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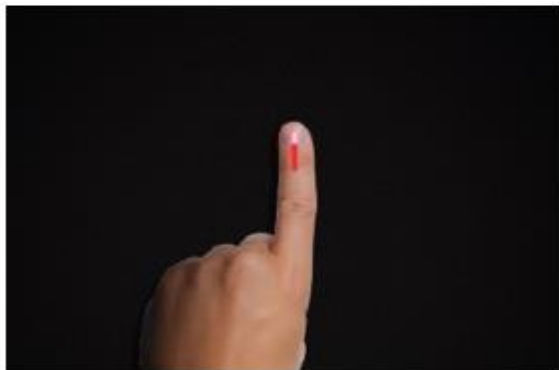
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## Racold creates election awareness with #ShowerDecision campaign

*Election focussed campaign looks to encourage voters to go out and vote*

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Racold, a water heating solutions company on Friday launched election focussed, #ShowerDecision campaign to create awareness among the Indian voters during the ongoing elections. The campaign looks to encourage the voter to go out and vote.

The high impact social media campaign also tells voters to share a selfie with their inked finger. "A hot

shower enables us to refresh our thoughts and think clearly, helping us make the right decision," the campaign said.

Speaking on this campaign, V Ramnath, managing director, Ariston Thermo India, said, "Voting is a fundamental right of every citizen that he/she needs to exercise with a clear mind to choose their leaders of tomorrow. This campaign emphasises the transformative quality of hot shower from Racold to have clarity in thought thus enabling to make informed decisions. It is the natural extension of #ShowerDecision campaign launched last year which was a huge success."

ARISTON  
THERMO GROUP

Racold  
Relaxes Everything With Hot Water

Make the right decision, water

Send in your VOTING SELFIE along with your email address  
TO win ARISTON

#ContestAlert  
Posted by Racold  
647 Views

Shower Decision

The advertisement features a hand with the index finger pointing upwards, with a white play button icon overlaid on the finger. The background is dark with white text and logos.

Prashant Dhar, VP, marketing, Ariston Thermo India, said, "This is an extension of the campaign launched in November 2018 which was a great success reaching more than 65 million people with 26 million views, 4.2 million engagement, 3 lacs plus visits and more than 1400 real #ShowerDecisions shared with the brand by real people".

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