



## Tanishq launches unique #HeeronMeinHeera campaign with an educative film on diamond quality

*The campaign has been conceptualized and created by 22feet Tribal Worldwide*

Link to the work- <https://www.youtube.com/watch?v=idPoKxdH0as>

**Bengaluru | July 2018:** With a significant growth in the sale of synthetic solitaires, India's most loved jewellery brand Tanishq, stepped up to create an educative campaign of how today's customer should keep a set of pointers in mind when investing to buy Diamonds. The film beautifully encapsulates the set of emotions one carries within when he/she is buying a diamond and how Tanishq takes absolute care in order to give their customers nothing less than a perfect Solitaire- a true #HeeronMeinHeera.

Created by 22feet Tribal Worldwide, the film #TanishqPromises shows a Tanishq jeweller at Tanishq Diamond centre, speaking about the symbolization of diamond to that of a person who you give your heart to. Classically, Diamonds have always been portrayed as expressions of love. Operating on that premise, the film talks about how Tanishq picks up the perfect diamonds amongst the millions to be part of their family. For Tanishq, the process of finding that perfect Diamond is akin to the journey of finding true love. In a room full of diamonds, the one that shines the best are ought to be the ones from Tanishq because in order to deliver this unmatched product excellence, Tanishq ardently follows a set of 8 promises. This film is a beautiful depiction of the strict monitoring procedures that Tanishq follows to make their solitaire product shine the brightest.

Speaking about the film, **Deepika Tewari, AVP- Marketing, Tanishq**, said, *"Diamonds and solitaires are an expression of celebration and exclusivity. However, the quality of solitaires is very difficult to ascertain and there isn't a lot of information in the marketplace for customers to rely on. Through this campaign, we took it a responsibility to really address the situation by bringing ahead pointers that consumers need to keep in mind when investing in diamonds. We at Tanishq have 8 stringent parameters that we follow to ensure all our diamonds are immaculate. Everyone deserves to live their perfect diamond dream and we at Tanishq offer them #HeeronMeinHeera, it is a #TanishqPromise."*

Quoting about the film, **Vineet Gupta, Group CEO, DDB Mudra Group** said, *"Tanishq is undoubtedly India's largest, most trusted and fastest growing jewelry brand. This has been possible because this brand has always stayed true to its promise of purity and superior creations. Our intent with this film was to bring out this very fact, while educating the consumers about Tanishq's strict, multi- step selection process for their solitaires."*

The film has been published on Tanishq's official social handles. Apart from this, there is a digital and a print leg to the campaign.



### **Agency credits**

Agency: 22feet Tribal Worldwide

Creative team: Vishnu Srivatsav, George Sebastian, Vasanth Poodipeddi, Hemangi Chatterjee

Account management team: Ranji Cherian, Pritika Gupta, Sijo Abraham

Account planning team: Vidya Venkateswaran, Savyasachi Hebbar

Production house: Breathless Films

### **About 22feet Tribal Worldwide**

22feet Tribal Worldwide is a digital solutions provider, where the people, the culture, the work, and the possibilities are as interesting as the '22feet story'. The name '22Feet' was inspired by the human gut, which is 22 feet long. Founded in 2009, and headquartered in Bangalore - with over 260 employees across three offices, 22feet Tribal Worldwide continues to create effective digital solutions with a strong focus on creativity and technology. The portfolio of services includes digital marketing strategy & consulting, usability and customer experience, web design & development, application development, mobile marketing solutions, search engine marketing, social media marketing, studio services and branded content.

### **For more information, please connect with:**

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