

Pepperfry.com India's No.1 Furniture & Home Products marketplace has unveiled a new marketing campaign to celebrate its 5<sup>th</sup> anniversary. In the last 5 years Pepperfry has processed more than 4 million customer shipments creating happy homes through its logistics network spread across 500 plus cities. Pepperfry is celebrating its birthday by offering discount of up to 50% off plus 10% cashback to consumers. Pepperfry has launched the 5<sup>th</sup> Birthday Sale campaign to communicate the sale message encouraging consumers to share the happiness by availing exciting discounts on the marketplace.

### IN BRIEF

#### CREATIVE EXECUTIONS

2- 20 Second Films

#### CREATIVE AGENCY

Law & Kenneth Saatchi & Saatchi

#### DIRECTOR

Anupam Mishra

#### PRODUCTION HOUSE

Crazy Few Films

In these 5 years Pepperfry has built a market leadership position establishing itself as India's largest furniture marketplace by offering great value, largest variety of highly curated merchandize with a selection of over 1 Lakh Furniture & Home products and best-in-class customer service. Pepperfry has a strong brand recall and equity amongst consumers in the furniture and home segment, who have benefited from the hassle-free and superior shopping experience offered on Pepperfry.

Pepperfry wants these loyal Pepperfry consumers to partake in the birthday celebration via the campaign that consists of two creative films, currently playing on TV. The films reflect true Pepperfry consumer sentiment, who are seen merrily interacting with Pepperfry furniture humming the brand signature tune. They also communicate the birthday sale message, thereby exhorting existing and new consumers to join the celebration and grab the great birthday sale deals.

The campaign is being 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 sale message is also being promoted across digital and social platforms like Google, YouTube, Facebook.

Talking about the campaign Kashyap Vadapalli, CMO Pepperfry, said "A 5th anniversary for a start-up in a key milestone. We feel proud to be one of the very few start-ups that have gone from strength to strength in each year of our existence. Our brand is universally recognised and well-loved among our TG, this gives us great joy and we want to share it with our consumers".

### Youtube links

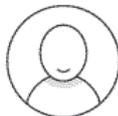
<https://www.youtube.com/watch?v=0FmN6yx5DdY&feature=youtu.be>

<https://www.youtube.com/watch?v=1sI6yIqBa58&feature=youtu.be>

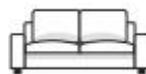
### PEPPERFRY.COM FAST FACTS



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

# pepperfry

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.