

Bring Your Own Spotlights to The World Stage

How a 700-strong Drone Light Show Elevated a Global
Brand Launch

Project *Overview*

Client : HoABL
Location : Orana Convention
Center, Gurugram

Event : Project pre-launch
Industry : Real estate

The *Ask*

To **rouse NRI audiences** worldwide to the heightened spiritual significance of investing in Ayodhya by **integrating a drone light show** into a global brand campaign.

The *Approach*

The pre-launch campaign of **The Sarayu**, a branded land development project, aimed to **leverage technology** to tell the emotive story of Ayodhya's rise as the global spiritual capital. The drone show in Delhi was envisioned as the climax of a **global campaign** which began with digital billboard marketing in Times Square, New York and an Augmented Reality activation at the Dubai Frame, UAE.



The show was meant to be **live-streamed** via a Zoom link which would be joined by almost **75,000+** people **worldwide**.

Designing the *Drone Show*

Our exceptional in-house show design team crafted a powerful, emotionally resonant drone light show that seamlessly **integrated visuals, voice-over and music**.

The Show Visuals

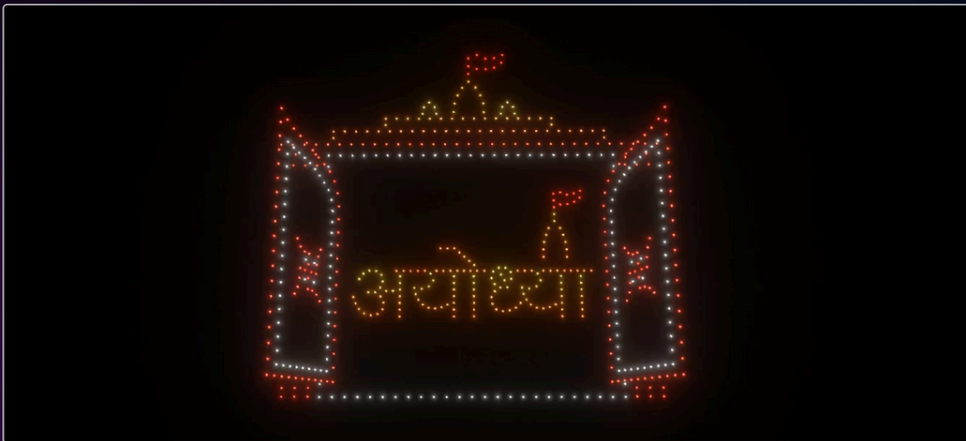
The show design incorporated symbols from the client's on-going campaign for **consistency across international activations**. Ayodhya was positioned as the spiritual homeland of Indians living abroad, calling them back home.



The narrative seamlessly transported spectators from history to modernity and from Ayodhya to the world, as spiritual motifs like Lord Ram's visage and the Ayodhya temple transformed into spectacular landmarks from target audience geographies, evoking nostalgic connections to NRIs' hybrid Indian and global identities.



Imposing doors then slowly swung open, revealing the sparkling letters of Ayodhya. Finally, the persuasive call to return home was accompanied by a life-like portrait of Amitabh Bachchan, the brand ambassador of The Sarayu.



Voice-over Script

Languages: English and Hindi

Tone: Rousing, emphatic

Emotive language was used to invoke yearning for a spiritual refuge in the global Indian audience, which would draw them to Ayodhya, paralleling Lord Ram's return to the city and the subsequent rise in its global profile.

Music

Instrumental background music was incorporated to create an **immersive cultural and spiritual** soundscape, rising to a crescendo at key formations like Lord Ram's visage.

Voice-over Artist

Male artist with a baritone voice selected in line with other client advertising of The Sarayu, the solemn spiritual and sentimental atmospherics of the show, and the project brand ambassador Amitabh Bachchan, whose portrait was also part of the show.

Managing the Event

The event around the drone show was **managed by the BotLab team**. The target audience was entirely online, to be reached via **live-stream and video collaterals** produced from show footage.

This included:

- Venue management
- Curating of the light experience
- Identification of talent for live voice-over and backing track music
- Interfacing with the voice-over artist for voice-over studio recording
- Collaboration with the live-stream providers

Live-Stream *Support*

To prevent any disruptions during the live-stream, a video of the show was put together from the Full Dress Rehearsal that was conducted a day before the show, and was kept on standby to use as a backup during the live broadcast.



Our on-ground filming crew provided multiple streams of live footage for the live-stream to capture as many aspects of the show as possible for the online audience. These included:

- An aerial angle from a filming drone hired for this purpose
- On-ground camera angles recording live audience reactions and testimonials

This made for an enhanced online experience for the **75,000+ spectators** who joined the live broadcast.

Post-*Production*

A video ad documenting the drone light show was delivered to the client within two days. The on-ground production team filmed audience testimonials, operated filming drones to collate multiple angles for video production, scripted the video, and interfaced with the voice-over artist for video narration.

The video was posted across all social media platforms by the client, including [Instagram](#), [Facebook](#), [YouTube](#) and [LinkedIn](#)



The *Result*

The [global launch video](#) went **viral**, reaching incredible numbers* in less than 24 hours, boosted by celebrity and influencer marketing:

51 lakh+

Views

25,000+

Shares

5 crore+

Reach

Additionally, despite not aiming to draw an organic crowd, the show attracted **stunning numbers** at the nearby M3M Urbana Mall market-front.

- **95%** of market-goers watched the whole show
- **40%** of the show audience filmed it
- **All age groups** represented among organic audience

*Client-Sourced Numbers

The *Takeaway*

Drone light shows **inspire great curiosity and awe** from **Non-Resident Indians** and global audiences, as proven by the huge audience that tuned in to watch the live broadcast of the show as well as measurably **high online engagement** across all social media platforms.

The show also demonstrated tremendous potential as a **guerilla marketing strategy** characterised by high **on-ground engagement** even with **minimal pre-marketing**. Despite only a small on-site audience planned from the client's end, large numbers gathered at the nearby mall market front, with even shop owners and workers pausing their work to watch the entire show.



The extensive range of the show's visibility also generated additional buzz even **4 km away** from the take-off site, as evidenced by user-generated content and queries from nearby locations.

Drone light shows are the **next step in experiential storytelling**, and can stand alone as an **immersive showstopper** bookending a cutting-edge campaign or as a stand-alone event creating a **novel, high-impact brand activation**.