'Blue Planet II: One Ocean and The Deep': Majestic, mesmerising experience (IANS Review, Rating: ****1/2)

IANS

Last Updated at May 16, 2018 13:50 IST



**THE PAN INDIA THEATRICAL RELEASE OF BLUE PLANET II
A TELEVISION SERIES,
WAS NOT ONLY**

**UNPRECEDENTED
IN THE HISTORY OF INDIAN TELEVISION
BUT ALSO, A MASSIVE SUCCESS!**

THE MOVIE LED THE VIEWERS TO WATCH THE ENTIRE
SERIES ON THE CHANNEL

BLUE PLANET II

WATCH THE ENTIRE SERIES ON



COMING SOON

THERE COULDN'T HAVE BEEN
A GRANDER LAUNCHPAD FOR THE
TV PREMIERE OF THE SERIES

ON

SONY

BBC
earth

ON 29TH JUNE, 2018

WE TOOK IT ONLY HIGHER FROM THERE!
PROMOTIONS FOR TV PREMIERE
KICKED IN ACROSS ALL PLATFORMS

ON-AIR
HOME & CROSS

**SOCIAL
MEDIA**
HOME & CROSS

TRADE
EMAILERS

UNIQUE ON-GROUND ASSOCIATIONS

cromā
The Electronics Megastore



WE BUILT CONVERSATIONS ABOUT BLUE PLANET II
BY USING THE MIND-BLOWING STORIES
AND ESTABLISHING AN EMOTIONAL CONNECT

A CAPTIVATING AND COMPELLING PROMOTIONAL VIDEO



VIDEO:

<https://drive.google.com/open?id=1prWApbOOQ-RhKSpn9aSDoRII7OxFanAly>

**IN A ONE-OF-A-KIND INITIATIVE
WE ESTABLISHED AN EMOTIONAL CONNECT WITH THE MASSES
USING AN ICONIC INDIAN NURSERY RHYME**



'Machli Jal ki rani hai' has been an educational song for children in India for decades, and is very extremely popular among the masses.

We recrafted the lyrics of the rhyme to contextualize it to Blue Planet II and bring alive the mind-blowing stories of the ocean.

VIDEO:

<https://drive.google.com/open?id=1prWApbOQ-RhKSpn9aSDoRII7OxFanAly>

AND IN A UNIQUE ASSOCIATION



&



GOT TOGETHER TO CELEBRATE BLUE PLANET II
WITH A LIMITED, CUSTOMIZED RANGE OF BLUE DONUTS & DRINK!

55 OUTLETS | 4 CITIES | 3 WEEKS

THE DONUTS WERE SUCH A HIT,
THAT ONE OF THEM BECAME A PART OF THE **PERMANENT MENU**

SONY

BBC
earth

feel alive

The Magic Blue Fest

Celebrating Our Blue Planet

BLUE
SPARKLE

BLUE
CHOCO
DELIGHT

m.o.d
mad over donuts

Love at First Bite!

PAIR OUR SPECIAL LIMITED RANGE WITH



PRESENTS

BLUE PLANET II
PREMIERES MON, 25TH JUNE
EVERY NIGHT @ 9



BLUE
OCEAN
PUNCH

100%
EGGLESS

IMAGES FOR REPRESENTATION PURPOSE ONLY

PRESENTED BY



ASSOCIATE SPONSORS



PAANI SA DOCTOR
Aquaguard

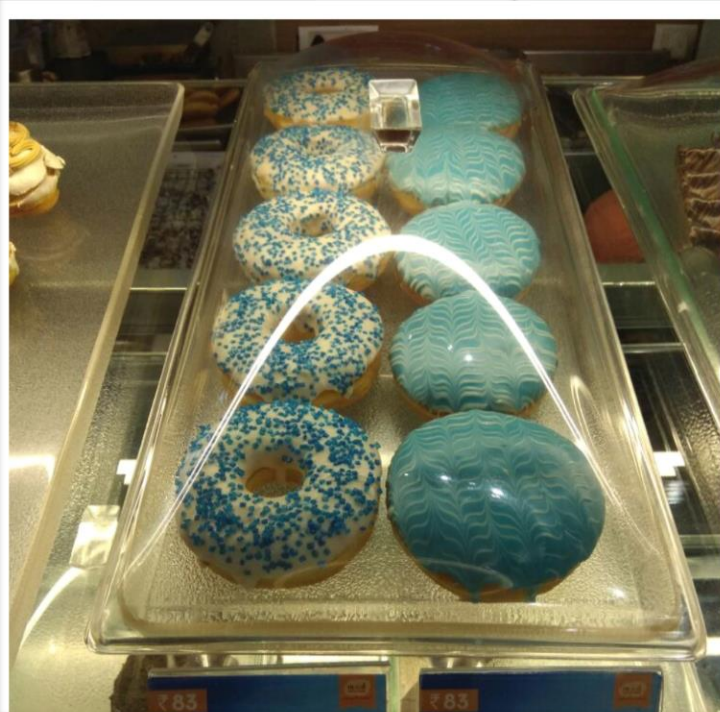


MULTIPLEX PARTNER



ON-GROUND PARTNER





cromā

The Electronics Megastore

~100
OUTLETS

PAN
INDIA

BLUE PLANET II VIDEOS **TOOK OVER ALL TV SCREENS**
LEADING UP TO THE BIG RELEASE



AND WITH EXCITEMENT SOARING HIGH,

BLUE PLANET II

PREMIERED ON



HD

AND THE RESULT WAS AS EXPECTED.

BOX OFFICE COLLECTION WORTH **1.45 CRORES**

SLOT VIEWERSHIP FOR
ALL DAYS @ 9PM
INCREASED BY

~25%

Vs last 4 weeks

PRIMETIME REACH
ALL DAYS @ 9PM
INCREASED BY

~20%

Vs last 4 weeks

THE SECOND MOST
CONTRIBUTING SHOW
IN THE CATEGORY

In week 26-28

WAS THE TOP
PERFORMING SHOW IN
TERMS OF ROI

In week 26-28



SMASHING SOCIAL
MEDIA SUCCESS
13MN+ REACH
5MN+ ENGAGEMENT

NOTEWORTHY PR
COVERAGE OVER
3Cr

MEDIA AMPLIFICATION WORTH
9Cr

SIMPLY THROUGH STRATEGIC ALLIANCES –
DELIVERING AN ROI OF **~40x!**

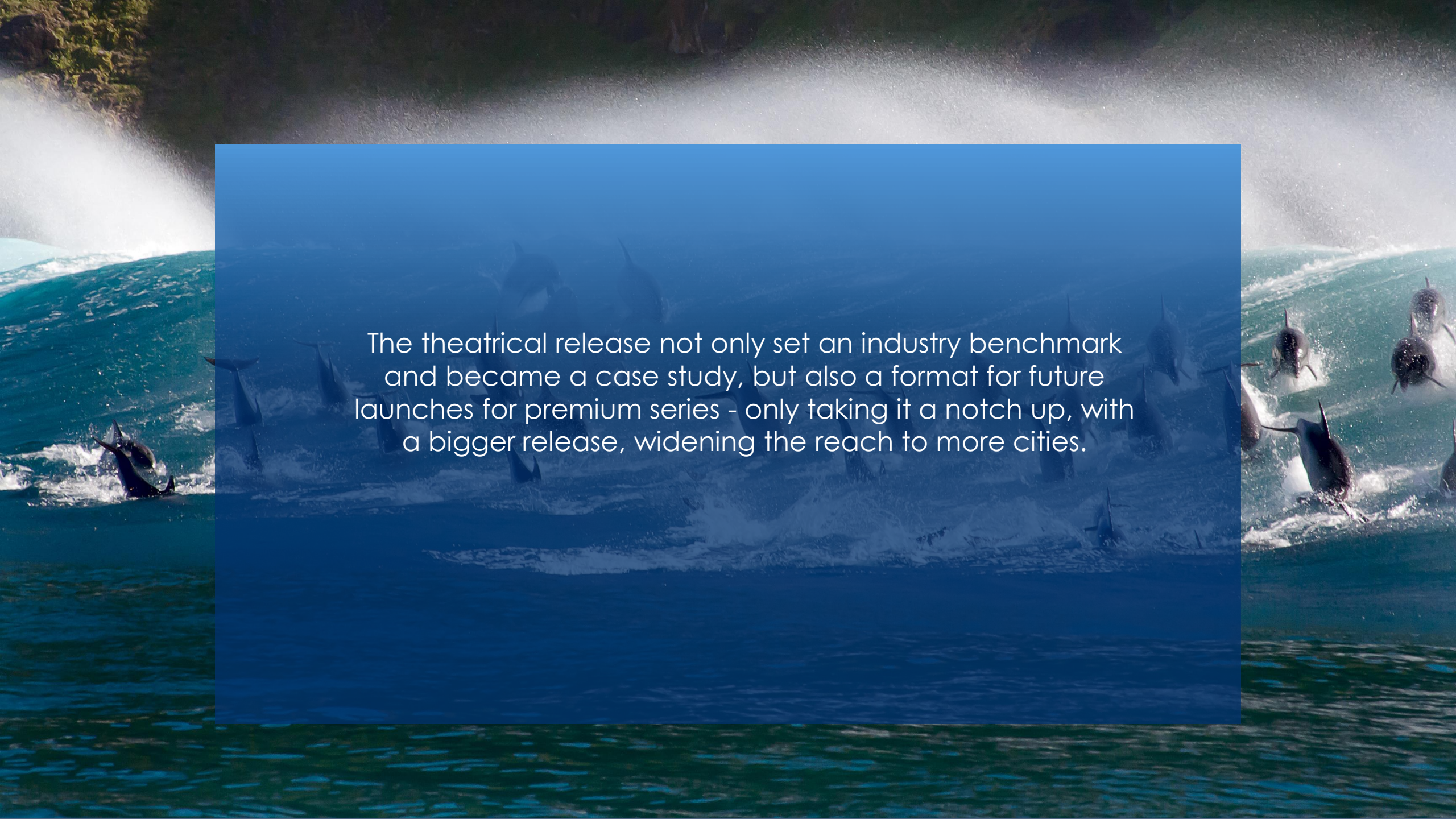


BLUE PLANET II

A DISRUPTIVE IDEA WHICH IMPACTED

SHOW AWARENESS
CHANNEL AWARENESS
VIEWERSHIP GROWTH
SLOT GROWTH
ENGAGEMENT WITH CONSUMERS
BRAND EQUITY
REVENUE

IT WAS INDEED THE GRANDEST PREMIERE OF THE YEAR!



The theatrical release not only set an industry benchmark and became a case study, but also a format for future launches for premium series - only taking it a notch up, with a bigger release, widening the reach to more cities.