

**Fevicol launches a sequel to the ongoing TVC series to stay connected on topical festive occasions**

*~To reiterate the core proposition of “bonding” this Navratri as a part of*

*‘Judh Jayein Tyohaar Pe’*

*~TV campaign to be supported by an integrated digital marketing campaign*

**NATIONAL, OCTOBER 8, 2013:** FEVICOL, THE LARGEST SELLING BRAND OF ADHESIVES IN INDIA, HAS ROLLED OUT A SEQUEL TO THE TV CAMPAIGN SERIES TO STAY CONNECTED AND STRIKE AN EMOTIONAL CORD AROUND CONTEMPORARY FESTIVALS.

In the sequel TVC developed by O &M, the communication is more than just functional, and has kept in line with product attribution especially with the use of Fevicol mascots – The Elephants. Fevicol has taken an interesting route of animation advertising and brought its elephants to life. The animated elephants have maintained the wit and humor quotient as in a Fevicol fashion way. The TVC reinforces the promise of a strong bond of togetherness on the festive occasion of Navratri.

**MR. ANIL JAYARAJ, CHIEF MARKETING OFFICER, PIDILITE INDUSTRIES** SAID, “THE SUCCESS OF FEVICOL’S COMMUNICATION LIES IN ITS EARTHINESS AND ITS ABILITY TO BREAK THE CLUTTER AND CONNECT WITH ITS AUDIENCES USING THE WIT AND HUMOR QUOTIENT. MOST OF OUR ADVERTISING BASES THE CORE PRODUCT BENEFIT AS THE CENTER POINT OF COMMUNICATION, IN AN EXTREMELY CREATIVE AND YET SIMPLE WAY. POST SUCCESSFUL CAMPAIGN WITH THE LAST CREATIVE, WE WANTED TO HIGHLIGHT THE STRENGTH AND BRAND PROMISE IN AN ENTERTAINING AND HUMOROUS MANNER THAT HAS BECOME SYNONYMOUS WITH FEVICOL ADVERTISING. WE BELIEVE THAT WE HAVE DONE THE SAME WITH THE FEVICOL’S ANIMATED ELEPHANT MASCOTS.”

He further added, “With the help of the new creative, the brand has embarked on a new journey of becoming the household name for bonding and togetherness.”

The TV campaign will be supported by an integrated digital marketing campaign. Apart from outdoors and increased visibility at trade outlets they are also executing a number of demand generation initiatives to reap maximum advantage of the new TVC.

Commenting on the concept, **Mr. Piyush Pandey Executive Chairperson and Creative director,** Ogilvy & Mather- South Asia says, “Fevicol has always innovated around topical events to reinforce their brand message while making the consumers smile at the same time. This is yet another example of how Fevicol Judh Jayein Tyohar Pe ad captures the festive spirit of India, borrows the flavor of playfulness, vigour and dynamism and therefore becomes a unique part of the Festive fabric of India.”

The ad will be aired across key Hindi speaking markets **from Oct 8<sup>th</sup>- Oct 13<sup>th</sup> including sports during India-Australia ODI**. The communication will be extended through various digital promotion plan and BTL activities such as high visibility and innovative POS, demand generation activations, dealer certification, contractor certification and gratification program, Contractor contact programs among other elements.

### **The storyline....**

The film opens on our two elephants, fighting for a sugarcane stick. It's a tug-of-war scene; and each one is pulling the sugarcane stick towards his side with his trunk. Just then the sugarcane stick breaks into two halves and at that very moment, a loudspeaker, which is mounted on a *shamiyana* tent, starts playing *dandia* music. Inspired by the festive tune, the duo forgets the fight, and starts performing *dandia* with the sugarcane stick going back to form the Fevicol logo (trademarked for Fevicol – The Ultimate Adhesive)

The value to the advertisement lies in its simplicity to convey the core product proposition and has successfully pushed the envelope further. This advertisement has been path breaking in a clutter of glamorous ads.

### **Credits:**

Fevicol Marketing Team

**AGENCY:** OGILVY & MATHER, MUMBAI.

**CREATIVE TEAM:** PIYUSH PANDEY, ABHIJIT AVASTHI, AMITABH AGNIHOTRI, SAMEER SOJWAL, MAYANK YADAV & CHIRAYU PALANDE.

**ACCOUNT MANAGEMENT TEAM:** VIVEK VERMA, VISHAL BIJLANI, RAMANATHAN SRIDHAR.

**DIRECTOR:** VAIBHAV KUMARESH

### **About Pidilite:**

Since its inception in 1959, Pidilite Industries has been the pioneer and market leader in adhesives and sealants, construction chemicals, craftsmen products, DIY (Do-It-Yourself) products and polymer emulsions in India. Our product range also includes paint chemicals, automotive chemicals, art materials and stationary, fabric care, maintenance chemicals, industrial adhesives, industrial and textile resins and organic pigments & preparations. Most of the products have been developed through strong in-house R&D. Our brand name Fevicol has become synonymous with adhesives to millions in India and is ranked amongst the most trusted brands in the country. Some of our other major brands are M Seal, FeviKwik, Fevistik, Roff, Dr. Fixit, Sargent Arts, Hobby Ideas and Cyclo.

### **About Fevicol:**

Fevicol is the largest selling brand of adhesives in Asia. Fevicol is a synthetic resin adhesive, so easy to apply that even non-experienced carpenters can work with it comfortably. It can be used in bonding various materials, where one of the surfaces to be bonded has to be porous. Fevicol strongly binds wood, plywood, laminate, veneers, MDF and all types of boards, cork etc. It is also used in sport goods manufacturing and book binding. The bond gives handling strength in 8 to 10 hours and cures fully in 24 hours to become so strong that if hit hard on the bond the wood gives away without so much as even affecting the bond.

An extensive range of consumer, craftsmen, engineering and industrial adhesives are in the market under the Fevicol brand name. Main brand is Fevicol SH and variants are Fevicol Marine and Fevicol Speedx. Wall finish and wood finish products are also included in FV division product range.

HBL (Brandline)

### **And blue elephants**

If there is festivity in the air can the animated blue Fevicol elephants be far behind? Here we have typical *dandiya* music and lovely animation to make the elephants do the *raas* with broken stumps of sugarcane. I never liked these elephants the last time around. They are growing on me, though. The connection of Fevicol with festivity is fascinatingly clever.

