There's a certain threat facing the unshakable Little Master of Indian cricket. And it's coming from unexpected quarters. Till some time ago, nobody would dare question the brand prowess of Sachin Tendulkar, but the tide seems to be turning in favour of his nemesis.

After being an icon and ambassador to dozens of brands, cricketer M S Dhoni is now compelling people to undergo a change in their dressing sense. It's for their company Big Bazaar. With over 80 stores spanning 45 cities and towns across the country, Big Bazaar intends to lead the way for a fashion revolution in India. The thought behind the campaign stems from the fact that India is undergoing a tremendous transformation with everything getting newer and swankier.

The primary driver of India's growth as a consumer economy is disposable incomes. In spite of this, Indians still lag behind when it comes to taking fashion seriously. Fashion is perceived as being the domain of only the rich and famous and not of the masses. With this intention in mind, Big Bazaar wanted to make the middle class consumers more fashion conscious. The primary focus is the youth of the country. The belief is that every Indian should wear the image of 'New India' and hence look new and fashionable.

The idea of the campaign comes from the deeply-rooted concept of 'Jaisa Desh, Waisa Bhes'. The company selected M S Dhoni as the fashion ambassador, that sees him urging Indians to change the way they dress, in sync with modern India. The creative idea, 'Des Badla, Bhes Badlo' captures this thought just as good.

The series of films, created by Mudra Mumbai, shows improperly dressed people getting embarrassed due to their poor dressing sense till Dhoni comes to their rescue and gives them a makeover. In the campaign, social embarrassment has been used as a stimulus to prompt consumers to take action. The multi-media campaign consists of print, TV and outdoor.

The creative has been put together by Rajesh Sonawne and team from Mudra. The production house is Via Us Productions and Mad Films.