

## PRESS RELEASE

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### **DDB MudraMax-Experiential creates a wedding theme for Tupperware**

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The great Indian wedding season in India never ends. The shoppers and the customers are always on a look out for smart gifting solutions which are useful not only to the newly married couple but to the family at large. This insight was the reason behind the inception of the recently executed wedding themed campaign for Tupperware to promote their smart gifting solution. The selling proposition was that the gifts from Tupperware are timeless, unique and stay beautiful throughout years, hence are an endless blessing.

To engage the customers and to position the smart gifting solutions of Tupperware as an apt gift for the weddings, DDB Mudra Max and Tupperware needed a zealous and strong audience engagement. Thus, an on-ground activation was implemented at various malls across major cities of India including Mumbai, Delhi, Bangalore, Hyderabad, Chennai and Kolkata. The engagement games were specially designed to grab the audience attention. The customers were involved in games like Tupperware wedding trivia and Tupperware mehendi (incorporating Tupperware items in the mehendi design). The winners of the games were gifted Tupperware hampers.

The activation was widely appreciated and helped the brand to showcase their gifting solutions to the customers thus creating a recall in the audience's mind through their interactive and fun filled approach.

Quoting on the campaign, Mr. Chandan Dang, Chief Marketing Officer, Tupperware said, "Tupperware products are beautiful and thoughtful gifts that show the receivers that you truly care for them. The Wedding Gifting on-ground campaign sought to connect with our target consumers and engagingly showcase how our products like the Ultimo range are perfect for gifting as Wedding gifts and a great expression of thoughtfulness and care".

Alvin D'Souza, Vice President, DDB MudraMax-Experiential quoted "We at DDB MudraMax-Experiential constantly strive hard to help our clients resolve their brand challenges. The clutter breaking campaigns that we have crafted for Tupperware over the last couple of years bears testimony to our endeavor. The campaign is crafted reaching out to a larger base on ground and which gave the brand an opportunity to interact directly with the customers. I am pleased with the outcome of the recent wedding campaign, which provided substantial traction for the brand and generated significant impact on sales. It's been an exciting and fulfilling experience

working on the brand and we look forward to crafting more such relevant experiences for Tupperware.”

### Credits

President, DDB MudraMax- Mandeep Malhotra

Head of Ideas, DDB MudraMax- Aneil Deepak

Vice President, DDB MudraMax-Experiential -Alvin D Souza

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Creative: Arpan Jain, Mansi Solanki, Alison Valles, Dipesh Yesare

Operation: Sanjay Pandey, Amit Tulsan

### About DDB MudraMax-Experiential

DDB MudraMax, the Engagement & Experience agency of the DDB Mudra Group, provides multi-specialty expertise including OOH, Retail & Experiential to help build brands in the age of convergence.

The agency's Outdoor, Retail & Experiential offerings are backed by an indomitable award track record including bagging 'The Specialist Agency of the Year' for three consecutive years 2010, 2011 and 2012 by Campaign Asia Pacific. In 2013, the agency won 'Best New Business Development Team of the Year – South Asia', and came second in the 'Specialist Agency' category at the same forum.

The agency has been christened 'The Agency of the Year' at various experiential forums including WOW and has won many an award in the 'Best Campaign in Asia' category by the PMAA (Dragons of Asia).

DDB MudraMax – Experiential played a major role at the 'Afaqs! Agency Happiness Report' where DDB MudraMax was crowned 'The Happiest Agency' of 2012.

DDB MudraMax – Experiential's client roster includes ITC LTD., Johnson & Johnson, PepsiCo, Ashok Leyland, Gulf Oil, Anchor, Google, Nokia, Puma, L.G. Electronics, GE India, Shell Foundation, Myntra Design.

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