



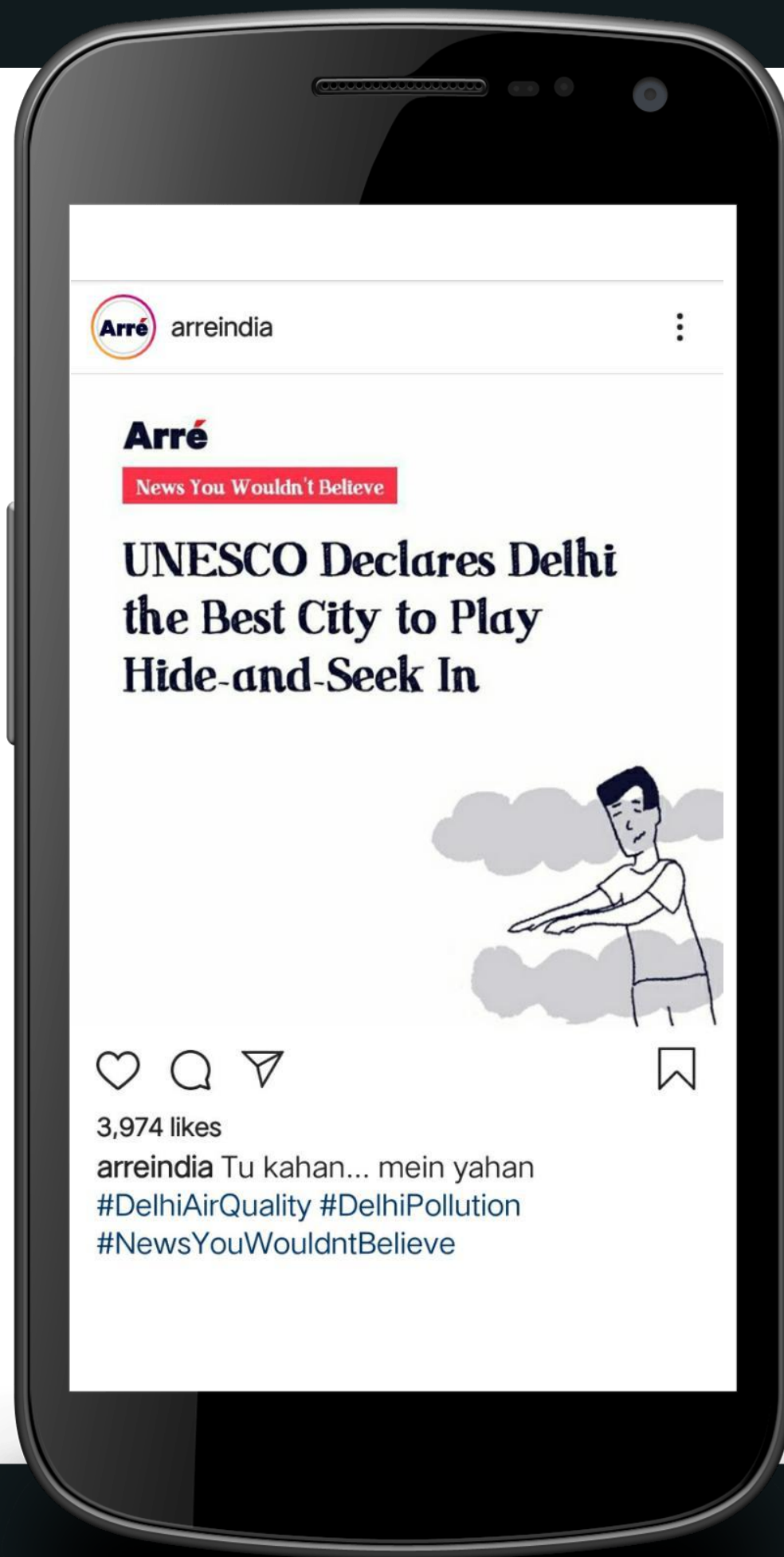
# Arré

- NEWS YOU WOULDN'T BELIEVE



## News You Wouldn't Believe

- ❑ Arre's latest format , is our humorous take on trending conversations. This Fake News format is a social commentary on Trending Conversations in India and Globally and urges viewers to think.
- ❑ All content is through a fun, quirky millennial lens.
- ❑ The minimal format which is often just a witty line and an illustration captures the mood of the conversation makes the content extremely shareable.
- ❑ Frequency: 35-40 pieces per month



# A Look At Our Popular Content In This Format



**Arré**

News You Wouldn't Believe

**Imitiaz Ali  
Declared Climate  
Change Champion for  
2020 after Recycling  
the Same Plot  
5 Times**



# The Best Of News You Wouldn't Believe.

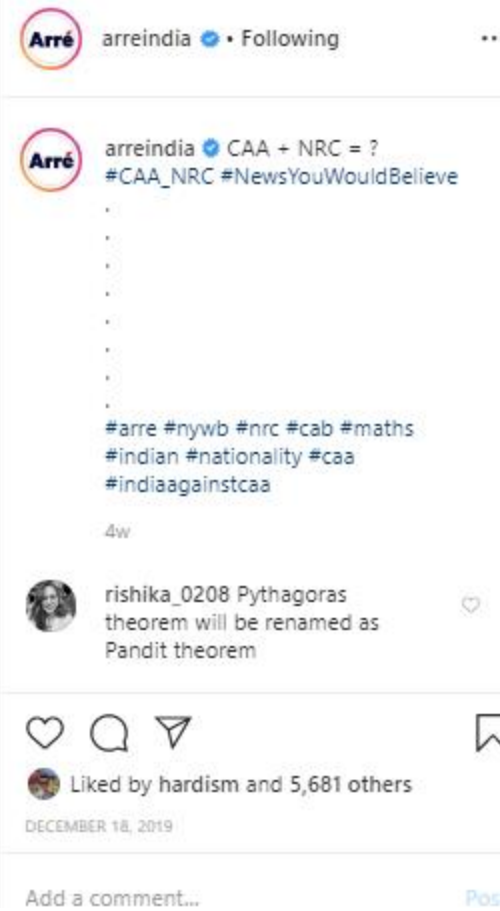
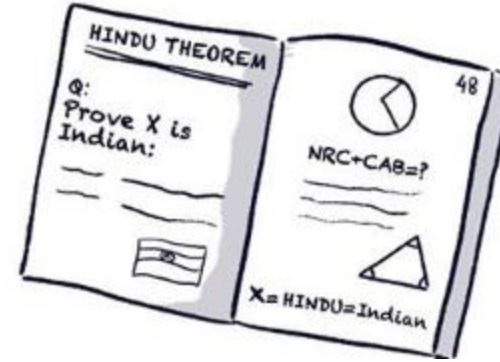
## POLITICS

Arré used this format for social/political commentary on trending conversations

**Arré**

News You Wouldn't Believe

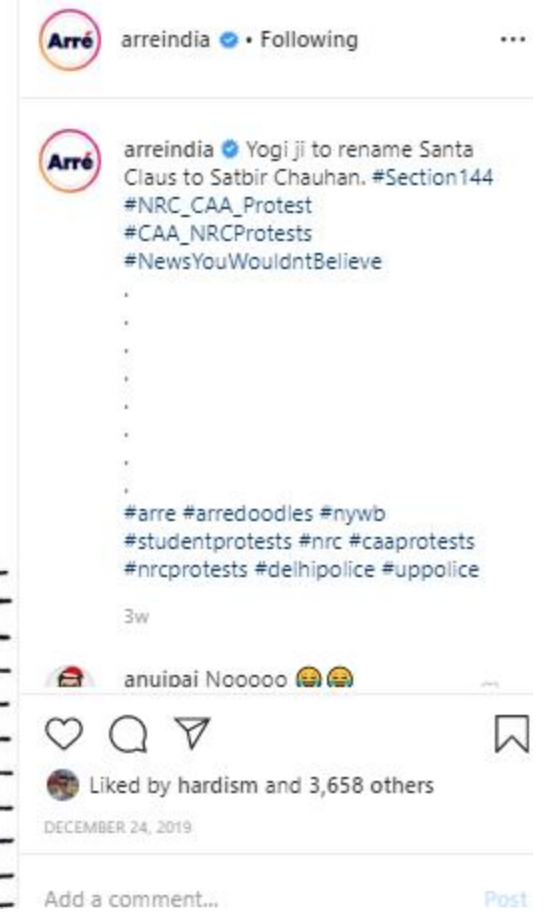
### Government to Replace Math Theorems In Syllabus; Students Now Have to Now Prove Whether Someone is Indian or Not



**Arré**

News You Wouldn't Believe

### Santa Claus Detained Under Section 144 After 5 Students Gather to Collect Presents





# The Best Of News You Wouldn't Believe

## PRODUCT AND MOVIE LAUNCHES

Arré used this format to be a part of conversations around popular product launches and Bollywood news.

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News You Wouldn't Believe

### Apple To Rename Itself "Onion" In India As Prices Continue To Skyrocket



**Arré**

News You Wouldn't Believe

### Photoshop Distances Itself From Kangana Ranaut's Jayalalitha Look; CEO Says We Have Nothing To Do With This



# The Best Of News You Wouldn't Believe

## POP CULTURE

Arré used this format to comment on Pop Culture and also drive conversations among fans.



**Arré**

News You Wouldn't Believe

**Government To Rope In John Cena As Delhi Ambassador; City's Tagline To Be "You Can't See Me"**



**Arré**

News You Wouldn't Believe

**Anu Malik Gets a Concussion after Being Repeatedly Dropped from Indian Idol**





# News You Wouldn't Believe

## A BRAND FAVORITE

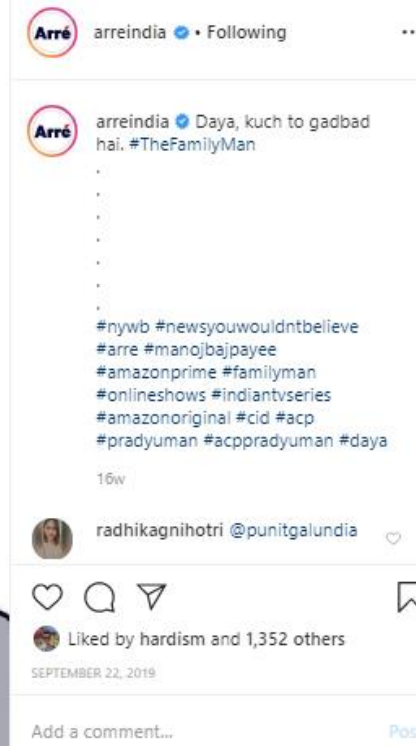
This popular format is extensively used by Brand's partnering with Arré to create content that helps amplify the larger on-going campaigns.

The short, snappy content makes this an extremely sharable format on Social Media

**Arré**

News You Wouldn't Believe

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



**Arré**

News You Wouldn't Believe

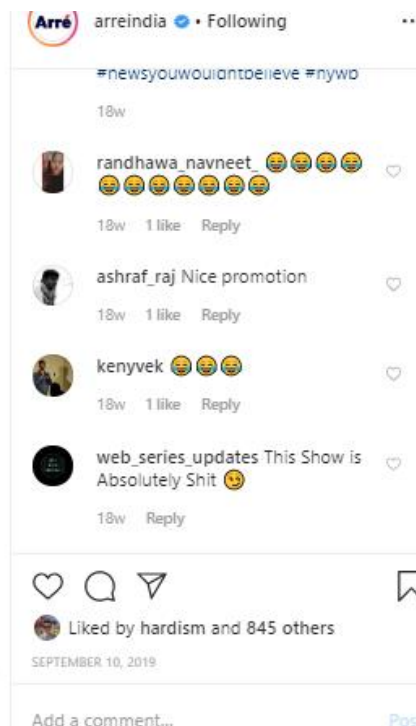
As World Heads Toward Recession, James Bond to Take Tips from Manoj Bajpayee on How to Play a Middle-Class Spy



**Arré**

News You Wouldn't Believe

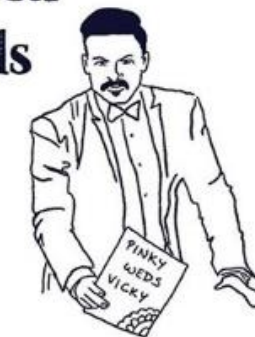
Man Deletes Dating and Matrimonial Apps from Phone; To Find Love On Skulls & Roses



**Arré**

News You Wouldn't Believe

Cast Of Inside Edge to Help with Matrimony App After Techie is Impressed with Their Match-Fixing Skills



As seen in association with Amazon prime video

# Performance Overview

News You Wouldn't Believe is an on going format which reaches out to over **2 MN unique users each month** across Arre's Social Media Platforms

It's a **heavily shared** format especially on Instagram & Facebook, since its Topical.

This format also has **high engagement** since it encourages viewers to have a conversation.



Arre India 113.8k followers View Profile

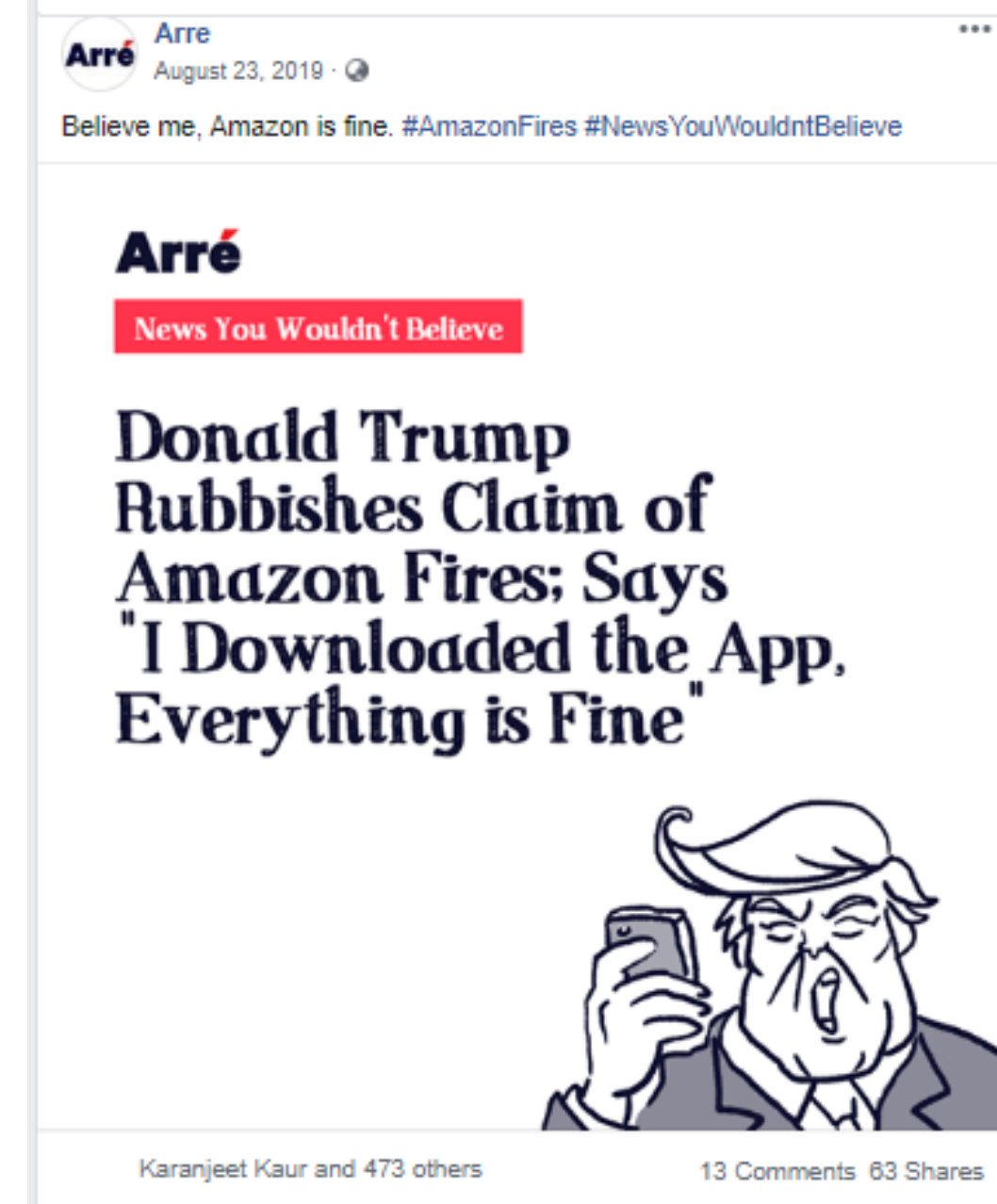
**Arre**  
News You Wouldn't Believe

**PVR Sends Friend Request To JW Marriott After Finding Out That They Sell 2 Bananas For ₹442**



View More on Instagram


4,846 likes



Arre August 23, 2019 · Believe me, Amazon is fine. #AmazonFires #NewsYouWouldntBelieve

**Arre**  
News You Wouldn't Believe

**Donald Trump Rubbishes Claim of Amazon Fires; Says "I Downloaded the App, Everything is Fine"**



Karanjeet Kaur and 473 others 13 Comments 63 Shares

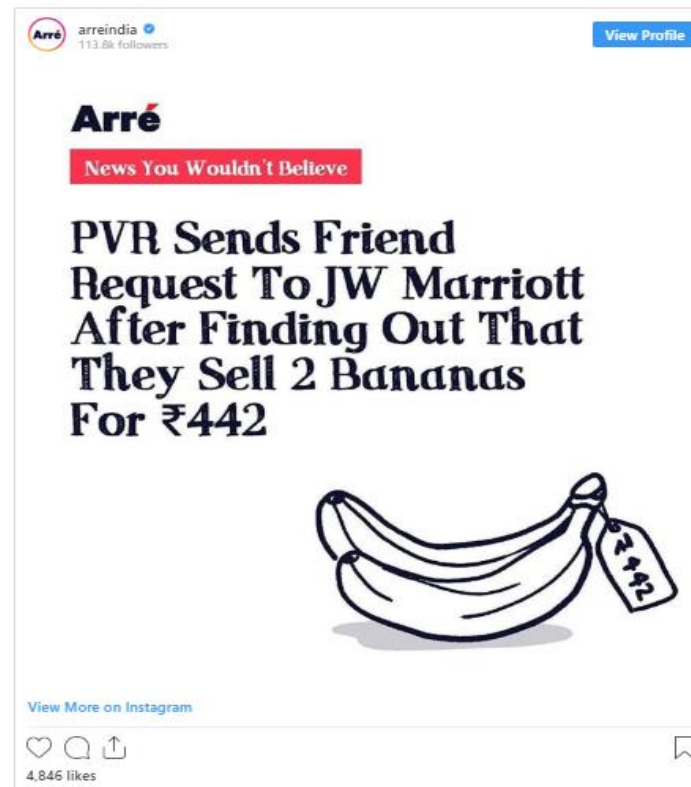




# Recognition

**News You Wouldn't Believe -**  
Was featured on Social Samosa under Best Topical Content Of The Week *(Click Image to View Article)*

**CAA Protests -**  
NYWB was a popular format spotted on placards as protestors used wit and humour to voice their opinions.





**THANK YOU**