

Press Clip

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Onida launches new add campaign...bids farewell to Devil

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Onida with its new add campaigns features young couple Ritu and Siddharth and has given a complete makeover to its [brand](#). Onida also will bring its range of mobile phones into mass focus. Onida bets on 'New Age Couples'surprising thoughtfulness the new Onida approach

MIRC Electronics, promoters of Onida; announced their new brand [campaign](#) to grow their market share in the Rs50nb consumer durables industry. Onida, India's home grown MNC brand, now promises to deliver the right combination of style & substance in everything from product design to advertising. Exorcising their iconic Devil mascot, the brand will now communicate using a 'new age couple' as their protagonists whose lives are enhanced by Onida's thoughtful product features.

This is not only a change in [advertising strategy](#) or brand positioning, it is a complete change in how Onida will understand and respond to consumer needs better.

Stated Sriram K, Vice President – Sales, Service & Marketing at Onida, "For over 20 years, Onida relied on the Devil to give it brand image and recall. The [India](#) of today is no longer concerned about 'neighbours envy' – especially when it comes to

durables. The new Onida needs to fit into their lifestyles by understanding their latent needs better and delivering quality products with thoughtfully designed features. This will be the core driver for Onida across its [business and marketing](#) processes. The reflection of design and thoughtfulness will be captured in our new brand identity campaign. We are confident that the new campaign will put us on an accelerated growth path.

The new brand campaign will showcase the surprising thoughtfulness behind Onida's product features through the eyes of today's young couple, personified by Siddharth & Ritu, who share a loving yet chatpata relationship.

Onida is restructuring its core organizational processes to strengthen the link between consumer insights and product design. This ethos is exemplified by their new tagline Tumko Dekha Toh Yeh Design Aaya The objective is to embed every Onida product with aesthetic design and thoughtfulness which will appeal to the new generation.

Onida Atom DVD player has a USB port and a SD Card Reader that enables users to play their favourite movie downloads or music directly on the DVD without having to burn a disc.

Onida [Front loading washing machine](#), the slimmest in the category has Extra Wide & Extra Tall drum for superior wash, without the need for constant bending.

Onida Black Beauty Microwave comes with one touch auto cook menu to simplify day to day Indian cooking.

Onida's Thunder Range of LCDs & CTVs come with a home theatre bar, there's no need for any messy speakers and wires.

<http://archives.indiainfoline.com/news/innernews.asp?storyId=114164&lmn=1&cat=19>
