

DDB Mudra West to launch new campaign for the newly positioned

Femina – Be Unstoppable

Mumbai 30 July, 2014: DDB Mudra West launched Femina's new positioning and tagline "**Be Unstoppable**" through a unique and disruptive marketing approach. First in a series of initiatives, Femina unveiled their new positioning and tagline through a powerful and provocative cover for their July issue titled 'My Body, My Rules', with cover girl Huma Qureshi.

About the campaign

Brief:

To announce Femina's new positioning and revamped avatar in an engaging manner

Objective:

To engage with the millennial woman of today while driving connect with brand Femina

Challenge:

Femina's new positioning celebrates the bold, optimistic women of today – women who are embracing change, rewriting the rules and overcoming obstacles. The new tagline '**Be unstoppable**' is a hat tip to the spirit of the modern Indian woman.

The challenge for Femina, was to find a unique way to influence behavior and drive engagement with the digitally savvy, millennial women of today.

Brand Idea:

Content to drive intent: Femina Issues to bring alive the 'Unstoppable Mantra' and create platforms for engagement

Creative thought:

This time around we choose a unique and disruptive marketing approach by creating interventions that bring alive the 'Unstoppable Mantra' and drive engagement. The cover which is the brand's most valuable space was used as a platform to communicate "Be Unstoppable". So we created a magazine with a strong cover which further leads it down in the issue cover story.

The first issue 'My Body, My Rules' exemplifies the brand positioning, saluting women who've chosen to go beyond conventions and refuse to be boxed into someone else's definition of perfection. Using a striking visual of Huma Qureshi juxtaposed with the 'ideal' body form of a mannequin the issue makes a powerful

point about body image. The issue campaign encourages women to embrace their bodies – perfections and imperfections alike. Using innovative hashtags, contests, celebrity stories and engagement on social media, the campaign aims to reach out to the modern millennial woman. Additionally, it will also span traditional mediums like outdoor and print to reach out to its audience.

A differentiated approach to traditional brand campaigns, Femina intends to roll out a series of interventions throughout the year to bring alive its ‘unstoppable’ message.

Going forward, Femina will also be playing up the brand thought of ‘Be Unstoppable’ through a thematic campaign across Print and Digital mediums as well as B2B ads.

The thematic campaign brings alive the brands unstoppable mantra as poster ads for the new woman of today. The ads cover a range of topics like career, relationships, beauty, fashion etc.

Elaborating on how Femina has changed the game in the last five decades, **Tarun Rai, CEO, Worldwide Media** says, “Over the last five decades Femina itself has been unstoppable. It has always been progressive, always championed the modern Indian woman, always inspired her to achieve more and celebrated her successes. And Femina has succeeded and grown in stature because it has continuously changed itself and stayed relevant to its readers. In a sense Femina epitomises the journey of the modern Indian woman in the last five decades. Our new tag line – Be Unstoppable – captures Femina’s belief that modern Indian women have the confidence today to live their lives on their terms and achieve more.”

Sharing her views on the new tagline, **Tanya Chaitanya, Editor, Femina**, says, “‘Stop wearing that dress, it’s too short.’ ‘Stop going out so late at night, it’s unsafe outside.’ ‘Stop eating that carb-laden pasta, it will make you fat.’ How many times have we been stopped in our tracks from doing what we wanted? Every minute, I’d say. Yet as Indian women, we have gone forward and changed things around for ourselves, determined to the core. The world can pull us back as much as it wants, we intend to push back, stay ahead and kiss the sky. Ergo, Femina’s new tagline: Be Unstoppable.”

Said **Venkatagiri Rao, Former ECD, DDB Mudra West**, “For a ‘traditional’ medium to remain relevant, and to engage with the millennial woman, a ‘traditional’ campaign just wouldn’t do. We had to think of ways to make the brand, and the magazine, a part of their always-on digital lifestyle. The tagline was the easiest part. So, rather than a one-off campaign, we decided to gatecrash their digital lives through the year. With special issues led by provocative topics and covers, and accompanying activations that give the readers something to participate, protest about, play with and pass on. All held together by the tagline: Be Unstoppable. This burst is hopefully the first of many steps.”

About DDB Mudra Group

The DDB Mudra Group, a part of the Omnicom/DDB Worldwide Group, is India's largest integrated marketing communications and services network. DDB Mudra Group comprises three agency networks and six specialist agencies and eleven strategic business units which offer their expertise under four disciplines (Media, OOH, Retail and Experiential).

DDB Mudra Group operates out of its offices in fifteen leading cities and is represented in more than twenty other locations, giving it a comprehensive presence across the length and breadth of the country. It has more than 1,100 employees and a reach across 1,75,000 villages, 4000 towns, 3500 schools and nearly 7 million students.

Its scope of services run the gamut through Advertising, Media Planning & Buying, Digital & New Media, Data-driven Marketing, Health & Lifestyle, OOH, Retail Design and Visual Merchandising, Navigation Solutions, Experiential Marketing (Promotions, Events, Rural), Trade Marketing, Youth Marketing, Localisation Pre-Media Services, Content Creation, Strategy and Design Consultancy.

DDB Mudra Group is one of India's most awarded agencies picking up numerous awards at top national and international award festivals including Cannes, Spikes Asia, Clio, Adfest, ABBYs, OAA (Outdoor Advertising Awards), PMAA – Dragons of Asia (Promotion Marketing Awards of Asia) and WOW (Experiential Awards). The Group has also won a number of metals in the IT and LLC (HR) award forums.

The DDB Mudra Group's clients include Abbott Nutrition, ACC, Adani, Aditya Birla Group, Aircel, Arvind Stores, Ashok Leyland, Asian Paints, AVT, Bata, BPCL, Bharati Walmart, Carrier Midea, Castrol, Cisco, Colgate, Crompton Greaves, DBS, Dabur, Eenadu, Eicher, Emirates, Experion, Federal Bank, Future Group, Grasim, Gillette India, Godrej, Gulf Oil, HDFC Bank, HPCL, Hindustan Times, Hindustan Unilever, HP, HUL, ICICI Bank, IDBI Bank Group, Idea Cellular, ITC, Jaypee, Jindal Steel, Jyothy Laboratories – Henkel, Johnson & Johnson, L&T, Lafarge India, Lavasa, Lenovo, LG, LIC, Linen Club, Malayala Manorama, Marico, McDonalds, Ministry of Tourism, Mother Dairy, MSD, National Textile Corporation, Nerolac, Nestle, Nirmal Lifestyle, Novartis, Panasonic, PepsiCo, Peter England, Philips Healthcare, Puma, Reebok, Rotomac, Sab Miller, Shell, Simplymarry.com, Sony Mobile, Star India, Standard Chartered Bank, Symphony, Tata Communications, Tata Nano, TTK Prestige, Times of India, UNICEF, Union Bank of India, United Spirits, Usha International, Videocon, Volkswagen, Western Union, World Gold Council, Worldwide Media, Wipro, Wrigley, YOU Broadband and Zydus Wellness.

Credits:

Advertising Agency: DDB Mudra Group Pvt. Ltd.

Account Planning Team: Amit Kekre, Mehak Jaini and Neha Damle

Account Management Team: Anurag Tandon,. Sandhya Seshadri and Sarita Sequeira

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Digital Execution Partner: Foxymoron