

## Racold launches integrated marketing campaign 'Power of Hot Shower'

**Mumbai, December 15, 2016:** Racold, India's largest provider of water heating solutions, has rolled out its latest brand campaign- "Power of hot shower" #PowerOfHotShower .

The campaign reinforces the brand's positioning of 'Reborn Everyday with Hot Water' . The commercial which has been conceptualized by BBDO and produced by Cutaway Films narrates the dilemma faced by a young man around his parents. He has to make an emotional choice but is in a quandary when it comes to taking the right decision. The artfully done film captures how a hot water shower, courtesy a Racold water heater, refreshes his thinking and helps him clear his mind; enabling him to make the right choice and be reborn with the 'Power of Hot Shower'

The integrated marketing campaign is being launched on television and digital platforms including Youtube, Facebook and Twitter. The commercial will be telecast across all major Indian GEC's, regional, lifestyle and news channels. The campaign will be further amplified by a high octane print, BTL launch across major cities in India.

**Mr. V. Ramnath, Managing Director, Ariston Thermo India Private Limited,** expressed his thoughts saying, *"Racold as a brand has always believed in doing purposeful communication with its path breaking water heating solutions at the core. The thought provoking 'Power of Hot Shower' campaign strikes an emotional chord with the consumer enabling him to be truly reborn."*

**Mr. Anil Bhamre, Head - Marketing, Ariston Thermo India Private Limited ,** mentions that the reason behind this campaign was two-fold, *"We not only wanted to highlight how a hot shower from Racold can refresh and rejuvenate a person both physically and*

*mentally, but also bring to light a larger social issue that involves the community as a whole. This television commercial is thought-provoking and strengthens the brand position of 'Reborn everyday with hot water'."*

**Mr. Gaurav Bisaria, Head- Brand and Product Management** expresses *"The new campaign emphasizes on the transformative quality of hot shower from Racold in enabling a person to connect with his/her inner self. The campaign fuses the deepest consumer truths and role of brand seamlessly to create a deeply moving film.*

**Mr. Josy Paul, Chairman and Creative Director, BBDO,** says, *"Brands have the power to resolve conflicts and tensions in society. That's what you see with this new communication from Racold. The brand offers a wide range of water heating solutions that show us the power of a hot shower. You realise that a shower is more than just a shower; it's an opportunity to see the world with fresh eyes... a chance to wash away your anxiety and the things that weigh you down and be reborn again. It's not just a bath, its therapy. And Racold tells us so in the most empathetic way."*

**Mr. Bhavesh Kapadia, Director, Cutaway Films,** elaborated further, *"These days it requires a brave client to buy an idea, which is so story-oriented and where the product is just an integral part of the film especially in the category they are advertising. Strong emotions always act as a catalyst where the audience connects with the brand. A simple execution of a very strong emotional idea with a social message will help make the commercial memorable and create a strong brand recall."*

Campaign Link:

YouTube: <https://www.youtube.com/watch?v=dIGkM8ISer4>

Facebook: <https://www.facebook.com/racoldthermoltd/videos/1067121063416247/>

Twitter: <https://twitter.com/RacoldThermo/status/809319545194192896>

LinkedIn: <https://www.linkedin.com/company/racold-thermo-ltd-pune/comments?topic=6215085704029003776&type=U&scope=1371353&stype=C&a=FDta>

### **Credits:**

Creative Agency: BBDO

Creative Director: Josy Paul

Planning: Rajat Mendhi and Manisha Sain

Producer : Monica Gambhir, Gaurav Dhar

Production House: Cutaway Films

Director: Bhaveshh Kapadia

### **About the brand Racold**

Racold is a flagship brand of Ariston Thermo Group, Italy which is the world's largest thermic comfort solutions company. Racold has a complete range of electrical, solar and renewable water heating solutions. It has a fully integrated water heater manufacturing plant at Chakan, Pune and a pan India presence with over 12,000 retail outlets and 170 service centres. Racold is the only water heater brand in India which has been awarded the BEE award 6 times in a row for its electrical water heaters and has been honored as the 'Most Trusted Brand' by the Brand Trust Report 2016.

### **About Ariston Thermo Group and Ariston Thermo India Private Limited**

Ariston Thermo is a worldwide leading company in heating and water heating. In 2015, the Group achieved a total turnover of € 1.43 billion and sold 7 million products in over 150 countries; it has 6,700 employees, 54 companies and 6 representative offices in 34 countries and 20 production sites in 12 countries. The Group offers a full range of products, systems and services, mostly under the Ariston, Racold, Elco, Chaffoteaux, and Atag Heating brands. Ariston Thermo's commitment to energy efficiency is expressed through its constant stream of new solutions based on renewable energy sources such as solar thermal systems and heat pumps as well as improvement of the efficiency of traditional products (such as boilers and water heaters) and investment in new projects for the future as the development of connected applications and services.

The underlying objective is to offer an optimal combination of comfort, energy savings and care for the environment

Ariston Thermo India Private Limited is a wholly owned subsidiary of Ariston Thermo Group, which sells and markets Racold products

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