

ANATOMY OF THE VERTICAL INVADER

A
B
C
Dhoni
Kohli
Honey Singh
Gabbar Singh
TVF
Gurpreet Singh
X
Y
Z

Unpretentious
Strong POV ↑
Interesting stories
Bold
Believable
Imperfect

↑ ↑ ↑
-Cricketer as a vertical invader
-Migrant as a vertical invader
-Commoner as a vertical invader
-Youth as a vertical invader
-New brand of celebrity ↑

VERTICAL INVADER

‘at first, he was repulsed, quite
quickly he gained a bridgehead
finally he became a conqueror



WHO IS A VERTICAL INVADER ?

A vertical invader is the post modern Hero. He comes from humble origins, has no influence backing him, no father figure. Instead he has other remarkable features. He has a clear point of view, a focused ambition, doesn't necessarily bend to society's rules, and stays true to his own values. He marches to his own drummer. But this all may be in vain if he doesn't succeed, which he makes sure he does. The reason he is so admired is basis his success , individuality and talent rather than illustrious background & influential family.

His very existence brings alive the hope that despite being individualistic and an outsider you can make it big in this world. And that too on your own terms & by making & taking your own path. This doesn't mean that he's an asocial saint//devil. He does want to enjoy life, has a sense of humor, has a wide circle of friends. It's just that he will do things his way.

IT'S A DOMINANT SUBCULTURE

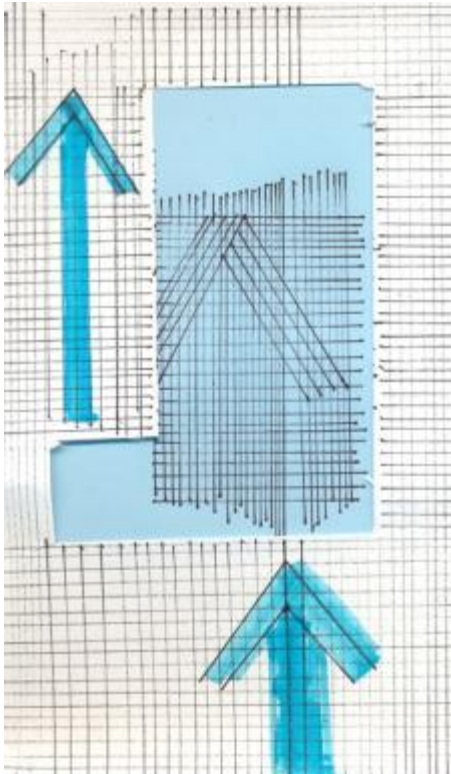
The Vertical invader is highly opinionated and largely unpredictable [MS Dhoni's announcement of retirement during an unfinished Test Series// Virat Kohli's aggressively gesture towards a female journalist// Ranveer Singh's rendezvous with Deepika at a crowded mall in Bangalore //Honey Singh's surprise visit to CP's inner circle –crowded Sunday evening]

They believe in surprises and love to defy the linear architecture of our society. Subashis –a qualified C.A has left his job from an MNC bank to play ISL [Indian Soccer League], Ankur Gupta [Ex JP Morgan] has left his job from an MNC to confront his comfort [His resignation letter reads like – “I think I am abundantly duplicated in the system]

These guys are full of energy and enthusiasm! Also they are ruthlessly rootless – their philosophy is their identity not their geographical roots//profession!

Vertical invaders are like Pentagram – craft their own 'logo'. And the ingredients of their logo neither consist of 'where they are from' nor 'what's their way of life' ...it's all about how they want to present themselves // their attitude and acts

They are also intense – whatever they do they do with intensity // when they get into something they bet everything in their life.They are in a perpetual cycle of passion



THE NEW BRAND OF

‘CELEBRITY’ -

AS VERTICAL INVADER

In the last few years a new breed of celebrities – vertical invaders – have completely redefined the way audiences relate to stars. Taking advantage of social media they have replaced the notion of stars as distant, larger than life, infallible figures. As autographs are replaced by selfies (and selfies are inherently a more intimate medium by the sheer fact of the physical proximity if not the intimacy involved in the way the medium is used) stars like Ranvir Singh and Alia Bhatt have become leading faces accruing a huge fan following by openly accepting their imperfections and laughing at themselves *along* with their fans. They make no attempt at being ‘perfect’ according to some objective standards; Virat Kohli openly accepts that he is dating and as a 26 year old it is nothing surprising (it is important that he cites his age not his celebrity status as a determining factor hence identifying him with every 26 year old); Ranveer Singh does an exciting ad for Durex condoms brazenly accepting he loves sex; Alia Bhatt can ‘move on’ from ‘Alia Bhatt so stupid...’ to being the ‘Genius of the year’ without being defensive; The fans love them because they are exciting, honest, relatable and passionate. Not trying to be perfect makes them unstoppable.

Gabbar Singh – Twitter superhero

With humble beginnings from Indore, Abhishek Asthana aka Gabbar Singh has achieved the status of a celebrity via Twitter. Wit, wisdom & capturing the medium during its initial stages, has made a common MBA graduate in an influential voice of today's youth - 241,000 followers on Twitter.

TVF – Changing the medium

Friends from IIT who had a passion for storytelling, today have changed the communication channels & funding structure of filmmaking. They have pioneered a new approach towards film//series making and broadcasting – YouTube. They started out as a few guys who had a humorous take on topical issues, and have since grown in stature. Now they make Web Series, Comedy Sketches, Songs, Spoofs etc. And all this with neither the involvement of a big studio nor sticking to traditional broadcast channels (TV, theatres etc).

Gurpreet Singh Sandhu – Guarding the goal

From the obscurity of Punjab to the stardom of Norway. Gurpreet Singh is the first Indian Football player ever to play in the top division of a European Football league – he plays for Stabaek FC in Norwegian First Division. He has broken the myth that Indians do not measure up to the lofty European standards.



VERTICAL INVADERS BEYOND THE REALM OF CRICKET AND

BOLLYWOOD –

COMMONER AS A VERTICAL INVADER

A
B
C
X
Y
Z

-Comes to Delhi from a small town which is not even a speck on the map and starts off by wearing vests thinking it will make him 'cool'.

-Quick to learn that being like everybody won't work for him and goes back to his passion – poetry and turns his biggest insecurity (small town origins) into his biggest asset.

-Starts a blog, where he writes poems about his small town (its natural beauty, his memories of it, its quaint and quiet history) and builds his brand.

- Eventually goes to Scotland on a teaching/learning fellowship after having won two national poetry awards, and having his own collection of poems published (all at 23 years old).

VERTICAL INVADER – THE POET

THEIR MOST PRIZED

POSSESSION –

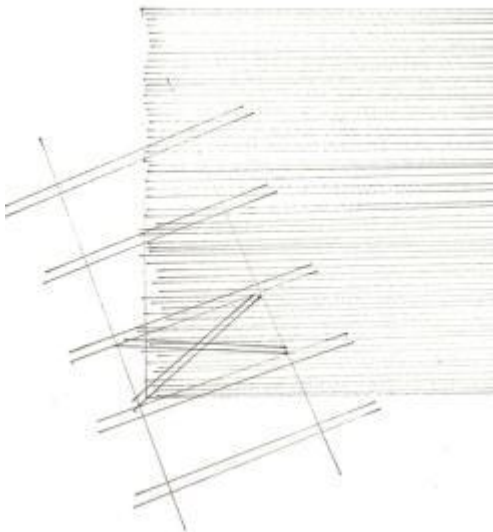
“THEIR BELIEFS”

-Complaining is silly, either act or forget//forgive

-Having guts always works

-Never tried to hide the fact –“only goal in life is to be the best”

-Strong resilience [from Dhoni to Ranveer Singh – they deliver their best performance after stark criticism]



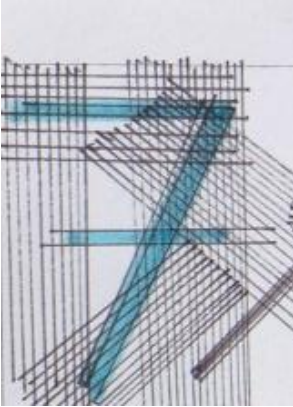
THE BUILDING BLOCKS -

“WHAT MAKES A VERTICAL

INVADER”

1. Unpretentious // “I am what I am attitude” // “I am not made of others”
2. Always have a strong point of view
3. Never ever “defensive on things” [the linguistic discourse of MS Dhoni’s press conferences both after India’s win and loss- his narrative tones never changed// never blames anyone, and is never defensive about a loss]
4. Vertical invaders are always – a love/hate figure. They have the uncanny ability to split perceptions [about themselves]. They are so impactful [and influential] that they have a natural instinct to polarize opinions. People either love or hate but can’t ignore.
5. They are hardcore loyalists Actually they have some endearingly old fashioned values like loyalty, passion, steadfastness. Not ashamed to acknowledge their humble roots.– MS Dhoni’s loyalty for Bikes, Virat Kohli’s Loyalty to his “school time coach”, and Honey Singh’s loyalty to his “College time Gym in Rohini”-

- They have interesting stories
- These people make the brand popular [through their images brands become popular not the other way round]
- They are believable
- They believe , “ I will never deny my shortcomings but I will never let them affect my performance”
- Virat kohli – aggressive but scoring runs
- Has the capacity to reinvent themselves [always] ...Honey Singh’s “bring me back” video
- Have the capacity to use the new mediums



Brands should resonate with them to differentiate themselves from the rest ...
 In the books of rules, brands should appeal to them and inject the following things in the brand book

1. Never ever be embarrassed of accepting a mistake
2. Be bold always , if necessary be aggressive as well
3. Get out of the closet- be grounded, realistic yet meaningful
4. Unlearn the past , embrace the newness in thinking // Delete memories because yesterday’s success is today’s nightmare
5. Celebrate imperfections

THE ANATOMY OF
 VERTICAL INVADER



IMRB
 international



TYPE SET IN
 MARIANINAFY
 UNIVERS