



unacademy

SACHIN TENDULKAR

WHAT

Unacademy is a leading Indian edtech company. ITW helped with licensing video clips of Sachin Tendulkar through liaison with multiple cricket boards, including providing legal advice though the process for their campaign planned around Sachin.

On Legends on Unacademy



OBJECTIVES

To produce a brand film titled "The Greatest Lesson" that highlights Sachin's triumphs and setbacks throughout his professional cricketing journey which would serve both to increase brand awareness as well as announce Sachin as the brand ambassador for the company.

EXECUTION

In collaboration with Unacademy and the production house, ITW helped research and then select the relevant clips, including identifying where they were to be sourced from. It was a first of its kind exercise that involved collaboration with 9 different cricket boards, and managing complex logistics of delivery of those clips in the middle of the Covid19 pandemic.

RESULTS

Sachin Tendulkar's ad film garnered more than 100 million views on YouTube, including a record number of views in the first 24 hours of its upload, while on Twitter it accumulated 8.1 million views, 20,000 retweets, and 115,000 likes.