

Press Clip

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Devil is no more Onida's advocate; new-age couple steps in

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The Devil synonymous with Onida TV will soon cease to exist as MIRC Electronics, promoters of the brand, has finalised an entirely new advertising campaign in line with India's changing demographics. The new brand campaign will showcase the surprising thoughtfulness behind Onida's product features through the eyes of today's young couple, personified by fictional new-age pair Siddharth and Ritu, who share a loving yet `chatpata' relationship. The tag-line of the new ad will be `tum ko dekha to

yeh design aaya'. "For over 20 years, Onida relied on the Devil to give it a brand image and recall. The India of today is no longer concerned about 'neighbours envy' - especially when it comes to durables," Onida Vice-President-Sales, Service and

Marketing, Sriram K, said at the launch of the campaign here today. "The new Onida needs to fit into their lifestyles by understanding their latent needs better and delivering quality products with thoughtfully designed features. The reflection of design and thoughtfulness will be captured in our brand identity campaign," he said.

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