

Bisleri Launch its Latest Campaign ‘Har Paani Ki Bottle Bisleri Nahin’

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Bisleri, India’s most trusted and No.1 bottled water brand, is back with a new campaign. Known all over India, as the brand that pioneered the concept of bottled mineral water in 1969, Bisleri has been a symbol of purity for the past 50 years, winning the trust of millions of consumers--to such an extent that it has become synonymous with the category. While that has been a mark of success for Bisleri, increasingly, it has also posed a challenge. Often consumers ask for Bisleri but settle for any bottle of water handed to them by the retailer. Through this new campaign, Bisleri wants to reinstate the trust of the consumers and seal the preference for the brand.

Bisleri’s latest campaign, ‘Har Paani Ki Bottle Bisleri Nahin’ addresses this issue in a unique and creative manner and conveys the message to the consumer that not every bottled water is Bisleri.

To drive home the message of ‘insist on Bisleri’, the creative agency, Soho Square, Mumbai, put a unique spin on it. They chose brand ambassadors who only choose Bisleri despite the scarcity of water in their habitat--camels. In a series of three entertaining ads featuring camels the creative team brought to life the story the brand has been wanting to share for years--not every bottle of packaged water is pure, and none of them, apart from the brand itself, is Bisleri.

Bisleri has always had a relentless commitment to quality & health and so there are numerous reasons for a consumer to rationally believe ‘Har Paani Ki Bottle Bisleri Nahin’. Each drop of Bisleri water goes through a scientifically advanced, rigorous 10-step quality process at different state-of-the-art production facilities. Moreover, the water goes through 114 quality tests at various stages of its production wherein minerals that are good for health are added. All this to ensure that Bisleri meets the highest standard of safety and purity.

Slated to be a 360-degree integrated campaign, the first phase of 'Har Paani Ki Bottle Bisleri Nahin' will rely heavily on television and digital platforms. Through this campaign, Bisleri aims to engage not just with the masses, but with the younger consumer as well.

Anjana Ghosh, Director - Marketing and Business Development, Bisleri International Pvt. Ltd., "Consumers feel that any water which is bottled is safe which is really not the case in reality. And hence, while they may ask for Bisleri, they settle for any brand that the retailer hands over to them. Every Bottled Water is not Bisleri and that there is nothing as good as Bisleri is the message that we would like our consumers to know. The task for us is to build preference and insistence for the brand. 'Har Paani Ki Bottle Bisleri Nahin' stems from a very strong consumer insight and has all the right ingredients to help us achieve our objective."

Chairman and Chief Creative Officer, Sumanto Chattopadhyay, Soho Square, "Brand Bisleri has had an amazing journey--the 'camels' campaign is its latest landmark. It is a refreshing new chapter in the story of an iconic brand. We are proud to be the agency behind it."

Source: <http://www.adageindia.in/advertising/bisleri-launch-its-latest-campaign-har-paani-ki-bottle-bisleri-nahin/articleshow/66588420.cms>