



PEPPERFRY INSPIRES PEOPLE TO DO GOOD THIS DIWALI

LEADS A CHANGE WITH “*ISS DIWALI KUCH BADAL KE DEKHIYE*” REDUX

Pepperfry.com India's No.1 Furniture & Home Products marketplace has taken up the role of a change-agent: encouraging Indians to do-good this Diwali. Through a clutter breaking campaign with a strong festive connect- and an unexpected message of “*Iss Diwali Kuch Badal Ke Dekhiye*” Pepperfry seeks to influence viewers to reach-out to people around them and to take positive actions.

The campaign has been built on 2 pillars – (1) Diwali as a festival in India has a strong social context, people reach out to their families, friends & neighbours and celebrate together. (2) All of us have inherent goodness in us, a willingness to help, that gets suppressed under the pressures of a busy modern life. Via the current creative Pepperfry brings together these 2 thoughts and gives out a message exhorting the viewers to bridge the social chasms and overcome limiting stereotypes to establish new interpersonal relationships.

Pepperfry furniture plays the role of a powerful catalyst in this interesting narrative - of a relevant festive context, a social divide (a senior and a junior in the army, a young eager lady lawyer and an older male lawyer) and an act of goodness that bridges the same.

The message “*Iss Diwali Kuch Badal Ke Dekhiye*” is very subtle as a piece of advice, but very powerful as a concept. It calls for renewal from the viewer, without being preachy or direct. Furniture is such an integral part of characters day to day activities that it fits in unobtrusively into the 'story'. We believe that Pepperfry and its furniture can play such a fundamental yet transformational role in our consumers' lives.

Pepperfry's total outlay for the high-intensity campaign is Rs. 15 Cr. Pepperfry will spread this message using TV ads across a bouquet of Entertainment, Movies, English Infotainment, and Lifestyle channels and select Hindi GEC HD channels/properties and regional channels. The message is also being propagated through radio in top 6 metros and outdoor in top 4 markets. It will also be promoted across the digital and social platforms like Google, YouTube and Facebook.

IN BRIEF

CREATIVE EXECUTIONS

2 Films – 1 of 45s and 1 of 30s

CREATIVE AGENCY

Law & Kenneth Saatchi & Saatchi

DIRECTOR

Vivek Daschaudhary

PRODUCTION HOUSE

Elements

In less than five years Pepperfry has established its position as India's largest furniture marketplace. It has shipped out 3 million items of furniture and home products by offering great value, the largest variety and best in class customer service levels. The current campaign is clearly differentiated from the earlier campaigns from Pepperfry this year that have stressed on the rational benefits of buying furniture online and were focussed on the category expansion. Via this campaign market leader Pepperfry will strike an emotional chord with the consumers.

Talking about the TV Commercial, Rahul Nangia, Jt. NCD Law & Kenneth Satchi & Satchi said, “We have continued the theme of “*Kuch Badal Ke Dekho*” this year as well. It's a message that Pepperfry wants to own. We have tried to find newer characters, outside the home setting, where fresher dynamics between people can exist.”

Commenting on the new campaign Kashyap Vadapalli, CMO Pepperfry, said, “At Pepperfry we have focussed on expanding the online furniture category via building our capabilities to serve our consumers better, and that has been at the centre of our communication efforts. In this campaign we are able to connect with the consumer at an emotional level and build a bond on the shared value of becoming better and doing good, which is the longer term platform that we wish

to stand for, in line with our mission and dna. ”

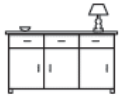


TVC Links

<https://youtu.be/p7EEZ-qreAw>

<https://youtu.be/4PfT6U-6m8g>

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.