



## ROOPAK SALUJA'S THE 120 MEDIA COLLECTIVE AIMS TO REDEFINE COMMERCIALS AND CONTENT PRODUCTION WITH THE LAUNCH OF SNIPER

### Key highlights of launch

- **Sniper** - “Lean. Agile. Amplified.” – Agile production and effective amplification for commercials and content
- New logo and website: [www.snipershoots.com](http://www.snipershoots.com)

**Mumbai, Monday, 06 April 2015: The 120 Media Collective**, a digitally-inclined company founded by media entrepreneur, Roopak Saluja, that creates and distributes content for audiences and brands across multiple platforms, announces today the launch of **Sniper, a brand** that aims to redefine commercials and content production by providing agile production and effective amplification to meet the rapidly changing needs of today’s marketing paradigm and evolving content models.

The launch of **Sniper** stems from the need for a new hybrid entity that combines the best of the big-budget, high production values model of Bang Bang Films coupled with the company’s lean and flexible digital content production model that has seen tremendous success over the past 24 months. **Sniper** will produce TV commercials, as well as long, short and mid-form content and also see it through to amplification across social platforms and paid digital media, where applicable.

**Commenting on the launch, Roopak Saluja, Founder & Chief Executive Officer, The 120 Media Collective, said,** “At The 120 Media Collective, we believe staunchly that content is king but also that distribution is god. Video has become par for the course for brands, advertisers, media and publishers alike. The TV commercial as we’ve known it is no longer the only show in town and with new platforms mushrooming and the evolution of consumption habits, we’re seeing the emergence of a range of video types- long, short and mid form. With multiple pieces of content produced by a brand in a year, the shelf life of each piece of content goes down and consequently the willingness, ability and propensity to spend on each of them decreases.”

“In the old paradigm, once a commercial was produced, it was left to paid media to broadcast. Now, for optimal results, depending on content type and audience, innovative distribution strategies that integrate earned, shared and paid media must be implemented. Taking all of this into consideration, it’s clear that the production business is ripe for disruption. We’ve done it before with Bang Bang Films and for the second time in five years, we intend to lead that disruption again. The onus is on us at The 120 Media Collective, given we’re the only entity in Asia that houses high-end film production capabilities and best-in-class digital marketing resources under the same roof”, added Roopak.

The tagline- “*Lean. Agile. Amplified.*” clearly highlights the unique offering that Sniper brings to the market. “Lean” as the evolved needs of brands and publishers demands a lean, efficient and cost-

effective approach to production; “Agile” indicates that by bringing together the best of Bang Bang Films with elements of the digital production model, Sniper has the agility to produce both content and commercials, deliverables with a budget range from 30,000 INR to 3 Crore (and beyond) and “Amplified” refers to the amplification capabilities that come from the fact that this is same company that has dozens of global awards for the success of Kolaveri and several other social media campaigns over the years.

Commercials and content production has just been redefined.

Visit [www.snipershoots.com](http://www.snipershoots.com) for more

#### **About Sniper**

Sniper- Lean. Agile. Amplified.- is a brand launched in April 2015 by Roopak Saluja’s The 120 Media Collective that aims to redefine the production of commercials and content with a hybrid production model augmented with best-in-class amplification capabilities. Building on the credibility of its precursor, Bang Bang Films, and capitalizing on the strong digital content production credentials of The 120 Media Collective, Sniper exists to address the rapidly changing needs of an evolving marketing and content paradigm.

For more information about the Sniper and the range of work, both long form and short form, please visit [www.snipershoots.com](http://www.snipershoots.com) ; follow @sniper\_shoots and [www.facebook.com/snipershoots](http://www.facebook.com/snipershoots)

#### **About 120 Media Collective**

The 120 Media Collective is a digitally-focused company that creates and distributes multi-platform content for audiences and brands globally. With its subsidiary brands, *Jack in the Box Worldwide*, one of South Asia’s leading agency brands in the digital space, *Bang Bang Films*, South Asia’s largest commercials production company, and now *Sniper*, the content and communications group is uniquely positioned as one that creates, produces, distributes, monetizes, creates engagement around and promotes the content that it produces. With the highest level of credibility and relationships with brands and superlative multi-platform content creation capabilities, The 120 Media Collective is pushing the boundaries and blurring the lines between communications, entertainment and technology.

For more information, visit [www.the120mediacollective.com](http://www.the120mediacollective.com), or follow on Twitter @The120MC and on [Facebook.com/The120MediaCollective](http://Facebook.com/The120MediaCollective)

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