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Racold, water heating solutions provider #ShowerDecision Testimony 1- Suresh Nair, Writer

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18-December-2018

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Published Date	15 th December, 2018	Publication	Daily Hunt
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Saturday, 15 Dec, 3.16 pm
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BRAND COMM

Racold launches #showerdecision campaign



Mumbai : Racold, India's largest water heating solutions provider, has launched a new integrated marketing campaign titled #ShowerDecision. Not a single day goes by without taking a decision. Some decisions are thought through while some can be impulsive. It is at this point of dilemma that a person needs the clarity of thought to enable him to make a decision. We all go through this phase in our lives, when we have to take decisions that impact our lives in a small or a big way. A hot shower enables us to refresh our thoughts and think clearly, helping us make the right decision. Doesn't it? Taking this thought forward,

Published Date	15 th December, 2018	Publication	TV News4u
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HOME > BRAND COMM > RACOLD LAUNCHES #SHOWERDECISION CAMPAIGN



Racold launches #showerdecision campaign

Posted By: tvnews4u on: December 11, 2018

Print Email

Mumbai : Racold, India's largest water heating solutions provider, has launched a new integrated marketing campaign titled #ShowerDecision. Not a single day goes by without taking a decision. Some decisions are thought through while some can be impulsive. It is at this point of dilemma that a person needs the clarity of thought to enable him to make a decision. We all go through this phase in our lives, when we have to take decisions that impact our lives in a small or a big way. A hot shower enables us to refresh our thoughts and think clearly, helping us make the right decision. Doesn't it? Taking this thought forward,

The campaign celebrates this moment of 'decision making' and urges consumers to share the decisions they took that made a difference to their lives, big or small. One can share their #ShowerDecision by simply logging on to www.racold.com/showerdecision/ and uploading a video or a picture with their story of how a #ShowerDecision impacted their life. One can also log into the microsite using the Racold social media handles. The most inspiring stories will win a swanky washroom makeover by Racold that will give a perfect ambience to relax, distress and rejuvenate. Additionally, that, there are exciting prizes to be won every day such as PAYTM wallet cash * and Amazon coupons worth Rs. 500* for daily lucky winner.

Published Date	10 th December, 2018	Publication	Indian Television
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Racold launches #ShowerDecision campaign

A TVC and three digital films have been released

10 Dec 2018 - 07:28 AM IST | By [indiatelevision.com Team](#)



MUMBAI: Water heating solutions provider **Racold** has launched a new integrated marketing campaign called #ShowerDecision. The campaign aims to celebrate this moment of 'decision making' and urges the consumers to share them on Racold website or their social media handles via photos and videos along with the hashtag.

People who will share inspiring stories will win a swanky washroom makeover by Racold. Additionally, there are other exciting prizes like Paytm wallet cash and Amazon coupons worth Rs 500 for the daily winners.

The integrated marketing campaign has been launched on television, radio and digital platforms, including YouTube, Facebook, Twitter, and LinkedIn. A TVC has also been released supported by three digital film showcases that seed the thought of shower decisions through the testimonials of a writer, a homemaker turned graduate and an entrepreneur. The campaign will be further amplified through point of sale materials leading

to category education, enabling consumers to arrive at a decision of which water heater to buy and driving participation

Commenting on campaign strategy, Ariston Thermo India managing director Ramnath V said, "The new campaign emphasises on the transformative quality of hot shower from Racold in clearing their mind and enabling to take shower decisions. It resonates with the brand pay off of reborn every day with hot water that Racold offers through its wide range of state of the art water heaters. As leader, we wanted to strike relevance with our TG at an emotive level, engrained in the core benefit. We wanted to get away from a feature based me-too communication and wanted to converse rather than communicate with our consumers. We want our consumers to play a role in defining our brand."

Vice president, marketing Prashant Dhar further elaborated, "We are going all out to amplify this unique campaign across all mediums to let people engage with us with their shower decisions. It's a high decibel 360-degree campaign with TV burst in select markets, PAN India digital campaign, radio and point of sale activation."

Published Date	6 th December, 2018	Publication	Nrnews24x7
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Racold Launches #ShowerDecision Campaign

Posted By: editorial desk on: December 06, 2018 In: National No Comments 0 Print 0 Email

December 6, 2018: Not a single day goes by without taking a decision. Some decisions are thought through while some can be impulsive. It is at this point of dilemma that a person needs the clarity of thought to enable him to make a decision. We all go through this phase in our lives, when we have to take decisions that impact our lives in a small or a big way. A hot shower enables us to refresh our thoughts and think clearly, helping us make the right decision. Doesn't it? Taking this thought forward, Racold, India's largest water heating solutions provider, has launched a new integrated marketing campaign titled #ShowerDecision.

The campaign celebrates this moment of 'decision making' and urges consumers to share the decisions they took that made a difference to their lives, big or small. One can share their #ShowerDecision by simply logging on to www.racold.com/showerdecision/ and uploading a video or a picture with their story of how a #ShowerDecision impacted their life. One can also log into the microsite using the Racold social media handles. The most inspiring stories will win a swanky washroom makeover by Racold that will give a perfect ambience to relax, distress and rejuvenate. Additionally, that, there are exciting prizes to be won every day such as PAYTM wallet cash * and Amazon coupons worth Rs. 500* for daily lucky winner.

The campaign has been launched through the recreated TV Commercial where the protagonist is in a dilemma to send his parents to an old age home. A Racold hot shower helps him clear his thoughts, enabling him to take a decision. In addition to the TVC, the campaign showcases three digital films which seed the thought of Shower Decisions through the testimonials of a writer, a homemaker turned graduate and an entrepreneur.

The integrated marketing campaign has been launched on television, radio and digital platforms, including YouTube, Facebook, Twitter and LinkedIn. The campaign will be further amplified through point of sale materials leading to category education, enabling consumers to arrive at a decision of which water heater to buy and driving participation.

Commenting on campaign strategy, **Mr. Ramnath V, Managing Director, Ariston Thermo India Private Limited** said, "The new campaign emphasises on the transformative quality of hot shower from Racold in clearing their mind and enabling to take shower decisions. It resonates with the brand pay off *of reborn every day with hot water* that Racold offers through its wide range of state of the art water heaters. As leader, we wanted to strike relevance with our TG at an emotive level, engrained in the core benefit. We wanted to get away from a feature based me-too communication and wanted to converse rather than communicate with our consumers. We want our consumers to play a role in defining our brand."

Mr. Prashant Dhar, Vice President, Marketing, further elaborated, "We are going all out to amplify this unique campaign across all mediums to let people engage with us with their shower decisions. It's a high decibel 360 degree campaign with TV burst in select markets, PAN India Digital campaign, Radio and Point of Sale activation."

Ever since its inception, Racold brand, has been setting standards in the Indian Water Heating Industry by bringing in new technology, enhancing the aesthetics, quality, durability and performance of the products. The campaign is rolled out across India and will be concluded on 31st December 2018.

Tags: [Racold](#) [ShowerDecision](#)

Published Date	10 th December, 2018	Publication	Adage India
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[Home](#) » [Advertising](#) » Racold Celebrates The Decisions Made Inside A Shower

Racold Celebrates the Decisions Made Inside a Shower

By Aditya Sankar Dasgupta, Published 1 min ago



Kapil Ahuja

Businessman, Delhi

My #ShowerDecision taught me that true happiness is in your own country

Not a single day goes by without taking a decision. Some decisions are thought through while some can be impulsive. It is at this point of dilemma that a person needs the clarity of thought to enable him to make a decision. We all go through this phase in our lives, when we have to take decisions that impact our lives in a small or a big way. A hot shower enables us to refresh our thoughts and think clearly, helping us make the right decision. Taking this thought forward, Racold has launched a new integrated marketing campaign titled #ShowerDecision.

The campaign celebrates this moment of 'decision making' and urges consumers to share the decisions they took that made a difference to their lives, big or small. The campaign has been launched through the recreated TV Commercial where the protagonist is in a dilemma to send his parents to an old age home. A Racold hot shower helps him clear his thoughts, enabling him to take a decision. In addition to the TVC, the campaign includes three digital films which seed the thought of Shower Decisions through the testimonials of a writer, a homemaker turned graduate and an entrepreneur.

The integrated marketing campaign has been launched on television, radio and digital platforms, including YouTube, Facebook, Twitter and LinkedIn. The campaign will be further amplified through point of sale materials leading to category education, enabling consumers to arrive at a decision of which water heater to buy and driving participation. Commenting on campaign strategy, Rammath V, Managing Director, Ariston Thermo India Private Limited said, "The new campaign emphasizes on the transformative quality of hot shower from Racold in clearing their mind and enabling to take shower decisions. It resonates with the brand pay off of reborn every day with hot water that Racold offers through its wide range of state of the art water heaters. As leader, we wanted to strike relevance with our TG at an emotive level, engrained in the

Published Date	10 th December, 2018	Publication	Veekshanam
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റാക്കോൾഡിന്റെ ഷവർ ഡിസിഷൻ പ്രചാരണത്തിന് തുടക്കമായി

കൊച്ചി: വെള്ളം ചൂടാക്കുന്നതിനുള്ള ഉപകരണങ്ങളുടെ ഇന്ത്യയിലെ ഏറ്റവും വലിയ ദാതാക്കളായ റാക്കോൾഡ് ഷവർ ഡിസിഷൻ എന്ന പേരിൽ പുതിയ പ്രചാരണ പരിപാടി ആരംഭിച്ചു. ജീവിതത്തിലെ ചെറുതും വലുതുമായ തീരുമാനങ്ങളുടെ വീഡിയോകളോ ചിത്രങ്ങളോ റാക്കോൾഡിന്റെ ടെലിഫോൺ/വെബ്സൈറ്റിലേയ്ക്ക് അപ്ലോഡ് ചെയ്യുന്നു. റാക്കോൾഡിന്റെ സോഷ്യൽമീഡിയ ഹാൻഡിലുകളിലേയ്ക്കും ചിത്രങ്ങളും വീഡിയോയും അപ്ലോഡ് ചെയ്യാം.

ഏറ്റവും പ്രചോദനാത്മകമായ വീഡിയോയുടെ അല്ലെങ്കിൽ ചിത്രത്തിന്റെ ഉടമയ്ക്ക് നവീകരണത്തിലൂടെ റാക്കോൾഡിന്റെ ആഡംബരപൂർണ്ണമായ വാഷ്റൂം സമ്മാനമായി നേടാം. കൂടാതെ പ്രതിദിനം ഭാഗ്യശാലികൾക്ക് പേടിഎം വാലറ്റ് കാഷ്, 500 രൂപയുടെ ആമസോൺ കൂപ്പണുകൾ എന്നിവയും സ്വന്തമാക്കാം. സാങ്കേതികവിദ്യയുടെയും ഗുണമേ യുടെയും കാഴ്ചയിലെ ഭംഗിയുടെയും കാര്യത്തിൽ റാക്കോൾഡ് ബ്രാൻഡ് ഉയർന്ന നിലവാരമാണ് പുലർത്തുന്നത്.

Published Date	11 th December, 2018	Publication	New Age
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റാക്കോൾഡിന്റെ ഷവർഡിസിഷൻ പ്രചാരണത്തിന് തുടക്കമായി

കൊച്ചി: വെള്ളം ചൂടാക്കുന്നതിനുള്ള ഉപകരണങ്ങളുടെ ഇന്ത്യയിലെ ഏറ്റവും വലിയ ദാതാക്കളായ റാക്കോൾഡ് #ഷവർഡിസിഷൻ എന്ന പേരിൽ പുതിയ പ്രചാരണ പരിപാടി ആരംഭിച്ചു. ജീവിതത്തിലെ ചെറുതും വലുതുമായ തീരുമാനങ്ങളുടെ വിഡിയോകളോ ചിത്രങ്ങളോ റാക്കോൾഡിന്റെ www.racold.com/showerdecision/ എന്ന വെബ്സൈറ്റിലേയ്ക്ക് അപ്ലോഡ് ചെയ്യണം. റാക്കോൾഡിന്റെ സോഷ്യൽമീഡിയ ഹാൻഡിലുകളിലേയ്ക്കും ചിത്രങ്ങളും വിഡിയോയും അപ്ലോഡ് ചെയ്യാം.

ഏറ്റവും പ്രചോദനാത്മകമായ വിഡിയോയുടെ അല്ലെങ്കിൽ ചിത്രത്തിന്റെ ഉടമയ്ക്ക് നവീകരണത്തിലൂടെ റാക്കോൾഡിന്റെ ആഡംബരപുരീണമായ വാഷ്റും സമ്മാനമായി നേടാം. കൂടാതെ പ്രതിദിനം ഭാഗ്യശാലികൾക്ക് പേടിഎം വാലറ്റ് കാഷ്, 500 രൂപയുടെ ആമസോൺ കുപ്പണുകൾ എന്നിവയും സ്വന്തമാക്കാം. സാങ്കേതികവിദ്യയുടെയും ഗുണമേന്മയുടെയും കാഴ്ചയിലെ ഭംഗിയുടെയും കാര്യത്തിൽ റാക്കോൾഡ് ബ്രാൻഡ് ഉയർന്ന നിലവാരമാണ് പുലർത്തുന്നത്. മികച്ച പ്രകടനം കാഴ്ച വയ്ക്കുന്നതും ദീർഘകാലം ഉപയോഗിക്കാൻ സാധിക്കുന്നതുമാണ് ഈ വാട്ടർ ഹീറ്ററുകൾ.

Published Date	13 th December, 2018	Publication	Gujrat Pranam
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રેકોલ્ડે #ShowerDecision અભિયાન શરૂ કર્યું

આપણો એક પણ દિવસ નિર્ણય લીધા વિના પસાર થતો નથી. જ્યારે કેટલાંક નિર્ણયો વિચારપૂર્વક લેવામાં આવે છે, ત્યારે કેટલાંક નિર્ણયો દિલથી લઈ શકાશે. એટલે વ્યક્તિએ નિર્ણયો લેવા સક્ષમ બનવા વિચારોની સ્પષ્ટતા કેળવવી જરૂરી છે. જ્યારે આપણે આપણાં જીવનને નાનાં કે મોટાં પાયે અસર કરે એવા નિર્ણયો લઈએ છીએ, ત્યારે આપણે બધા આ તબક્કામાંથી પસાર થઈએ છીએ. હોટ શાવર આપણને આપણાં વિચારોને તાજગી આપવા અને સ્પષ્ટપણે વિચારવ સક્ષમ બનાવે છે, યોગ્ય નિર્ણય લેવામાં મદદ કરે છે. ખરું ને? આ વિચારને આગળ વધારીને ભારતની સૌથી મોટી વોટર હિટિંગ સોલ્યુશન પ્રોવાઈડર રેકોલ્ડે ઈજીટીટીઈઈઈઈટાઈટલ ધરાવતું સંપૂર્ણપણે સંકલિત નવું માર્કેટિંગ અભિયાન શરૂ કર્યું છે. આ અભિયાન 'નિર્ણય લેવાની આ ક્ષણ'ની ઉજવણી કરે છે અને

ઉપભોક્તાઓને તેમનાં જીવનને નાનાં કે મોટાં પાયે અસર કરનાર નિર્ણયો વહેંચવા અપીલ કરે છે. વ્યક્તિ .ટિઈઈઈઈઈઈઈઈઈઈ/ જરૂરીઈઈઈઈઈઈ/ પર લોગિંગ કરીને તેમનાં ઈજીટીટીઈઈઈઈને અને તેમનાં જીવન પર ઈજીટીટીઈઈઈઈથી કેવી અસર થઈ છે એની સ્ટોરી વીડિયો કે પિક્ચર અપલોડ કરીને વહેંચી શકે છે. કોઈ પણ વ્યક્તિ રેકોલ્ડે સોશિયલ મીડિયા હેન્ડલ્સની માર્કેટિંગનો ઉપયોગ કરીને લોગ ઈન કરી શકે છે.

સૌથી વધુ પ્રેરક સ્ટોરીને રેકોલ્ડે દ્વારા સ્વેન્કી વોશરૂમ મેકઓવર જીતવા મળશે, જે તેમને તેમની આસપાસ રાહત, તનાવમુક્ત અને તાજગીનું વાતાવરણ આપશે. ઉપરાંત દરરોજ પેટીએમ વોલેટ કેશ★ અને દરરોજનાં ભાગ્યાશાળી વિજેતાને રૂ. ૫૦૦★નું એમેઝોન કૂપન જેવા રોમાંચક ઈનામ મળે છે.

रैकोल्ड ने #ShowerDecision कैपेन शुरू किया

एक भी दिन ऐसा नहीं बितता जिस दिन निर्णय नहीं लिये जाते हों। कुछ निर्णयों पर गौर से विचार किया जाता है, जबकि कुछ आवेगशील हो सकते हैं। इसी बिंदु पर दुविधा होती है कि किसी भी व्यक्ति द्वारा निर्णय लेने हेतु उसके विचार स्पष्ट होने चाहिए। हम सभी अपनी जिंदगी में इस चरण से होकर गुजरते हैं, जब हमें ऐसा कोई निर्णय लेना होता है जिसका जिंदगी पर थोड़ा या बहुत प्रभाव पड़े। गुनगुने पानी से नहाने से हमारा मन-मस्तिष्क तरोताजा हो जाता है और हमारी सोच स्पष्ट होती है और हमें सही निर्णय लेने में मदद मिलती है। है न ? इस विचार को आगे बढ़ाते हुए, भारत के सबसे बड़े वाटर हीटिंग समाधान प्रदाता, रैकोल्ड ने **#ShowerDecision** नामक एक नया एकीकृत विपणन अभियान शुरू किया है। यह अभियान 'निर्णय प्रक्रिया' इस क्षण को सेलिब्रेट करता है और उपभोक्ताओं से उन निर्णयों को साझा करने की अपील करता है, जिनसे उनके जीवन में बड़े या छोटे परिवर्तन आये।

Published Date

13th December, 2018

Publication

Prabhat

રેકોલ્ડે #Shower Decision શરૂ કર્યું

આપણો એક પણ દિવસ નિર્ણય લીધા વિના પસાર થતો નથી. જ્યારે કેટલાંક નિર્ણયો વિચારપૂર્વક લેવામાં આવે છે, ત્યારે કેટલાંક નિર્ણયો દિલથી લઈ શકાશે. એટલે વ્યક્તિએ નિર્ણયો લેવા સક્ષમ બનવા વિચારોની સ્પષ્ટતા કેળવવી જરૂરી છે. જ્યારે આપણે આપણાં જીવનને નાનાં કે મોટાં પાયે અસર કરે એવા નિર્ણયો લઈએ છીએ, ત્યારે આપણે બધા આ તબક્કામાંથી પસાર થઈએ છીએ. હોટ શાવર આપણને આપણાં વિચારોને તાજગી આપવા અને સ્પષ્ટપણે વિચારવ સક્ષમ બનાવે છે, યોગ્ય નિર્ણય લેવામાં મદદ કરે છે. ખરું ને? આ વિચારને આગળ વધારીને ભારતની સૌથી મોટી વોટર હિટિંગ સોલ્યુશન પ્રોવાઈડર રેકોલ્ડે #ShowerDecision ધરાવતું સંપૂર્ણપણે સંકલિત નવું માર્કેટિંગ અભિયાન શરૂ કર્યું છે. નિર્ણય લેવાની આ ક્ષણની ઉજવણી કરે છે અને ઉપભોક્તાઓને તેમનાં જીવનને નાનાં કે મોટાં પાયે અસર કરનાર નિર્ણયો વહેંચવા અપીલ કરે છે. વ્યક્તિ www.racold.com/showerdecision/ પર લોગિંગ કરીને તેમનાં #ShowerDecision અને તેમનાં જીવન પર #ShowerDecision કેવી અસર થઈ છે. એરિસ્ટન થર્મો ઈન્ડિયા પ્રાઈવેટ લિમિટેડનાં મેનેજિંગ ડાયરેક્ટર શ્રી રામનાથ વીએ કહ્યું હતું કે, નવું અભિયાન રેકોલ્ડમાંથી shower decisions પરિવર્તનકારક ગુણવત્તા પર ભાર મૂકે છે, જે વૈચારિક સ્પષ્ટતા લાવે છે અને shower decisions લેવા સક્ષમ બનાવે છે. માર્કેટિંગનાં વાઈસ પ્રેસિડન્ટ શ્રી પ્રશાંત ધારે વધુ સમજાવ્યું હતું કે, અમે આ shower decisions અમારી સાથે લોકોને જોડવા તમામ માધ્યમો પર આ વિશિષ્ટ અભિયાન ચલાવી રહ્યા છીએ.

Published Date

13th December, 2018

Publication

Standard Herald

રેકોલ્ડે અભિયાન શરૂ કર્યું


આપણો એક પણ દિવસ નિર્ણય લીધા વિના પસાર થતો નથી. જ્યારે કેટલાંક નિર્ણયો વિચારપૂર્વક લેવામાં આવે છે, ત્યારે કેટલાંક નિર્ણયો દિલથી લઈ શકાશે. એટલે વ્યક્તિએ નિર્ણયો લેવા સક્ષમ બનવા વિચારોની સ્પષ્ટતા કેળવવી જરૂરી છે. જ્યારે આપણે આપણાં જીવનને નાનાં કે મોટાં પાયે અસર કરે એવા નિર્ણયો લઈએ છીએ, ત્યારે આપણે બધા આ તબક્કામાંથી પસાર થઈએ છીએ. , યોગ્ય નિર્ણય લેવામાં મદદ કરે છે. ખરું ને? આ વિચારને આગળ વધારીને ભારતની સૌથી મોટી વોટર હિટિંગ સોલ્યુશન પ્રોવાઈડર રેકોલ્ડે **#Shower Decision** ટાઈટલ ધરાવતું સંપૂર્ણપણે સંકલિત નવું માર્કેટિંગ અભિયાન શરૂ કર્યું છે.

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HOME » NATIONAL » **RACOLD LAUNCHES #SHOWERDECISION CAMPAIGN**



Racold Launches #ShowerDecision Campaign

Posted By: editorial desk on December 06, 2018 In: National No Comments Print Email

December 6, 2018: Not a single day goes by without taking a decision. Some decisions are thought through while some can be impulsive. It is at this point of dilemma that a person needs the clarity of thought to enable him to make a decision. We all go through this phase in our lives, when we have to take decisions that impact our lives in a small or a big way. A hot shower enables us to refresh our thoughts and think clearly, helping us make the right decision. Doesn't it? Taking this thought forward, Racold, India's largest water heating solutions provider, has launched a new integrated marketing campaign titled

#ShowerDecision.

The campaign celebrates this moment of 'decision making' and urges consumers to share the decisions they took that made a difference to their lives, big or small. One can share their #ShowerDecision by simply logging on to www.racold.com/showerdecision/ and uploading a video or a picture with their story of how a #ShowerDecision impacted their life. One can also log into the microsite using the Racold social media handles. The most inspiring stories will win a swanky washroom makeover by Racold that will give a perfect ambience to relax, distress and rejuvenate. Additionally, that, there are exciting prizes to be won every day such as PAYTM wallet cash * and Amazon coupons worth Rs. 500* for daily lucky winner.

The campaign has been launched through the recreated TV Commercial where the protagonist is in a dilemma to send his parents to an old age home. A Racold hot shower helps him clear his thoughts, enabling him to take a decision. In addition to the TVC, the campaign showcases three digital films which seed the thought of Shower Decisions through the testimonials of a writer, a homemaker turned graduate and an entrepreneur.

The integrated marketing campaign has been launched on television, radio and digital platforms, including YouTube, Facebook, Twitter and LinkedIn. The campaign will be further amplified through point of sale materials leading to category education, enabling consumers to arrive at a decision of which water heater to buy and driving participation.

Commenting on campaign strategy, **Mr. Ramnath V, Managing Director, Ariston Thermo India Private Limited** said, "The new campaign emphasises on the transformative quality of hot shower from Racold in clearing their mind and enabling to take shower decisions. It resonates with the brand pay off of *reborn every day with hot water* that Racold offers through its wide range of state of the art water heaters. As leader, we wanted to strike relevance with our TG at an emotive level, engrained in the core benefit. We wanted to get away from a feature based me-too communication and wanted to converse rather than communicate with our consumers. We want our consumers to play a role in defining our brand."

Mr. Prashant Dhar, Vice President, Marketing, further elaborated, "We are going all out to amplify this unique campaign across all mediums to let people engage with us with their shower decisions. It's a high decibel 360 degree campaign with TV burst in select markets, PAN India Digital campaign, Radio and Point of Sale activation."

Ever since its inception, Racold brand, has been setting standards in the Indian Water Heating Industry by bringing in new technology, enhancing the aesthetics, quality, durability and performance of the products. The campaign is rolled out across India and will be concluded on 31st December 2018.

Tags: Racold ShowerDecision

Published Date	2 nd January, 2019	Publication	MXM India
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Racold launches new integrated campaign

02 Jan,2019

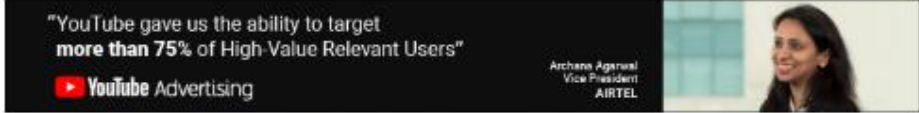
By A Correspondent

Water heating solutions provider Racold has unveiled #ShowerDecision, a new integrated campaign. The campaign celebrates this moment of 'decision making' and urges consumers to share the decisions they took that made a difference to their lives. People can share their #ShowerDecision by simply logging to www.racold.com/showerdecision and uploading a video or a picture with their unique story.

Notes a communique: "Being in shower also allows you to enter into a meditative state of mind. Though, baths and showers are part of our daily life, a hot shower has a positive, energizing and inspirational impact on your mind. The campaign has been launched through three digital films, where the protagonist talks about their life changing decisions. For example, ne film highlights how the shower helped a man in realizing that he should leave his 9 to 5 job that never gives him actual happiness and start pursuing his passion - writing. This changed his entire life and made him happier. In the similar way another film highlights how a woman, who couldn't complete her education due to bad circumstances in life and got married, had kids. One fine morning after taking a hot shower she could gather all her courage to give a fresh start to her life by deciding she will join college and complete her education."



Published Date	9 th January, 2019	Publication	Brand Equity
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Marketing & Advertising News / Latest Marketing & Advertising News / Marketing

Marketing water heater ShowerDecision Racold Prashant Dhar Gysar Ariston Thermo India

#ShowerDecision: Racold's latest integrated marketing campaign celebrates the moment of 'decision making'

The campaign has been launched through three digital films, where the protagonist talks about their life changing decisions

ETBrandEquity | January 09, 2019, 14:00 IST

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"YouTube delivered 35% incremental conversions and traffic for the 'AXIS ASAP' campaign"

Head of Marketing
AXIS BANK

YouTube Advertising

Ariston Thermo India Pvt. Ltd's brand - 'Racold' has launched a new integrated marketing campaign titled #ShowerDecision.



The campaign celebrates this moment of 'decision making' and urges consumers to share the decisions they took that made a difference to their lives. The campaign has been launched through three digital films, where the protagonist talks about their life changing decisions.



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One film highlights how the shower helped a man in realizing that he should leave his 9 to 5 job that never gives him actual happiness and start pursuing his passion - writing. This changed his entire life and made him happier.

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The multi-media marketing campaign has been launched on television, radio and digital platforms. This campaign is already seeing a successful connect with their consumers by creating an emotional tie. The campaign so far has witnessed responses from **500** consumers sharing their real life decisions, while the campaign has received **15.9 million** views on you tube and **1.1 million** views on social media.



In the similar way another film highlights how a woman, who couldn't complete her education due to bad circumstances in life and got married, had kids. One fine morning after taking a hot shower she could gather all her courage to give a fresh start to her life by deciding she will join college and complete her education.

Published Date	21 st January 2019	Publication	Exchange4media
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Home / Advertising-News

We wanted to connect with our consumers in an emotive way: Prashant Dhar, Ariston Thermo


Prashant Dhar, Vice President, Marketing, Ariston Thermo India Pvt Ltd, speaks about Racold's recently released marketing campaign #Showerdecision

by Anjali Thakur
Published - 21-January-2019



We all make decisions, some are thought through while some are not. Not a single day goes by without taking a decision. There are days when we can't have clarity in our thoughts and we have to make that one important decision that will impact our lives in a big or small way. And where would you find the solitude you need to make the most important decisions of your life? Your home, car, office or maybe even a temple? What about cleansing your thoughts while having a hot shower?

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thoughts and we have to make that one important decision that will impact our lives in a big or small way. And where would you find the solitude you need to make the most important decisions of your life? Your home, car, office or maybe even a temple? What about cleansing your thoughts while having a hot shower?

Racold, the water heater brand, recently released a new integrated marketing campaign titled #Showerdecision. The campaign celebrated the moment of 'decision making' and urges consumers to share the decisions they took that made a difference in their lives. The campaign has been launched through three digital films, where the protagonist talks about their life-changing decisions.

#ShowerDecision Testimony 1- Suresh Nair, Writer, Mumbai

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