



## CHRISTMAS IS FOR EVERYONE SAYS PEPPERFRY'S NEW CAMPAIGN

Pepperfry.com, India's No.1 Furniture and Home marketplace has launched a new marketing campaign encouraging Indians to celebrate the joyous festival of Christmas. Through this campaign, Pepperfry.com seeks to bring about a change in the consumers' mind-sets by expanding the scope of celebrating Christmas beyond the conventional parameters.

The consumer insight behind the new campaign is as follows - traditionally Christmas celebrations are limited to a particular community or age group. Especially in urban India, the festival is widely celebrated by gratifying children with gifts. Via this campaign Pepperfry seeks to spread the true spirit of the festival by making it inclusive, without any restrictions of age and community. Christmas is time of good cheer, celebrations and getting together as families and communities. This is also a good opportunity for everyone to show their near and dear their feelings of love and care. Therefore, the driving theme for this communication is "Christmas is for everyone"

In the campaign film, currently playing on TV, Pepperfry furniture acts as a catalyst in an emotional narrative showing the tender relationship between an elderly woman and her son, to deliver the message - "Christmas is for everyone." In the story Pepperfry furniture serves as an enabler to celebrate the occasion through the act of gifting to spread the festive warmth.

The TVC consists of one creative execution which will be aired across a bouquet of Entertainment, Movies, English Infotainment, and Lifestyle channels and select Hindi GEC HD channels/properties and regional channels. The total outlay for the campaign is Rs. 5 cr. In addition to TV, the message will also be promoted across digital and social platforms like Google, YouTube, Facebook.

### IN BRIEF

#### CREATIVE EXECUTIONS

1 Films – 20 and 15 Secs

#### CREATIVE AGENCY

Law & Kenneth Saatchi & Saatchi

#### DIRECTOR

Vivek Daschaudhary

#### PRODUCTION HOUSE

Elements Films

The TVC also promotes the reason why Pepperfry should be considered for celebrating Christmas – the "Christmas Sale" event which is happening on Pepperfry.com and which is offering discounts up to 50% plus an additional 10% cashback - thereby encouraging viewers to have a celebration while snagging great deals and garnering more value for their money.

Talking about the TV commercial, Debarjyo Nandi, Sr. Vice President, Law & Kenneth Saatchi & Saatchi, said, "Christmas is not for one community or for a particular age-group, it is a time of the year where the merry spirit infects everyone. But there are still many who still restrict celebrating Christmas to only gifting for kids. The objective was to find a way to make Christmas relevant to everyone. We have used gifting furniture as an excuse to make Christmas more inclusive with the message 'Christmas is for

everyone'."

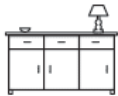
Commenting on the new campaign Kashyap Vadapalli, CMO Pepperfry, said, "In the last 4 years we have seen that there is high interest in the home and furniture category during the holiday and Christmas season. Conventionally



people have been celebrating Christmas within the traditional confines of gifting for children, we thought of extending it across all consumer segments, by bringing in the furniture shopping and gifting angle, which includes adults of all ages.”

He added, “We have also observed that consumers have always responded favourably to Christmas themed sales events and onsite promotions and through this campaign we want consumers to derive more value for their money by taking advantage of the Christmas sale on the Pepperfry platforms.”

#### PEPPERFRY.COM FAST FACTS



A Furniture and Home item is sold on Pepperfry every 25 seconds



10,000+ Merchants have sold products on Pepperfry till date



Rs.18,000 is the Average Size of a Furniture Order on Pepperfry



Pepperfry's logistics fleet travels 10,000 km daily to deliver Furniture. That's the same as 5 trips to the moon and back in a year!



30,000 Trees have been planted by Pepperfry through its partnership with the Grow Trees Foundation

#### ABOUT PEPPERFRY.COM

Pepperfry is India's leading Furniture and Home products marketplace, offering customers an unparalleled selection of amazingly priced Home products and a consistently great shopping experience. The Pepperfry managed marketplace helps thousands of entrepreneurs and merchants sell to millions of discerning customers across India and the world.