



PRESS MONITOR

Publication : MXM India
Edition : Online
Date : February 22, 2017

Link: <http://www.mxmindia.com/2017/02/moonbow-urges-india-to-drink-clean-water-in-latest-ad-campaign/>

Moonbow urges India to drink clean water in latest ad campaign

22 Feb, 2017

By A Correspondent

Moonbow, the umbrella brand from leading sanitary ware company HSIL Limited launched a new TVC campaign 'Ab India Peeyega Achcha' for its water purifiers.

The TVC narrates the story about the innocence of childhood as children from different socio-economic background play together and share water since 'Accha Paani Share Karna Acchi Aadat Hai'. The new TVC visibly captures Moonbow's initiative to highlight that everybody irrespective of their race, caste or creed is entitled to pure drinking water.

Speaking on the new brand campaign, Rakesh Kaul, President, Consumer Products Division, HSIL Limited, said, "One of the biggest challenges in India today is access to clean drinking water. With this TVC, we perfectly capture the brands commitment towards providing consumers across India with clean drinking water. The TVC will play on primetime TV slots across general entertainment channels, select English and Hindi news and movie channels from 14th February 2017 onwards."

Speaking on the TVC, a Contract spokesperson said: "In a fairly cluttered market, where every brand spoke of technology and gave rationale to why their water purifier works seemed very similar to each other. The idea really qualitatively talks about the collective spirit with 'Ab India Peeyega Achha'. While the broader theme was about Sharing is good, and with Moonbow Water Purifier, you share good water no matter who you are sharing it with."