

## Kohler's New Campaign Tells Some Terribly Tiny Tales

Associates with TTT as a part of the Dream in Kohler campaign

### Links:

- The Speech : <https://youtu.be/68qte2Qlghc>
- The Guest : <https://youtu.be/J-FnViCsbqs>
- The Dentist : <https://youtu.be/I5J1tSTFRY>

**New Delhi, 30<sup>th</sup> August 2017:** KOHLER India's latest marketing initiative, "Dream in Kohler", is a unique 360-degree campaign that invites India to share their ideas on what their dream bathroom looks like. It seeks to bring the bathroom into focus as the centerpiece of the home – as a place where one's personal style and innermost thoughts find expression.

To bring its message home to Indian consumers, KOHLER has released three television commercials – 'The Guest', 'The Speech' and 'The Dentist'. These have been made in collaboration with Terribly Tiny Tales (TTT), a popular online micro-fiction platform that has conducted over 100 writing workshops across India and is also known for producing short films under the banner of Terribly Tiny Talkies – several of which have been considered for prestigious awards.

Each of the films takes up a relatable situation – a sleepover, an award ceremony and a visit to the dentist – and deftly links them all to the bathroom as a place of refuge and relaxation, rather than a simply functional space. With characters larger than life, yet reflective of the often unspoken desires of their real-life counterparts, the TVCs are designed to attract, amuse and awaken new perspectives on the bathroom. The common thread running through all three is a fundamental insight into the mind – people want their personal spaces to be luxurious yet comforting areas they can keep returning to.

What sets this campaign apart from others of its kind is its focus on storytelling rather than advertising. The TTT team, with their characteristic narrative flair, have devised storylines where the bathroom plays an essential role rather than merely being tacked on to promote KOHLER products. Whether as a place to take a mid-day breather or an intimate area to relax and ideate, through these witty yet thought-provoking stories, the bathroom emerges as a space where everyone can find what they are seeking.

TTT was eager to be part of this collaboration, which marks their first venture into TVCs. *"We're keen to partner with the world's best brands on great storytelling, but we find the agency model and system a little outdated. That's why we don't 'service' them, we **collaborate** with them. KOHLER had already partnered us on one such collaboration for the digital medium, which is our domain. So when they asked us to have a go at their mainline campaign, we made an exception because they're great people to work with, and share the same passion and enthusiasm about*



*having a good story at the heart of whatever they make,” said - Chintan Ruparel & Anuj Gosalia, Co-Founders of TTT.*

**Salil Sadanandan, President K&B KOHLER Brand - South Asia & EMEA at KOHLER Co** expressed his enthusiasm for the partnership. “KOHLER is known for making bold statements whether it’s in our products or the way we take them to market. This is yet another industry first consumer activation from KOHLER. We have chosen to be unconventional in partnering with a micro fiction platform like TTT rather than an advertising agency. They have managed to convey the central message of Dream in KOHLER – i.e., to make the bathroom the centerpiece of every customer’s home – in an engaging yet witty manner in the TV commercials,” he said.

The TVCs will be shared across social media platforms.

**About KOHLER Co.**

Founded in 1873 and headquartered in KOHLER, Wisconsin, KOHLER Co. is one of America’s oldest and largest privately held companies comprised of more than 30,000 associates. With more than 50 manufacturing locations worldwide, KOHLER is a global leader in the manufacture of kitchen and bath products; engines and power systems; premier furniture, cabinetry, and tile; and owner/operator of two of the world’s finest five-star hospitality and golf resort destinations in KOHLER, and St Andrews, Scotland.

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