



OBJECTIVE

Unacademy was founded by Gaurav Munjal, Roman Saini, and Hemesh Singh in 2015 who wanted to expand the existing user base by reaching out to a demographic between the age of 15-30 in the country and guiding them in their professional journey to crack the various competitive exams.



ASSOCIATION

Unacademy came up with “The Greatest Lesson” video which focused on Sachin’s highs and lows throughout his career to value the importance of learning and Unacademy particularly required archival footage of Sachin’s career moments to compile the film.

The video highlighted Sachin failing against world-class bowlers and eventually being triumphant against the same bowlers, followed by the tagline of the video- “Failure. The Fuel of Champions”.

Unacademy reached out to ITW to retrieve and license the clips from the archives of multiple cricketing boards. The process of acquiring these videos was made significantly more complicated by COVID-19. Hence, ITW’s involvement was essential in helping the production house achieve their desired vision. ITW contacted and coordinated with several cricket boards across three continents to gather these clips, helping Unacademy with the licensing process and also provided legal advisories on the same.





EXECUTION



01

The clips in video were **retrieved from the archives of multiple cricketing boards**. ITW delivered them to Unacademy and the production house in the requisite format to be integrated into the film.

02

ITW Sports along with Unacademy and the production house went through thousands of hours of footage **hand-picking clips that added value** to the message trying to be communicated.

03

The clips were seamlessly tailored together to tell a highly effective story. The audio of fans chanting also added a layer of intrigue and elevated the experience of the ad.

04

The final cut appears as a short 2 minute film and also has **high re-watchability** due to this style.



RESULTS

102 MILLION

views on

8.1 MILLION

views on

20,000 RETWEETS

115,000 LIKES



The film was amplified by cricketers such as **Ravichandran Ashwin, VVS Laxman, and Harbhajan Singh.**