

# 3 Idiots: Exploring Innovative Marketing

*\*Nidhi Upadhyay*

## INTRODUCTION

Every business tries to stay upfront with their customers. The free market scenario has brought a situation that is characterized by cut throat competition. We live in a world that is ruled by "survival of the fittest" policy. The race to be ahead has resulted in companies coming up with new and innovative marketing strategies to gain a competitive edge over their competitors.

The Indian media and entertainment (M&E) industry is one of the fastest growing service industries in the country. Its various segments like-Film, Television, Advertising, Print and Digital among others-have witnessed tremendous growth in the last few years. Films continue to remain a popular way to reach people and are a form of mass entertainment. End product of any film is experience & entertainment. Viewers cannot judge or evaluate any movie before watching it, so a film maker's promotional effort must show the good experience and entertainment that can be derived from his film.

The Makers of 3 Idiots embarked on innovative ways of marketing the film like -Alternative Reality Games contest done by the Aamir Khan, Pucca Idiot Facebook profile, creating a website called [www.idiotsacademy.com](http://www.idiotsacademy.com) on internet, Auto Rickshaw Branding, several Public relation activities like auction of chanderi sarees made by poor weavers of Chanderi region in MP during the premiere of the movie, Association with Reliance Life Insurance, Pantaloons, Converse, and Reliance Big Pictures, Zapak.com, YouTube.com, etc. for the promotion of the movie. They even endorsed Sachin Tendulkar for the promotions. The film's publicity was also assisted by the controversy raked up by Chetan Bhagat, writer of the best-selling novel *Five Point Someone*, from which the film is inspired, alleging that proper credit was not given to him. This controversy created a lot of buzz and curiosity among the audience. Because of all innovative strategies, *3 Idiots* was the biggest Bollywood movie of 2009 and earned huge profits.

This paper explores the success story of *3 Idiots*, which is a lesson for any marketer that how innovative marketing strategies make your brand reach the consumers and gives you the competitive edge over competitors. The time period of the research is from December 2009- February 2010.

## INNOVATIVE MARKETING STRATEGIES

Makers of *3 Idiots* explored various innovative strategies to provide a good experience to the viewers and to generate awareness and to build a positive image of the movie before watching it.

### ● ALTERNATIVE REALITY GAME (ARG) OF AAMIR KHAN- “CATCH- ME- IF- YOU- CAN”

Aamir Khan launched a novel two week nationwide “*Catch- me -if you- can*” promotion for *3 Idiots* before it released. It was a Hide and Seek game with the audience, where he went to undisclosed locations anywhere in the country. The audience had to trace him down within 2 weeks.

He traveled incognito across part of India like Varanasi, Chennai, Nagpur, Faridkot in Punjab, Kolkata, etc., and gave clues, which would help in finding which city Aamir Khan went to. The first clue was given by none other than Sachin Tendulkar. The idea for Khan's nationwide journey came from the story of the film, where his friends go in search of him. The difference here was that instead of his friends in the film, it was the media and his fans who were trying to spot Khan.

***Obviously, this journey was captured by many news and entertainment channels and became free publicity for the film. By this new idea, Aamir Khan proved himself to be a “Pucca Idiot”. This is what we call getting into the skin of the character.***

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**ARG is a first of its kind of in Bollywood and I am sure no star has done this in Hollywood either.”**

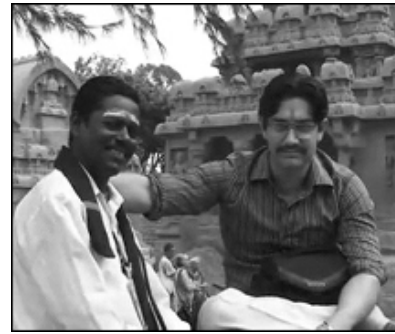
***Vidhu Vinod Chopra  
Producer of 3 Idiots***

**Exhibit 1: Comment made by the Director of 3 Idiots.**

(Courtesy: <http://economictimes.indiatimes.com/news/news-by-industry/media/entertainment-entertainment/Aamir-launches-Alternative-Reality-Game-of-Three-Idiots/articleshow/5328434.cms>, 12 Dec 2009)



**Exhibit 2: Aamir Khan in Varanasi during ARG**



**Exhibit 3: Aamir Khan in Chennai during ARG**

(Courtesy: <http://bollywoodfoodclub.wordpress.com/2009/12/22/aamir-khan-the-pucca-idiot-a-three-idiots-promotion>, 22 Dec 2009)

### **●AAMIR KHAN 'DARES' MODI, ENTERS GUJARAT FOR PROMOTION OF 3 IDIOTS**

Aamir Khan also entered the territory of the very man, Gujarat chief minister Narendra Modi whom he had strongly criticized for failing to control the 2006 violence in Vadodara, inviting a ban on his movies “Taare Zameen Par” and “Fanaa”. He paid a surprise visit for the promotion of the movie to Lok Niketan, a small school run on Gandhian principles at Palanpur village.

**“Aamir took a bold step to visit Gujarat, a state he hadn't visited since the backlash he faced for supporting Narmada Bachao Andolan and for criticizing Modi. Since he is in disguise, he cannot take along bodyguards or seek police help. It shows his courage.”**

***A Source of the School***

**Exhibit 4: Comment made by a source at the school.**

(Courtesy: [http://www.dnaindia.com/india/report\\_aamir-dares-modi-enters-gujarat-for-idiots-promotion\\_1324815](http://www.dnaindia.com/india/report_aamir-dares-modi-enters-gujarat-for-idiots-promotion_1324815), 18 Dec 2009)



**Exhibit 5: Aamir Khan with students at Lok Niketan School**

(Courtesy: <http://bollywoodfoodclub.wordpress.com/2009/12/22/aamir-khan-the-pucca-idiot-a-three-idiots-promotion/>, 22 Dec 2009)

## ● CHANDERI IN MADHYA PRADESH (PUBLIC RELATION ACTIVITY FOR MOVIE PROMOTION)

Handloom weavers in Chanderi town of Ashoknagar district in Madhya Pradesh were in for a surprise when Bollywood actors Aamir Khan and Kareena Kapoor visited their place. Both actors shared meals with the weavers, bought sarees and discussed the problems of the weavers. Later, Kareena attended a press conference clad in a Chanderi sari gifted by Khan and spoke about her experience with the weavers.

Aamir Khan promised the weavers to auction sarees designed by them at the premier of *3 Idiots* in Mumbai. It was a novel idea of public relation for the movie promotion.



**Exhibit 6: Aamir & Kareena with weavers**  
(Courtesy: [http://www.india.com/movies/movies/aamir-and-kareena-discovered-chanderi\\_6404](http://www.india.com/movies/movies/aamir-and-kareena-discovered-chanderi_6404), 15 Dec 2009)



**Exhibit 7: Kareena clad in a chanderi saree attended a press conference in Bhopal**  
( Courtesy: <http://ciniextra.com/kareena-kapoor-chanderi-silk-saree>, 19 Dec 2009)

## ● AUTORICKSHAW BRANDING

As part of another innovation, stickers showing the auto rickshaw “*capacity: 3 Idiots*” were pasted on the back of 10,000 auto rickshaws that moved in cities such as Mumbai, Hyderabad, Jaipur, Kota, Lucknow, Kanpur, Patna, Kolkata, Bhopal, Indore, Bengaluru, Chennai and some cities of Gujarat.

**"Auto rickshaw is the most popular mode for commuting and works as a wonderful reminder medium. We have used this sticker in all the cities where the rickshaw is one of the common modes for commuting."**

***Vidhu Vinod Chopra***  
***Producer of 3 Idiots***

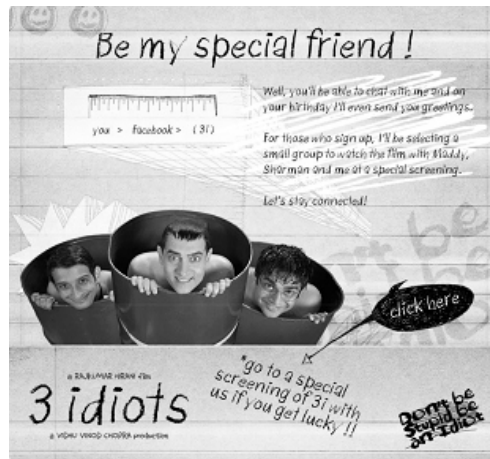
**Exhibit 8: Comment made by Vidhu Vinod Chopra**  
(Courtesy: <http://www.afaqs.com/perl/media/story.html?sid=25872>, 24 Dec 2009)



**Exhibit 9: Autorickshaw Branding for the promotion of 3 Idiots**  
(Courtesy: <http://www.afaqs.com/perl/media/story.html?sid=25872>, 24 Dec 2009)

## ● WEB PROMOTION: PUCCA IDIOT FACEBOOK PROFILE

On Facebook, a profile called Pucca Idiot had been created, and it has more than one lakh fans. The profile has videos and pictures of Khan's journey. By this profile, you can become a friend of Aamir Khan and can chat with him. There was one lucky contest on this profile i.e. *“Go to a special screening of 3 Idiots with Aamir, Sharman and Madhvan if you get lucky”* that attracted attention of many viewers before the movie released.



**Exhibit 10: Aamir Khan-the Pucca Idiot on Facebook**  
(Courtesy:<http://www.facebook.com/AamirKhanthePuccaIdiot?v=info#!/AamirKhanthePuccaIdiot?v=info>)

## ● WEB PROMOTION: YOUTUBE.COM

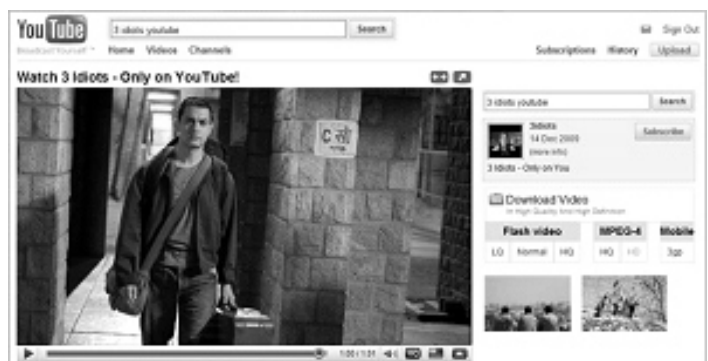
The makers of *3 Idiots* partnered with “YouTube” to bring in its online campaigns. This website contains videos (trailers/proms) and images (wallpapers) of the movie in order to enhance the enthusiasm of surfers interested in the movie and downloading its contents.

**"This is the first film ever that can be downloaded and viewed on YouTube. But, we are yet to take a decision as to when it should be allowed for downloading legally after 8-12 weeks or later."**

**Vidhu Vinod Chopra**  
**Producer of 3 Idiots**

## **Exhibit 11: Comment made by Vidhu Vinod Chopra**

(Courtesy: <http://economictimes.indiatimes.com/news/news-by-industry/media/entertainment-/entertainment/Viewers-can-download-3-Idiots-legally-Vidhu-Vinod-Chopra/articleshow/5369128.cms>, 23 Dec 2009)



**Exhibit 12: 3 Idiots promotion On YouTube.com**

**Exhibit 13: 3 Idiots promotion On YouTube.com**



### ● **3 IDIOTS PARTNERS WITH ZAPAK.COM FOR DIGITAL MARKETING**

3 Idiots has tied up with Zapak.com. Zapak has developed the film's official website. The online destination for the movie is [www.idiotsacademy.com](http://www.idiotsacademy.com) which offers content in line with the theme of the movie targeting the youth. The website takes the user to different rooms of the Idiots' Academy -like the Director's office, Lab, Hostel, Canteen, Classroom and also the toilets!

Zapak also launched the ARG-Alternative Reality Game done by Aamir Khan. Official Website of this game is <http://www.idiotsacademy.zapak.com/arg/>.

**"We are delighted to partner with one the most prestigious production houses-Vinod Chopra Films. This coupled with the fact that Aamir Khan is an extremely creative marketer; we have created the first of its kind digital strategy for any Bollywood film, which we believe fits very well with the theme of the movie and will connect with the Youth of India.**

***Rohit Sharma***  
***COO, Zapak Digital Entertainment***

**Exhibit 14: Comment made by Rohit Sharma, COO, Zapak Digital Entertainment**

**(Courtesy: <http://consumer.admanya.com/pressrelease/>**

**[3\\_idiots\\_partners\\_with\\_zapak\\_com\\_for\\_digital\\_marketing-218-2.html](http://consumer.admanya.com/pressrelease/3_idiots_partners_with_zapak_com_for_digital_marketing-218-2.html), 2 Dec 2009)**

**"Internet and mobile are increasingly becoming the preferred destinations for the youth of Today. With over 50% of India below the age of 25 years, I believe that it is imperative for movies to have a strong and concerted Digital strategy. In this association with Zapak, we have jointly created the most clutter-breaking and innovative movie website. Zapak is managing the whole digital strategy for us and together, we have created some really disruptive stuff, be it on gaming, social networking, mobile and other applications.."**

***Aamir Khan***  
***Lead Actor of 3 Idiots movie***

**Exhibit 15: Comment made by Aamir Khan on the association of 3 Idiots with zapak.com**

**(Courtesy: <http://consumer.admanya.com/pressrelease/>**

**[3\\_idiots\\_partners\\_with\\_zapak\\_com\\_for\\_digital\\_marketing-218-2.html](http://consumer.admanya.com/pressrelease/3_idiots_partners_with_zapak_com_for_digital_marketing-218-2.html), 2 Dec 2009)**



**Exhibit 16: Official Website of 3 idiots**

**(Courtesy: <http://idiotsacademy.zapak.com/idiotsmain.php>)**

### **TV PROMOTION**

Apart from promoting the movie through teasers and trailers and playing the super hit songs like "All Izz Well" of the movie on various TV channels, the makers also aired short videos of Aamir Khan Alternative Reality Games, where he'd be going to undisclosed locations anywhere in the country. The audience had to trace him down within 2 weeks.

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This was an extremely innovative concept done by *3 Idiots*, which all TV channels promoted to generate curiosity about the movie among viewers.

● **Controversy of The Movie With Chetan Bhagat's Novel, *Five Point Someone*:** TV channels covered this controversy between the film and Chetan Bhagat, who is the writer of the best-selling novel *Five Point Someone*, from which the film is inspired, alleging that proper credit was not given to him. This controversy also attracted the attention of many viewers who wanted to know the truth. This controversy created a lot of buzz in the market.

## PROMOTION THROUGH FM

With TV promotions pumping up *3 Idiots*'s endorsement, FM channels were equally enthusiastic about *3 Idiots*. Radio Mirchi 98.3 FM, India's hottest radio station, promoted *3 Idiots* promotional campaign with ARG. Vidhu Vinod Chopra, Sharman and Madhavan promoted *3 Idiots* before it released. Going along with the whole market strategy, the strategy was to talk about the third idiot, Aamir Khan who was still missing and could not be found! His friends Madhavan and Sharman expressed that they had been looking for him all over, but he was untraceable! It was a contest, that whosoever will find Aamir will get attractive prizes.



**Exhibit 17: Sharman Joshi, Madhavan and Raj Kumar Hirani at Radio Mirchi Studio for the promotion of *3 Idiots***

(Courtesy: <http://ebuzz.tellytube.in/2009/12/3-idiots-film-promotion-at-983-fm-radio.html>, Dec 2009)

## PROMOTION THROUGH MULTIPLEXES

The makers of *3 Idiots* along with Aamir Khan left no stone unturned to promote their movie. They launched the movie through various new innovative promotional ideas covering the major multiplexes in the country. This included Washroom Advertisement, and they even went to the extent of putting the posters on the walls of washroom, saying “You are the fourth idiot.” in many multiplexes like Cinemax, Big Cinema across the country.

They also placed special bum shaped stools in the lounge area of multiplexes, which caught many eyeballs. The bum shaped stools appear in the film and have been used in the posters of the film, with Khan, Madhavan and Sharman Joshi sitting on them.

Reliance Big Pictures also used innovative off screen consumer connect options like pillar branding, audi and exit door branding, floor stickers, ticket jackets, seat branding, washroom mirror branding, staircase and water body branding for the promotion of the movie.



**Exhibit 18: Special bum shaped stools used in *3 Idiots* placed in lounge area in Multiplexes**  
(Courtesy: [www.googleimages.com](http://www.googleimages.com))



**Exhibit 19: Washroom mirror branding of 3 Idiots in Multiplexes**  
(Courtesy: <http://moifightclub.files.wordpress.com/2009/12/3-idiots.jpg>)

## CO-PROMOTION WITH RELIANCE LIFE INSURANCE

There could not have been a better strategy to market an Insurance product (which is intangible by nature) than by using the punch line of the hit song from the film *3 Idiots*, "*All is well*". Reliance Life Insurance entered into a tie up with the movie *3 Idiots*, and used the thought '*All is well*', which is one of the mainstay themes in the communication of the film. Vidhu Vinod Chopra Films, the makers of *3 Idiots*, and Reliance Life Insurance are jointly promoting the concept.



**Exhibit 20: Mobile van innovation**  
(Courtesy: <http://www.afaqs.com/perl/media/story.html?sid=25872>, 24 Dec 2009)



**Exhibit 21: All is well is now Reliance Life Insurance's new Brand Proposition**  
(Courtesy: <http://www.afaqs.com/perl/media/story.html?sid=25822>, 18 Dec 2009)

The campaign, spanning television, radio and outdoor, talks about Reliance Life Insurance's assurance of taking care of its consumer's financial worries, enabling them to live life to the fullest. Outdoor promotion for the campaign includes innovations on hoardings, bus shelters, bus backs, platform signages and mobile vans. Primesite has executed the outdoor campaign by creating cut-outs of the star cast, which have been put up across Mumbai, Delhi, Kolkata, Hyderabad and 500 towns across India.

**"We were working with the creative agency for a simple and endearing proposition so that we could reach out and communicate to the masses across segments and classes. The rough cut of the movie was shown to us and the song 'All izz well' stood out as the phrase. 'All is well' is a simple yet a very powerful, comforting, encouraging and motivating phrase."**

**Sanjay Jain,**  
*Chief Marketing Officer, Reliance Capital*

**Exhibit 22: Comment made by Sanjay Jain, Chief Marketing Officer, Reliance Capital**  
(Courtesy: <http://www.afaqs.com/perl/media/story.html?sid=25822>, 18 Dec 2009)

## COLLABORATION WITH PANTALOONS

Future Group's Pantaloons India has collaborated with Vinod Chopra Films to launch the *3 Idiots* apparel and

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accessories collection. In his spare time during the shooting of the film, Aamir Khan was in the habit of scribbling. The designers at Pantaloons were handed over the pages on which Khan scribbled and the designs were executed on T-shirts. Starting at Rs 399, the T shirts are available in 45 Pantaloons stores across the country. Besides, the collection also includes replicas of T-shirts, garments and jewellery worn by Aamir Khan, Madhavan, Sharman Joshi and Kareena Kapoor in the film.

### '3IDIOTS' SKETCHES ON CONVERSE

Converse and Vidhu Vinod Chopra Films collaborated to launch a special collection inspired by the film '3 Idiots'. The range has been named the '**Converse 3 Idiots Collection**' as it is inspired by the characteristics of the movie '3 Idiots'. The collection has three styles, which have been worn by the lead star cast of the movie. This is a fresh publicity stunt for a feature film.

**"It is our proud privilege to be associated with 3 Idiots and a Bollywood youth icon. I am sure our shoppers would get to experience the unique blend of youthfulness, fun and vividity through our collections, which is an inherent part of the movie and its stars."**

***Mr. Ravdeep Singh, CEO, Winner Sports Pvt Ltd.***

**Exhibit 23: Comment made by Mr. Ravdeep Singh, CEO, Winner Sports Pvt. Ltd.  
(Courtesy: <http://www.imagesfashion.com/NewsDetails.aspx?Ntype=1&id=84,11 Dec 2009>)**

### CRITICAL RECEPTION

Critical reception is very important for movie marketing because a positive critic's opinion builds a good image among viewers, especially for Early and Late Majority types of consumers, who generally watch a movie after intense deliberation/ references/recommendations and after wide acceptance of the film. For 3 Idiots, ratings given by the following generated favorable image among the viewers.

Rating given by the follows	Rating (Out of 5 Star)	Source
Times of India	Critic's Rating : ★★★★★	<a href="http://timesofindia.indiatimes.com/moviereview/5373913.cms">http://timesofindia.indiatimes.com/moviereview/5373913.cms</a>
Economics Times	Critic's Rating : ★★★★★	<a href="http://economictimes.indiatimes.com/news/news-by-industry/media/entertainment-/entertainment/3-Idiots-is-one-of-the-most-entertaining-films-of-the-decade/articleshow/5372493.cms">http://economictimes.indiatimes.com/news/news-by-industry/media/entertainment-/entertainment/3-Idiots-is-one-of-the-most-entertaining-films-of-the-decade/articleshow/5372493.cms</a>
Bollywood Hungama.com	Critic's Rating: ★★★★★ ½	<a href="http://www.bollywoodhungama.com/movies/review/13910/index.html">http://www.bollywoodhungama.com/movies/review/13910/index.html</a>
Merinews.com	Critic's Rating: ★★★★★ ½	<a href="http://www.mernews.com/article/three-idiots-movie-review---aal-izz-well/15792209.shtml">http://www.mernews.com/article/three-idiots-movie-review---aal-izz-well/15792209.shtml</a>
Mid Day	Critic's Rating: ★★★★★ ½	<a href="http://www.mid-day.com/entertainment/2009/dec/231209-3-Idiots-Movie-Review.htm">http://www.mid-day.com/entertainment/2009/dec/231209-3-Idiots-Movie-Review.htm</a>
By Taran Adarsh	Critic's Rating: ★★★★★ ½	<a href="http://fenilandbollywood.wordpress.com/2009/12/21/exclusive-movie-review-3-idiots-by-taran-adarsh/">http://fenilandbollywood.wordpress.com/2009/12/21/exclusive-movie-review-3-idiots-by-taran-adarsh/</a>
Hindustan Times	Critic's Rating : ★★★★★ ½	<a href="http://www.hindustantimes.com/Review-3-Idiots/H1-Article1-490233.aspx">http://www.hindustantimes.com/Review-3-Idiots/H1-Article1-490233.aspx</a>
IBN Live.com	Critic's Rating : ★★★★★ ½	<a href="http://ibnlive.in.com/news/masands-movie-review-3-idiots-satisfying-but-not-the-best/107739-8.html">http://ibnlive.in.com/news/masands-movie-review-3-idiots-satisfying-but-not-the-best/107739-8.html</a>
NDTV Movies	Critic's Rating : ★★★★★ ½	<a href="http://movies.ndtv.com/movie_Review.aspx?id=464">http://movies.ndtv.com/movie_Review.aspx?id=464</a>

**Table 1: Critics Rating of 3 Idiots**

### OPINIONS OF FAMOUS CRITICS ABOUT THE MOVIE ARE AS FOLLOWS-

**"It's a lovely story, of a man from nowhere who wanted to learn, told like a fairy tale, with the secret heart carrying its coded message of setting all of us free." Chase excellence, success will follow, says Rancho.**

***Kaveree Bamzai of India Today***

**Exhibit 24: Comment made by Kaveree Bamzai of India Today  
(Courtesy: <http://indiatoday.intoday.in/site/Story /76291/3+Idiots:+Laugh.+Cry.+Fly.+Go+watch+it..html?page=1>, 24 Dec 2009)**



**3 IDIOTS** easily ranks amongst Aamir, Rajkumar Hirani and Vidhu Vinod Chopra's finest films. Do yourself and your family a favour: Watch **3 IDIOTS**. It's emotional, it's entertaining, and it's enlightening. The film has a tremendous youth appeal and feel-good factor to work in a big way.

*Taran Adarsh, Film Critic, Bollywood Hungama*

**Exhibit 25: Comment made by Taran Adarsh**

(Courtesy: <http://fenilandbollywood.wordpress.com/2009/12/21/exclusive-movie-review-3-idiots-by-taran-adarsh/> , Dec 2009)

### **IS '3 IDIOTS' THE NEW 'SHOLAY'?**

“It took 34 years for a film to reach Sholay's level. This film has set a new benchmark for the film industry. The film will earn revenue of nothing less than Rs 150 crore net in India and the business in the Bombay circuit will be about Rs 30 crore. The maximum a film has done in the past in this circuit has been Sooraj Barjatya's 'Hum Aapke Hain Kaun' (Rs 20 crore).”

*Amod Mehra , Trade Analyst*

**Exhibit 26: Comment made by Amod Mehara, Trade Analyst**

(Courtesy: [http://www.india.com/movies/movies/3-idiots-becomes-new-sholay\\_6686](http://www.india.com/movies/movies/3-idiots-becomes-new-sholay_6686) , 5 Jan 2010)

It's not that *3 Idiots* is a flawless work of art. However, it is a vital, inspiring and life-revising work of contemporary art with some heart imbued into every part. In a country where students are driven to suicide by their impossible curriculum, *3 Idiots* provides hope. Maybe cinema can't save lives. But cinema, sure as hell, can make you feel life is worth living. *3 Idiots* does just that, and much more..

*Subhash K. Jha*

*(Film critic and author of The Essential Guide to Bollywood)*

**Exhibit 27: Comment made by Subhash K. Jha, Film Critic**

(Courtesy: <http://www.nowrunning.com/movie/6076/bollywood.hindi/3-idiots/2433/review.htm>, 25 Dec 2010)

## **BUZZ MARKETING**

*“Hey! A Marketer gives me a reason to talk .....And let me talk about your stuff!”*

To get free publicity, many producers take the help of BUZZ Marketing. Positive as well as negative talk (controversy) can attract the attention of people. According to AIDA Model of communication, if you are able to attract attention of consumers, then simultaneously, interest will rise and finally, appropriate decision and action will be taken by consumers (purchasing your products/services). *3 Idiots* utilized the above model of communication effectively by controversy with Chetan Bhagat's novel “Five Point Someone” and side by side, positive impact of this movie has been that it has raised several academic issues prevailing in the current educational system, and it also teaches good management lessons to the society.

## **3 IDIOTS FREE PUBLICITY DONE BY THE CONTROVERSY**

The film's publicity was also assisted by the controversy raked up by Chetan Bhagat, writer of the best-selling novel *Five Point Someone*, from which the film is inspired, alleging that proper credit was not given to him. By this controversy, both parties got benefits. In Delhi, booksellers are cashing in on the interest generated by the *3 Idiots* controversy.

**Sales of Five Point Someone have gone up since the movie released. “People are picking up the book just to know what the buzz is all about.”**

*Rajni Bahri Malhotra of Bahri Sons, The grand old bookshop, Delhi*

**Exhibit 28: Comment made by Book Seller at Delhi**

(Courtesy: <http://www.thefreelibrary.com/Was+3+Idiots+row+staged+to+hike+sale+of+Chetan+book%3F-a0216124369>, Jan 2010)

**"Since the release of 3 Idiots, the book has witnessed a 15-20 percent jump in sales across various book shops in the capital and across the metros."**

***Rupa & Company, the publishers of Bhagat's book.***

**Exhibit 29: Comment made by Publisher of Chetan Bhagat's Book( 5 Point Some one)**

**(Courtesy: <http://digital.afaqs.com/perl/digital/news/story.html?sid=25950>, 5 Jan 2010)**

**The publicity has helped the multiplexes too, which have increased the number of shows by 20 per cent in the second week - something unheard of, considering that 60 per cent of the box office collections come in the first week and occupancies dip in the second week. "Even in the second week, the advance bookings are strong. Occupancies, too, have not dropped."**

***Ashish Saxena, COO, BIG Cinemas***

**Exhibit 30: Comment made by Ashish Saxena, COO, Big Cinema**

**(Courtesy: <http://digital.afaqs.com/perl/digital/news/story.html?sid=25950>, 5 Jan 2010)**

## **A GOOD LESSON FOR THE EDUCATION SYSTEM**

The movie highlights the flaws in the current education system. It represents a lot of ideologies through the thoughtful dialogues; touching several academic issues from grading systems, parental pressure, student suicides, and conformist coaching to theoretical knowledge, without getting preachy at any instance. Sample, a straightforward gem that says, ***"Even a lion learns to obey his ringmaster. But you call him well-trained and not well-educated"***.

'Aal izz well' has made its entry in management lessons. Ahmedabad Management Association organized a management session ***"Passion Leads To Excellence: Management Lessons from 3 Idiots"*** based on the film on 20<sup>th</sup> Jan 2010.

**" '3 Idiots', which contains great lessons for life as well as management teaches us many lessons, it is relevant for parents, children, professionals and the younger generation. The film is full of teaching and learning material."**

### **LEARNING THE IDIOTIC WAY**

- Never try to be successful, excellence always creates success.
- Live every moment to the fullest.
- Passion leads to excellence.
- Learning is very simple, teachers do fail.
- The Current education system causes pressures among students.
- Life is emotion management, not intelligence optimization and Industrial leadership.
- Love is time & space free.
- Importance of a word in communication.
- Necessity is the mother of invention.
- Simplicity is life.

***Management Trainer, Dr. Shailesh Thaker***

**Exhibit 31: Comment made by Dr. Shailesh, Management Trainer**

**(Courtesy: <http://economictimes.indiatimes.com/news/news-by-industry/media/entertainment-entertainment/3-Idiots-will-soon-be-part-of-management-lessons/articleshow/5416455.cms>, 6 Jan 2010)**

**The human values portrayed in the film 3 Idiots deserve an applause - help others, even if they have nothing to offer / be grateful to those who helped you / have a sense of humor in tough situations / when its action time, don't dither / judge people by their character, not the price of brands they can afford. So it turns out, education is a fairly complex thing, with everyone having their ideas about how to revolutionize the whole system, redefining the whole concept and reinvent the way the world should work!**

***Sandeep Manudhane from PT Universe Indore,  
(IIT Delhi graduate, and an educationist for 17 years)***

**Exhibit 32: Comment made by Sandeep Manudhane an Educationist**

**(Courtesy: <http://smblog.proton.in/2009/12/aal-izz-wayle-oh-well-all-is-not-well.html>, 28 Dec 2009)**

## CONCLUSION

Marketers and manufacturing companies can take inspiration from the movie “3 Idiots” to gear their effort through innovative promotional and service packages in the uncertain business environment. Although the business scenario might not be very encouraging in the present economic scenario, “winning the customers' mind” would emerge to be the most valuable factor, providing a competitive edge to the organization plying in highly competitive markets. It is worth mentioning here that 3 Idiots was sold to the audience as an experience & learning which was emotionally owned by them, rather than its marketers selling a story that most of Bollywood's movies had repeated over the years. Perhaps, this is where 3 Idiots has had left its mark as a key differentiator.

Organizations directly and indirectly related to the media and entertainment industry would perhaps be more encouraged to adopt strategies successfully implemented by 3 Idiots' sponsors and associates. With big corporations like the Reliance Anil Dhirubhai Ambani Group (R-ADAG), Zapak.com, You Tube, Pantaloons, Reliance Life Insurance and T- Series already proudly associated with 3 Idiots success, which is the new Sholay after 34 years, who knows movie making and marketing could emerge as one of the most profitable investments for the Indian and Global Corporate Giants.

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#### Sales break up

Product	Agrochemicals	Industrial Chemicals & Intermediates	Pharmaceuticals
% of sales	58%	31%	11%

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