

Press Clip

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Onida to bid adieu to devil

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New Delhi, Sep 6: In the face of India's changing consumer tastes, Onida has decided to re-launch the brand and say goodbye to the 'devil', the company's mascot that for years aroused envy of neighbours who didn't own its TV sets.

The company's 'devil' ad campaign, whose tagline was 'neighbour's envy, owner's pride, was a rage at one point, 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 the market for both domestic and global brands as well as spending capabilities and owning a TV is no more a subject of neighbour's envy.

"Onida is in the process of building a completely new brand mascot to appeal to India's new consumerism. The noted ad veteran, Mr Prasoon 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.

With stiff competition from international brands like LG and Samsung, Onida is now preparing to rebuild its brand to appeal to the new age Indian consumers. "It is just like Air India doing away with its popular mascot, the Maharaja. The devil is no longer considered relevant in today's market," he said.

Onida, established in 1982 under Mirc Electronics, today enjoys a strong equity among consumers making it one of the leading brands in India. It offers a wide range of household appliances, including ACs, DVDs, Plasma & LCD televisions and home theatre systems.

Onida has a network of over 33 branch offices, 208 Customer Relation Centres and 41 depots spread across India.

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