

PRESS MONITOR

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Moonbow urges India to drink clean water through 'Ab India Peeyega Achcha' campaign

By Our Correspondent

New Delhi, Feb 16, Moonbow, the umbrella brand from leading Sanitaryware Company HSIL Limited launched their new TVC campaign today 'Ab India Peeyega Achcha' for their 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, Mr. 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."

Translating the product thought of 'Ab India Peeyega Achcha' on to a story line came from the life insight, that children see no barriers. Marrying the same to the aspiration of the brand to make good drinking water accessible to all. The TVC celebrates and demonstrates the same through its story line. Invoking the emotions of oneness that is fuelled even more in the social fabric of the country today. It is a simple story that begins in the kitchen of a home where a kid takes off to play with a bottle of water from the 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 other boys are also invited to play.

The TV commercial ends on a high note of sharing water because when you have something good you share it with others, instilling the spirit of oneness.

According to the Director

Aman Sachdeva, whose recent work includes TVC'S for OPPO phones with Hrithik Roshan, Akash Digital, Nestle and Ministry of Power, said, "I had a good time working on the Moonbow TVC. Films are as good as the teams involved in it; the client, agency and production team came together for a single goal (pun intended) of making an honest film with a sublime message of how kids don't have any prejudices when it comes to social class/ background differentiation. Authentic casting, convincing performances and emotional quotient of the film is just about in right balance as intended."

Quoting on the TVC, Team Contract, 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."