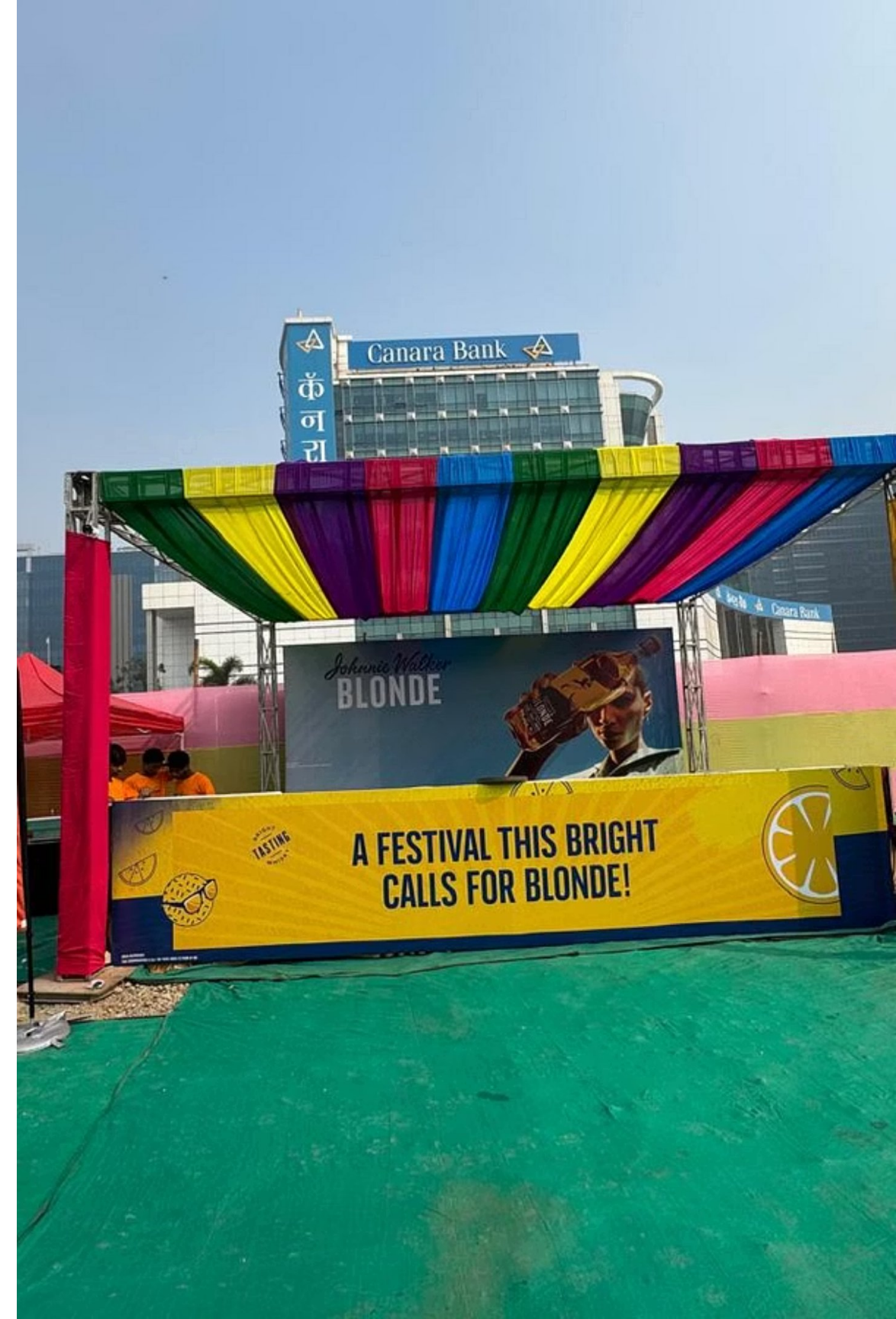


PartySmart at Rang De x Barse Holi 2025

Transforming India's most vibrant Holi celebration into organic brand love and high-impact visibility for Himalaya Wellness Company's PartySmart.





Our Mission: Seamless Integration, Maximum Impact

In March 2025, Onbeat Entertainment Agency partnered with Himalaya Wellness Company to make PartySmart the Official Hangover Partner for Rang De x Barse Holi.

Brand Integration

Seamlessly weaving PartySmart into the festival experience.

High Visibility

Maximizing online and on-ground exposure for the brand.

Organic Brand Love

Cultivating genuine connection with festival-goers.

Massive Reach: Connecting with 70,000+ Festival-Goers

20K+

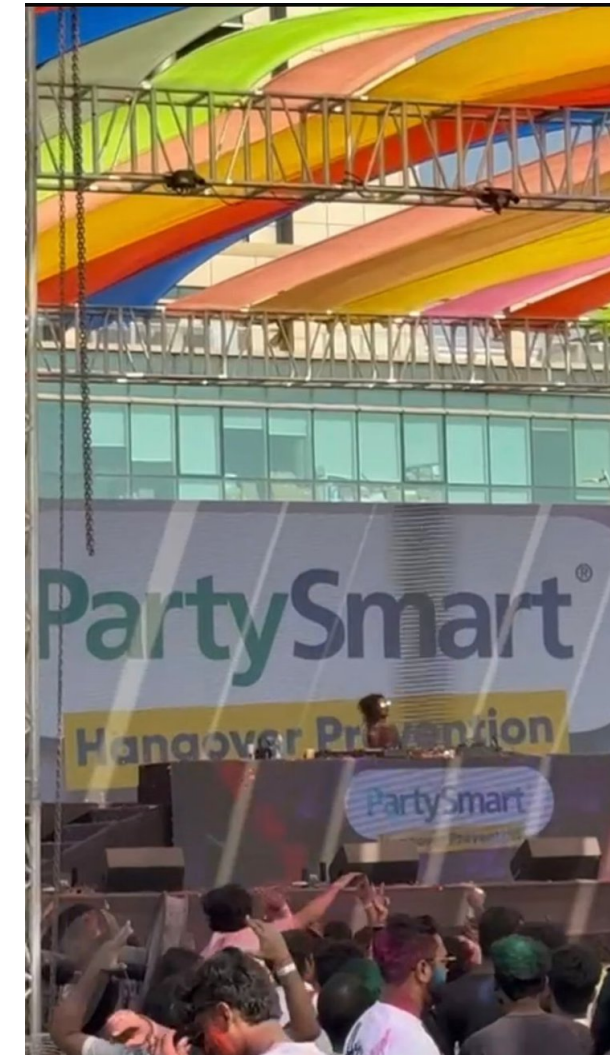
Mumbai Attendees

High-energy urban celebration.

50K-60K

Pune Attendees

Expansive festival experience.



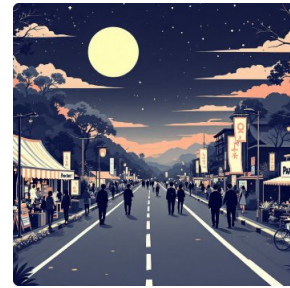
Across two major cities, PartySmart engaged directly with a massive, vibrant audience, cementing its presence at the heart of youth culture.

Strategic Out-of-Home Branding



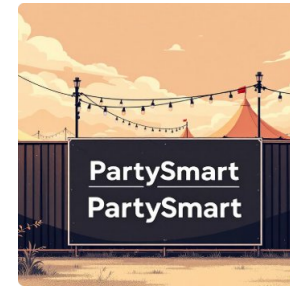
Youth Hubs

Catching the eyes of our core demographic where they gather.



Festival Routes

Guiding attendees towards the celebration with brand presence.



Venue Perimeters

Ensuring maximum exposure before even entering the gates.

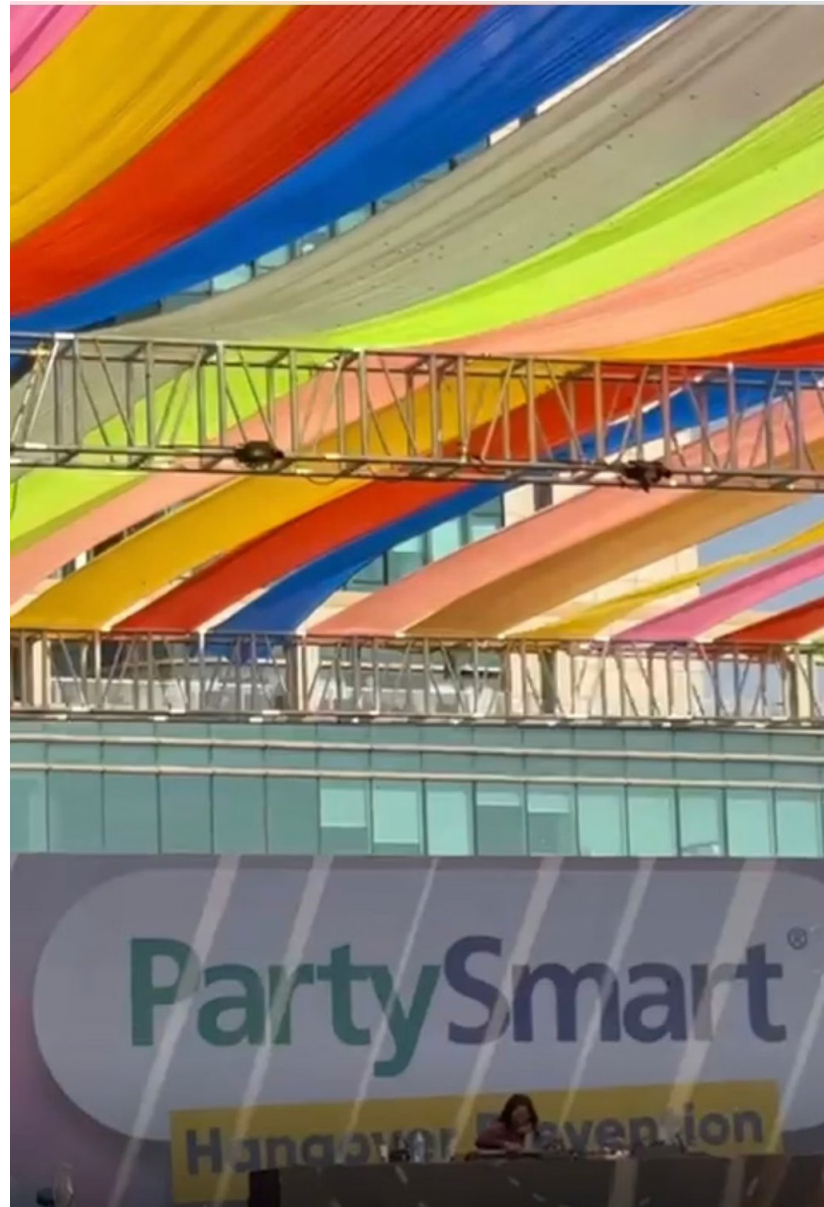


Crowd Zones

Placing the brand in the thick of the action for constant visibility.

Ten large-format holdings across Mumbai and Pune strategically positioned PartySmart as the essential post-party wellness solution.

Dynamic AV Screening on Festival LED Displays



PartySmart's AV content was repeatedly showcased on massive LED stage screens during peak performance hours, creating continuous top-of-mind recall for thousands of live audience members.

- Continuous reminders during peak performance.
- Built strong brand recall in a high-energy environment.
- Seamlessly integrated with the live festival experience.

Immersive On-Ground Brand Touchpoints



Main Stages

Prominent placement where all eyes converge.



Entry Gates

First and last impression for every festival-goer.



Decor & Color Zones

Integrating the brand into the vibrant festival aesthetics.



Activity Corners

Presence within interactive and engaging areas.

PartySmart branding was strategically woven into every major user touchpoint, ensuring consistent visual exposure throughout the entire festival journey.

Direct Engagement: Product Sampling & Emcee Mentions

Thousands of Samples Distributed

Direct product experience fosters real-time trust building.

- Entry Checkpoints
- VIP Zones
- Bar Counters
- Artist & Influencer Lounges



Energetic Emcee Shout-Outs

Connecting PartySmart with fun, recovery, and responsible celebration.

- 4 mentions during program highlights
- Top-tier crowd engagement & education





Amplified Reach: Influencer Marketing

7-8 lifestyle creators activated to extend digital reach beyond the venue.



Holi Content

Showcasing festival vibes with PartySmart awareness.



Real-Time Stories

Authentic, immediate engagement with followers.



Organic CTAs

Driving discovery through trusted voices.

Tangible Impact: Beyond Expectations



High Festival Engagement 🎉

Tens of thousands physically experienced and connected with the brand.



Authentic Creator Content → 📱

Influencers extended visibility, fostering wider digital community.



Reinforced Brand Positioning 🌿

PartySmart solidified its image as the smart choice for post-party wellness.



Memorable Experience 💡

Brand seamlessly integrated into culture, music, and youth energy.

The Right Strategy: A Recipe for Success

Our success stemmed from a deep understanding of the audience, timing, and message, making PartySmart an indispensable part of the Holi lifestyle.

Right Audience

Gen Z, millennials, college youth & party crowd.

Right Timing

High-consumption festival environment.

Right Message

“Enjoy. Recover Responsibly.”



This was more than an activation; it was a strategic experience fostering trust, discovery, and emotional connection. Thank you, Himalaya Wellness Company!