

Renault to provide wheels for Roadies

Has reportedly agreed to pay ₹10-12 cr for year-long visibility for its Duster SUV on MTV's popular show

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MTV, the youth entertainment channel from Viacom18, has got on board Renault's sports utility vehicle brand, the Duster, as title sponsor for its longest running reality show, MTV Roadies.

The show, which featured Hero's motorcycles as an integral part, has changed its format and now will have SUVs as the mode of transport. The

show's latest season, called Renault MTV Roadies X4, will feature four gangs (an innovation introduced in the previous seasons) which will all ride the Duster. Additionally, the winner of the new season will walk away with the vehicle.

Sector estimates peg the size of the deal at ₹ 10 to 12 crore, spread across on-ground, digital and television partnerships over nine months.

"Last season, we went from

individual competition to segregating the contestants in four gangs, under gang leaders. This year, we decided to go from two wheels to four wheels. While it was a logical step in innovation, since it complements the format, it also gives us more scope for content. SUVs have more space to accommodate cameras at different angles," says Aditya Swamy, executive vice-president, MTV.

He adds that Roadies has

always aimed at being an aspirational property among youth. "When we launched it, the youth wanted to own bikes (motorcycles). Now, as they evolve, they have higher aspirations and look at cars, especially SUVs, as something to aspire for. The Duster makes a good fit with this philosophy of the show," he adds.

The association will include visibility on ground through Roadies Car Rallies. On digital, MTV Roadies Battleground

will help the SUV brand create visibility, while on television, the vehicles will be an integral part of the show, along with the brand being the title sponsor. "Roadies is an iconic show among youth and is associated with three values Renault Duster also stands for - travel, exploration and adventure. Additionally, the show is present across platforms, from on-ground to digital where we are also present significantly. This, coupled with the fact that the

show has a significant presence in tier-2 and tier-3 markets makes it a good media property to associate with," says Virat Khullar, head-marketing, Renault India.

Swamy reveals a total of 12 sponsors are expected on board this season, and will be announced in due course. MTV Roadies is also present in the licensing and merchandising segment, which expanded its scope this year with an apparel line, launched last week.