



PRESS RELEASE

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Jyothy Laboratories hands creative duties of Margo to DDB Mudra Group

Account to be handled out of DDB Mudra West

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DDB Mudra West has recently won the creative mandate for Margo (beauty soap) following a multi-agency pitch.

In India, Neem and skin care have gone hand in hand for generations. If there's one brand that is the very essence of Neem, that's Margo. The legendary 95-year old brand has stood the test of time.

Margo has revamped itself to appeal to the preferences and aspirations of India's dynamic youth while retaining its core Neem benefits.

Over the years, the brand has expanded the product range to include the Margo Glycerine soap and Margo Face wash offering a larger portfolio of Neem based products for skin.

Quoting on the appointment of the agency, M.R Jyothy, Executive Director, Jyothy Laboratories said, "The brief was to bring in a fresh perspective to communicate the core benefits of Neem leading to brand trials amongst non-users. DDB Mudra's creative strategy appealed the most as it was a logical build up to the last brand campaign. The creative routes were fresh and in sync with what we believe our TG will relate to. We hope that DDB Mudra's talent pool and experience in diverse categories will help us meet our marketing goals."

Quoting on the account win, Rajiv Sabnis, President, DDB Mudra West said, "Margo is the original Neem soap. The brand has some strong loyalists but we need to broad-base the loyal franchise to younger audiences and pan-India. The need is to make the power of Neem relevant to a larger set of young adults who know of the efficacy of Neem, but haven't experienced it yet through Margo. In a day and age when young people want to experience the world up close, Margo is just the right partner to ensure that you are ready to face the world. The communication is true to this insight and should connect

well with young Indians. We look forward to further building this brand with the team at Jyothy.”

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.

DDB Mudra West’s client roster includes Future Group (Future Value Retail Limited), Gulf Oil, Hindustan Unilever Limited, PepsiCo, Lipton International, Inorbit Malls, Johnson & Johnson (Neutrogena and Clean & Clear), Korum Mall, Lavasa, L&T Realty, Life Insurance Corporation of India, Nirmal Lifestyle, Savita Oil Technologies, 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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