

## PRESS RELEASE

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### **CenturyPly Demonstrates Strength of Sainik Plywood through New Campaign by DDB Mudra West**

**Mumbai | July 24, 2015**

#### **Link to the work**

<https://www.youtube.com/watch?v=hi8WtnbUk64&feature=youtu.be>

CenturyPly, the leading brand of plywood, laminates and veneers has introduced a new plywood brand – Sainik, for the value segment. The campaign, titled ‘Hamesha Taiyaar’, has been conceptualized by DDB Mudra West.

Plywood is a commoditized but complex category. Consumer involvement is very low, there are multiple products at different price points based on various technical parameters. A consumer does not understand those technicalities but knows his budget. The role of the brand in this category is limited to passive reassurance.

CenturyPly believes that the category has evolved enough to accommodate clearly defined brands at two price segments – Premium & Value. While CenturyPly continues to be the premium offering, Sainik is designed to serve the value segment.

With an effort to trigger a larger brand appeal, the agency positioned Sainik as ‘Hamesha Taiyyar’ to display the toughness of the ply and its readiness for any eventuality or hardship that comes its way, much like a soldier.

The thought behind the brand has been brilliantly translated into a clutter breaking TVC and OOH implementations. The TVC intends to create a larger-than-life image of the brand in the consumers’ mind space. The storyline follows a platoon of soldiers in a forest, where they are seen engaged in a fierce combat across land and water, under the most trying circumstances. The testing journey of the soldiers is matched by the journey of the plywood box, which eventually turns out to be carrying letters from the homes of these soldiers. The unscathed surface of the box personifies the tested, yet undaunted spirit of the soldiers. In spite of the forces of nature and the troubles caused due to the rough terrain and handling, it stands strong with the strength that only a true soldier embodies.

“This is another first attempt from Century Ply, where we are trying to create a sub brand in our journey for creating a commodity into a consumer brand. Sainik Plywood comes lower in the hierarchy of our products but is one of the most exciting products for our consumers. What we want to bring out from this campaign is built on a spirit of the Sainik in terms of integrity, commitment, strength etc. and this is what Century Plywood also stands for. Another offering from CenturyPly in terms of creating good advertisement and delivering good product to the market space”, says **Amit Gope, Group Marketing Head - Century Plyboards (India) Ltd.**

Quoting on the campaign, **Rahul Mathew, Creative Head, DDB Mudra West**, said: “The name Sainik in itself holds so many virtues - strong, steadfast, resilient. This summed up what we wanted to say about our plywood as well. From here the story practically wrote itself, which was then beautifully captured by Anupam.”

**Agency Credits**

**Client: CenturyPly**

**Creative agency: DDB Mudra West**

**Chairman and Chief Creative Officer: Sonal Dabral**

**President, DDB Mudra West: Rajiv Sabnis**

**Creative: Rahul Mathew, Sharat Kuttikat, Jayesh Vaghela, Ravi Ananthan, Broti Roychowdhury, Mehul Zolapura, Tanmay Patel**

**Account management: Ronak Shah, Vikrant Jain, Revathy Sukumaran, Arnab Das Gupta**

**Account planning: Amit Kekre, Shekhar Panday, Vinayak Dubey**

**Films dept: Vishal Sane**

**Production House: Crazy Few Films**

**Director: Anupam Mishra**

**Producers: Urfi Kazmi / Viraj Gawas**

**DOP: Tudor Mircea**

**Music Director: Subhajit Mukherjee**

**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, Nirma 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, Zyduz Wellness, Arvind, Sintex, Adani, Arvind Infra, BSafal, Yash Infra and Infibeam.

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