

Hands are made for love

In keeping with its vision to offer 'Gracious Living' to its consumers, Kohler has taken a new route of communication for its range of bidet seats – PureClean. Instead of going the utilitarian route, the company is promoting the concept of going hands-free with its new campaign themed "Hands are made of Love". With the use of beautiful imagery, the TVC explains the utility and insight behind the launch of PureClean and encourages consumers to go hands free with the product.

The TVC begins with two little kids enjoying a pillow fight with each other while a voice-over says 'Hands are made to Play'.

The next frame shows a little girl carrying a Halloween pumpkin for trick-or-treating. The voice-over adds- 'Hands are made to Share'.

The next frame moves to show a couple enjoying an evening together with the voice-over saying 'Hands are made for Joy'.

The film then moves on to show the PureClean multi-functional bidet seat which are positioned as 'Hands-free hygiene for everyday routine'.

The final voice-over says 'Hands are made for Love'

Insight

As the world moves onto better hygiene and cleanliness habits, Kohler aims to promote the same in India, providing a hands-free solution with PureClean.

Talking about the new campaign, Kapil Arora, <<President-Branch Head, Ogilvy North>> said, "This campaign and TVC in particular has been designed keeping in mind hygiene conscious consumers. It highlights the hands-free concept as an extension of the gracious living philosophy behind all Kohler products."

Campaign details:

- 🕒 Creative Agency: Ogilvy, Gurgaon

- 🕒 Creative Team: Mr Ajay Gahlaut, Nitin Srivastava, Ms Sangita Dev, Mr Ojasvi Mohanty, Shreyansh Byala

- 🕒 Account Servicing Team: Mr Kabir Singh Baidwan, Abhinav Wadhwa

- 🕒 Planning Team: Ms Neeraj Bassi, Ms Vandana Nath

- 🕒 Director for the film: Ms Georgi Banks Davies

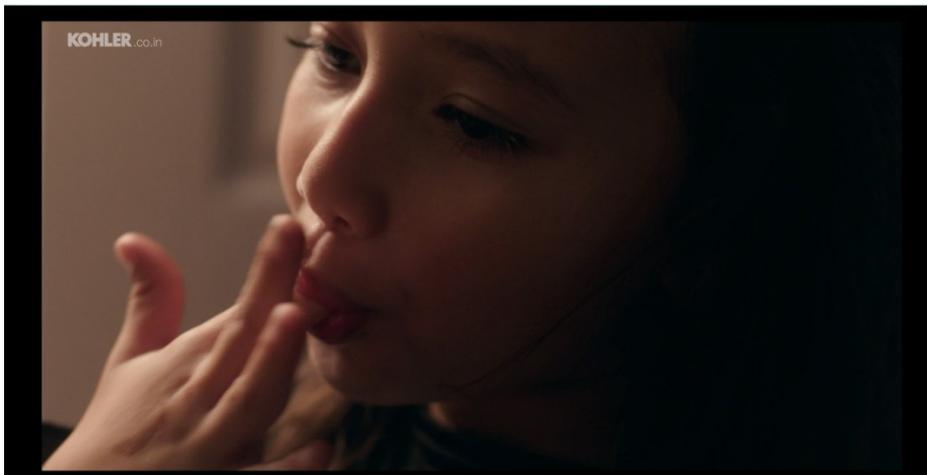
- 🕒 Production House: Flying Pigs Production

- 🕒 Media Planning: Havas Media

Product Information

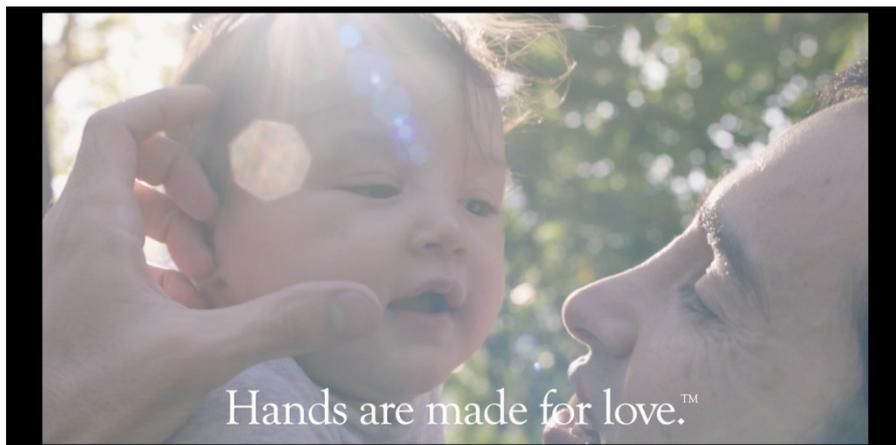
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🕒 Language: English



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