

Brand Name: Radio Mirchi

Product/Service: Tirange ki Tarangein



Objective: On Republic day, passing the feeling of flag hoisting to them, who may not be able to show their respect personally due to circumstantial emergencies.

Challenge: How to code the national flag into audio frequency/notes.

Solution: Unfurling the Tricolour on radio through sound waves needed some science. Every colour has its own unique wavelength and frequency which makes us 'see' these colours. Likewise, every colour has its 'audio' frequency as well, which when hit, denotes that specific colour. We weaved together the frequencies of our Tricolour, namely, White, Green, the Blue of Ashoka Chakra and yellow and red for saffron, to blend it in a musical composition and create an audio representation of our Tricolour called, 'Tirange ki Tarangein'.



Execution: We created an exclusive musical piece, *Tirange ki Tarangein* and played it on air on 26th January across multiple stations of Radio Mirchi in India. This way, in a true sense, we hoisted our beloved Tricolor on air, and in the process, pulled off an unprecedented task which has never done before on an audio-led platform.