



# **Nomination for Big Bang Awards**

**Group No. 5, Category No. 19**

**Calendars**

Client

*Flipkart*



## Brief

To create a table-top calendar that could be sold as merchandise in Flipkart's store

Idea

**A calendar that makes you smarter** – with interesting facts  
that no one else would know

## Our Approach

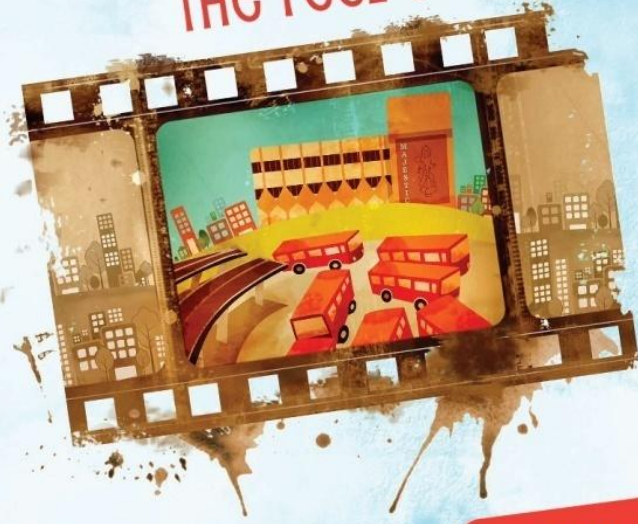
- Use each page to **narrate the story behind the names of areas in Bengaluru**
- Design every page as **an arty tribute to the area featured**

Creatives



# Creatives

## THE REEL STORY



### MAJESTIC

The Majestic Bus Stand, or Kempegowda Bus Station as it is known today, was named after the now defunct Majestic Theatre. Years later, the bus station was rechristened in honour of Kempe Gowda I, the founder of Bangalore.

APRIL 2015

M T W T F S S

			1	2	3	4	5
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30				

# Creatives

## HISTORY IN A COCONUT SHELL



### KENGERI

Governed by a number of rulers, including the likes of Tipu Sultan, Kengeri, one may think probably derived its name from some royal family. The truth, however, is very different. A fifteenth century inscription cites that the area was called *Tengeri*- derived from the words *Tengu* which means coconut and *Keri* which means place.

### MARCH 2015

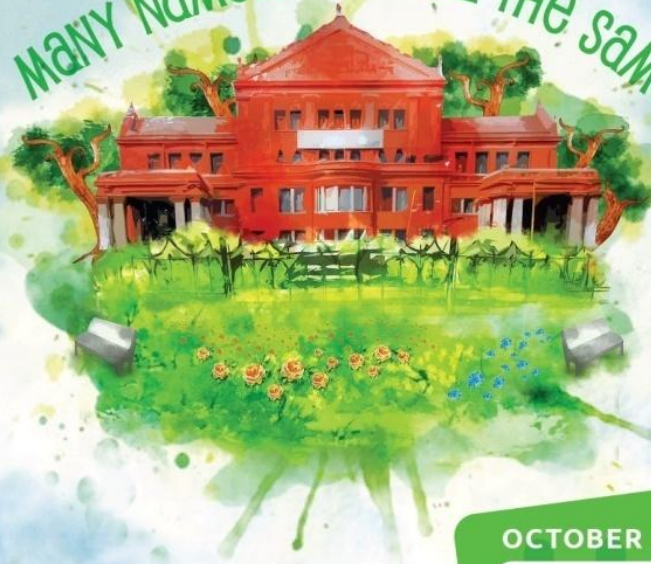
M T W T F S S

30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29



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MANY NAMES, BUT STILL THE SAME



## CUBBON PARK

Cubbon Park was established in 1870 and was originally called Meade's Park after the then acting Commissioner of Mysore, Sir John Meade. It was later renamed to Cubbon Park after Sir Mark Cubbon - the longest-serving Commissioner of the time. To mark the silver jubilee of Krishnaraja Wodeyar's rule in Mysore, it was again renamed as Sri Chamarajendra Park after Chamarajendra Wodeyar of the Wodeyar Dynasty in 1927. However, for all Bangaloreans it is still, and always will be, Cubbon Park.

OCTOBER 2015

M T W T F S S

				1	2	3	4
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31		

## Result

**The calendar helped set the trend for developing other merchandise, thus ensuring every piece in the store was unique and unlike anything you would find in other popular stores**

## **Big Bang Awards Nomination**

Entry submitted by:



Advertising & Internal Communication

### **Contact Person**

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**Tenet** is the Advertising & Internal Communication Division of

