

PRESS MONITOR

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Moonbow redefines water purifier space through new ad campaign

TNN REPORT

JAMMU: Moonbow, the umbrella brand from leading Sanitaryware Company HSIL Limited launched their new TVC campaign today 'Ab India Peeyega Achha' 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, 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 prime time TV slots across general entertainment channels, select English and Hindi news and movie channels from 14th February 2017 onwards." 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." 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.