

PRESS RELEASE

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“Dil ka dard chip sakta hai, pet ka nahi” says Dabur Pudín Hara in their latest campaign by DDB Mudra North

May 21, 2015| Mumbai

Link to the ad film:

https://youtu.be/hTM_h0ilv5U

Dabur Pudín Hara is a herbal, effective remedy for stomach ache, gas and indigestion. Available as Pudín Hara Pearls (tablets) and Pudín Hara Active Liquid (syrup), it is a special blend of natural ingredients like Peppermint and Spearmint. It has a natural, safe and unique cooling action that provides quick relief to stomach problems, heartburn & digestive discomfort.

Brand wise, it is one of the oldest and important players in the Indian healthcare segment comprising of INR 1000 Crore worth antacid segment. Dabur Pudín Hara commands a large market share with strong brand value and recall amongst Indian and global consumers.

Brief

To create & strengthen brand salience of Dabur Pudín Hara (Pearls/Liquid) as a stomach care expert and re-establish it as the first all-natural OTC (Over the counter) option for stomach problems.

Challenge

Though the brand enjoys high recall amongst the consumers, it is important to stay relevant and dynamic. The challenge was to showcase the brand as an expert in the stomach care segment.

Thus, the campaign idea, **Pudín Hara- *Pet Dard ka Specialist* (stomach care expert)** was crafted.

Idea

To establish Dabur Pudín Hara as *pet dard ka specialist*, DDB Mudra North created an interesting juxtaposition of two most common pains that everyone has suffered at least once in their lifetime- stomach ache and a heartbreak. Though one can hide the pain of a heartbreak from public eye, the uneasiness of a stomach ache cannot be hidden. Here, Pudín Hara- *pet dard ka specialist* comes to the rescue with effective ingredients that provide immediate, long-lasting and natural relief to stomach ache.

Execution

The TVC opens with two friends having a meal at a restaurant. One of them is teasing the other about a newly-wed girl at the next table, making the guy visibly disturbed. His facial reactions lead one to assume that the reactions are due to long-lost love and heartache. The twist in the tale comes in when he confesses that the reactions are due to stomach ache and not heart break. The minute-long film was released digitally, on television and in-cinemas on May 11, 2015.

Quoting on the campaign, **Rana Banerjee, Head of Marketing-Healthcare, Dabur** said, "Dabur Pudín Hara is the one of the most trusted brand among consumers within Dabur's portfolio. Despite such stature brand was under pressure of being relevant to today's consumer. Thus, the new campaign tries to establish & achieve a meaningful role in consumer's life. Campaign is built on strong consumer insight that Stomach pain due to gas or indigestion leaves one in a state of acute discomfort & hiding it is not possible. Campaign was built on this strong insight only that '*Dil ka dard chhup sakta hai, Pet ka nahin*'. Thus, positioning brand as the only specialist solution for Stomach pain."

Quoting on the campaign, **Sambit Mohanty, Creative Head, DDB Mudra North** said "Pain caused by stomach ache is more apparent than the pain of heart break – this twist in the tale is at the heart of our new work for Dabur Pudín Hara. In a humorous manner, it firmly establishes Pudín Hara as the sole solution for any stomach related issue."

Credits

Agency Name: DDB Mudra North

Chairman & CCO: Sonal Dabral

President, DDB Mudra North: Vandana Das

Business Head: Ashwani Dhingra

Creative Team: Sambit Mohanty, Shivil Gupta, Subhashish Datta, Vishal Singh

Account management: Richa Shah

Account Planning: Sumeer Mathur

Director: Rahul Sen Gupta

Production House: Milestone Films

DDB Mudra North

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 North's client roster includes Dabur, Wrigley, Mother Dairy, India Yamaha, Carrier Midea, Bata, Marico, GPI, Experion and Cisco among others.

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