

THE BIGGEST INTERNATIONAL
SINGING TALENT HUNT



#BORNTOSING



One World
Your Station

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9122 RECORDS
Label • Marketing • Promotion

MAKE WAY FOR OUR CELEB MENTOR

SHAGGY

CHRISTMAS
IN THE
ISLANDS
NEW ALBUM OUT NOW

94.3
RADIO
ONE
INTERNATIONAL

One World
Your Station

#BORNTO SING

THE BIGGEST INTERNATIONAL SINGING TALENT HUNT. COMING SOON!

INTERNATIONAL
ICON

A man wearing a red t-shirt, a straw hat with a red band, and sunglasses is sitting in a yellow chair. He is holding a glass of orange juice in his right hand. He is wearing multiple necklaces and a watch. A globe with the text 'INTERNATIONAL ICON' is in front of him. The background is a vibrant blue and orange geometric pattern with string lights and a small Christmas tree branch in the top right corner.



THE INSIGHT

We've spent the time, we've found our talents. People are hungry for new music, student enrollment in music schools has gone up – and everyone now knows they want their moment of fame. We're here to to hunt for the next International Icon!



THE FLOW



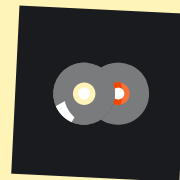
REGISTRATION

Who is brave enough to
step in front of the
judges!



CONTEST PHASE

Through performances
with our judges, we find
the people with the
Voice of the World!



GRAND FINALE

A digital spectacle
like no other, the
biggest stars of the
world – and the
voices of the future!

THE EXECUTION

TEASER PHASE

Encouraging people to grab for platform like no other, with Radio One and that will see their name in the spotlight in front of international stars as – the **INTERNATIONAL ICON**.

REGISTRATIONS

Creating Radio and Digital amplification and buzz inviting people to digitally **register with #InternationalIcon**



THE EXECUTION

- We will shortlist our contestants basis the entries we receive over Whatsapp and our SM Platforms
- Our selected contestants, will then **perform in front of our celeb mentors every week**



THE GRAND FINALE

The finalists perform in front of all our celebrity mentor, Shaggy and the winner is crowned an International Icon!

The winner gets a chance to release their single while getting mentored from some of the best icons from the country



THE JUDGES

SHAGGY

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SHAGGY

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THE JUDGES

RICKY KEJ



MAKE WAY FOR OUR NEXT CELEB MENTOR

RICKY KEJ

GRAMMY® AWARD WINNER

**INTERNATIONAL
ICON**

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THE JUDGES

ANANYA BIRLA



MAKE WAY FOR OUR GUEST JUDGE
ANANYA BIRLA



#BORNTO SING



To Register,

WhatsApp your 60sec video to **+91-8108943943**
or upload on social media with **#BornToSing**

CAMPAIGN REACH

Element	Unit	Reach	Impressions	Video Views
Radio		6MN		
Print Ad	10 QP		13MN	
Social Media Impressions		3.5MN	5MN	200K
Banners - HT.COM			5MN	
Editorial Push By HT.COM	2		15MN	

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