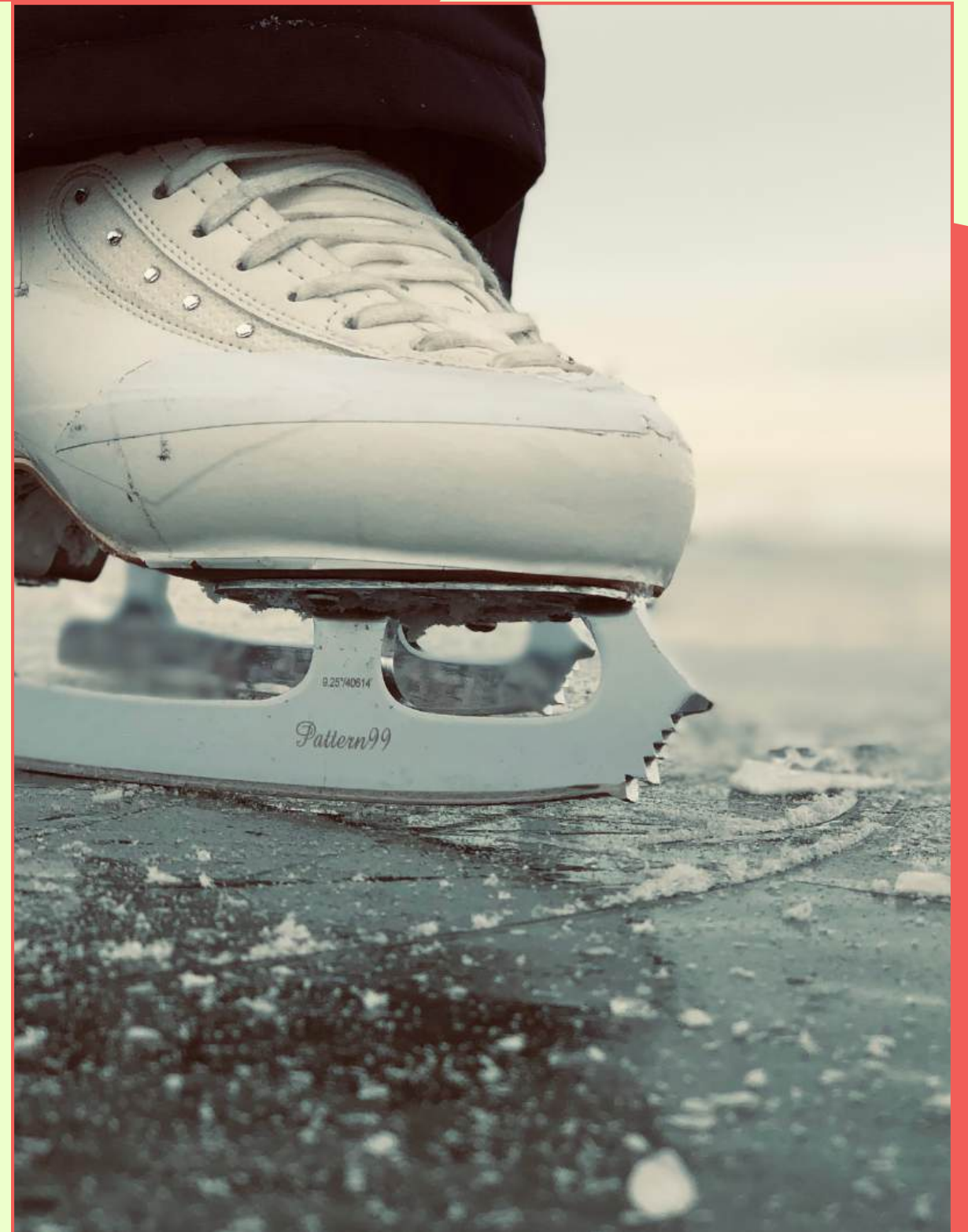


# TEN X YOU

Priyanka Umesh





# THE SOUND OF PLAY

A Diwali Campaign That Brings the  
Noise of Joy Back

This Diwali, let's make noise for the right reasons.

Not fireworks footsteps. Not crackers laughter.

**TEN × YOU**, co-founded by **Sachin Tendulkar**, believes every sound of play is a sign that the spirit of childhood is still alive.

Campaign Idea: The Sound of Play

Objective: To reignite India's lost sounds of play and make every street, every home, and every scroll echo with joy again.

Tagline: #NeverStopPlaying

# CAMPAIGN STRUCTURE HERO / HUB / HYGIENE

## Hero Phase: “THE SILENCE”

Short emotional film begins with an eerie, silent street on Diwali night. Fireworks fade.

Then one bounce of a tennis ball breaks the silence.

Cut to kids and adults stepping out, picking up bats, skipping ropes, footballs. Laughter, rhythm, cheer fill the street.

Ends with:

“Because the best Diwali sound isn’t a cracker. It’s play.”

CTA: #TheSoundOfPlay #NeverStopPlaying

## Hub Phase: “BRING BACK THE SOUND”

Reels of real people recreating childhood play sounds ball hits, claps, laughter, even “Out!” shouts.

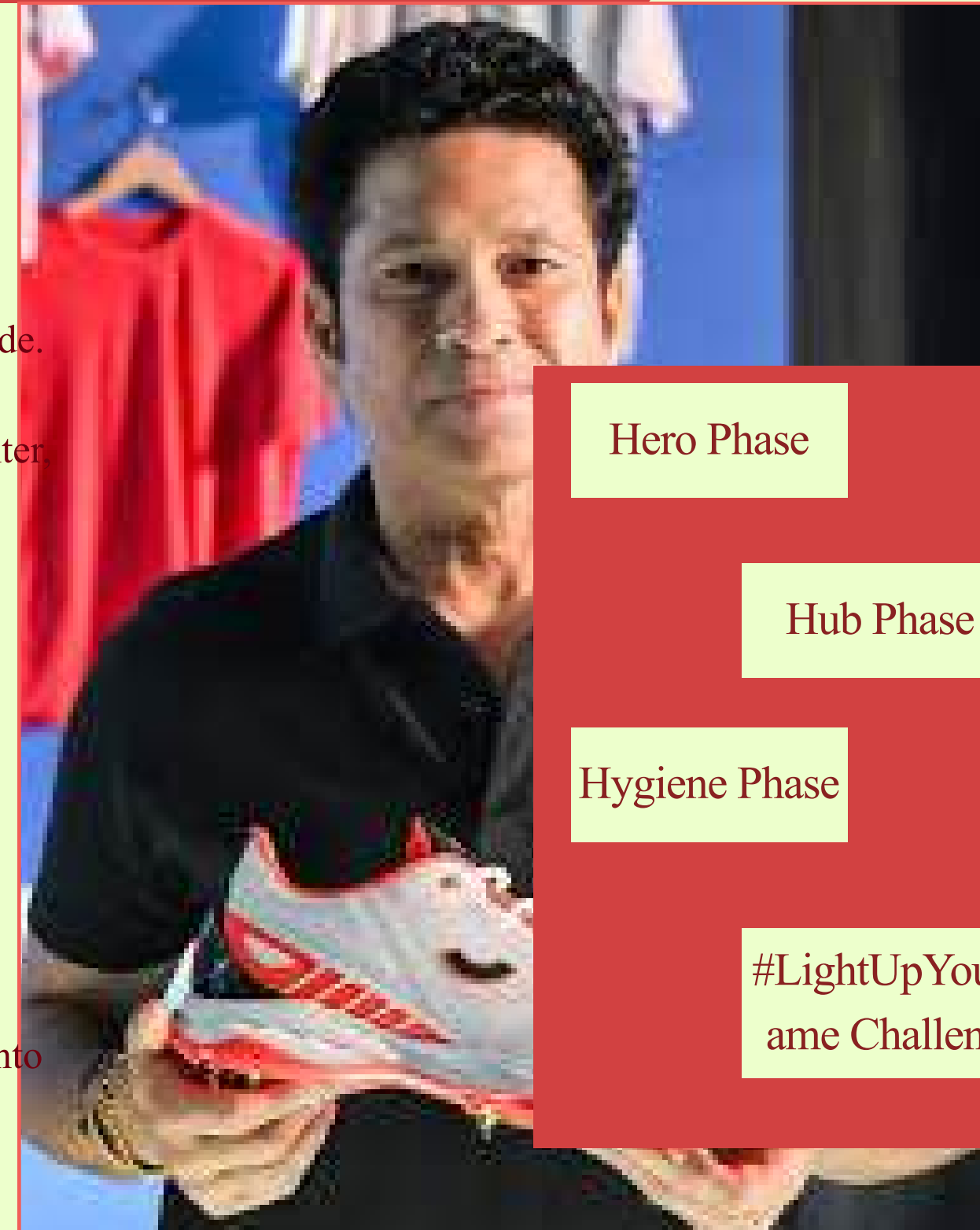
Each reel begins with silence and then boom sound of play starts.

## Hygiene Phase: “THE SOUND FILES”

Short clips, tips, and challenges.

TEN × YOU releases “The Sound of Play” remix users mix their own play sounds into music tracks (like bat-hit + whistle + bounce).

People share their version with hashtag #TheSoundOfPlay.



Hero Phase

Hub Phase

Hygiene Phase

#LightUpYourGame Challenge



# ACTIVATION & IMPACT

How the campaign drives participation

## How It Works:

- For every reel posted with #TheSoundOfPlay, TEN × YOU will add the sound clip into one large “National Soundtrack of Play” a growing remix that plays on brand channels and city installations.
- The more people play, the louder India gets.
- Each sound added = 1 sports kit donated to underprivileged kids.

## On-Ground Activation:

Pop-up “Silent Streets” in 5 cities: we record real people’s play sounds live. Each city’s sound becomes part of a giant remix video released at the end.

## Tagline for activation:

“Let’s replace noise with joy. Let’s make India sound like play again”.



Social Reels

Community  
Play Zones

Influencer  
Collaborations

# “MOMENT MARKETING THE VIRAL SHOT”

When a cricketer hits the shot of the year...  
Most brands post memes. TEN × YOU listens.

We don't react with words.

We react with sound.

That bat sound? That crowd cheer? That's the sound we live for.

**Caption:** “When joy meets skill that's the real sound of play.”

**CTA:** “Tag your hero shot. #TheSoundOfPlay #NeverStopPlaying.”

**Visual idea:** Slow-mo bat hit → waveform graphic → transitions to TEN × YOU logo.

→ Ends with subtle background music made from real bat sounds.



Emotion over  
hype

Real over  
perfect

Community  
over clout

Joy over  
marketing

# NEVER STOP PLAYING REEL CONTENT IDEAS



Reel ideas that connect emotionally and feel real

## One-Line Reel Ideas

1. Echo Game – When the ball hits right, even the walls start cheering.
2. Maa Shouts ‘Aye!’ – **Every game had one umpire... our moms.**
3. Thak! – That sound when the bat meets the ball nothing beats it.
4. Clap Chain – One clap, and suddenly everyone’s in the game.
5. Rain Rewind – Who needed a stadium when it rained outside?
6. Desk Tennis – We said “break,” not “bored.”
7. Dad’s Whistle – The sound that told us the day’s last over was done.
8. Neighbour Knock – The shot that always ended with “Aunty, ball please?”
9. Street Orchestra – Our streets never needed DJs; we made our own beats.
10. Play Anthem – Every sound of play comes together like a song we all know.

**“Record your sound of play one laugh, one bounce, one shout. That’s all it takes to bring play back.”**



# FAVORITE BRAND ON SOCIAL MEDIA

Brand: Decathlon

## Why I like them:

They show play as something you can hear laughter, energy, movement. It's not perfect or polished, it's real.

## What inspires me:

Their content feels like friends, not a brand. You can almost hear the game happening in their videos.

## What TEN × YOU can learn:

Stop sounding like a company. Start sounding like a team cheering from the sidelines.







# CLOSING THOUGHT

Our vision through TEN × YOU

TEN × YOU isn't selling shoes we're bringing back the sound that never fades play.  
Because silence is for scrolls.

Play is for life.

This **Diwali**, don't light a rocket.

Kick a ball. Bounce a dream.

#TheSoundOfPlay | #NeverStopPlaying

Visual: Fade to **TEN × YOU logo** with faint ambient sound of laughter, bat-hit, ball bounce.



# THANK YOU

Priyanka Umesh

