



**Dr. Fixit launches new TV campaign to promote Raincoat - its 100%
Water proofing outdoor paint to save housing structures**

To reiterate Dr. Fixit as the ultimate rainproof shield for structures

TV campaign to be supported by an integrated on-ground marketing campaign

Mumbai, May 2013: Dr. Fixit, a pioneer in the Construction Chemicals segment, from the house of Pidilite Industries has rolled out a new TV campaign for Dr. Fixit Raincoat – that protects the houses and structures from getting worn out and threadbare in monsoons.

In the new TVC developed by Soho Square, the communication is more than just functional, and has kept in line with product attribution. The TVC reinforces the promise of a strong bond that Dr. Fixit Raincoat provides even in harsh monsoons clearly communication even if one hears without the audio.

Mr. Anil Jayaraj, Chief Marketing Officer, Pidilite Industries said, “Dr. Fixit- Raincoat is a revolutionary product that provides very strong and durable waterproofing even when exposed to heavy monsoons. In last 2 years, the brand has evolved to successfully create advanced waterproofing systems with state of the art research developments and strengthen the overall brand equity of the mother brand Dr. Fixit. Most of our advertising bases the core product benefit as the center point of communication, in an extremely creative and yet simple way. We believe that we have done the same with Raincoat. This manifestation of the thought is core to the way that Dr. Fixit and in fact most of Pidilite products advertise. This new communication takes our earlier one ahead, and stands out especially in a highly competitive environment.”

He further added, “With the help of the new creative, the brand has embarked on a new journey of becoming the ideal water proofing outdoor paint to secure homes and structures from wearing out.”

The TV campaign will be supported by an integrated 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, **Anuraag Khandelwal**, Executive Creative Director at Soho Square, explain how they went about meeting this task. "A house without protection would be unable to fight the monsoon catching the house with innumerable infections. But with Dr. Fixit Raincoat, transforming as the protective shield immunizes the house against the possible infections. A house enjoying the rain was the visual device we took forward in our communication."

The ad will be aired across key markets including entire Hindi speaking belt and supported by regional channels in South India, West Bengal, Maharashtra, and Gujarat for 4-5 weeks period starting early May 2013. The communication will be extended through various BTL activities such as outdoor advertising, high visibility and innovative POS, demand generation activations, dealer certification, contractor certification and gratification program, Contractor contact programs among other elements.

The storyline....



The advertisement kicks off with heavy monsoon with houses devoid of any protection. The advertisement, inspired by Transformers has the house transformed as the protective shield with a yellow raincoat symbolic to that of the product-line. The transformed house is now immune to any massacre by the monsoon as it is well guarded. The nearby houses that weren't protected are advised to have vaccinated against the possible monsoon troubles and enjoy the rains too.

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

Credits:

Creative Agency: Soho Square Mumbai.

Executive Creative Director: Anuraag Khandelwal

AGENCY SPEAK



"A house without protection would be unable to fight the monsoon catching the house with innumerable infections. But with Dr. Fixit Raincoat, transforming as the protective shield immunizes the house against the possible infections. A house enjoying the rain was the visual device we took forward in our communication."

Anuraag Khandelwal
Executive Creative Director
Soho Square

CLIENT SPEAK



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Anil Jayaraj
Chief Marketing Officer
Pidilite Industries

BRAND DR. FIXIT
CREATIVE AGENCY: SOHO SQUARE MUMBAI
EXECUTIVE CREATIVE DIRECTOR: ANURAAG KHANDELWAL

COMPILED BY:
SHOBHANA NAIR
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Fevicol Science Project Challenge 2012 winners announced



Mitra Academy School Bangalore bags the title in senior category

Gowtham Model School from Ongole wins the junior category

Mumbai, May, 2013: Pidilite Ind, one of the leading companies in consumer and specialty chemicals, under the aegis of its Arts, Stationery and Fabrics division, today announced the winners of the grand finale of **Fevicol Science Project Challenge 2012** held in Mumbai on April 29th, 2013. Mitra Academy School Bangalore bagged the prize in senior category for their project on 'Our Future City – Greentech city' whereas Gowtham Model School from Ongole, Andhra Pradesh won the competition in junior category for their project on 'Water-Managing the most precious resource'. Four teams each for junior and senior categories qualified to the grand finale out of over 737 schools, 185000 students, and 61667 teams who participated from across the country. This contest is for the students from standards 5 to 10 and is open to all schools in India.

Fevicol Science project Challenge is a quest to nurture the next generation of scientists and thinkers. This contest encourages students to think about topics that are related to their everyday life, futuristic concepts and make 3D models of their interpretations of the subject/topic. The 3D modeling is to promote the "Learning by doing" attitude so that the young minds understand the theory as well as the actual working of the concepts. Therefore, this contest provides the students an opportunity to challenge their own creativity and convert class room learning into workable concepts and models.

Mr. Rahul Sinha, President- Sales & Marketing - CPASF, Pidilite Industries Limited, Mumbai, said "Projects and models make a subject like Science fun and creative, and Fevicol has been associated with such projects for a long time now. Through Science project challenge we want students to Dream, Imagine, Observe and Create. All the projects displayed in finals were commendable. I congratulate the winners and wish them good luck for future."

The challenge began in mid September 2012 for the children in 5-10th standard. The first round was judged in the school itself by the principals and teachers. Schools uploaded the pictures of the winning projects on the company website along with a brief on chosen topic, principles and working of the 3D model. Further, these projects were reviewed by expert panel who chose 4 projects each from junior team (standard 5th to 7th) and 4 projects from Senior team (8th to 10th Standard). The judges for the finale were Mr. Bhagwat – Chairman, Navi Mumbai Science Foundation and Ex BARC Scientist, Mumbai and Mr. Shrikanth Pathak - Curator, Nehru Science Center, Mumbai. Dr Tulsi Mukherjee - Distinguished Scientist, DAE (Retired) & Former Director, Chemistry Group, Bhabha Atomic Research Centre, Mumbai graced as the Chief Guest and Guest of Honour was Mr Shivaprasad - Director - Nehru Science Center, Mumbai.

Ms Spurti from Team Mitra Academy, senior category, while expressing his feeling said, "We are delighted and proud to have won this challenge. It was truly a learning experience for us as we had an opportunity to study and research. Our project aimed at conceptualizing and creating a sustainable and inclusive future city. We chose to take up sub topic of 'greentech'. Our project highlighted how we can eliminate the difference between urban and rural areas to combine the goodness of both to create a



inclusive city which will have space for humans and nature equally. We look forward to participating next year also.”

Master Kartik from Team Gowtham School, Junior Category, said, “It’s a dream come true for us. This is big moment for us. We thank Fevicol MR for giving us this platform. We could explore the given subject a lot more. We, through our project, highlighted the need of conserving and managing the most precious resource-Water. Most parts of our country are facing water shortage. We believe that Water should not only be preserved but should be managed effectively to meet the ends.”



ALL SMILES Manasa Murali (centre) with her team.

Leading by example

Manasa Murali, a class eight student and her team members — Spoorthi and Suvarna Sindhu from Mitra Academy School, Bannerghatta Road — participated in a Science Model competition, conducted by M/s Pidilite Industries (Fevicol Science Project Competition).

The three bright students, won at both State and national level, under the guidance of

their teachers Nalini (science teacher) and Shravankumar (art teacher). The competition had 1,85,000 students, 61,666 teams and 737 Schools who participated from across the country.

Manasa and her team chose to work around the topic, ‘My Future City (Green Tech City)’. The competition was held at Mumbai Ramada Hotel Convention Centre.