

Kiṣṣā·Sūtrā

THE ART OF GETTING CLOSER WITH THE FRESHEST, MOST KISSABLE BREATH

KEY VISUAL

Kiss·à·Sūtrā

The art of the closer the better.

The Balancing Act

The Traffic Jam

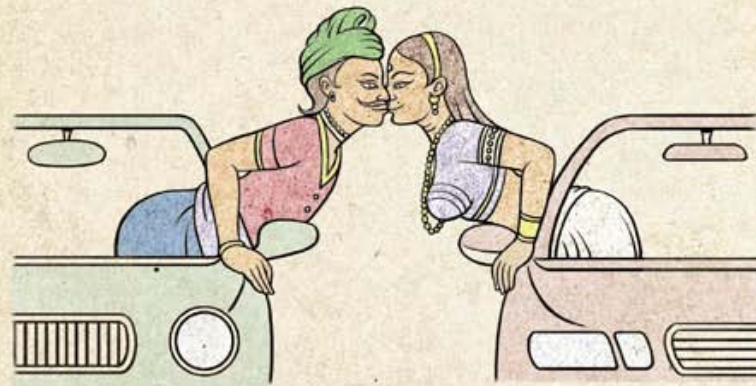
The Bollywood

The Dandiya Raas

The Aquatic

The SMS

Closeup
with active clean mouthwash
for Kissable, fresh breath



Kiss·a·Sūtra

The Traffic Jam: Cramped for hours, the restless man and woman lean out and the magnetism of their freshest, most kissable breath pulls at them. Yes, the closer, the better. Until they finally kiss, oblivious to the blaring horns and the cop's whistle. Close Up has worked its magic. Again.





Kiṣṣ·ā·Sūtrā

The SMSG: With the confidence of their upgraded freshest, most kissable breath, the man and woman message sweet nothings to each other. The closer, the better, he messages her. Ok, she replies. Close Up's technology unites them as they finally beep. Kiss. Beep.





Kiss·à·Sūtrā

The Bollywòod: Breathless with running around the tree, the man and woman pause and are hit with a blast of Close Up's freshest, most kissable breath that pulls them closer for the inevitable kiss. The censors approve. The audience applauds. Encore! The closer, the better. Encore!





Kiss·à·Sūtra

The Balancing Act: Blood rushing to their head, the man and woman practise this deep breathing yogic position. Close Up's freshest, most kissable breath engulfs them as they start moving toward each other. Yes, the closer, the better. Finally they kiss, attaining nirvana.





Kiss·ā·Śūtrā

The Śūhāg Rāat: Alone finally. The shadows of the night flicker with anticipation. The woman's beautiful lips offer forbidden pleasures of the freshest, most kissable breath that only Close Up can provide. The man moves closer, lifting her veil with a tender kiss. Ahh, the closer, the better.





Kiss·à·Sūtrā

The Free Fall: For centuries, the man and woman have wanted to fly. Now Close Up's freshest, most kissable breath gives them wings. The closer, the better, the two lovebirds shriek as they fly towards each other at breakneck speed. They're on cloud nine as they finally kiss.





Kiṣṣ·ā·Ṣūtrā

The Dāndiyā Rāās: The night is young. The games have started. Eyes locked, the man and woman are intoxicated in a trance of the freshest, most kissable breath that only Close Up can provide. Yes, the closer, the better as every move gets them closer to the grand finale. The kiss.





Kiss·à·Sūtrā

The Free Fall: For centuries, the man and woman have wanted to fly. Now Close Up's freshest, most kissable breath gives them wings. The closer, the better, the two lovebirds shriek as they fly towards each other at breakneck speed. They're on cloud nine as they finally kiss.





Kiṣṣ·ā·Sūtrā

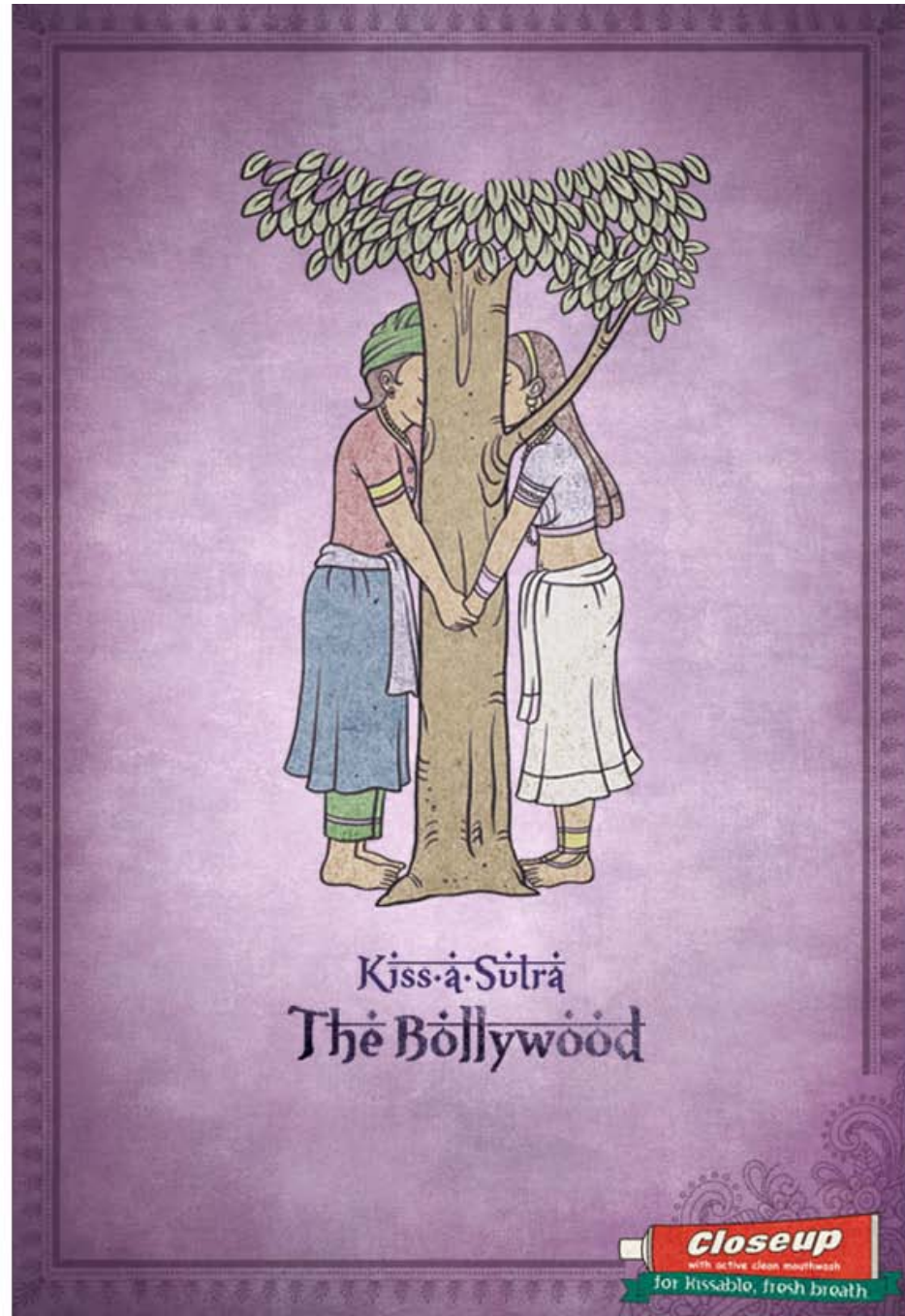
The Split: With the confidence of Close Up's freshest, most kissable breath, the man and woman glide towards each other. With acrobatic ease, they move closer, yes, the closer, the better. No position is too difficult as they only focus on their ultimate goal. The kiss.



BILLBOARD



POSTER



TV SCRIPTS

The Kiss-a-Sutra thematic series- 20s each.

tvc 1-Traffic jam

Open on a crowded, messy traffic jam scenario...everyone is impatient.....a young guy rolls down his car window and lets out a deep breath...

Gentle strumming of paas aao starts as the gentle whiff of his fresh breath travels towards a girl in a taxi nearby, she turns towards him, distracted...their eyes lock...attraction..paas aao track picks up...as they both twist and turn out of their respective windows as passersby look on agape. A mom covers her son's eyes...oblivious to the honking, chaos and cop's whistle, the couple keep leaning towards each other... closer... closer...

Then like the Juno mpg reference, they animate into the kiss-a-sutra traffic jam style couple, who come close and kiss.

vo: Get closer with the confidence of the freshest, most kissable breath.

The animated couple are back into live action...in their respective cars, the traffic light changes...the cars start and they drive on, eyes still locked, both their hair and clothes slightly ruffled, like just after an intense kiss.

The guy has a lipstick mark on his collar, the taxi driver of the lady adjusts his rear view mirror, looking at the lady discreetly, shaking his head.

Pack shot appears...with Kiss-a-sutra Challenge logo.

vo: Take the Close Up Kiss-a-sutra Challenge!

The supers come on and kiss: **The closer (muah) the better.**

TV SCRIPTS

Tvc 2- Yoga

A yoga class in progress...full of young people...we see a young lady do a complex pose with a headstand and give out a deep breath...

Gentle strumming of paas aao starts as the gentle whiff of her fresh breath travels towards the teacher who is also in a similar position...he is distracted...still upside down, their eyes lock...attraction..paas aao track picks up...as they walk toward each other with their hands...the rest of the upside down class looks on agape...as the couple keep getting closer...closer...

Then like the Juno mpg reference, they animate into the kiss-a-sutra balancing act, style couple, who come close and kiss.

vo: Get closer with the confidence of the freshest, most kissable breath.

The animated couple are back into live action...the class is empty, except for them, now getting ready for an even more complex yoga position, still breathing in and out, eyes still locked, both their hair and clothes slightly ruffled.

Pack shot appears... with Kiss-a-sutra Challenge logo.

vo: Take the Close Up Kiss-a-sutra Challenge!

The supers come on and kiss: **The closer (muah) the better.**

TV SCRIPTS

tvc 3- Aquatic

Open in an ocean world scenario... a young guy is watching the fish attentively, when a lovely young lady also walks up and stares at them... she leans forward and blows at the fish, imitating them...

Gentle strumming of paas aao starts as the gentle whiff of her fresh breath travels towards the guy, who turns towards her, distracted... their eyes lock... attraction..paas aao track picks up... as they walk slowly towards each other... closer... closer...

Then like the Juno mpg reference, they animate into the kiss-a-sutra aquatic style couple, now transported into the water tank, swimming closer to each other... until they kiss. The tourists crowd around the tank, clicking photos.

vo: Get closer with the confidence of the freshest, most kissable breath.

The animated couple is back into real action... they are standing very close, dripping with water, slightly ruffled, like just after an intense kiss. The other tourists look on amazed.

Pack shot appears... with Kiss-a-sutra Challenge logo.

vo: Take the Close Up Kiss-a-sutra Challenge!

The supers come on and kiss: **The closer (muah) the better.**

TV SCRIPTS

Tvc4-The Kiss-a-Sutra challenge- Call for action tv

Open on a couple blowing air into balloons...their eyes meet as they feel attraction stirring... paas aao starts strumming as they start walking toward each other, and are about to kiss, as a vo punches in:

Got the freshest, most kissable breath?

Close up tube comes in colliding dynamically with a splash of mouthwash.

... that only Close Up with active clean mouthwash can give.

From the collision, the logo of Kiss-a-sutra Challenge comes up...

Take the Close UP Kiss-a-Sutra challenge!

Dissolve to the couple, again blowing... but this time it is into the kiss-a-meter, eyes still locked. As then the kiss-a-meter starts measuring the freshness of their breath, the levels go up, as the couple keep walking closer and closer.

And the kiss-a-meter will measure exactly how kissable you are.

The level reaches maximum and the couple transform to their animated styles and kiss!

The supers come on and kiss: **The closer (muah) the better.**

CHALLENGE - KEY VISUAL



CHALLENGE - DYNAMICS

The Kiss-a-Sutra Challenge

This is a challenge with the Kiss-a-Meter, which is an actual breath analyzer whose gauge will be redesigned, so that it becomes a measure of social or romantic confidence.

As the person blows into the Kiss-a-Meter, his/her breath's level of freshness will prove exactly how fresh and kissable the breath is.

How to play:

1. A couple- a boy and a girl will stand facing each other and blow their breath into the Kiss-a-Meter. There will be a projected screen in front of them with their respective animated Kiss-a-Sutra characters on it.
2. The Kiss-a-Meter requires fresh breath to work. That's why each of the players has to first brush their teeth with Close Up, on site.
3. As the fresh breath is blown, the animated Kiss-a-Sutra characters on the screen will move closer. The fresher their breath, the closer they will get until they finally kiss, the Kiss-a-Sutra way.

Thus the kiss will be the ultimate proof that only Close Up with active clean mouthwash can give you the freshest, most kissable breath.



RADIO

KISS-A-SUTRA: TRAFFIC JAM

SFX: noisy traffic jam.

MVO [in a relaxing, instructional voice]:

The daily commute is getting to you?...relax...roll down your windows and slowly, stretch and lean out... that's right...push your head, shoulders and upper body out, crane your neck, as far as you can...now hold on to this position...and breath in...breath out...get closer and closer to the person in a similar position next to you...continue taking deep breaths...and look deep into each other's eyes...as you keep getting closer and closer to each other...shut out the impatient horns, the screaming kids, the vendors, the beggars, the police's whistles, the cows...just stay with the music....

[each sound disappears when it is mentioned and we are left with just the paas aao rack]

SFX: slow romantic version of Paas Aao

MVO: yes...just like that, the closer, the better...nothing but the two of you and your freshest, most kissable breath...now, close your eyes and gently experience the Traffic Jam Kiss possible only with Close Up Kissautra.

You may now open your eyes.

CELLPHONE ACTIVATION



Cellphone Activation

To support the Kiss-a-Sutra campaign, we create a buzz around the Kiss-a-Sutra positions via the cellphone, be it by downloading from website or creating barcode posters/press ads. Most people would enjoy forwarding these to their friends.

We can also tie it up with the promotion where everytime they show the Kiss-a-Sutra SMS, they will get interesting stuffs from discounted/free Close Up, giveaways or even good deals like free popcorn at the popular theatres or free music concert tickets.

How to create buzz:

1. By sending SMS blast to inform about this promotion
2. Spread this message on the web or print ads [add the message: take image with your phone and get surprising deals when you buy Close Up]

*Barcode Posters generates bigger files that can be read by mobile phone users with appropriate software. Most smartphones can run suitable software. Search for a "barcode reader" or "QR code reader" for your phone.



WEBSITE

Kiṣṣ·ā·Sūtrā.org

PHASE ONE (TEASERS)

We will create an unbranded website to introduce the Kiss-a-Sutra as a real philosophy that actually exists.

To get people to believe, we can create films such as interviews from experts and phd philosophers and testimonials from actual couples. People will be able to view all 64 positions of the Kiss-a-Sutra and learn through animated clips. As an added bonus, people can also order their Kiss-a-Sutra book.

We will get people to the website by creating mysterious ads just featuring the website name.

WEBSITE: PHASE ONE (teasers)

MTVIndia.com

http://www.mtvindia.com/index.php

Getting Started

10 OUT OF 10 GIRLS ARE ATTRACTED TO GUYS WHO KNOW HOW TO KISS.
BEHOLD, THE 64 POSITIONS OF THE KISS-A-SUTRA.

SEARCH >> SIGN UP! User Name: Password: GO [Forgot Password?](#)

HOME MUSIC MOVIES VIDEOS DOWNLOADS BLOGS SHOWS VJS NEWS CONTESTS MOBILE SCHEDULE

MTV Hero Honda Roadies 7
Devil's Den – Can you save yourself from the Seven Sins?

WHAT'S HOT

- Brutal Legend Contest
Win! Games and merchandise!
- MTV Ninja Assassin Contest
From the people who made the Matrix!
- Who won BTT?
If you never click, you`I never know.
- Vodafone presents Bigg Boss 3
Exclusive videos, uncut footage.
Click here!

Videos

- Latest Videos | **MTV Recommends** | Most Viewed
- Episode 2 part 1
Roadies 7 Episode 2 part(1/16)
- Episode 2 part 2
Roadies 7 Episode 2 part(2/16)
- Episode 2 part 3
Roadies 7 Episode 2 part(3/16)

Daily Dose

- > Katarina Lvanovska (2)
- > Tum Mile (9)
- > 2012 (9)
- > 3 Idiots (17)
- > VJ Rannvijay Roadies 7 (9)
- > Kurbaan (18)
- > Minissha Lamba (15)
- > Road, Movie (8)

Select Category

Kiss·à·Sutra
KISSASUTRA.ORG

News Gossip Style

Done

WEBSITE: PHASE ONE (teaser)

The screenshot shows a web browser window with the URL <http://www.kissasutra.org>. The page title is "Kiss a Sutra". The main content area has a textured, parchment-like background. At the top center, the title "Kiss a Sutra" is written in a stylized, brown font with diacritics. Below the title, there are five navigation links: "EXPERTS", "THE POSITIONS", "TESTIMONIES", "FREE BOOK", and "SUBMIT YOUR OWN". A horizontal line separates these links from the main content. The main content features the text "POSITION 59: THE REVERSAL" on the left. In the center is a line drawing of a man and a woman in traditional Indian attire, sitting on the floor and kissing. To the right of the illustration is a button labeled "INSTRUCTIONAL ANIMATION" with a play icon. At the bottom left, there is a mobile phone icon and the text "SEND / EMAIL A KISS-A-SUTRA TO SOMEONE SPECIAL". The browser's address bar and search engine (Google) are visible at the top. The word "Done" is visible in the bottom left corner of the browser window.

WEBSITE

Kiṣṣ·ā·Sūtrā·ōrg

PHASE TWO (BRANDING)

After a few weeks we will introduce branding into the website and show that the key to the Kiss-a-Sutra is is to have the freshest, most kissable breath by using Closeup with active clean mouthwash.

WEBSITE: PHASE TWO

The screenshot shows a web browser window with the URL <http://www.kissasutra.org>. The page title is "Kiss a Sutra". The navigation menu includes "KISSABILITY", "THE POSITIONS", "TESTIMONIES", "FREE BOOK", and "SUBMIT YOUR OWN". A horizontal line separates the navigation from the main content, which begins with the text "BE SURE TO HAVE THE FRESHEST, MOST KISSABLE BREATH:". Below this is a hand-drawn illustration of a bottle labeled "ACTIVE CLEAN MOUTH WASH" and a tube labeled "TOOTHPASTE", followed by a plus sign, an equals sign, and the number "64". To the right of "64" is the text "POSITIONS OF THE KISS-A-SUTRA". Below the illustration is a button labeled "INSTRUCTIONAL ANIMATION" with a play icon. At the bottom, there is a promotional banner for "Closeup" mouthwash, featuring a tube of the product and the text "with active clean mouthwash" and "for kissable, fresh breath". A small icon of a mobile phone is on the left side of the banner, and the text "SEND / EMAIL A KISS-A-SUTRA TO SOMEONE SPECIAL" is in the center. The browser's status bar at the bottom left shows "Done".

Getting Started

Kiss·à·Sūtrà

[KISSABILITY](#) [THE POSITIONS](#) [TESTIMONIES](#) [FREE BOOK](#) [SUBMIT YOUR OWN](#)

BE SURE TO HAVE THE FRESHEST, MOST KISSABLE BREATH:

ACTIVE CLEAN MOUTH WASH + TOOTHPASTE = 64 POSITIONS OF THE KISS-A-SUTRA

INSTRUCTIONAL ANIMATION

SEND / EMAIL A KISS-A-SUTRA TO SOMEONE SPECIAL

Closeup
with active clean mouthwash
for kissable, fresh breath

Done

WEBSITE: PHASE TWO

Getting Started

http://www.kissasutra.org


Kiss·à·Sūtrā

KISSABILITY THE POSITIONS TESTIMONIES FREE BOOK SUBMIT YOUR OWN

CHOOSE A MESSAGE BELOW OR TYPE YOUR OWN


CHOOSE YOUR KISS-A-SUTRA

✓ THINKING OF YOU...
LET'S TRY THIS SOMETIME...
MISSES YOUR KISSES...




ENTER PHONE NUMBER
ENTER EMAIL ADDRESS

THINKING OF YOU...
Kiss·à·Sūtrā.org



SEND / EMAIL A KISS-A-SUTRA TO SOMEONE SPECIAL



Closeup
with active clean mouthwash
for kissable, fresh breath

Done

WEBSITE: PHASE TWO



Kiss à Sūtrā

Getting Started


KISSABILITY THEPOSITIONS TESTIMONIES FREE BOOK SUBMIT YOUR OWN

UPLOAD SUCCESSFUL!

SUGGESTED NAME:
THE FIREMAN

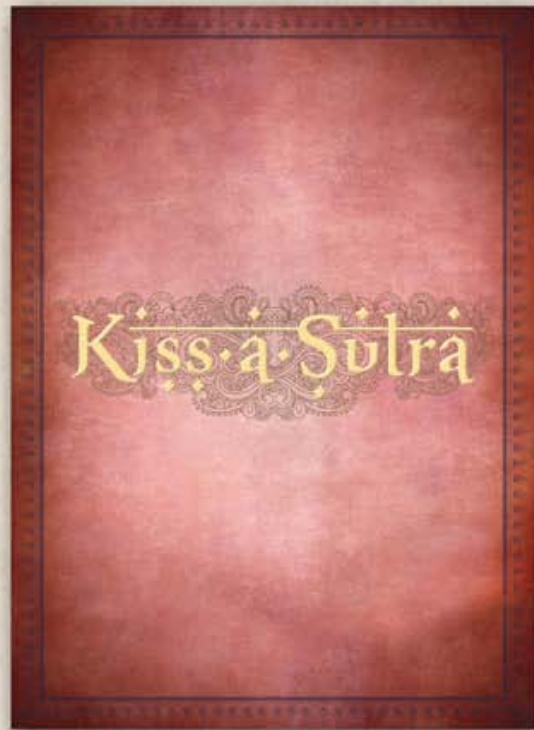


SEND / EMAIL A KISS-A-SUTRA TO SOMEONE SPECIAL



Done

GIVEAWAYS



The Kiss-a-Sutra Book

This is a manual book giveaway.

With a tongue-in-cheek spoof of the kamasutra, this book contains Kiss-a-Sutra positions with explanations.

All the positions will be fun and engaging (instead of sensual or arousing) and are taken from typical Indian life but projected in a light-hearted manner.

The main purpose of this book is to engage consumers, showing them how interesting life can be when they have the freshest, most kissable breath.



The Traffic jam

The Traffic jam: Stopped for hours, the restless man and woman lean out and the fragrance of their freshest, most kissable breath pulls at them. Yes, it's close, the better. Until they finally kiss, however it be taking turns and the lady whines. Close to her woman it's tragic. Again.



The Bollywood

The Bollywood: Business suits currying around the tree, the man and woman pause and are hit with a cloud of Cloon-U's breathers. Most kissable breath that pulls them closer to the kissable bliss. The camera approves. The audience applauds. Behind the door, the lady. Encore.

GIVEAWAYS



THANK YOU.

Kiss Kiss