

# campaign <sup>India</sup>

## Bisleri urges differentiation between mineral water brands

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Bisleri urges differentiation between mineral water brands Watch the ad film conceptualised by Soho Square here Bisleri, a brand that has become synonymous with the bottled water category, has rolled out a film to raise awareness about the brand. A film conceptualised by Soho Square shows how 'every bottled water is not Bisleri'. The light-hearted film shows two camels at a small shop in the middle of a desert. They ask the shop keeper for two bottles of Bisleri. The man hands them two bottles of an other brand of bottled water. The camels question the shop keeper about it being Bisleri. He doesn't change his stance. The camels gulp down the water and then spit it on the shop keeper before telling him they're camels, not donkeys. 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, 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, chairman and CCO, Soho Square, added, "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."

**Source:** <https://www.campaignindia.in/video/bisleri-urges-differentiation-between-mineral-water-brands/448347>