

Timeless Red **(Tanishq Jewellers)**

Campaign Requirements:

- Goal: Blend Indian traditions with modernity
- Period: Two months – April, May (Wedding season)
- Medium: OOH
- Type: Hoardings; Adapt them into banners, posters, pamphlets
- Location: Highways, railway stations, bus stops and bus depots

Desired Brand Image:

- Spread awareness about blending culture with modern designs
- Style and tone:
 - Inviting
 - Straightforward



Target Audience:

- Demographics:
 - Women, 26–30 years of age
- Lifestyle:
 - About to get married, seeking to buy wedding jewellery
- Type of User:
 - Conformers
- Relationship with Brand:
 - Sees the brand as a trustworthy and relatable to their culture
- Requirement:
 - Seeking jewellery to align with the significance of red colour in the Indian culture

Mandatory Inclusions and Intentions:

- All advertisements must have:
 - Tanishq Logo/logomark (depending on the available space)
 - Colour palette – red and gold
 - Copy talking about new jewellery and cultural heritage
 - Visual – shots of brides wearing red Tanishq jewellery, jewellery shown on white background
- Intentions of the campaign:
 - Developing relationship with customers
 - Introducing new, red coloured bridal jewellery

Single-minded Proposition:

- Where Tradition Meets Elegance
- Hashtag: #TimelessRed

Sample Ad:

