

## PRESS RELEASE

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FOR IMMEDIATE RELEASE

**Inorbit Malls and DDB Mudra West launch 'Inorbit Pink Power' Initiative**  
Mumbai | March 23, 2015

**Link to the work**

[https://www.youtube.com/watch?v=hyRft1\\_jy-E](https://www.youtube.com/watch?v=hyRft1_jy-E)

This Women's Day, Inorbit Malls, a group company of the K. Raheja Corp wanted to applaud and appreciate the foundation of changing India- new Indian woman. Hence, they along with DDB Mudra West took an initiative called '**Inorbit Pink Power**' to give Indian women an opportunity to grow and become an entrepreneur.

**Objective**

Inorbit Malls have always kept their focus on adapting to the way India is changing. Similarly for Women's Day 2015, they wanted to create a communication that addressed the new women, stood out and left a lasting impact.

**Challenge**

It has been observed that on Women's Day, the brands pay a lip service to the clichéd 'role' of women in India. Women are celebrated for one day but nothing that actually impacts their life has been ever said or done.

The intention of the campaign was not to create a campaign only but to establish a movement that impacted women for a long term. The challenge lied in ensuring that the expertise of the client in prominent retail spaces and business was appropriately leveraged while addressing the women and their close ones.

**Insight**

While many women in India have the talent to be entrepreneurs, they leave their own aspirations on the back burner to boost the goals and ambitions of their partners, brothers or children. Not many seem to realize the magnitude of this act. It almost looks like women themselves and their family members have accepted this as a norm. Inorbit wished to shake society out of this unfortunate status quo and encourage them to rekindle the dreams of the women in their lives. Not only that, the brand felt that to truly break this norm, women too had to step up and take charge of their aspirations.

**Idea**

Utilizing the brand's expertise, the agency launched Inorbit Pink Power as its Women's Day initiative - an ongoing initiative to empower women who aspire to start their own business.

**Execution**

A multi media campaign has been crafted to promote the launch of the initiative and to create awareness amongst the women and their close ones, thus encouraging participation.

To kickstart Inorbit Pink Power campaign, a 1 minute digital film was released. The film showcased different people being asked who they think would make better entrepreneurs – men or women. With every answer, there was a count for each gender that displayed who was winning. Women clearly received more votes and the film ended by saying – **the world believes in you and it is time you did too.**

On Women's Day, communication via print and radio announced the launch of the initiative promoting people to nominate women in their lives who they thought had a winning business idea. The aspiring ladies can nominate themselves too. The creative also have a mention of a dedicated website url – [www.inorbit.in/pinkpower/](http://www.inorbit.in/pinkpower/). The website carries a unique option where anyone can gift this opportunity to a woman in their life.

This website link is being pushed through Inorbit's Facebook and Twitter profiles, and is also being promoted through in-mall communication. Snapdeal, a partner brand, promoted the website through their digital spaces as well and so did Inorbit Pink Power's magazine partners – the Brown Scooter and New Woman.

To create further access, Inorbit Pink Power has been made available through a mobile app and registrations have been made possible not just through the website, but also at the mall, through SMS and a missed call service.

The month long campaign inviting the entries will close on March 29, 2015. The winners of this initiative will get a retail space at the mall, access to training and consultation with business experts and also the chance to exhibit products at the various fun fairs, flea markets and events that Inorbit hosts.

Commenting on the initiative, **Puneet Varma, GM, Marketing and Corporate Communication, Inorbit Malls** said, "Pink Power is first of a kind initiative by a shopping centre brand which has envisaged empowering women as entrepreneurs in real sense. Through this initiative, Inorbit will provide women entrepreneurs a platform to realize their dreams and also provide them a launch pad for future success. The multimedia campaign was well crafted by the agency to motivate the family & friends for nominating budding women entrepreneurs to be part of Inorbit Pink Power Initiative".

Quoting on the campaign, **Ashish Phatak, Executive Creative Director, DDB Mudra West** said "Empowering women isn't just a women's issue in India. It was important to find an insight to why there are so few women entrepreneurs here. And we realized that we needed to deal with the cultural status quo where it's considered the norm for women to take a back seat when it comes to chasing their dreams. With this campaign, we're not only trying to do something meaningful for women, but also doing it in a way that hopefully deals with the real problem at hand."

### **Agency Credits**

Agency: DDB Mudra West

Chairman and Chief Creative Officer, DDB Mudra Group: Sonal Dabral

President, DDB Mudra West: Rajiv Sabnis

Creative: Rahul Mathew, Ashish Pathak, Sanket Wadwalkar, Godwin D'mello, Prasad Patil, Lavina Shahani, Shivani Singh, Shalmali Sawant

Account Management: Sanjay Panday, Yugandhar Madidi, Arlene Mathiah, Deepa Mistry

Account Planning: Amit Kekre, Toru Jhaveri, Sanchari Chakrabarty

Film dept: Vishal Sane

### **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



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**CONTACT:**

Akanksha Mishra | [akanksha.mishra@ddbmunragroup.com](mailto:akanksha.mishra@ddbmunragroup.com) | + 91 9930338901