

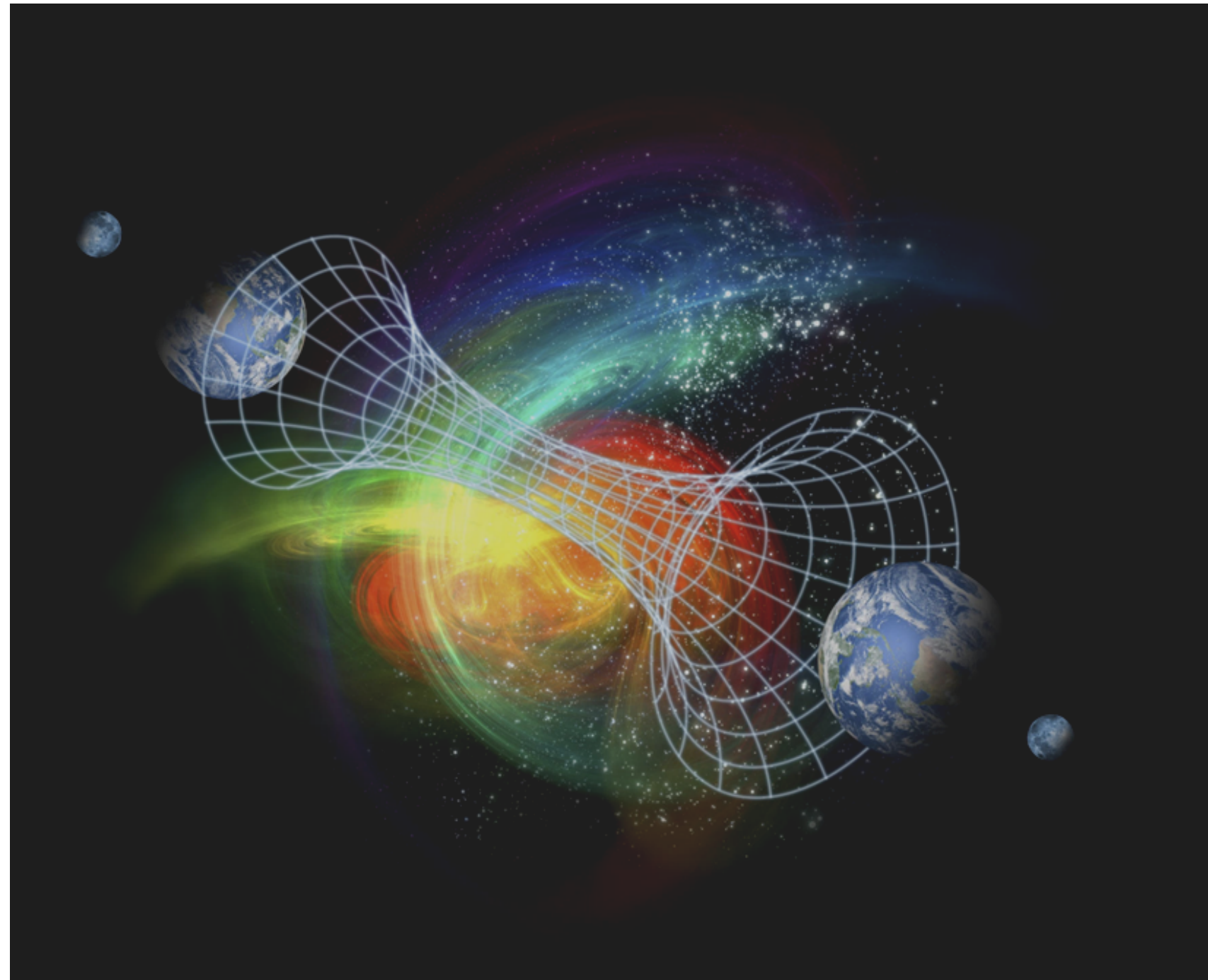


Arré

Presents

# IN A PARALLEL UNIVERSE





# In A Parallel Universe

Arre's unique new format reimagines the world in a Parallel Universe, urging viewers to ask the question "What If?"

This series transports viewers to a world where contextual and relevant topics are reviewed through a humorous lens.

The format is almost a social commentary on the world around us and promises not only to entertain but also make a point.

Duration: 6-8 mins



# A LOOK AT OUR POPULAR CONTENT IN THIS SERIES.

India Without Water

If Whatsapp Forwards Were True



# India without water. Launched on Independence Day

## INDIA WITHOUT WATER

It's 2030 and all the water has vanished off the face of the earth. How would Indians react to it?

This might as well be a reality in the age of a severe water crisis where floods and droughts have become frequent. **In A Parallel Universe** - reimagines this and other such pressing questions of our times.



[Click Image to View Video](#)



# If Whatsapp Forwards Were True - Relatable & Contextual

## IF WHATSAPP FORWARDS WERE TRUE

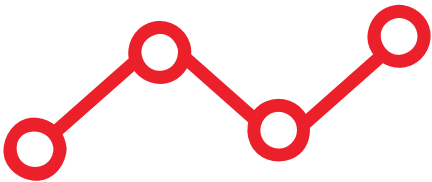
Arre created this video calling out the incessant problem of Fake News being circulated on Whatsapp. **In a Parallel Universe-** showcases the absurdness of these messages and how situations would play out if any of them were true.



[Click Image to View Video](#)

# Performance

## AN OVERVIEW



2 MN+ Views

4ZMN+ Reach

6 MN+ Impressions

91K Users Engaged



Kanan goyal 2 months ago 9 subscribers

This video actually contains a deep message which made me emo!! 😞 now I've been thinking y we ppl do wastes a lot of water wdout thinking bout our future generations even leave future generations acc to this math by 2020-30 we won't have water to drink...!!! M just so shocked! 😞😞😞  
So this independence day let's promise that from now on we'll save water, save India nd save earth!!!! 😊😊

👍 253 🗨️ 🍷 REPLY ▶️

▼ View 4 replies



Falguni mitra 2 months ago 0 subscribers

It's rainy season half of the India is facing flood like situation...due to heavy rain.  
In the month of April may June whole India started facing water crisis.. due heat and more water evaporation.  
All these problems because of global warming and we all started facing problems in every season we all have cure this problem by planting more trees and rain water harvesting by this only we can live in peace in future days.....!!!!!!  
Read more

👍 28 🗨️ REPLY ▶️

▼ View reply



sharvaree raje 1 day ago 38 subscribers

That national anthem thing Is so true that last month I got irritated with that message and I left all families group

👍 1 🗨️ REPLY ▶️

# Why Parallel Universe

## REFRESHING NEW FORMAT

This fresh new format breaks away from the repetitive video formats and reimagines video listicles with a good balance of humor, wit and quirk

## CONTEXTUAL AND SHARABLE

By choosing topics that are widely contextual and relatable, this format almost guarantees great audience engagement and encourages conversations.

## MASS APPEAL

By staying away from targeting a particular audience and instead choosing topics and conversations that matter, we reach out to the masses across Urban, Tier 1 and Tier 2 markets.



# UPCOMING SLATE

WE PLAN TO SCALE UP CONTENT IN THIS SERIES BY THE END OF  
2019

## NOVEMBER LINEUP

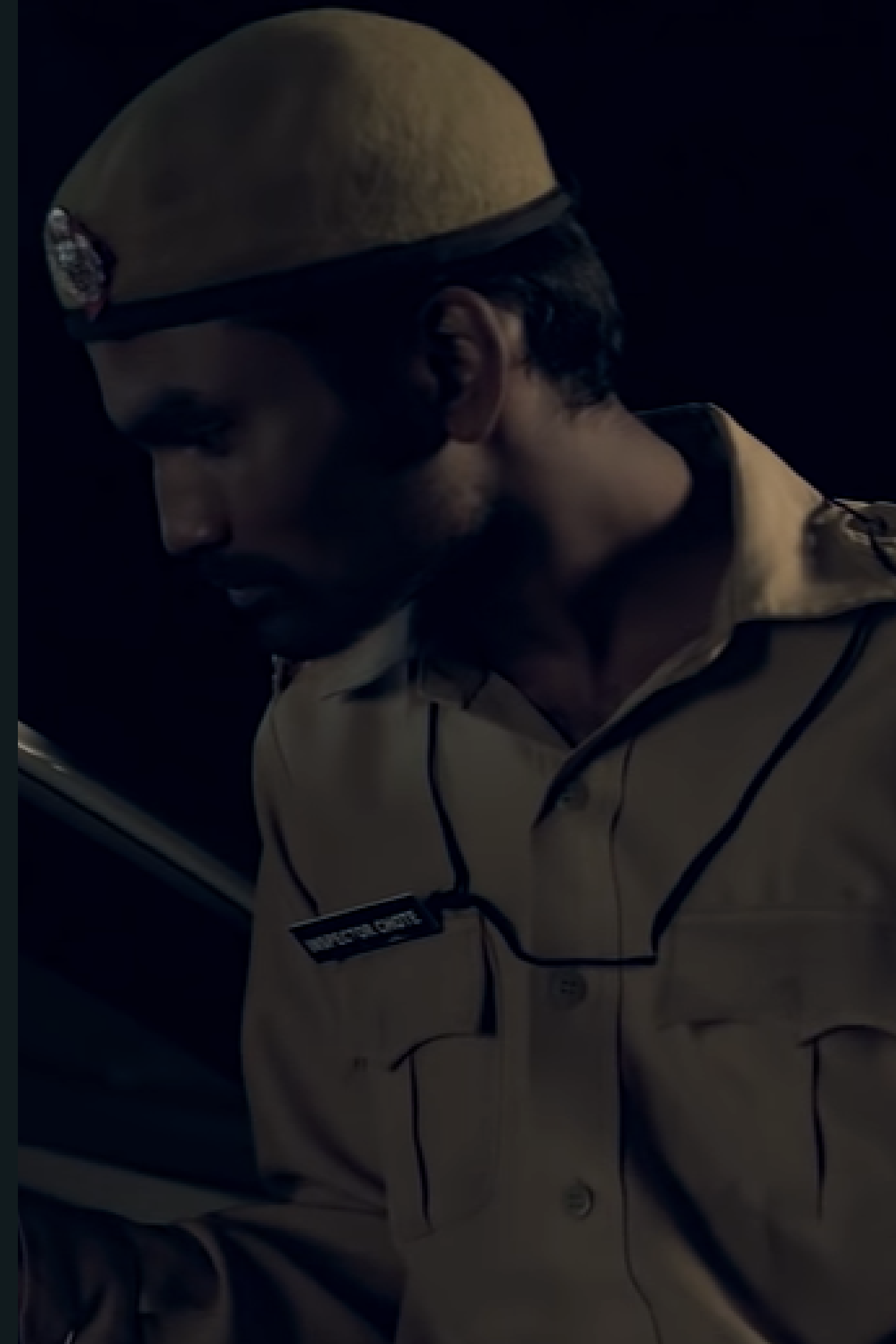
- IF HARRY POTTER WAS A RELIGION
- WOMEN- IN A PARALLEL UNIVERSE





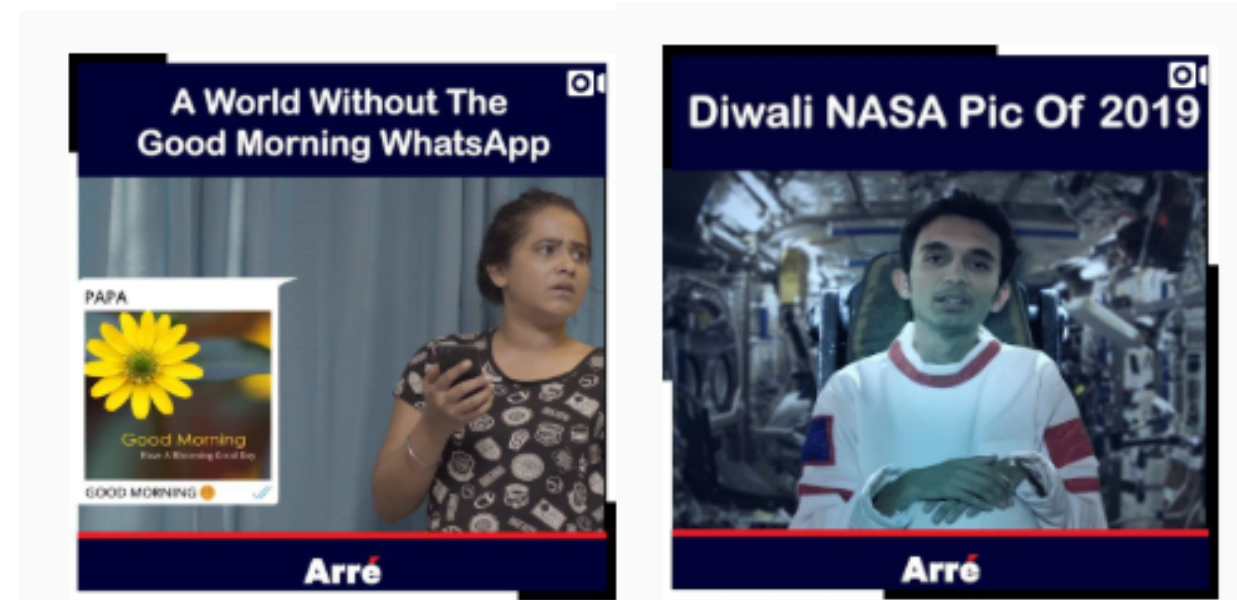
# AMPLIFICATION

THE FORMAT ALSO LENDS ITSELF TO A HOST OF HUMOROUS SURROUND CONTENT PIECES ACROSS FORMATS



# Surround Content

## STATIC/VIDEO MEMES



## BTS CONTENT PROMOTED BY CAST



## NEWS YOU WOULDN'T BELIEVE

**Arre**

News You Wouldn't Believe

**Srikant Tiwari Blames Millennials For His Smoking Addiction; Says He Liked Juul But They Got It Banned**



**Arre**

News You Wouldn't Believe

**"I Was India's First Middle-class Spy," Says Veteran ACP Pradyuman after Watching The Family Man**

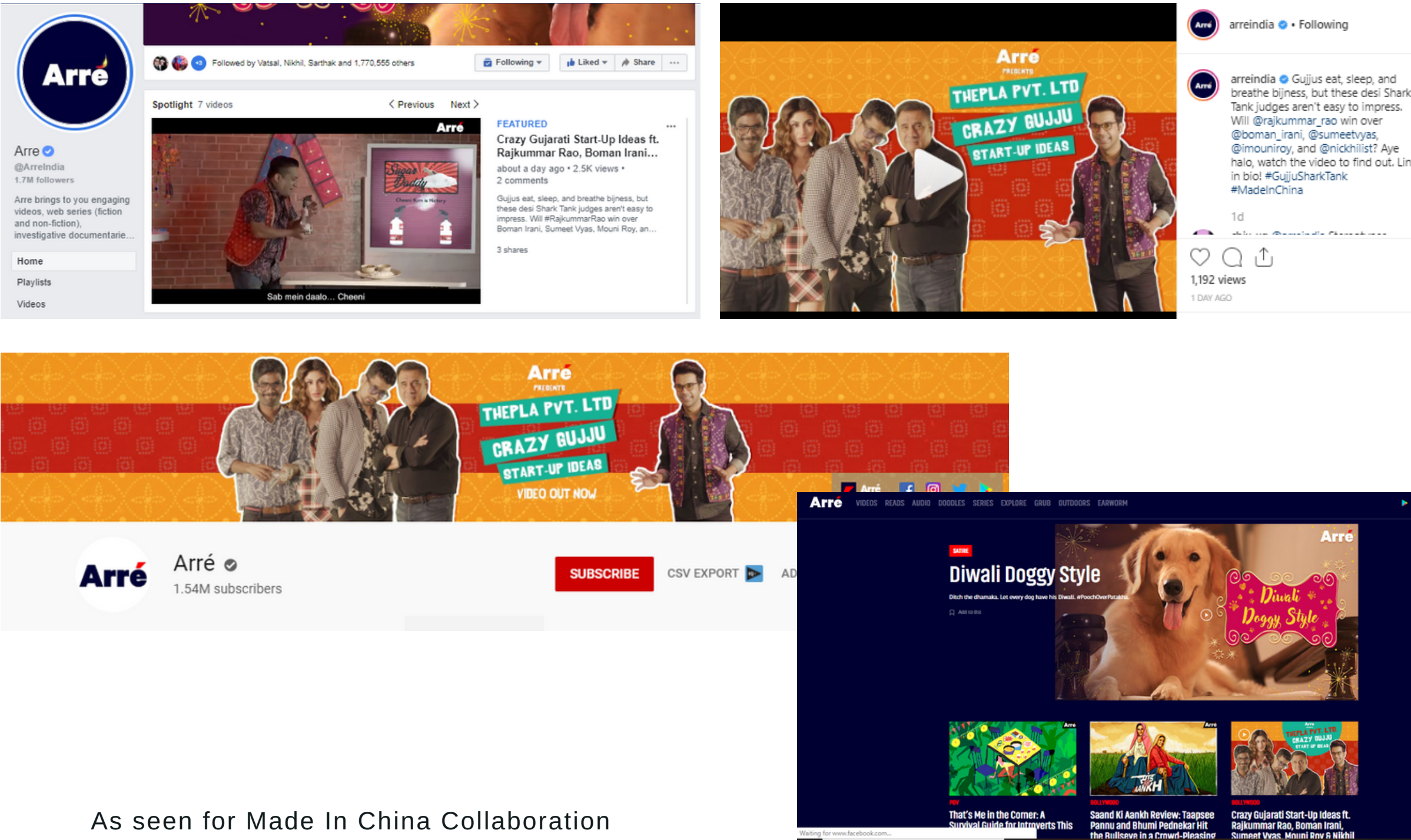


For Amazon Prime



# Surround Content

VISIBILITY ACROSS ARRE ASSETS  
FACEBOOK, YOUTUBE, IG/IGTV, ARRE.CO.IN



As seen for Made In China Collaboration



# Our Cast



NIKHIL VIJAY

Key Influencer in the Series



ANAHAD MADHAV/FITOOR  
MISHRA

Supporting Character In the Series



GUEST INFLUENCER

Will feature an up & coming digital face as a  
supporting character (as per requirement)



# Distribution & Social Reach



FACEBOOK

1.7 MN Followers

10 MN Monthly Reach



YOUTUBE

1.5 MN Followers

7MN Monthly Reach

**Arré**

ARRE.CO.IN

2 MN Monthly Reach



INSTAGRAM

90K Followers

2.1 MN Monthly Reach



TWITTER

43K Followers



**THANK YOU**