

Celebrate the truth with your No.1 'Yaars' this Friendship Day with McDowell's No.1

The brand launches a campaign conceptualized by the DDB Mudra Group and Experience Commerce, to encourage 'Yaars' to rejoice the Good, the Bad and the Truth together

Bangalore, July 25, 2018: McDowell's No.1 has been synonymous with capturing stories of 'Yaari' through its captivating narratives focused on budding brotherhood amongst masses in India. Keeping in tune with its philosophy of fostering and strengthening friendships, McDowell's No.1 has launched a digital campaign for Friendship Day, urging everyone to thank their 'Yaars' for always telling the truth and clearly differentiating between friends and 'Yaars.'

Hinging on the core idea, '**Hum acche kyuki Yaar sachche**', McDowell's No.1 is bringing together real-life friends **Ayushmann Khurrana & Raghunath Ram** in a heartwarming [video](#) in which Ayushmann thanks Raghunath for always being brutally honest and how that has helped him recognize his potential over the years.

Commenting on the campaign, **Amarpreet Singh, Executive Vice President & Portfolio Head, Marketing, Diageo India** said, *"In a world full of easy validation, it is only true friendship that can provide perspective. McDowell's No.1 stands for such bonds and through this campaign, the brand encourages everyone to celebrate their "Yaari" on Friendship Day by sharing how much they mean to each other just like Ayushmann & Raghunath."*

Quoting on the campaign, Sujay Ghosh - Executive Vice President & Business Partner, DDB Mudra South said, *"McDowell's No.1 has always been the catalyst for celebrating bonds of brotherhood. Hence, the significance of being an integral part of Friendship day. With this campaign, the brand wanted to celebrate the virtue of honesty that is characteristic of every true 'Yaar'. In our conversations, we realised how every time our "Yaars" have held the mirror to us, their brutal honesty has helped us grow into better human beings. In better words, Hum Achhe Kyunki Yaar Sachche. With a film featuring Ayushmann Khurana and a surprise cameo of Raghunath Ram, along with retail and activation encouraging "Yaars" to be honest with each other, the campaign sparks a fresh conversation on the role of "Yaars" and "Yaari" in our lives."*

The brand also urges 'Yaars' across India to take to social media, paying tribute to meaningful relationships, strong enough to bare the weight of truths, this Friendship Day. In an effort to make this simpler than ever the brand, along with their creative partners DDB Mudra Group & Experience Commerce, have created shareable, digital assets which include fun quotes such as *"Agar PJs marna crime hota, to tu pakka jail main hota"* which define a typical 'Yaar'. Consumers can tag and share with their friends on such one liners [here](#).

Taking it a step further, consumers nationwide can also join in through the brand's 'Yaar ko Sach Batao, Inaam Pao' contest, taking place across retail outlets and brand social media pages. The contest, which features in-store pop-up photo booths, will award one lucky group of "Yaars" with a paid trip to Dubai while other lucky contestants will win prizes over a period of two months. **(T&C apply)**

Agency Credits

Agency name: **DDB Mudra Group**

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About McDowell's No.1

Mc Dowell's No.1 Soda is an Indian brand manufactured by Diageo India. The brand has been celebrating the bonds of friendship for over 5 decades and continues to spread the joy of brotherhood with its No. 1 Yaari campaign. From the time of its launch in 1963, the brand has been associated with team sports such as football and cricket that bring out togetherness among players and friends. Mc Dowell's No. 1 has also been the reason for people to come together and celebrate through music by associating with some of the greatest musicians from around the world. The legendary brand continues to be the real spirit of true friendship.

For more information about Diageo India, our people, vision, brands, and performance visit us at www.diageoindia.com.

About the DDB Mudra Group

The DDB Mudra Group is India's largest marketing communications and services network and is a part of one of the world's most influential agency networks, the Omnicom/DDB Worldwide Group. We partner with over 200 clients, including some of the country's most prominent marketers across sectors, helping build powerful brands and businesses. Our suite of offerings and expertise ranges from brand consultancy through to brand activation, media planning and buying, and shopper marketing through our agency brands – Interbrand, DDB Mudra, 22Feet Tribal Worldwide, OMD Mudramax, Track DDB and TracyLocke. Our approach combines a deep understanding of people, culture and businesses with persuasive storytelling and creativity. Operating out of fifteen leading cities, we have a comprehensive presence across the length and breadth of the country

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