



# Percol x International Jazz Day 2025

A Case Study in Title Sponsorship: Elevating Brand Through Cultural Excellence



# Crafting an Unforgettable Experience

Onbeat Entertainment Agency spearheaded the comprehensive branding and sponsorship execution for Percol – Fairtrade & Organic Coffee, serving as the Title Sponsor for International Jazz Day: A Tribute to Ustad Zakir Hussain.



## World-Class Music

An assembly of legendary artists and musicians.



## Percol's Brand Ethos

Authentic, artistic, and rooted in passion.



## Fairtrade & Organic

Values seamlessly integrated into a premium cultural event.

# The Essence of the Evening: A Soulful Tribute

This prestigious musical tribute honored the unparalleled legacy of Ustad Zakir Hussain, featuring an illustrious lineup of artists who graced the stage at St. Andrew's Auditorium, Mumbai.

- **Louiz Banks:** India's jazz maestro, bringing unparalleled keyboard artistry.
- **Ranjit Barot:** A powerhouse drummer and acclaimed music director.
- **Sivamani:** The rhythmic wizard, known for his innovative percussion.
- **Special Guest Performers:** Featuring family members of Ustad Zakir Hussain, adding a deep personal touch.



Onbeat meticulously curated an evening that transcended mere performance, creating an emotionally rich concert experience.

# A Captive Audience: Premium Reach



## Premium Auditorium Seating

Ensuring comfort and an optimal viewing experience for every guest.



## Highly Cultured Demographic

Targeting High Net Worth Individuals and art enthusiasts, perfectly aligning with Percol's market.



## Significant Footfall

Approximately 800-1,000 discerning attendees engaged with the brand.



# Strategic Branding Deliverables: Print & Digital

Percol's visibility was meticulously orchestrated across multiple channels, ensuring maximum impact and reinforcing its premium position.



## Print Media Presence

Prominent features in **Mumbai Mirror** and **Mid-Day** solidified pre-event credibility.



## Extensive Digital Visibility

Brand presence across social announcements, event pages, and partner artist promotions.



## Collateral Integration

Percol's branding woven into posters, invites, and digital assets.

# Immersive Venue Branding & On-Ground Activation

The event environment was transformed into a cohesive branding experience, subtly merging art and commerce.

## Venue Presence

- **Main Stage Backdrop:** Subtle yet impactful branding integrated into the artistic stage design.
- **Side Wings Branding:** Consistent visibility from every angle.
- **Artist Introduction Screens:** Brand exposure during key moments.



## Interactive Engagement

- **Percol Standees:** Strategically placed to capture attention.
- **Promo Tables:** Engaging guest interaction in high-traffic zones.
- **Audience Touchpoints:** Driving curiosity and direct brand trial.



# Key Moments: Acknowledgement & Access

1

## Emcee Mentions

Brand acknowledgment during pivotal performance segments, highlighting Percol's role.

2

## On-Stage Felicitation

Percol representatives received stage-level recognition, positioned as primary patrons of art.

3

## VIP Guest Access

Exclusive passes for Percol stakeholders, facilitating networking with artists and organizers.



# have you heard?

## A scintillating script in the making

Veteran screenwriter **V Vijayendra Prasad**, who has written the scripts of iconic films like *Magadheera* (2009), *Eega* (2012), the *Baahubali* franchise, *Bajrangi Bhaaijaan* (2015) and *RRR* (2022), has sparked interest in a potential sequel to *Bajrangi Bhaaijaan*, revealing he has met **Salman Khan**, and narrated a story that the actor has liked. Prasad told PTL "I met Salman... I narrated a line to him, he liked it. But let's see what happens." Salman



him redeem himself after recent box-office setbacks. "Yes, it [Bajrangi Bhaaijaan 2] can happen. Kabir Khan is writing it, and the first draft is ready," the superstar had said while promoting his last box-office dud, *Sikandar*. However, he also added, "By the time it's ready, Munki will be speaking," hinting that the project will take longer to come on screens than he would like.



(From left) Salman Khan, Harshaali Mahotra, and Nawazuddin Siddiqui in a still from *Bajrangi Bhaaijaan*

## Rolling in the Nilgiris

**Rashmika Mandanna** has begun filming for her upcoming horror-comedy, *Thama*, alongside **Ayushmann Khurrana**. She shared a picture from *Ooty*, hinting at the picturesque Nilgiris. The film, set in present-day Delhi, introduces vampires to Bollywood's horror-comedy universe. *Thama* is expected to hit cinemas on October 19, during Diwali. Rashmika also has *Kubera* with *Dhanush*, *Pushpa 3*, *The Girlfriend*, and *Rainbow* in her kitty.

Rashmika Mandanna; (top) Ayushmann Khurrana

## Fitness: Dharam's dharma

Veteran Bollywood actor **Dharmendra**, 89, is setting fitness goals and proving that age is just a number with every social media post. The star, who is quite active on Instagram and X, recently shared his fitness regimen as he was seen practicing water aerobics. In the video, he is seen floating with a tube and doing hand exercises with an exercise ball. His children, **Bobby Deol** and **Esha Deol**, along with his fans, showered him with love, and encouragement. Last month Dharmendra underwent an eye graft surgery and was quick to return to work after recuperating. He often shares glimpses from his workout sessions. In one of his recent posts, he had shared, "Born to entertain and inspire you... Exercise regularly." On the work front, he was last seen in *Rocky Aur Rani Kii Prem Kahani* (2023), and will next be seen in *Sriram Raghavan's* *Ikkis*, starring **Agastya Nanda**.



Dharmendra practicing aqua aerobics

## Fire nahi, flowerpot hoon

South actor **Srinidhi Shetty** has no qualms about her limited role in the *KGF* franchise, where she played **Reena Desai** opposite **Yash's Rocky**. The Telugu actor told PTL, "I didn't mind being a flowerpot in *KGF* because that was like a dream project for me when it came... I knew my role was only this much, but I wanted to do it, I wanted my first movie to be that." She added that it's an individual choice, saying, "Some people would love to be a flowerpot, some people wouldn't." Srinidhi made her acting debut with *KGF*. She'll next be seen in *HIT: The Third Case*.



## Fake news alert

A poster featuring Bollywood superstar **Aamir Khan** as **Guru Nanak** is "completely fake and AI generated", said a spokesperson for the actor on Monday after it started going viral on social media. The poster shows **Aamir** in and as **Guru Nanak** with a *teaser* set to arrive soon. In the statement, the spokesperson further said, "Aamir Khan has no connection to any such project. He holds the highest respect for **Guru Nanak** and would never be part of anything disrespectful. Please don't fall for fake news."



Aamir Khan



# Tangible Impact: Beyond Sponsorship

The collaboration between Percol and International Jazz Day yielded profound benefits, cementing Percol's stature as a brand deeply connected to culture and quality.



## Cultural Brand Affinity

Forging a strong association with musical excellence and artistic integrity.



## Fairtrade Ethos Reinforced

Percol's values aligned perfectly with the event's authentic spirit.



## Premium Audience Exposure

Delivering 800-1,000 quality impressions to a discerning demographic.



## Title Sponsor Authority

Brand embedded into the very fabric and narrative of the event.

# Conclusion: A Symphony of Success

The Percol x International Jazz Day collaboration transcended a typical sponsorship; it was a powerful statement of support for art, culture, and enduring legacies.

"Onbeat Entertainment Agency delivered a high-touch, premium brand experience, seamlessly blending cultural prestige with strategic sponsor visibility."



This partnership underscores Percol's commitment to quality and Onbeat's expertise in crafting impactful brand engagements.