

Bisleri ropes in ‘unconventional’ brand ambassadors for its new campaign

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Conceptualised by Soho Square, the campaign aims to address a challenge the brand is facing and sends out the message that all packaged water bottles are not Bisleri



Packaged drinking water brand Bisleri has launched a new campaign to address a unique problem they are facing. The brand has been popular to an extent that it has become synonymous with the packaged water category. While that has been a mark of success, 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.

Conceptualised by Soho Square, the 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’, a peculiar brand ambassador has been roped in. 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 wanted to share for years — not every bottle of packaged water is pure, and none of them, apart from the brand itself, is Bisleri.

The film stars two camels that stop in front of a shop to quench their thirst in the middle of a desert. They ask the shopkeeper for bottles of Bisleri but in return gets ordinary packaged water. They could feel the difference by drinking and asks the shopkeeper to give them only Bisleri. The film ends with the message, *'Har paani ki bottle Bisleri nahin.'* Anjana Ghosh, Director, Marketing and Business Development, Bisleri International, said, "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."



Anuraag Khandelwal

Anuraag Khandelwal, ECD and Creative Head (Mumbai), Soho Square, said, "This campaign has been extraordinary in every sense. From our choice of brand ambassadors to shooting with them in May in Rajasthan, it has been an unprecedented experience, both in terms of challenge and opportunity. Judging by the final product, we believe that now, India will insist on Bisleri."



Sumanto Chattopadhyay

Sumanto Chattopadhyay, Chairman and Chief Creative Officer, Soho Square, said, “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.”

The campaign is 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.