



## Pidilite launches Dr. Fixit Knowledge Centre in Kochi

*~ The first of its kind knowledge centre for Experiencing, Educating and Execution of solutions for all waterproofing problems.*

**August 22, 2013:** Dr. Fixit from the house of Pidilite, the industry leader in Construction Chemicals, has launched Dr. Fixit Knowledge Centre in Kochi, first of its kind centre for correct understanding and application of waterproofing solutions. It was inaugurated by **Mr. Nelson Brady – Chairman: National Roofing Contractors Association (NRCA) USA.**

Dr. Fixit is one of the most trusted brands in the Indian construction industry known for its innovation and pioneering solutions for waterproofing problems. Continuing the brand promise further, Dr. Fixit Knowledge Centre meets International Standards and helps professionals gain a practical and hands-on-training on the various approaches to waterproofing solutions.

The thought behind Dr. Fixit Knowledge Centre is largely based on three pronged approach of Experience, Educate and Execute. The Ground floor has a display of various life size mockups of swimming pool, bathroom, sloping roofs, terrace insulation etc where the various systems can be understood. The first floor has a state of the art training facility where seminars will be conducted on various aspects of waterproofing and lastly the basement will provide opportunity for professionals to get their hands dirty and gain a more practical understanding of the various systems.

Speaking on the occasion, **Mr. Nelson Brady – Chairman: National Roofing Contractors Association (NRCA) USA** said, “Dr. Fixit Knowledge Centre in Kochi is one of its kind in the world. It is a one stop center for all solutions in waterproofing. This is well thought of and we wish Dr. Fixit Knowledge Centre many congratulations and all success”.

Mr. Sanjay Bahadur – CEO – Construction Chemicals Division said “Kochi is well known as Kerala’s commercial capital. Kerala is a highly literate state and is adaptable to new technologies, thus making it the ideal location for the first Dr. Fixit Knowledge Centre in the country. We plan to have similar centers opened in various parts of the country in the near future”.

The event was graced by the presence of **Ar. Jeff Antony - Chairman: Indian Institute of Architects – Kerala Chapter, Ar. Sajan Pulimood: Chairman – Institute of Indian Interior Designers – Kochi Chapter, Ar. L. Gopakumar, Ar. Jabeen Zacharias, Ar. Najeeb** and other prominent architects from Kerala.



Dr. Fixit solutions are available in the retail market and caters to the needs of the Contractors, Real Estate developers and the home owners. The Dr. Fixit Knowledge Center is aimed at meeting the requirements of the architects, civil engineers and other influencers who need to be informed about the latest trends and the new technologies introduced in the market for them to imbibe the same in their work.

Business Standard

## **Dr Fixit knowledge centre in Kochi**

Water proof solutions provider Pidilite has launched Dr Fixit knowledge centre in Kochi, a first-of-its-kind in India, for application of waterproofing solutions. Nelson Brady, chairman, National Roofing Contractors Association, US, inaugurated the centre. Speaking to the media, Sanjay Bahadur, CEO of the company's construction and chemicals division said, the centre would facilitate professionals to gain practical knowledge and hands-on training in various aspects of waterproofing solutions. The company plans to open similar centres in various parts of the country. BS REPORTER ◀



## ***5000 school children join hands to create Rakhis for the city police force in Ahmedabad***

### **Pidilite Hobby Ideas extends their support for the activity**

**Ahmedabad, August 19, 2013:** In a noble activity, over 5000 school children from various schools of the city came together to express their gratitude towards the city police force by creating Rakhis for them.

The activity initiated and supported by Pidilite's Fevicryl Hobby Ideas, one of the leading brands in arts, stationery, and fabric colours saw students creating very colourful and beautiful rakhis. This was aimed at recognizing the effort of the police force in having Ahmedabad as one of the safest cities to live in.

The student procured materials from Fevicryl Hobby Ideas. The student representing each school tied these colorful *rakhis* to senior officials at the *Shahi Baug Police HQ* in Ahmedabad and handed over the *rakhis* to rest of the police force.

**Mr. Rahul Sinha, President, Sales and Marketing, CP-ASF division, Pidilite Industries** said: "We thought this was a great occasion to recognise the efforts of the police force who are our real heroes. We engaged school children as well because they are the future of the country and should be aware of the contributions made by the police. We are very happy to be associated with this activity and are proud to see the kind of beautiful art the students here have exhibited. We hope to continue many more similar engaging activities in future."





**CREATIVE AWARENESS**

Hobby Ideas organised a unique CD painting event for students at Parag Vidyalaya in Bhandup on Saturday to create awareness and sensitise society about the increasing e-waste menace  
— SATEJ SHINDE



## Fevicol launches new TV campaign series to stay connected on topical festive occasions

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

*‘Judh Jayein Tyohaar Pe’*

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

**Mumbai, August 16, 2013:** Fevicol, the largest selling brand of adhesives in India, has rolled out a new TV campaign series to stay connected and strike an emotional cord around contemporary festivals.

In the new 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 Raksha Bandhan.

**Mr. Anil Jayaraj, Chief Marketing Officer, Pidilite Industries** said, “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. This manifestation of the thought is core to the way 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 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, “Keeping in mind the tone and manner that Fevicol has had for the last 21 years, Fevicol Judh Jayein Tohar 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 markets including entire Hindi speaking belt and supported by regional channels in South India, West Bengal, Maharashtra, and Gujarat for **XX week** period starting August 17, 2013. 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 advertisement kicks off with two animated elephant characters running playfully. They jump and leap trying to abscond secretly. What follows in another frame, is the sister elephant holding a rakhi looking for her two elephant brothers in exasperation. The elephant brothers watch impishly and then go 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 hit the nail right. This advertisement has been path breaking in a clutter of glamorous ads.

44 [ CREATIVE ZONE ] SHOWCASE OF THE LATEST AD CAMPAIGNS



AGENCY	CLIENT	CREDITS
 <p>Keeping in mind the tone and manner that Fevicol has had for the last 21 years, the ad captures the festive spirit of India, borrows the flavor of playfulness, vigour and dynamism and becomes a part of the festive fabric of India.</p> <p><b>Piyush Pandey</b> Executive Chairperson and Creative Director, Ogilvy &amp; Mather South Asia</p>	 <p>Post a successful campaign with the last creative, we wanted to highlight the strength and brand promise of Fevicol in an entertaining and humorous manner, which has become synonymous with Fevicol advertising. We believe that we have done that with the brand's animated elephant mascots.</p> <p><b>Anil Jayaraj</b> Chief Marketing Officer, Pidilite Industries</p>	<p><b>CREATIVE AGENCY</b> OGILVY &amp; MATHER, MUMBAI</p> <p><b>CREATIVE DIRECTOR</b> PIYUSH PANDEY</p> <p><b>CREATIVE TEAM</b> PIYUSH PANDEY, ABHJEET AVASTHI, AMITABH AGNHOTRI, SAMER SOJWAL, MAYANK YADAV &amp; CHIRAYU PALANDE</p>