

Ezone urges consumers to grow closer with their new Diwali campaign by DDB Mudra West

Link: http://www.youtube.com/watch?v=pXr6wHtF_vQ

Mumbai, October 21, 2014: Earlier in 2014, DDB Mudra West embarked on a journey to redefine the core of brand Ezone. After a lot of brainstorming and insightful thoughts, the positioning of **'Together.Forever'** came into picture. This positioning was not only elemental but also descriptive to the brand since it epitomizes on Ezone's commitment to build a relationship with consumers for life.

During their multiple interactions with the consumers, the agency sited that contrary to popular perception; in today's lives, technology doesn't alienate. Rather, it has the potential to actually facilitate human interaction.

DDB Mudra West wanted to multiply this insight to an idea and got an opportunity during this festive season. The team utilized this insight to further rejuvenate Ezone's positioning, thus giving the brand a sharp life dimension.

Objective

The team followed a two pronged objective: To drive festive sales and to build brand connect by giving **'Together.Forever'** a live meaning.

Brand Idea

Electronics bring people closer

Execution

The festive season is that time of the year when loved ones come together and share moments of joy and happiness with each other. The idea was therefore to show a montage of slice of life moments, where technology takes centre stage and is showcased as being instrumental in bringing people closer.

The montage shots range from people coming together or bonding over technology like taking a selfie or watching something together, surprising loved ones over something that technology has enabled, like cooking a meal to sharing a special moment enabled through technology or like dancing spontaneously when your favorite song comes on. The execution also draws parallels between joys the appliances shown bring in the user's life with the glow of the festive Diwali season. The film closes with a couple in the Ezone store; further exemplifying how the brand enables these moments of togetherness.

Talking about the TVC, **Mandheer Singh, CMO Ezone @ Future Retail** said, "Our TVC is built around the central idea that Electronics and Technology today do many things in our lives, and the biggest being- bringing people closer. These are everyday scenarios where the emotion captured is of key focus. We at Ezone believe it is the people; our customer; who is our biggest strength. In today's ever changing market; with fleeting buyer/seller relationships, we wish to reassure our customers that we are with them forever- not just in their purchase but their purchase lifecycle." -

Quoting on the TVC, **Sanjay Pandey, Senior VP, DDB Mudra West & Head of Gutenberg Networks, India** said, "One cannot imagine life without gadgets. Smart Phones, Tabs, Laptops etc.

are inseparable part of our lives. In a time-starved world, innovation in technology is helping people connect better and get closer. The campaign is a true reflection of that reality”

Credits

Agency: DDB Mudra West

Executive Director, DDB Mudra Group & President, DDB Mudra West: Rajiv Sabnis

Creative Head West: Rahul Mathew

Executive Creative Director: Aman Mannan, Ashish Phatak

Creative Director: Siddhesh Khatavkar

Group Head: Sandeep Iyer

Account Management: Sanjay Panday, Yugandhar Madidi, Raaj Arora, Ruchika Saigal

Account Planning: Amit Kekre, Mehak Jaini, Neha Damle

About DDB Mudra West

DDB Mudra provides its clients specialized solutions for Influence & Behavioural Change. The agency is a destination for talented people united by their belief in the power of creativity. DDB Mudra believes in offering remarkable solutions that make clients more influential whether it is a 30 second TVC, digital or a one-on-one experience that creates an influence cascade.

DDB Mudra West's client roster includes Future Group (Future Value Retail Limited), Godrej No.1, Gulf Oil, Hindustan Unilever Limited, PepsiCo, Lipton International, Inorbit Malls, Johnson & Johnson (Neutrogena and Clean & Clear), Kalpataru, Korum Mall, Lavasa, L&T Realty, Life Insurance Corporation of India, Nirmal Lifestyle, Savita Oil Technologies, Union Bank of India, Volkswagen, World Wide Media (Femina, Filmfare, Lonely Planet Magazine, Top Gear Magazine, Good Food Magazine, BBC Knowledge, Good Homes), Century Plyboards, Symphony, Zydus Wellness, Arvind, Sintex, Adani, Arvind Infra, BSafal, Yash Infra and Infibeam.

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