

**PRESS MONITOR**

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## Moonbow Promotes Pure Drinking Water in New Campaign

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Moonbow water purifier has recently launched a new campaign called Ab India Piyega Achcha for promoting their water purifiers.

Conceptualized by Contract Advertising, the TVC opens up in the kitchen of a home where a kid takes off to play with a bottle of water from Moonbow water purifier to the playing field. The kid sees a bunch of boys as spectators, and invites one of them to play, after a demonstration of his skill. Soon the other boys are also invited to play. The later part of the TVC shows the same boy giving his pure water to one of the invited spectators. The TVC ends on a note 'Accha Paani Share Karna Acchi Aadat Hai'.

With this 'Ab India Piyega Achcha' campaign, the brand highlights that everybody irrespective of their race, caste or creed is entitled to pure drinking water.

