

Perfetti – Uses Cricket Popularity, Breaks Through Clutter

The Objective

Being an impulse purchase category, our objective was to create effective differentiation for our brands. It is even more challenging as there are already a large number of brands available in the same category. The aim was also to target the youth through advertisements that connoted a fun and happy-go-lucky attitude.

The Right ‘Moves’

An animated depiction transcends age barriers and is also amongst the easiest ways to grab attention. Animation forms an immediate connection with the audience. By the very nature of the medium, an animated depiction connotes innocence, spunk, vibrancy, fun and happiness, which has an appropriate fit with each of the Perfetti brands.

Why Through Cricket?

Few games have as much universal appeal as cricket enjoys, cutting across age groups and geographical boundaries. It rates extremely high on viewership and is the perfect partner for high visibility.

Leveraging the passion of cricket, we created characters that would break the clutter, enhance brand recall and bring home the proposition of each brand to the target audience. Each of the characters created were developed on emotions that were triggered during the game with a perfect brand fit.

The brand characters were for:

- **ALPENLIEBE LOLLIPOP – ‘Lagey Raho’**

Runjit Singh – A gay Sardarji appears on screen, does a jig and whistles when an individual or a team score reaches 50 and multiples of 50 thereafter.

- **CENTER SHOCK – ‘Hila Ke Rakh De’**

Gilli Swamy – He appears every time a batsman is clean bowled, and is likely to be extended to all the FOWs.

Anda Bhai – He appears whenever a batsman is out for a duck. Center Shock’s branding is restricted to the opposition in an India-playing match.

- **CHLOROMINT – ‘Dubara Mat Puchna’**

Yogi baba – He’s a modern day *baba* who appears with an *oakley* (grinding stone) whenever the third umpire is called for. A crystal ball that turns from red to green is also seen, indicating the decision of the umpire.