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HEADSHOT

MEDIA





OBJECTIVE

Budweiser sought to create a large-scale mural in Mumbai that would enhance brand visibility through a high-impact public art installation. The objective was to identify a premium, high-footfall location that aligned with the brand's identity while adhering to all local compliance and regulatory guidelines.

PROPOSAL

To bring this vision to life, Headshot Media managed the project end-to-end. We conducted an extensive recce across Mumbai, evaluating multiple locations based on footfall, visibility, accessibility, and compliance requirements. After a thorough assessment, a premium site in Bandra was shortlisted and finalized. We then onboarded renowned mural artist Mooz and oversaw the complete execution, from site preparation and production to the final mural installation.



BRINGING THE VISION TO LIFE

Recce → Approvals → Artist Onboarding → Wall Preparation → Painting → Final Reveal



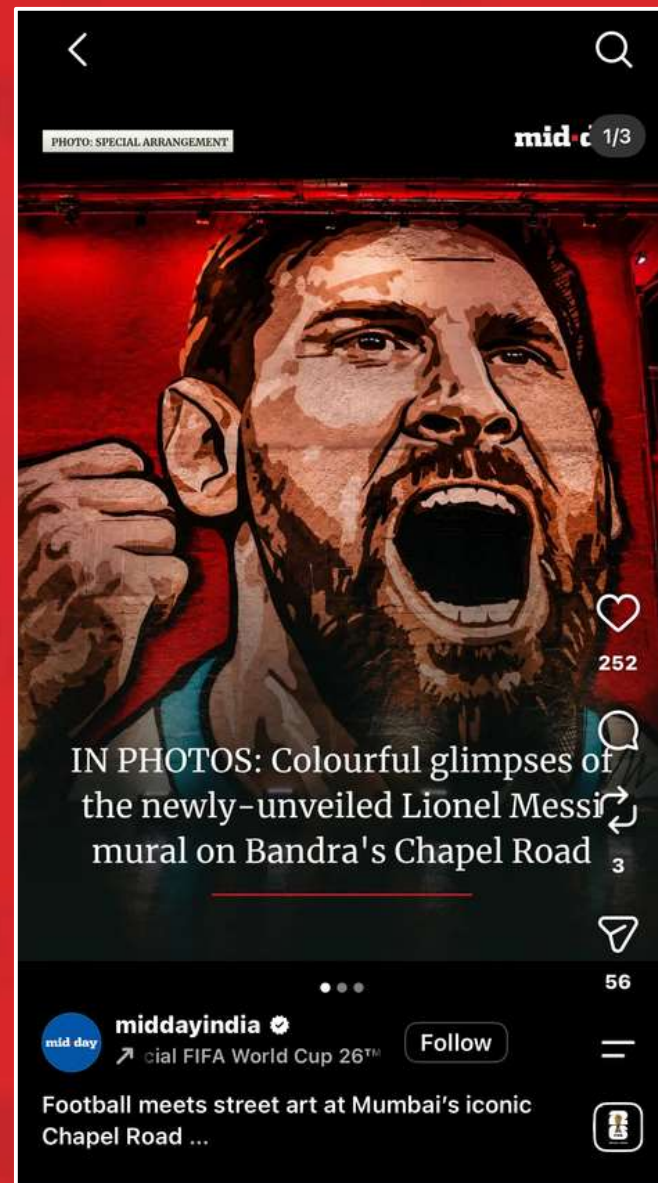
Mural Timelapse





REAL RESULTS

When the people stop and stare, you know the culture has hit.





REAL RESULTS

When the **CELEBRITIES** stop and stare, you know the culture has hit.



Ahan Shetty



Ibrahim Ali Khan



THANK
YOU

