

Rhythm of Onam

ONAM SONG CONCEPT

Overview

We're crafting a vibrant, high energy Onam celebration video song that celebrates Kerala's traditional culture with a modern rhythmic twist, bringing together RJs, musicians, performers, and influencers in a joyful and cinematic experience. The video will naturally integrate our clients in a culturally rooted yet innovative way.



Opening Setup

RJs gathered in a traditional Kerala house decorated for Onam.

They begin preparing the Onam Sadhya cutting, grinding, frying.

Natural kitchen sounds set the base rhythm.

Musical Takeover

Introduction of Music Director
Bibin Ashok (tentative) who did
'Onam mood' song.

All artists join together to build the
main Onam anthem.

Special Guest Appearance

Legendary singer M.G. Sreekumar (tentative) joins the Onam anthem with his iconic voice.

while Sarangi Shyam & team (tentative) add vibrant dance performances, bringing extra energy and festive spirit to the celebration.



Celebration Unfolds

RJs and junior artists dance, cook, and play Onam games.



High Energy Rap Break

Popular Malayalam rapper Fejo (tentative) joins the celebration with his signature high energy rap segment, adding a modern musical twist and elevating the festive spirit of the Onam anthem.

Celebration in Full Swing

Traditional Onam games like Uriyadi, Vadamvali, and Pulikali style steps blend with music, creating a vibrant fusion of movement and sound.

Everything is alive: music, movement, laughter leading into the perfect high.

Chenda Drop

Aattam Kalasamithy team brings in traditional Chenda Melam. Visuals of dynamic percussion and performance. The entire ensemble comes together in a grand musical climax.



Brand Integration Opportunities



Maximizing Visibility Across Categories,

This high-energy Onam musical video offers seamless and organic integration possibilities for multiple brand categories. Each segment of the narrative naturally aligns with a specific product vertical, ensuring authentic placement and high recall.

Textile Brands

Showcase Onam traditional attire worn by performers and RJs.

Style credits and close-up shots of elegant sarees, mundus, and festive wear.

Food & Grocery Brands

Feature ingredients used in the Sadhya preparation.

Branding on spice jars, banana chips packets, or traditional Kerala snacks.

Home Appliances

Mixer grinder is the hero product in the kitchen segment.

Seamless in-use shots while grinding, blending, and prepping Onam dishes.

Mobiles & Gadgets

Show RJs or influencers capturing reels, taking selfies, or mixing sounds on a tablet or smartphone.

Resorts & Travel Brands

Backdrop of a traditional Kerala resort/home creates opportunity for branding.

Electronics

Ambient lighting, sound systems, and induction cooktops can be subtly integrated.

E-commerce / Retail Chains

“Celebrate Onam with Us” callouts.

Include Onam-special offers, voucher gifting moments.

Auto Brand Integration

Feature a branded vehicle as the official ride of the celebration through artist arrivals, festive travel moments, and cinematic convoy shots.

THANK

