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‘Be Everything You Love’ says Peter England in the latest campaign by DDB Mudra South and East

November 09, 2015 | Mumbai

Link to the ad film

<https://www.youtube.com/watch?v=YWiSWbOv1to&feature=youtu.be>

Peter England is the most loved and largest menswear brand in India. It sells more than 10 million garments every year in its 600+ exclusive stores and 2000+ Multi-brand outlets across more than 350 towns.

Since 2000, Peter England has been universally accepted amongst its millions of consumers for its standardised fits, superior quality, wide range and ‘fashion-right’ styles in its segment, making it the most trusted brand amongst consumers in the readymade apparel category.

Peter England believes that the only way to succeed is by being what you love to be. Even if it needs you to be superman by day and batman by night, you’re a real man if you have finesse, flamboyance and everything in between. This ethos was the spark behind their new, innovative “Be Everything You Love” campaign.

Objective

Peter England looked to strengthen its appeal among the newer generation of users while retaining the same core principles on which the legacy of Peter England has been built on. The new campaign narrative marks a big shift in tonality / brand conversation that Peter England aims to have with the younger audience.

Idea

The new campaign is inspired by the philosophy of young India – Life experiences are as important as material wealth. Today, among the youth, success and aspiration is measured not only by all that you have accomplished, but all that you have experienced and seen in your life.

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It's no longer about a single minded goal, but a host of exciting things happening at the same time which appeals today's youth. Increasingly, the youth don't want to be stereotyped as unidimensional and wants to be seen as their multidimensional self

Execution

This campaign includes print ads led by the TVC of a young man at an interview. He faces a panel of three 'formal' gentlemen who ask him what is probably the most repeated interview question: "Where do you see yourself five years from now?"

The protagonist's answer is the perfect showcase of this generation's multidimensional and eclectic thought process. The multitude of experiences, not only showcase the protagonist's passions in life but also highlights the versatility and range of Peter England's apparel within those experiences. The baseline "Be everything you love" is carefully crafted to sum up this attitude of today's youth. It also aims to reinforce the idea that whoever you wish to be, Peter England lets you be fashionable while pursuing this goal.

The campaign has garnered an impressive 352,000+ views on Facebook and a remarkably fast 470,000+ views on YouTube for their innovative breakthrough commercial.

Quoting on the campaign, **Sonal Dabral, Chairman and Chief Creative Officer, DDB Mudra group** said, "The youth, our target audience, is not content with living just a unidimensional life today. There is a restless creative energy about them that makes them want to learn more, explore more. Peter England as a brand has always been a beacon to them, never preaching but always encouraging, guiding them in their journey. In keeping with the many exciting options and choices youth face today the brand's new campaign encourages the young to try out the opportunities, to evolve, to be creative and yet with some conscience and goodness attached to it. Most importantly it tells the young that the old codes of success are not applicable anymore. Go ahead and succeed on your terms. I'm very excited by this campaign from our teams in DDB Mudra South & East. It's being loved by our audience and it's another example of great creative and effective work now being produced by offices across the DDB Mudra Group."

Agency Credits:



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Agency Name: DDB Mudra South & East
Chairman & CCO: Sonal Dabral
President, DDB Mudra South & East: Ranji Cherian
Business Head: Nahum R Jacob
Creative Team: Vishnu Shrivatsav, Manoj Jacob, Ajay Menon, Ajith KS, Vimalkirti
Director: Prakash Varma
Production House: Nirvana Films

About DDB MUDRA SOUTH & EAST

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 South & East's client roster includes N. Ranga Rao & Sons, TTK Prestige, United Spirits, Aditya Birla Nuvo Ltd., Peter England, Loyalty Solutions and Research, Nitesh Housing Developers, Ruchi Soya Industries Ltd., Ushodaya Enterprises, Bhima Jewels, AV Thomas & Co, Corporation Bank, Senco Gold, Star Entertainment Media, SRMB Srijan, Coal India, Allahabad Bank, Orissa Manganese and Mineral and Sylvan Plyboard India.

About Peter England:

Peter England is the most loved and largest menswear brand in India. It sells more than 10 million garments every year in its 600+ exclusive stores and 2000+ Multi-brand outlets across more than 350 towns. It has been voted as India's most trusted apparel brands for 7 consecutive years by the Economic Times Brand Equity Survey. A quintessential British Brand, Peter England was first launched in India by Madura Fashion and Lifestyle (then known as Madura Garments) in the mid-price segment in 1997; the company acquired the world rights for the brand in 2000. What began humbly as an honest shirt brand in 1997 in India today is a complete lifestyle brand with merchandise available for everyday and special occasions. The brand has diversified into the non-apparel category with the launch of PE Bags and more recently launched a unique retailing store that targets the life cycle of an entire generation called Peter England Generation.

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