

PRESS RELEASE

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"PANKHE, WHAT IS THIS?" ASKS SYMPHONY IN THEIR LATEST CAMPAIGN BY DDB MUDRA WEST
Mumbai | March 19, 2015

Link to the work

<https://www.youtube.com/watch?v=xLrxSOA1XWk>

Symphony, a world leader in evaporative air coolers has always believed in giving its customers the best in class, pocket friendly products suiting everyone's need.

This summer, Symphony and DDB Mudra West have attempted to give a solution to the heat in a humorous way with their latest campaign- **"PANKHE, WHAT IS THIS?"**

Background

Crammed between fans on one hand and air conditioners on the other, Symphony has been trying to expand 'Coolers' as a category. Strategically, it has always spoken to a mindset that longed for an AC but hesitated to make the purchase for economic reasons. Symphony seemed to offer the right sized solution to them – comfort cooling, great looks, great value and versatility of usage (outdoor, inverter etc.). This approach has worked well. It has delivered consistent growth and opened up new markets.

While this strategy worked well, it addressed a rather limited audience who had to be convinced logically. The brand needed a more provocative, aggressive approach to expand their footprint and hence it was imperative that the agency looked at an alternative; a larger source of business – the fan market.

Objective

To provoke the 'fans only' households to upgrade to Symphony air coolers

Challenge

Symphony as a brand had always wanted to be seen as 'white good'; wanted to be equated with ACs. The brand has stuck to this stance since its origins through the entire journey. In order to provoke 'fans only' households to upgrade, Symphony ran the risk of being boxed with fans, distancing itself from ACs. The challenge was to keep the brand (and the category) aspirational, while we urged consumers to upgrade from fans.

Idea

Leveraging on the expectations that the fan users have from their appliances, the agency showcased the brand as the preferred and useful choice for upgradation.

Creative execution

The 40 seconds ad film starts with two heavily sweated, tired men sitting on a sofa, grumbling about the unbearable heat and looking at their ceiling fan with expectant eyes. The scene rolls into a catchy jingle highlighting the helplessness of fans, albeit sarcastically. In tandem, the film captures a montage of various situations of a family spending horrible summer days indoors, fighting the heat while desperately trying to

extract more out of the fans. Towards the end, a voice over introduces Symphony air coolers as the much sensible option to fight the adverse summer heat.

The ad film is the first phase of the integrated marketing campaign which is scheduled to have print, radio, digital and outdoor phases to it.

Quoting on the campaign, **Rajesh Mishra, Associate Vice President, Marketing, Symphony Limited** said, "Symphony has been growing at a CAGR of about 30% for the past five years and in order to maintain that we needed to look beyond our regular TG and decided to broaden our base. There are 160 million+ households in India that have only fans and no other cooling devices. The obvious upgrade for them is air coolers to beat the scorching Indian summers and to make sense to this large consumer group, we needed a strong proposition. Our R&D team had been working on making our coolers more energy efficient and now we have coolers that work on an operating cost of a fan. We feel that coolers running on electricity cost same as a fan is a great proposition and decided to focus on this key USP. So, we briefed the agency to have a communication that looked relevant to the fan users and to highlight our Key USP. While the campaign will be focused on Television, it will be suitably supported by print, digital, radio and also through local activation."

Talking about the campaign, **Rahul Mathew, Creative Head, DDB Mudra West** said, "While the campaign was to urge fan-only households to upgrade, the fan is not the enemy in our campaign. It's actually the victim. It's not physically, or mechanically in this case, possible for a fan to combat the harshness of summers. But still one considers the presence of heat as the incompetence of fans. Our campaign urges them to stop pointing fingers at the fan and get home Symphony air coolers to take on the scorching summer.

Agency Credits

Agency: DDB Mudra West

Chairman and Chief Creative Officer: Sonal Dabral

President, DDB Mudra West: Rajiv Sabnis

Creative: Rahul Mathew, Sharat Kuttikat, Jayesh Vaghela, Srijan Shukla, Dipen Patel, Sunil Krishnan

Account Management: Ronak Shah, Vikrant Jain, Shishir Shah, Arnab Das Gupta

Account Planning: Amit Kekre, Shekhar Panday, Vinayak Dubey

Films Dept: Vishal Sane, Vishal Agarwala

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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