

Racold Showcases #PowerofHotShower in its New Integrated Marketing Campaign

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[Racold](#), one of India's largest providers of water heating solutions, has rolled out its latest brand campaign titled 'Power of hot shower' #PowerOfHotShower .

The campaign reinforces the brand's positioning of 'Reborn Everyday with Hot Water'. The commercial which has been conceptualized by [BBDO](#) and produced by Cutaway Films narrates the dilemma faced by a young man around his parents. He has to make an emotional choice but is in a quandary when it comes to taking the right decision. The artfully done film captures how a hot water shower, courtesy a [Racold](#) water heater, refreshes his thinking and helps him clear his mind; enabling him to make the right choice and be reborn with the 'Power of Hot Shower'

The integrated marketing campaign is being launched on television and digital platforms including Youtube, Facebook and Twitter. The commercial will be telecast across all major Indian GEC's, regional, lifestyle and news channels. The campaign will be further amplified by a high octane print, BTL launch across major cities in India.

Commenting on the campaign, V. Ramnath, Managing Director, Ariston Thermo India said, "Racold as a brand has always believed in doing purposeful communication with its path breaking water heating solutions at the core. The thought provoking 'Power of Hot Shower' campaign strikes an emotional chord with the consumer enabling him to be truly reborn."

[Anil Bhamre](#), Head – Marketing, Ariston Thermo India shared that the reason behind this campaign was two-fold, "We not only wanted to highlight how a hot shower from Racold can refresh and rejuvenate a person both physically and mentally, but also bring to light a larger social issue that involves the community as a whole. This television commercial is thought-provoking and strengthens the brand position of 'Reborn everyday with hot water'."

Gaurav Bisaria, Head- Brand and Product Management expressed, “The new campaign emphasizes on the transformative quality of hot shower from Racold in enabling a person to connect with his/her inner self. The campaign fuses the deepest consumer truths and role of brand seamlessly to create a deeply moving film.”

[Josy Paul](#), Chairman and Creative Director, [BBDO](#) commented, “Brands have the power to resolve conflicts and tensions in society. That’s what you see with this new communication from [Racold](#). The brand offers a wide range of water heating solutions that show us the power of a hot shower. You realise that a shower is more than just a shower; it’s an opportunity to see the world with fresh eyes... a chance to wash away your anxiety and the things that weigh you down and be reborn again. It’s not just a bath, its therapy. And Racold tells us so in the most empathetic way.”

[Read our entire coverage on Racold](#)

Bhavesh Kapadia, Director, Cutaway Films, elaborated further, “These days it requires a brave client to buy an idea, which is so story-oriented and where the product is just an integral part of the film especially in the category they are advertising. Strong emotions always act as a catalyst where the audience connects with the brand. A simple execution of a very strong emotional idea with a social message will help make the commercial memorable and create a strong brand recall.”