

## Press Clip

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## Onida to give brand a makeover

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In the face of India's changing consumer tastes, Onida has decided to say goodbye to the 'devil', the company's mascot that for years aroused envy of neighbours who didn't own its TV sets, and relaunch the brand.

The company's 'devil' ad campaign, whose tagline was 'neighbour's envy, owner's pride, was a rage at one point in time, but the Indian multinational feels it has outlived its objective due to change in taste and financial capability of the consumer.

At the time this famous campaign was launched, owning a television was a matter of pride for Indians. However, things have changed in the last 20 years due to liberalisation which has expanded market for both domestic and global brands as well as spending capabilities and owning a TV is no more a subject of neighbours envy.

"Onida is in the process of building a completely new brand mascot to appeal to India's new consumerism. Noted ad veteran Prasoan Joshi and his team is helping



the company in the brand re-birth process," a senior company official said, while confirming that a decision has been taken to send the devil back to where it belongs.

<http://www.indianexpress.com/news/onida-to-give-brand-a-makeover/513588/>