

Headline: Godrej aer twist gives you a #BetterDriveEveryDay

Description: The new TV campaign is based on the consumer insight that a great smelling car considerably improves your driving experience

Date: September 15, 2017

Publication: Economic Times - Brand Equity

Author: Brand Equity

Link:

<http://brandequity.economictimes.indiatimes.com/news/advertising/aer-twist-wants-to-give-you-a-betterdriveeveryday/60528181>

Godrej aer is the market leader in the car freshener category today, in modern trade. To further drive category growth, the brand has taken onus of building category relevance to drive penetration among non-users. The new TV campaign with the core communication idea “car fresheners are must for a better drive, every day”, is designed to achieve this business objective. Conceptualized by Creativeland Asia, #BetterDriveEveryDay is based on the strong consumer insight that a great smelling car considerably improves the driving experience.

The TVC opens with a hard-hitting relevance question, “What’s your role?” posed to Godrej aer twist. In the signature quirky tonality of the brand, the TVC refutes any transformational claims, but focuses on the core job of making the everyday driving experience better through Godrej aer twist’s amazing fragrances that last up to 60 days!

Sunil Kataria, business head-india and SAARC, Godrej Consumer Products Limited (GCPL) said, “The car freshener category has about 25% penetration in the passenger car universe. And in just 5 years of launch, Godrej aer has done really well the air-care category with its unconventional approach of lifestyle enhancement through air fresheners. To drive penetration among non-users of car-fresheners, we are launching a new campaign based on our insight that a great fragrance in the car can make your every-day drive better. Our creative partner, Creativeland Asia, has done a great job on delivering the core idea through the TVC.”

Anu Joseph, chief creative officer, Creativeland Asia said, "Over the years, we've successfully built a tone of voice for Godrej aer that's honest, quirky and refreshingly new. This campaign uses that to answer the most existential question about what aer can do in a car. And aer answers that question quite honestly. No exaggerations, no over-promises."