

Press Clip

| | |
|----------------|----------------------|
| Website | www.campaignindia.in |
| Date | 16 September 2009 |
| Edition | Online |



Onida lays the Devil to rest, unveils new brand campaign

Campaign India Team, 16 September, 2009



Mumbai

MIRC Electronics, promoters of consumer durables brand Onida, have unveiled a new 360 degree campaign. With this campaign, the brand aims to grow its market share in the consumer durables category. The new campaign has been designed by McCann Erickson and sports the tagline, "Tumko Dekha Toh Yeh Design Aaya'.

The brand has laid its mascot, the Devil, to rest and will now use a new age couple, 'Siddharth' and 'Ritu' to communicate its proposition to its consumers.

Said Sriram K, vice president, sales, service and marketing, 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 'neighbour's 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."

Sriram added, that the reflection of design will be captured in the new brand identity campaign. The company also claims that the objective of the campaign is to embed every Onida product with aesthetic design and thought fullness which will appeal to the new generation.

<http://www.campaignindia.in/news/2009/09/16/onida-lays-the-devil-to-rest-unveils-new-brand-campaign>