

PRESS RELEASE

FOR IMMEDIATE RELEASE

DDB Mudramax wins Media AOR for Wildcraft **December 23, 2014 | Mumbai**

Wildcraft, an outdoor and adventure gear company, has appointed DDB Mudramax as its Media Agency on Record (AOR). The appointment was made earlier this month after a multi-agency pitch involving several leading agencies. This is a first for Wildcraft, a brand that has focused little on communications, until now. The agency will be responsible for all media (mass media including digital) activities viz. planning, buying and implementation.

On the appointment, **Simeran Bhasin, CMO of Wildcraft**, said, “The depth of strategic thinking - the interconnected planning model, juxtaposed with great ideas showcased by DDB MudraMax gave us the confidence to consider them as our partners. They share the same zeal and enthusiasm in the journey of building our brand and we are very happy to associate with the team.”

Sathyamurthy Namakkal, President – DDB MudraMax, Media & ED – DDB Mudra Group opines that “The new age lifestyle brands like Wildcraft warrants a very holistic interconnected consumer planning model. And this approach of ours is what aligned us with the client’s ambitious plans and marketing approach. We are glad to add one more new age client to our portfolio and the spirit of long term partnership with which we work for all our clients will be extended to Wildcraft as well”.

About Wildcraft

Wildcraft’s ranges of products are reputed for their core constituency of design and construction that stands the test of time and tough outdoor terrains. Whether it is apparel made of breathable materials, ergonomically designed rucksacks or waterproof footwear, Wildcraft gamut of products have one mission – to enable people with gear that is durable, resilient and sturdy, for their exploration of the outdoors.

DDB MudraMax Media

DDB MudraMax (Engagement & Experience), provides multi-specialty expertise to help build brands in the age of convergence and complex consumer dynamics.

DDB MudraMax comprises four disciplines – Media, OOH, Retail and Experiential.

These specialized SBUs offer “ideas based” touch point-agnostic solutions across TV, Print, Radio, Cinema, Digital (including Mobile), Out-of-Home, Retail, Activation, Events, Bottom of the pyramid (Smaller emerging towns, Rural), Sports, Music, Youth, Entertainment etc.

The Media Unit specializes in partnering with “entrepreneurial minded clients” and has been listed under the top 3 ‘High Profile’ media agencies by RECMA in 2013.

The Outdoor and Experiential Units have been christened ‘The Agency of the Year’ at various Outdoor and Experiential/Event forums respectively.

Apart from this, DDB MudraMax dominated the “Agency Happiness Report”, the first of its kind by Afaqs! by being crowned ‘The Happiest Agency’ of 2012.

DDB MudraMax Media Unit’s client roster includes ACC Limited, Aircel, Amway India Enterprise Pvt. Ltd., Ashok Leyland Ltd., Bank of India, Bata India Ltd., Bharat Petroleum Corporation Ltd., Book My Show, Carrier Midea , Duroflex Ltd., Garuda Food, Gulf Oil Corporation Ltd., H.K. Jewels Pvt. Ltd., Hardcastle Restaurants (McDonald), HBO, IDBI Bank Limited , India Yamaha Motor Pvt. Ltd., IndiaFirst Life Insurance Company Ltd., Jaypee Group, Jyothi Laboratories Ltd., Kalpataru Limited, Kalyan Silks, Larsen & Toubro Limited, Life Insurance Corporation of India, N. Ranga Rao & Sons, Paragon Rubber Industries, Savita Oil Technologies Limited, Sintex Industries, Sobha Developers, State Bank of India, Tata Gold Plus (Titan Company), Tommy Hilfiger Arvind Fashion, TTK Prestige Ltd., Twinings, V- Guard Industries Ltd., Wildcraft

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