

# TEAM INDIA HAIN HUM

Promoting the Anthem for the T20 World Cup

Presented By Sociohub

# OBJECTIVE

To promote the song "Team India Hain Hum" from the movie "Maidaan" as an anthem for the upcoming T20 World Cup through a dynamic blend of on-ground and off-ground visuals, while adhering to copyright limitations.

# TARGET AUDIENCE >>>

Cricket Enthusiasts and Fans: Individuals who closely follow cricket events, matches, and players.

Social Media Users: Active users on platforms such as Instagram who engage with trending sports and music content.

# KEY COMPONENTS >>>

## 1. Promotion Strategy:

Blended Visuals: Using a creative blend of permitted on-ground cricket clips and off-ground moments featuring players and behind-the-scenes glimpses. This approach highlights the essence of cricket and the spirit of the World Cup while respecting copyright constraints.

Engaging Edits: Creating captivating video edits focusing on the 'Man of the Match' and uplifting moments that resonate with cricket fans.

[CLICK HERE FOR SAMPLES](#)

# KEY COMPONENTS >>>

## 2. Pages Approach

We will utilize cricket fan pages, Bollywood edit pages, and premium memes and OC pages. To avoid copyright strikes, we must prevent on-ground clips instead of mixing images and training session clips. While we can use on-ground clips, these should be limited to edit pages and cricket fan pages, not to major premium pages.

By following this structured approach, the campaign for 'Team India Hain Hum' can effectively capture the excitement of the T20 World Cup, engage with a wide audience, and create a memorable anthem for the cricket community while navigating copyright challenges.



# CONTENT IDEAS



# CONTENT IDEAS



## Fan Video of Favorite Moments

We will produce a Vox-Pop video featuring ICC fans sharing their favourite World Cup moments. This video will comprise fan interviews and edited highlights of specific moments.

[LINK FOR THE REF.](#)

# CONTENT IDEAS

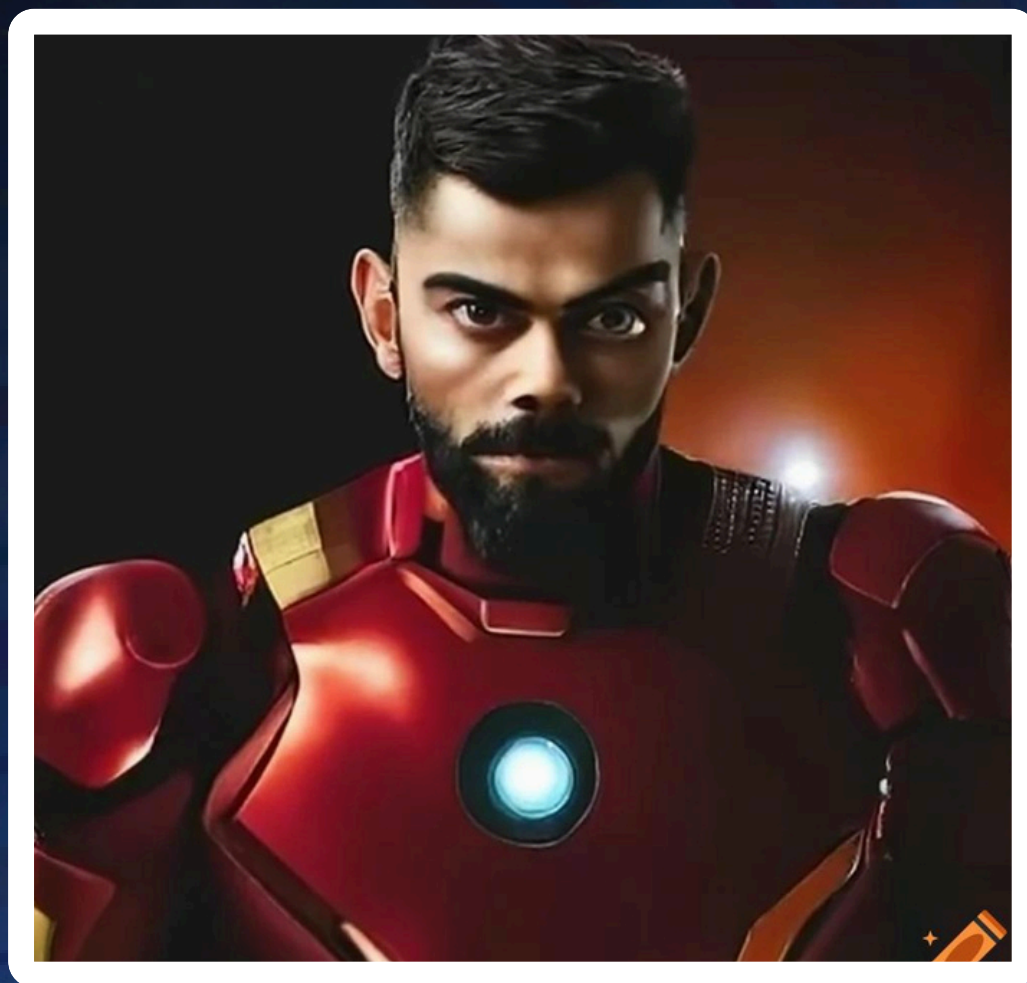


## Journey of Team India

We will create a journey-to-success edit showcasing India's progress in cricket. We will include every record that India has achieved up to now.

[LINK FOR THE REF.](#)

# CONTENT IDEAS



## Showing our players as superheroes

We will create an AI deepfake edit featuring our players, presenting each one as a superhero, such as Virat as Iron Man, Rohit as Hulk, and Rishabh as Spider-Man.

LINK FOR THE REF.

# CONTENT IDEAS



## Historic World Cup Comebacks

We will create an edit focusing on the comebacks of our players, with the biggest example being Virat's return.

[LINK FOR THE REF.](#)

# CONTENT IDEAS



## Unity in Diversity

We will create an edit showcasing fans from various states coming together to support our team as a unified unit.

LINK FOR THE REF.

# CONTENT IDEAS

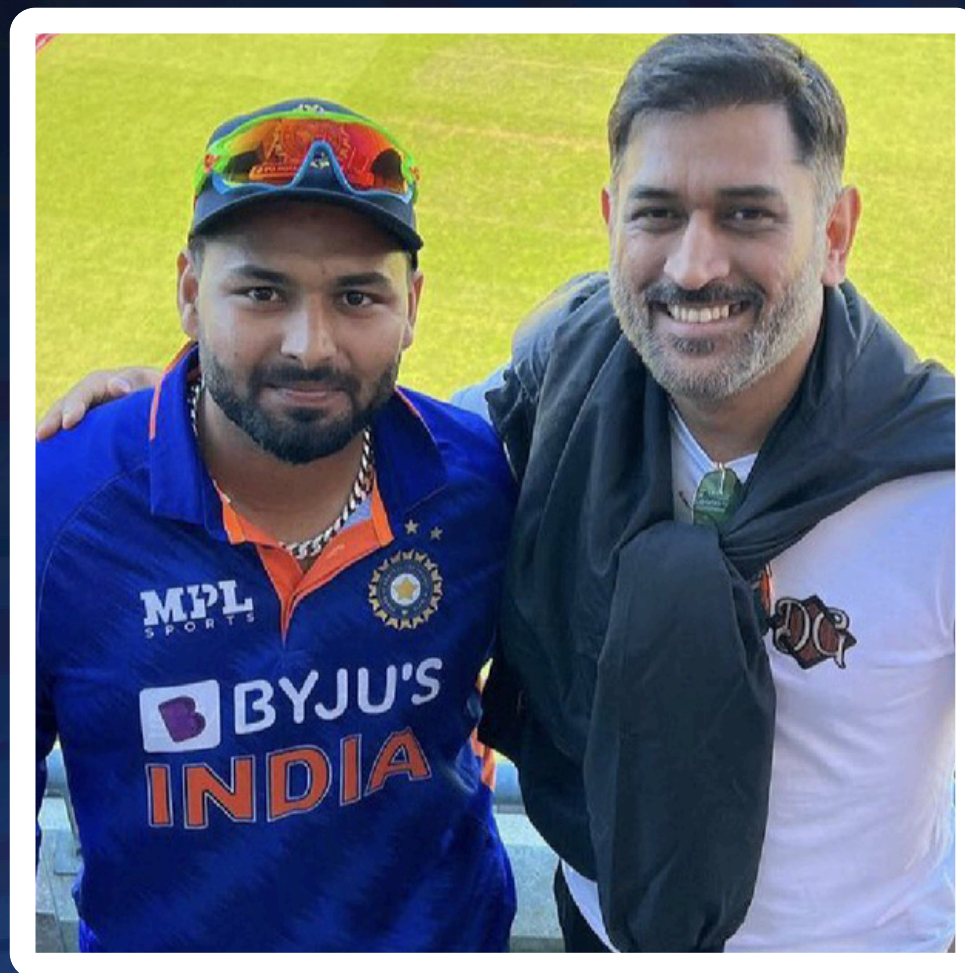


## Jamming Sessions

We will arrange jamming sessions in different parts of India, for example, CP in Delhi, where people will jam to our song while watching India's matches. Later, we can post the clips on major meme pages with appreciative captions.

[LINK FOR THE REF.](#)

# CONTENT IDEAS



## Old Team vs New Team Comparison

We will create a comparison video of our new team with our old team, using examples like Virat as Gambhir and Pant as Dhoni, who have stood by India in difficult situations.

[LINK FOR THE REF.](#)

# CONTENT IDEAS



## 2D Animation Videos

We will create 2D animated videos featuring our song, showcasing animated versions of each player in our playing XI.

[LINK FOR THE REF.](#)

# CONTENT IDEAS



## Reel on Trolling vs Support

We will create a video to demonstrate that, despite trolling cricketers in the IPL, people support our champions when it comes to Team India. The best example of this is Hardik Pandya.

[LINK FOR THE REF.](#)

# CONTENT IDEAS



## Setting a trend

We will have influencers and celebrities create reels featuring our song, wearing the Indian jersey and showing their support for our nation. We will set this as a trending challenge.

[LINK FOR THE REF.](#)

# CONTENT IDEAS

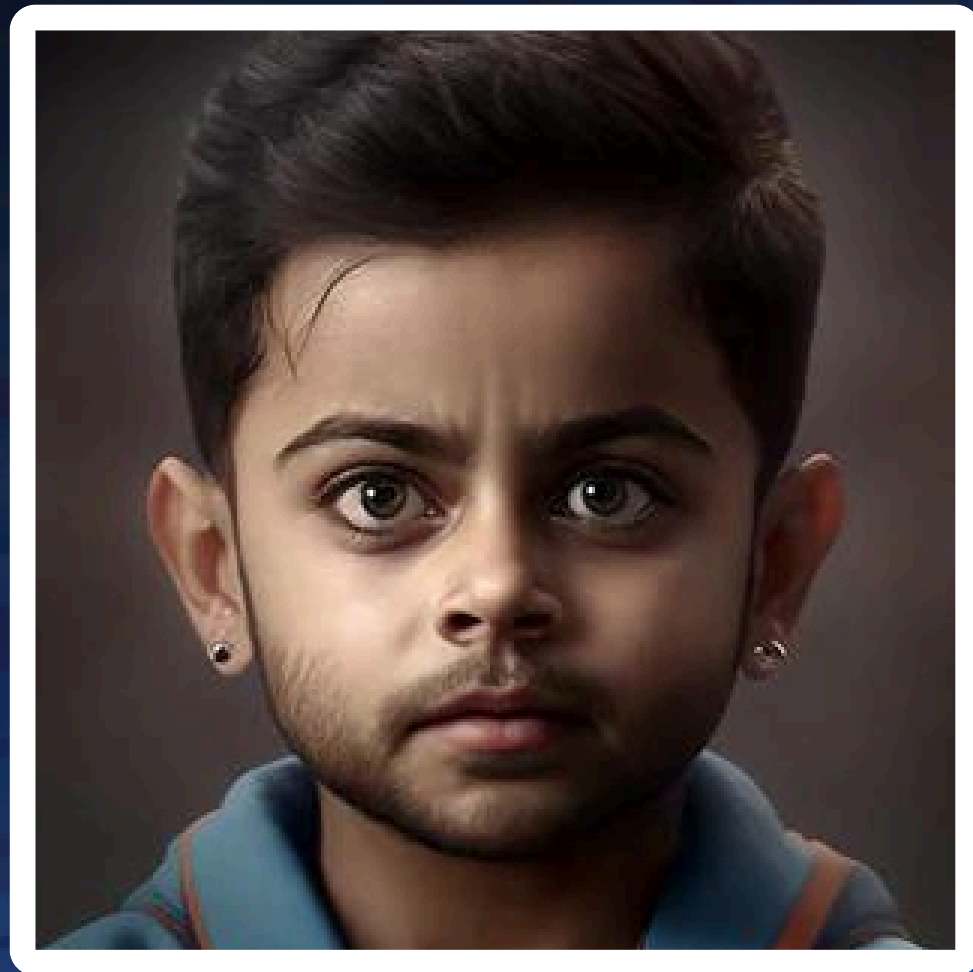


## Cinematic Influencer reels on Instagram

We will make cinematic, story-based videos themed on the T20 World Cup using our song, which we will post on the best cinematic pages on Instagram. The video will feature an influencer.

**LINK FOR THE REF.**

# CONTENT IDEAS



## AI-generated meme videos

AI-generated memes are trending all over the internet these days. We will create trending World Cup memes featuring our song.

[LINK FOR THE REF.](#)

# CONTENT IDEAS



**POI**  
PEOPLE OF INDIA

## POI (People of India) Content

POI uses a different format for reels, which includes both static images and videos. This format generates a high level of engagement. We will create an appreciation video in the same format for our playing XIs.

**LINK FOR THE REF.**

# EXPECTED OUTCOMES >>>

## Increased Engagement

- High engagement on social media platforms.

## Anthem Adoption

- Broad adoption of "Team India Hain Hum" as a World Cup anthem.

## Positive Sentiment

- An increase in positive sentiment towards Team India and the song.

# CONCLUSION ➡➡➡

## Summary

- Leveraging dynamic visuals and strategic content to promote "Team India Hain Hum."
- Engaging cricket fans and social media users effectively.
- Celebrating Team India and the spirit of the T20 World Cup.

THANK YOU

