

Press Clip

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Onida drops devil, new campaign soon

The campaign by McCann Erickson India will feature a young married couple, Ritu and Siddharth, whose lives are enhanced by Onida products
Gouri Shah

Mumbai: MIRC Electronics Ltd, the promoters for consumer electronics, brand Onida, announced their new brand campaign in Mumbai on Tuesday. Having done away with the devil, their iconic mascot from the early 80s, the brand will now focus on using a "new age couple" to communicate their focus on products that are inspired by consumer insights.

The campaign by McCann Erickson India will feature a young married couple, Ritu and Siddharth, whose lives are enhanced by Onida products and will carry the tag line: "Tumko Dekha Toh Yeh Design Aaya."

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The brand plans to double their ad spending this year to Rs100 crore, of which approximately Rs35 crore will be spent over five weeks during the festive season starting on 19 September, which typically accounts for 40% of their annual sales. Approximately 90% of their ad budget will be spent on television.

"Over the years, the actual festive sale period has shrunk from four weeks to one week, today. So the challenge will be to ensure that we are on top of our consumer's mind during this time," says Suresh Amarnani, head-marketing, MIRC Electronics.

Beyond this the brand will also invest heavily on in-store promotions and visual merchandising at point of sale. The company is also in the process of building a structural link between their research and development team and consumers, to ensure that the two groups are interacting on a regular basis as a way to drive innovation and live by the brand's new philosophy of "Designed with you in mind".



"Technology is a great leveller, eventually the competition will play catch-up. So the challenge for the brand will be to live by this new philosophy and internalize it at every level, so as to ensure consistency," says Ranjan Kapur, country manager – India, for the WPP Group who is also a director on the board for this company. The company expects a turnover of Rs2,000 crore this year over the Rs1,600 crore turnover, last year says Sriram Krishnamurthy, vice –president (marketing, sales and service) at MIRC Electronics.

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