

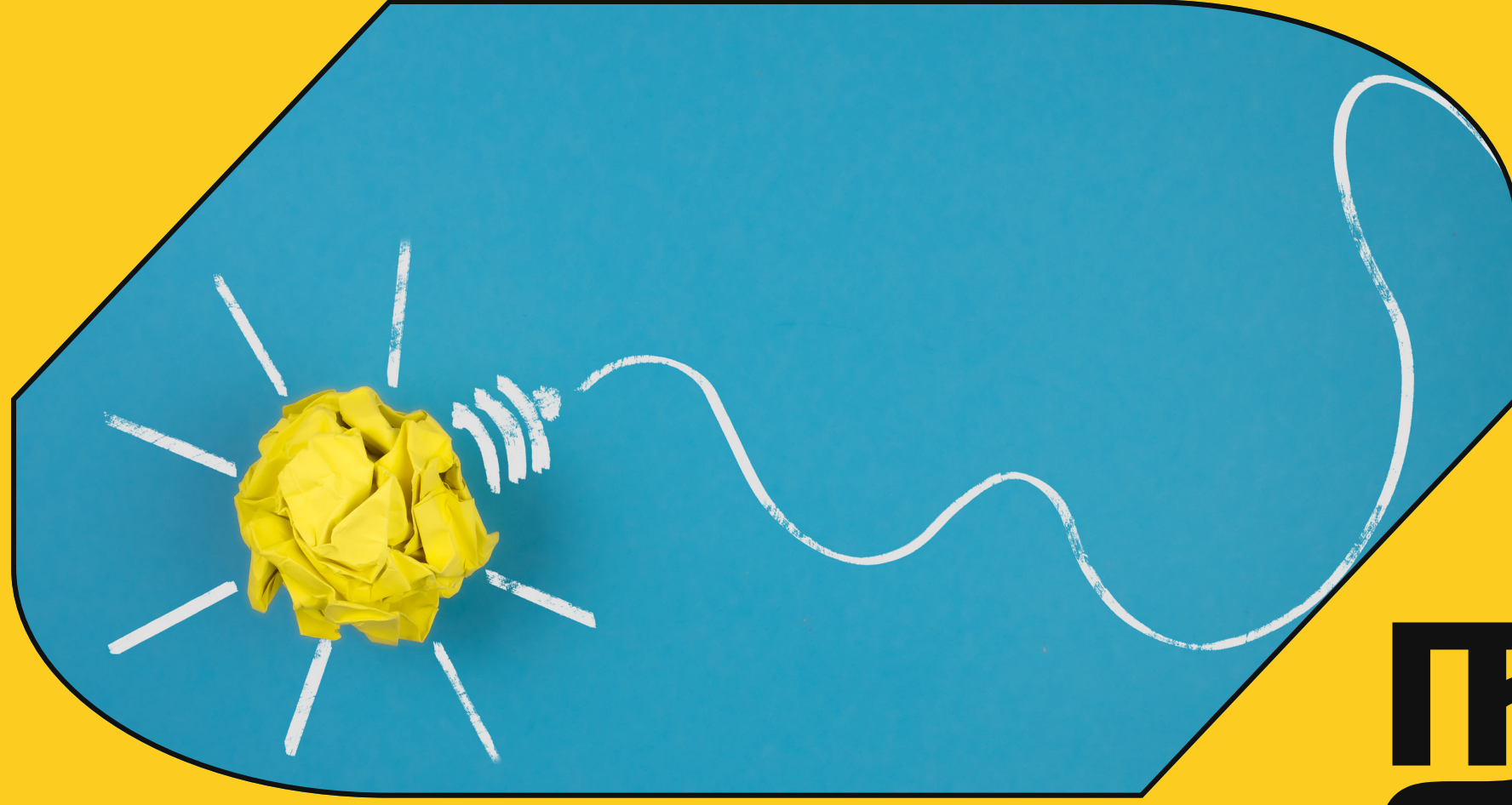


Naan Mudhalvan

Finishing School

Social Media Plan

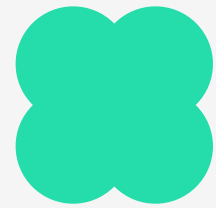
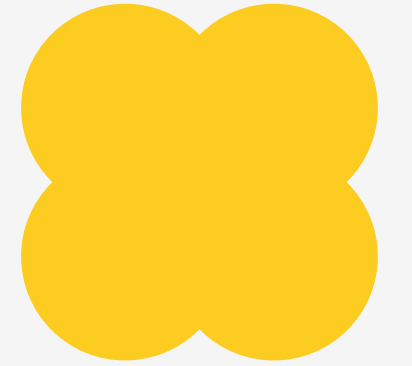




நாங்க Ready நீங்க Readyஆ?

Skill இருக்கு! தில் இருக்கு!

The tagline

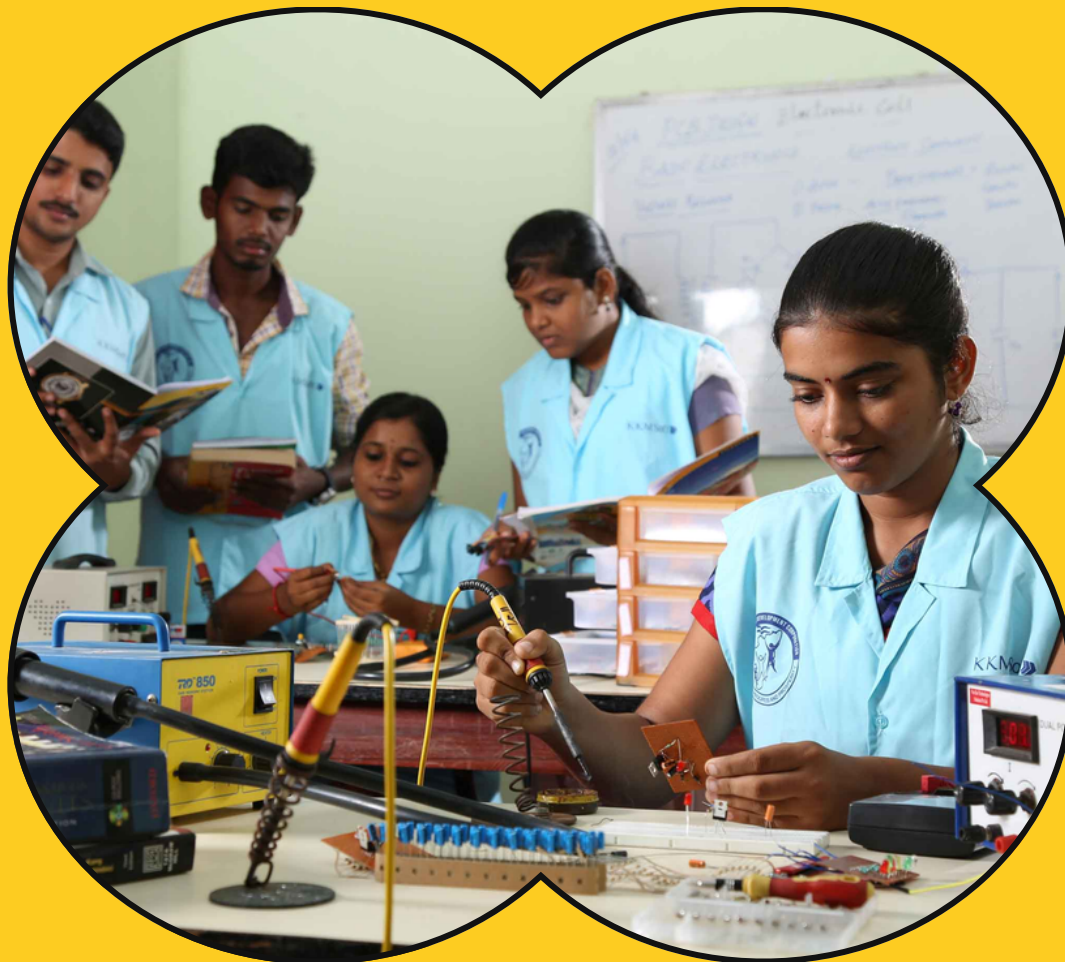
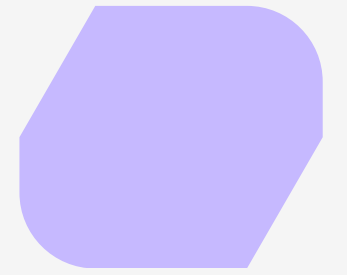


This powerful and aspirational slogan aligns perfectly with the mission of the Naan Mudhalvan Finishing School (NMFS) to empower unemployed youth by equipping them with valuable skills that lead to confidence and job security.

The campaign will be designed to create a sense of ambition, pride, and urgency among Tamil Nadu's youth, motivating them to take control of their future.



Target Audience

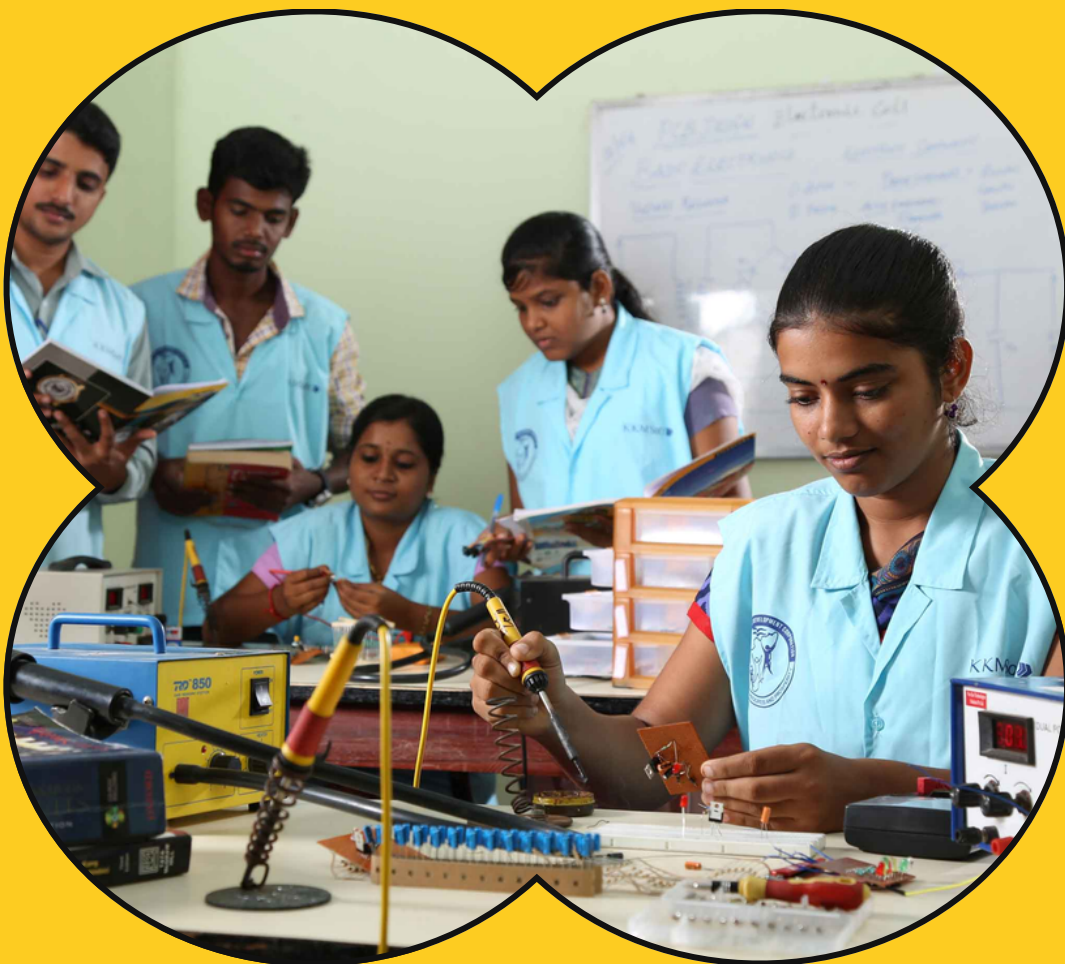
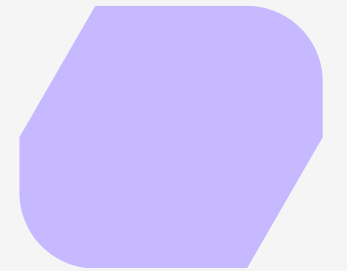


**DROPOUTS &
UNEMPLOYED YOUTH**

**TIER 2 &
TIER 3 REGIONS**

**STUDENTS WHO WANT TO
SKILL UP AND DEVELOP A
CAREER**

Modes of Promotion



BUS ADS & POSTERS

TVC & DVC

SOCIAL MEDIA:

- REELS
- YOUTUBE SHORTS
- FACEBOOK COMMUNITY POSTS
- INFLUENCER VIDEOS ON YOUTUBE
- TARGETED ADS

RADIO ADS & JINGLES

MUSIC PROMOTION

INFLUENCER CAMPAIGNS

HOARDINGS & BILLBOARDS

ON GROUND EVENTS

PAMPHLETS & HANDOUTS

TEASER - COMMUNICATION LINE

நாங்கள் Ready நீங்கள் Readyஆ?



TEASER CAMPAIGN

- We will have posters, billboards, auto/ bus ads, Social media (Reels/ shorts / FB posts), and other communication with this communication line placed and distributed across all platforms as a teaser.
- This will be similar to “Neenga Road’u Raja va” and “Zero is Good”.
- This will create intrigue among people and get the buzz going.
- At this juncture, we will involve prime influencers such as **Vijay Sethupathi, Sivakarthikeyan, Yogi Babu, Mari Selvaraj, Soori, Arivu, Paal Dabba** - who all have an inspiring story of come upance thanks to their skill.

நாங்க Ready நீங்க Readyஆ?

11.11.2024

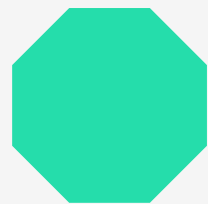


Join this WhatsApp Channel for updates:



SAMPLE POSTER

Launch Campaign



LEVERAGING CELEBRITIES

We will engage some influencers and celebrities who have a good reach among youth between the age of 18-35

We will use these well known faces to run a launch ad campaign that will run as TVCs and DVCs and social media ads



YOGI BABU
Actor



PAAL DABBA
Rapper



MARI SELVARAJ
Director



SOORI
Actor



NAYANTARA
Actor



**VIJAY
SETHUPATHI**
Actor



DHEE
SINGER



SIVAKARTHIKEYAN
Actor



Launch Ad

CONCEPT

This TVC captures the struggles and uncertainty that many young people in Tamil Nadu face in their pursuit of a stable career. The visual metaphor of a looming grey question mark represents the uncertainty and confusion that dominates their lives, as they feel stuck in low-paying jobs or face constant rejection.

Their hopes are reignited when they receive a message asking, “Ungalukku dhill iruka?” (Do you have the courage?).

When they open the message, celebrities appear before them, delivering a simple but powerful message: “Konjam skill irundha, dhill ah vazhalam!” (With just a little skill, you can live with courage!).

The celebrities will then introduce the Naan Mudhalvan Finishing School, highlighting its benefits and inviting students to register. The ad will end with a call to action, emphasizing that skills lead to courage and confidence, and urging viewers to take control of their future by joining the program.

At the end of the film, we will have our Hon’ble Minister lead the youth towards an open door (signifying opportunities) and have a frame addressing the youth to make use of the Naan Mudhalvan Finishing School.

SAMPLE SCRIPT

Opening Scene:

Visual:

- The TVC opens with a dark, sombre tone, showing youth across Tamil Nadu in different situations, all facing challenges in their careers:
 - A young man, working as a daily wage labourer, wipes sweat off his forehead, staring blankly at the ground.
 - A young woman, dressed in a churidar and holding a worn-out file is rejected at the reception of an office.
 - Another youth watches as a neighbour gets ready and goes off to work
 - A student, surrounded by friends, tries but fails to follow the conversation about their jobs and workplace.
- A grey question mark floats above each individual, signifying their uncertainty and confusion about the future. They all look crestfallen and lost, unsure of their next steps.

Middle Scene:

Visual Transition:

- The scene shifts as each youth suddenly receives a message on their phone that reads:
- “Ungalukku dhill iruka?” (Do you have the courage?)
- Confused, they each click to open the message. As they do, the grey question mark above them dissolves, and the scene brightens with a shift in colour tone, symbolizing a glimmer of hope.

Celebrity Appearances:

- As soon as they open the message, a celebrity appears in front of them. The celebrity delivers the same powerful message in a personalized tone: for ex: Celebrity 1: “Konjam skill irundha, dhill ah vazhalam!”
- Each celebrity adapts the core sentiment based on their style, making the message relatable and powerful.

SAMPLE SCRIPT

CONTD.,

Naan Mudhalvan Finishing School Introduction:

Visual Shift:

- After the celebrity delivers the message, the scene changes to a vibrant, dynamic view of the Naan Mudhalvan Finishing School.
 - We see students learning practical skills in various fields like IT, hospitality, and construction.
 - Instructors guide students through hands-on training.
 - Close-ups of youth holding certificates with pride and smiling, finally filled with confidence.

Celebrity Voiceover:

- The celebrity continues speaking in the background, highlighting the benefits of the Naan Mudhalvan Finishing School

Final Scene:

Visual:

- The youth, now confident and skilled, are shown walking into new job roles—some in corporate settings, some in hands-on technical fields, all smiling and full of energy.
 - one by one they say the campaign line to the camera “Skill Iruku, dhill iruku!”
 - The Hon’ble Minister for Youth Welfare, Sports Development and Special Programme Implementation will lead these youth into a brighter future, showcased by an open door.
- Hon’ble Minister’s address:

We will have a message from the Hon’ble Minister addressing our target youth about the benefits of Finishing School and why they shouldmake use of this golden opportunity.



NMFS Anthem

FT. PAAL DABBA &
YOGI BABU

CONCEPT

This music video follows Paal Dabba, a carefree but frustrated young man who feels directionless and is constantly nagged by his mother about not having a job. The music video, featuring a catchy anthem by Paal Dabba and rapper OfRo, takes the audience through his comedic journey from laziness and frustration to empowerment and transformation through NMFS. The video cleverly incorporates celebrity Yogi Babu, who brings humor and relatability to the message.

The anthem, set to an infectious beat, becomes a call to action for youth like Paal Dabba to break free from their stagnant routines, learn new skills, and find the courage to pursue their dreams with the help of NMFS.

SAMPLE SCRIPT

Opening Scene:

Visual:

- The video opens with Paal Dabba still in bed, wrapped in blankets, with the morning sunlight streaming into his room. His mother’s voice can be heard yelling in the background:

Music Beat Begins:

- Paal Dabba groans, reluctantly wakes up, and stumbles to the kitchen for food, turning on the TV. His mother continues her complaints in the background, and he ignores her, munching on snacks. The anthem begins with a slow, lazy beat that reflects his lethargic state.

Lyrics (Paal Dabba’s Verse):

- Paal Dabba raps in a comedic, self-aware tone, describing his life of endless sleeping, eating, and avoiding responsibility:
 - “Naan thoonguren, naan thoonguren, TV oda, na thoonguren. Amma solra naan useles-u, velaya pakanum, athu than stress-u.”

Walking to the Tea Shop:

Visual:

- Frustrated with his mother’s complaints, Paal Dabba decides to leave the house for a tea break. He walks down the street, passing slightly out-of-focus NMFS posters everywhere—on walls, lamp posts, and buses. But Paal Dabba doesn’t pay attention to them, walking lazily with his headphones on, bobbing his head to his own slow-paced rap.

Digital Pop-Ups:

- He also receives digital pop-ups on his phone screen with the message “Skill irundha, dhill irukum”, but he swipes them away without reading.

SAMPLE SCRIPT CONTD.,

At the Tea Shop:

Visual:

- Paal Dabba reaches the tea shop. Even here, NMFS posters are scattered around, and people nearby are talking about the Finishing School. However, he's still not interested, sipping his tea and watching random videos on his phone.
- Shift in Scene:
- Suddenly, a strong gust of wind blows one of the posters right into Paal Dabba's face. Annoyed, he pulls it off, and as he looks at it, Yogi Babu appears from within the poster, startling him.

Yogi Babu's Dialogue:

Visual:

- Yogi Babu emerges from the poster with his trademark humour, addressing Paal Dabba directly in a larger-than-life style, leaning into the camera as if he's speaking to all the viewers.
 - Yogi Babu:
 - "Are you tired of being called useless? Tired of watching all your friends move forward in life? Edhachum dhill ah panni vaazhanum nu aasaiya?"
 - (Are you tired of being called useless? Want to do something bold and live a better life?)
- Paal Dabba nods, too stunned to speak.
 - Yogi Babu:
 - "Apo skill ah kathuko da!"

Montage: Paal Dabba's Transformation:

Visual Shift:

The beat picks up as Paal Dabba pulls out his phone and opens the Naan Mudhalvan Finishing School app. A fast-paced montage begins, showing him registering for courses and exploring various options for skills development. The camera zooms in on his excitement as he scrolls through the available courses.

SAMPLE SCRIPT

CONTD.,

Anthem Chorus (Paal Dabba):

- Lyrics:

The anthem’s high-energy chorus kicks in with Paal Dabba rapping together. The tone is now fast-paced, energetic, and motivational, reflecting the transformation from laziness to confidence.



YouTube Influencer Strat



Target Influencers:

- VJ Siddhu: Known for his comic timing and relatable content.
- Parithabangal: Famous for humorous skits on societal issues.
- Anbu Arumugam: Inspirational storyteller with a focus on life lessons.
-

Campaign Execution:

- Customized Video Content: Each influencer will create 2–3 videos incorporating NMFS into their signature style.
 - VJ Siddhu: A humorous yet motivational sketch about a young person stuck in a dead-end job, who turns their life around by joining NMFS.
 - Parithabangal: A satirical yet insightful skit on how skill gaps are keeping youth from opportunities, with NMFS as the savior.
 - Anbu Arumugam: A heartfelt story highlighting how real-life individuals overcame their struggles through skill-building, with NMFS as the turning point.

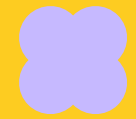
The videos will highlight NMFS' focus on giving individuals the right skills and the courage to embrace who they are meant to be.

Cross-Promotion Strategy:

- Influencers will share these videos across their social platforms (Instagram, Facebook, Twitter).
- NMFS will amplify the content through official social media pages and targeted ads.

Engagement Tactics:

- Q&A sessions on YouTube or Instagram Live where the influencers engage with their audience about career challenges and the role of skill-building in overcoming them.
- Giveaway contests where winners receive exclusive 1:1 guidance sessions with the influencers, focusing on career advice and NMFS programs.



Social Media & Voice Calls



Platform-Specific Tactics:

- **Instagram Reels & YouTube Shorts:**
 - **Snippets from Influencers' Videos:** Key moments where the influencers talk about NMFS and how it can change lives.
 - **Testimonial Reels:** Short clips from people who have upskilled and upgraded in life. Can be a celebrity / an STT beneficiary / any inspiring story
 - **Before & After Series:** Showcasing the difference NMFS training can make.
- **Facebook & Twitter:**
 - Share influencer content.
 - Use targeted posts with clear CTAs encouraging youth to visit the NMFS website, register for courses, or join regional events.
 - Encourage user-generated content (e.g., “Share your NMFS journey” or “Tell us what skill you want to master”).
- **Personalized voice messages:**
 - Based on data from the employment office, send out short, personalized messages.
 - **Script example:**
 - “Neenga dhill ah vaazha time idhu! Naan Mudhalvan Finishing Schoola la oru skill katthukittu, dhill ah neengalum aagunga!
 - Direct enrollment link in WhatsApp and text messages leading recipients to a landing page where they can sign up for NMFS programs.

Regional mobilisation events

Celebrity-Led Events:

Host local events in 2-3 regions featuring people like Mari Selvaraj, Soori, Yogi Babu, Arivu, Sivakarthikeyan, Vijay Sethupathi, etc.,. These events will occur across districts with high unemployment or skill gaps.

- **Event Structure:**

- **Talk Show-Style Discussions:** Influencers share their journey of struggle and passion. They'll highlight how they built their career by honing their skills, and motivating attendees to consider NMFS as their launchpad.
- **Q&A Sessions:** Youth can ask influencers about their own career doubts and receive advice about pursuing the right skills.

- **Interactive Booths:**

Set up booths where attendees can immediately enroll in NMFS programs, access career guidance, and explore their skill interests.

- **Post-Event Content:**

Create video content from these events for social media to extend the reach. Share inspiring snippets of these celebrity talks, tagging relevant NMFS hashtags and providing clear CTAs for enrollment.



Boosting awareness & registration

ON WHATSAPP & YOUTUBE

WhatsApp Ads Strategy: (We will set up a separate channel & a business account for NMFS)

- **Targeted Broadcasts:**
- Send personalized ads to youth groups, skill-based WhatsApp communities, and local job-seeking groups, promoting NMFS registration.
- **Click-to-WhatsApp Ads:**
- Run ads on Facebook and Instagram with a direct “Click to WhatsApp” CTA. This will enable potential applicants to ask questions, register, and receive updates about NMFS directly through WhatsApp chat.

YouTube Shorts Strategy:

- **Content Structure:**
- Focus on 30-second snappy, engaging content that quickly grabs attention and delivers the core message of "Skill Iruku, Dhill Iruku."
- **Frequency:**
- Post 2-3 shorts weekly during the launch phase. Target time slots when youth are most likely online, such as early evening.

Thank you!