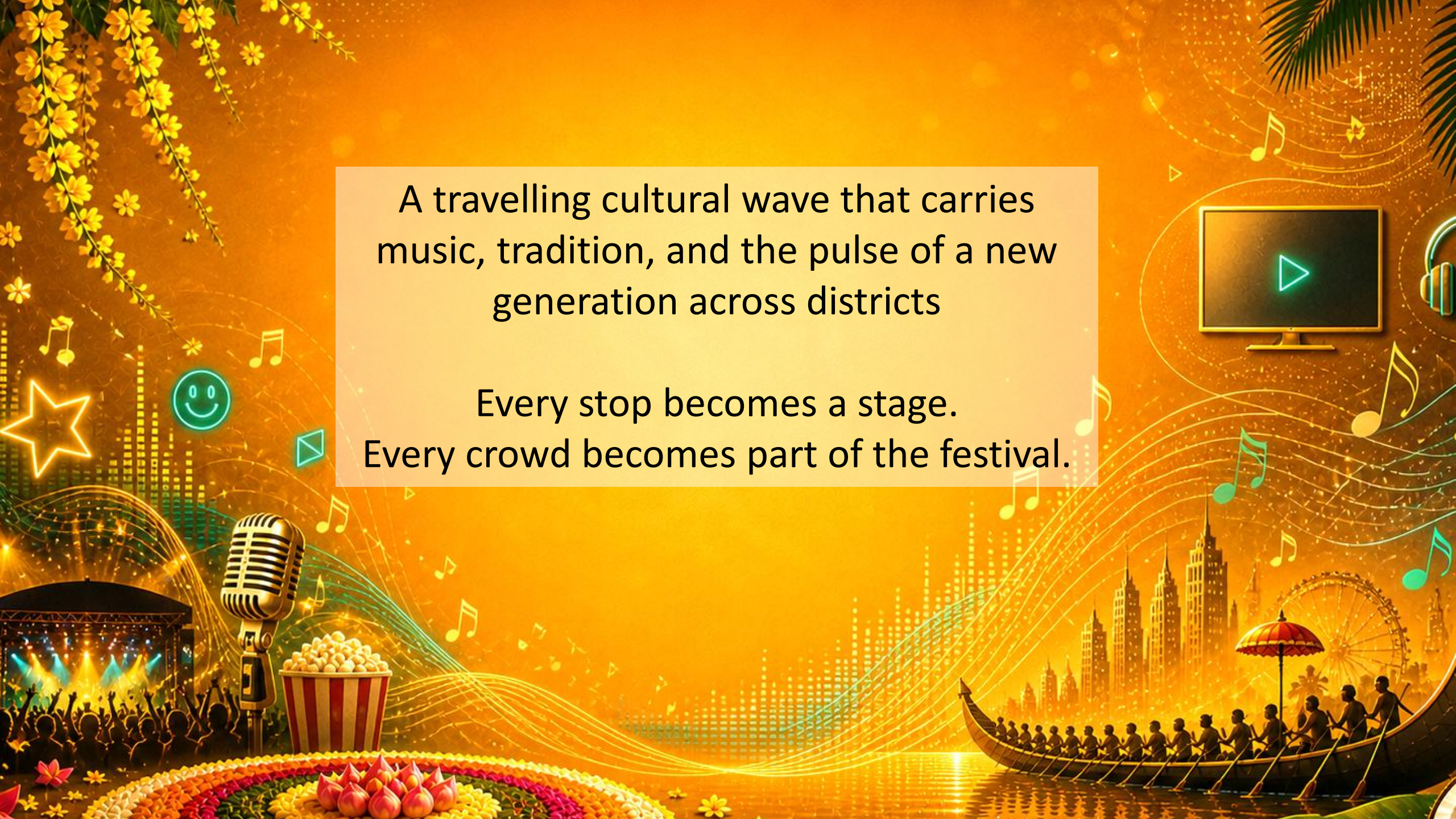


This Onam, Kerala Celebrates Bigger Than Ever

Kerala's Biggest Cultural Fusion Extravaganza is here

A statewide celebration where tradition meets fusion,
and every moment becomes a celebration.





A travelling cultural wave that carries
music, tradition, and the pulse of a new
generation across districts

Every stop becomes a stage.
Every crowd becomes part of the festival.

The Scale

One State. One Mood. One Continuous Celebration.

- 30-day integrated festival across Kerala
 - 15-day travelling roadshow across campuses & towns
 - Radio, digital, and on-ground working as one system
- Wherever Thira goes, the state feels it.

Campaign Pillars

- Thira Wave on Wheels
- Festival Takeover at Campus
- Festival Takeover at Towns
- Campus Ambassadors

The Thira Wave on Wheels



At the heart of Mango Thira is the iconic travelling Thira vehicle — a moving stage of celebration that journeys across Kerala, carrying a crew of dancers, entertainers, musicians, games, and goody boxes.

Wherever it stops, the celebration begins. Campuses transform instantly into high-energy cultural hubs, filled with music, performances, games, and festive spirit.

Festival Takeover – Campus edition



- The branded Thira vehicle transforms campuses into a live celebration zone with an open stage for performances and cultural competitions
- Onam games with exciting prizes and merchandise
- Traditional games including Uriyadi (pot breaking), Vadam Vali (tug of war), and Thalapanthukali (ball game), along with singing and dancing challenges
- Participants are rewarded with goodies and merchandise
- Pulikali and Chenda performances engage students, creating vibrant, shareable UGC moments

Festival Takeover – Towns

Every evening becomes a destination — where music, culture, and community come together to celebrate Thira



- As the Thira moves into the towns, evenings turn into festival stages, transforming a chosen hotspot into a live celebration zone.
- Public spaces come alive with a series of music performances, where artists take over the stage and turn the night into a high-energy festival experience.
- Crowds gather for live entertainment, interactive moments, and a vibrant carnival atmosphere, while sponsor brands engage directly through activations, product sampling, and goodies.



Amplification - Radio

Elements	Scope	Description
Promos	25 spots daily	Mix of brand-led messaging and campaign communication
RJ Mentions	Across all shows	Integrated mentions with brand tags and campaign storytelling
Campaign Anthem	Daily	High-recall Thira audio identity played across dayparts
Artist Bytes	Capsule format	Short artist-led snippets building excitement and connection
Daily Roadshow Updates	Show integrations	RJ updates from live locations as part of programming
LIVE from Roadshow	On-ground interactions	RJs connect with the crew and audience in real time



Amplification – Print & PR

Elements	Scope	Description
Teaser Ad	1 insertion – MM Daily	Builds early curiosity around Thira
Launch Ad	1 insertion – MM Daily	Full reveal with scale and key highlights
Mid-Campaign Ad	1 insertion – MM Daily	Reinforces momentum and reach
PR Coverage	2 features – MM Daily	Media stories highlighting scale and cultural impact
City Mentions	Ongoing – Regional Editions	Local coverage supporting footfall



Amplification - SM

Elements	Scope	Description
Campaign Launch Video	1 master asset	Launch film unveiled by celebrity, amplified across platforms
Daily Content Drops	Daily update	Reels, carousels, and stories from on-ground activations
#MangoThira Contest	Daily engagement	UGC-led selfie contest driving participation and reach
Event Highlights	District highlights	Recap videos showcasing performances, crowd energy, and key moments
Countdown & City Announcements	Phase-based	Builds anticipation and drives footfall to each location



Amplification - Influencers

Elements	Scope	Description
Launch Amplification	70 influencers	Simultaneous repost of campaign video with city hooks
City-Level Creators	5 per city	Hyperlocal influencers driving regional buzz
Live Coverage	3/day (roadshow)	Real-time stories and content from event locations
Content Format	Pre + Live + Recap	Arrival announcement, live energy, and highlight reels
Hashtag Strategy	#MangoThira	Unified hashtag driving discoverability and recall
Brand Integration	Across content	Organic inclusion of sponsor touchpoints



Amplification - Onground

Elements	Scope	Description
Travelling Thira Vehicle	15 days	Moving stage activating campuses and public hotspots
Campus Activations	Multi-city	Daytime engagement with games, talent, and competitions
Fusion Carnivals	Evenings	Public events with music, performances, and crowd engagement
Brand Experience Zones	At every stop	Sponsor-led engagement, product demos, and sampling
Live Audience Interaction	Continuous	Games, contests, and on-stage participation
Content Generation	Daily	High-volume UGC and shareable moments



Campaign Flow Overview

Buildup
(Day 1-14)

Experiential
(Day 14-25)

Sustenance
(Day 26-30)

Thira Campus Ambassadors

A statewide network of student influencers powering Thira from within campuses.

At the heart of Thira's campus engine is a curated network of Thira Brand Ambassadors — student leaders who act as micro-influencers and on-ground catalysts across colleges, they will be driving from within the campus ecosystem.

Their Role

- Drive participation & registrations
- Build pre-event buzz within campus networks
- Lead on-ground execution

Why It Matters

- Hyperlocal reach in every campus
- Peer-led, authentic engagement
- High turnout before arrival



Artiste

Kerala's Most Loved & Emerging Voices, On One Stage

 Vaikash Varaveena	 Keerthana Smitha Shaji	 Aavani Malhar	 Niranj Suresh	 Swetha Ashok	 Abhijith Damodaran		
 Sony Mohan	 Sruthy Sivadas	 Ajmal Fathima Parveen	 Goutham Vincent	 Swetha Ashok	 Dr Neethusha AC	 Amalraj Sivaraj	 Karthika Vaidyanathan

Entertainment

A High-Energy Mix of Tradition, Music & Interactive Experiences





Route map

13 Districts, 25 Colleges, 20+ Public Stops. One Continuous Celebration

10 August 2026	KOCHI	Manorama Office Info Park (near Tapasya Building) SH College, Thevara
11 August 2026	TRIVANDRUM	Mar Ivanios - Baselius College of engineering St.Xaviers College – Thumba Mall of Travancore /Lulu
12 August 2026	KOLLAM	TKM Arts & Science College Fathima Matha College We Park
13 August 2026	PATHANAMTHITTA	KVVS College of Science & Technology, Adoor Providence College, Chengannur Thiruvalla Municipal Open Stage
14 August 2026	KOTTAYAM	BCM College Baselius College Lulu Mall
15 August 2026	ALEPPEY	Mannanchery Bus Stand Reliance Mall Alappuzha Beach
16 August 2026	KOCHI	Kaloor Stadium Maveli Nagar - Thrikkakara Forum Mall
17 August 2026	KOCHI	St. Alberts College Maharajas College Fort Kochi - Parade Ground

18 August 2026	THRISSUR	Carmel College, Mala St.Marys College for Women, Thrissur Sakthan Palace Museum Gate
19 August 2026	PALAKKAD	Palakkad Fort NSS Engineering College Lead College of Management
20 August 2026	PALAKKAD / MALAPPURAM	College 1 College 2 Malappuram
21 August 2026	KANNUR	College 1 College 2 Secura Mall
22 August 2026	KASARGODE	Kanjangad Nileswaram Payyannur
23 August 2026	CALICUT	Thalassery Vadakara Kappad Beach
24 August 2026	CALICUT	College 1 College 2 Calicut Beach



Campaign Impact

- Massive campus participation across Kerala
- Packed evening crowds in every town stop
- Continuous digital buzz powered by UGC
- Deep brand presence across every touchpoint



Sponsorship Opportunities

Sponsorship Tier	Branding Visibility	On-Ground Integration	Radio Integration	Digital & Influencer	Print Integration	Exclusivity
Title Sponsor	Naming rights: Radio Mango Sponsor Mango Thira Top logo across creatives, stage & vehicle	Dedicated branded zone 1 exclusive game round Main stage mentions at all stops	150+ RJ mentions Branded Thira segment	Logo in all influencer content Co-branded contest posts	Co-branded print ads	Category Exclusive
Brought to You By	Co-naming rights across all communication	1 exclusive game round Main stage mentions at all stops	Integrated RJ mentions	Logo in influencer content Co-branded posts	Co-branded print ads	Category Exclusive
Powered By	Secondary logo on creatives & stage	Branded campus activations	80+ RJ mentions	Influencer tagging & story mentions	Co-branded print ads	Category Exclusive (Limited)
Associate Sponsors (2)	Logo on creatives & backdrop	Sponsor-led game rounds	40+ RJ mentions	5 influencer integrations	—	Non-exclusive



Let's Build Kerala's Biggest Onam Celebration Together

