

Hindware

Bathroom Products

Objective of the campaign

To project **Hindware** bathroom products as world class creations, which are used all over Europe.

Communication goal

To recreate the brand image of **Hindware** as an international acclaimed products and used both in Europe & America

Media

Print – interior designer magazines, newspapers

Campaign Objective

To erase the present perception of **Hindware** products as a “deshi” or Indian and instead make people to believe that **Hindware** bathroom products are international ones imported from Europe.

Advertising Strategy

We have made 3 different campaigns. In each of the campaign, we have tried to internationalize the products by trying complete different strategies, which will be released only in print medias. The ads will create an all-together different perception in the minds of the people. We have related the product with every user in a feeling which will imbibe an international sensation.

Creative Strategy

First Campaign

In the first campaign, we have highlighted the feeling of a user who wants to do his/her favourite thing in Europe. The ambience of the ad creates an international feeling with a person sitting inside a bathroom and treating oneself. We are telling “Please Don’t Disturb” while he/she is in the bathroom. He/she gets the feeling as though being in Europe. All these ads creates a feeling that person wants to be in the bathroom and doesn’t to be disturbed.

O Mama, I am in a fairyland in
FRANCE



The ambience of Hindware bathroom takes you to the European land. You get the feelings of being in France where you are incited to follow your instincts. Get along with these whole ranges of bathroom products which are adopted from the best European designs. These stunningly & stylishly contoured artifacts characterise quality and strength. All imported, the functionality & durability of the closet combines an expertise of performance and efficiency.

The first company in building materials to be awarded with the prestigious ISO 9001, 14001 and OHSAS 18001 certificate, Hindware has always maintained quality and environment systems. The collection therefore defines the contemporary hues, lines & shapes of European taste.

Hindware
TRULY INTERNATIONAL

Tewari House, 2nd Floor, 11-B/8, Main Pusa Road
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e-mail: delhi@hindware.co.in

S a n i t a r y W a r e | B a t h F i t t i n g s | B a t h t u b s | W h i r p o o l s | B a t h C o n c e p t s

A baby reading a book dreaming as though being in a fairyland. He tells his mom that he is in France. This also depicts that the baby feels himself in a European land enjoying his favourite story book and doesn't want to be disturbed.

A Quality Product
from **HSIL**

Let me do my manicure in
ITALY



The ambience of Hindware bathroom takes you to the European land. You get the feelings of being in Italy where you are incited to follow your instincts. Get along with these whole ranges of bathroom products which are adopted from the best European designs. These stunningly & stylishly contoured artifacts characterise quality and strength. All imported, the functionality & durability of the closet combines an expertise of performance and efficiency.

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A lady doing manicure in a beautiful bathroom of international style. She is treating herself with a feeling as though being in Italy.



Let me think of my next move in
GERMANY

The ambience of Hindware bathroom takes you to the European land. You get the feelings of being in Germany where you are incited to follow your instincts. Get along with these whole ranges of bathroom products which are adopted from the best European designs. These stunningly & stylishly contoured artifacts characterise quality and strength. All imported, the functionality & durability of the closet combines an expertise of performance and efficiency.

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A man sitting in the bathroom and playing chess. The image depicts the feeling of a person who wants to do his favourite thing in his bathroom attached with **Hindware** products without being disturbed.

Strategy -Second Campaign

The second campaign shows different Europeans in the bathroom and having their great time. We have taken different European countries since the products are used all over Europe and the same are being imported to India.

Creative Rationale

Four different European people were shown indulging in their favourite activities. For example, a French couple having an intimate kiss or a child having a burger, a well-known painter painting inside the bathroom and an American playing the favourite rugby.

All these visual are shown to depict that Hindware products are imported from Europe and the USA and represent the same style and quality.

Davvero Italia!



Truly international, the bathroom fittings of Hindware depicts a class that sets apart your bathroom from the rest. Widely accepted in European countries, these fittings are imported from Europe. Aesthetically designed in soothing colours, the bathroom fittings come with various new handy features. Elegant, durable, these stunningly & stylishly contoured artifacts characterise quality and strength. Get a feeling of a European taste as you mingle in a place that will soon be one of your favourites.

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Truly American!



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Treu Deutsch!



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De fait Francais!



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Strategy -Third Campaign

In third campaign, we have highlighted irresistible love between a couple resembling it with **Hindware** products. This whole campaign presents **Hindware** products as a unique and different appeal that will actually appeal to your senses.

Creative Rationale

In third campaign, every layout depicts an irresistible love between a couple resembling it with **Hindware** products. Every layout present its theme in unique way i.e. if your bathroom is a place you love to be, then **Hindware** is the way to love it. Unique, dynamic & durable **Hindware** washbasins and closets is a gem of Italian technology.

A Quality Product
from **HSIL**



IRRESISTIBLE
PASSION

Most Desired Brand in India



Hindware
SIMPLY OBSESSIVE
IMPORTED SANITARYWARE

Who say bathroom is just a small corner of your home, it's a reflection of your vivacious personality. If your bathroom is a place you love to be, then Hindware is the way to love it. Unique, dynamic & durable Hindware washbasins and closets is a gem of Italian technology. Fully imported and fashioned this is a certainly a true symbol of quality beyond compare.



A Quality Product
from **HSIL**



IRRESISTIBLE
ATTRACTION

Most Desired Brand in India



Hindware

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IMPORTED SANITARYWARE

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IRRESISTIBLE
COMPULSION

Most Desired Brand in India



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IMPORTED SANITARYWARE

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IRRESISTIBLE
FANATICISM

Most Desired Brand in India



Hindware

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IMPORTED SANITARYWARE

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from **HSIL**

IRRESISTIBLE
OBSESSION

Most Desired Brand in India



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IMPORTED SANITARYWARE

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Thanks



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Integrated Marketing Communication Solutions provider