

Press Clip

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New age couples replace the devil at Onida

Indiantelevision.com Team

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MUMBAI: In a bid to expand its market share in the Rs 500 billion consumer durable industry, Onida has decided to replace its iconic Devil mascot with the 'new age couple' as lead protagonists.

MIRC Electronics, promoters of Onida, will launch four new television commercials, created by McCann Erickson.

Also, with an aim to strengthen connect between consumer insights and product design, the commercials will play on the tagline, *Tumko Dekha Toh Yeh Design Aaya*.

"For over 20 years, Onida relied on the devil to give it a brand image and recall," says Onida VP sales service and marketing Sriram K.

"Today, India 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."

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