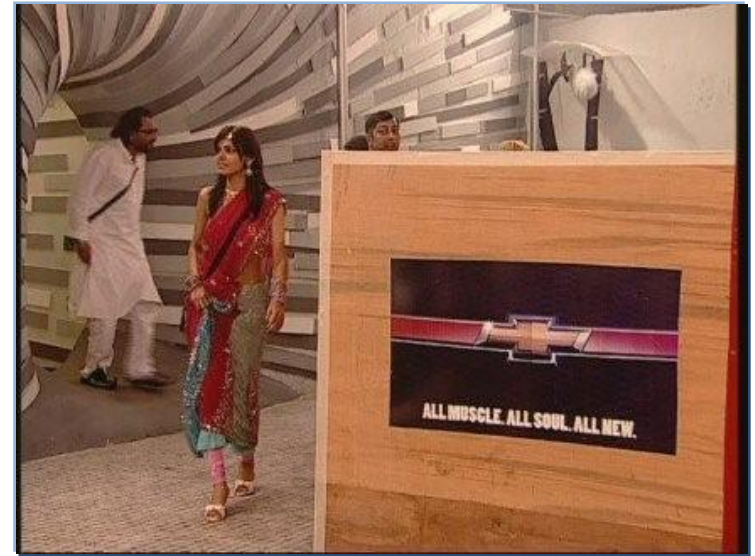






Integration with Bigg Boss

What we have done so far?



Bigg Boss House

- Chevrolet Cruze went inside the house and launched in-front of 70 Mn people clued to their TV set on 16th of Oct.
- Watch Bigg Boss on 3rd Dec, when the housemates will get the chance to experience the Chevrolet Cruze and make an ad, highlighting all the features of car.



Bigg Boss creates Cruze advertisement!!

- For the first time on the show the Bigg Boss celebrities will be given a task around the Cruze, called **“Choose to Cruze”**
- Divided in two teams, they will be making one ad for the car, which should highlight the features of the car.
- Winner team will get a reward from Bigg Boss, sponsored by Chevrolet. (Not the car!!)
- So, **watch Bigg Boss at 9pm** for the complete drama, excitement, spices and **our Chevrolet Cruze on 3rd Dec’09.**

