

Jaquar® Jaquar Artize - Craftsmanship in Water



About Jaquar

Jaquar Group, the rapidly growing multi-diversified bathing solutions brand with a turnover of more than Rs. 2345 crores, is one of the fastest growing bath brands in the world with presence in 30+ countries across Europe, Middle East, Asia- Pacific and Africa. Conceived way back in 1960, Jaquar Group today is an undisputed market leader in the organized bath fittings category with over 60% market share. Jaquar is India's most trusted bath fittings brand reaching out to almost 6 million happy new customers every year. Today Jaquar is India's most searched bath brand on Google, leader by far. As per super brand across 2000 brands (all top brands across category) in India, Jaquar stands in top 5% brand with maximum recognition and awareness. Jaquar group was built on the platform of highest quality standards, aesthetics and with the intent of providing world class products. Conceived way back in 1960 by Late Shri N. L. Mehra, Jaquar group is an undisputed market leader in the bath fittings category that has transformed the industry from merely utilitarian to inspirational. Today Jaquar group caters to various segments of bath industry with different brands for residential and commercial sectors which are.

Brand Artize for Luxury segment
 Brand Jaquar for premium segment
 Brand Essco for Value segment

Objective of the Campaign

Jaquar holds one of the most premium portfolios of the industry. Targeting the international lifestyle and HNI profile customers, Jaquar wanted to deliver a larger than life experience to them. When Indian market flooded with bunch of luxury brands in this segment, Jaquar takes an extra mile to deliver royal experience to its consumers. Jaquar wanted to reach its international lifestyle customers and to maintain its luxury brand image through the campaign. To spotlight the premium brands from the house of Jaquar-Artize.

Strategy

Airports are putting a new life in the traditional way of advertising and had witnessed some one of the mind blowing campaigns of the decade. In order to match the brand quality's positioning, Jaquar chose outdoor medium like airport because of its strong presence and impactful coverage. Outdoor media helps in targeting large segment of the population and gives a big brand feel to the consumers. Brands like Jaquar needs no introduction and enjoys huge fan following amongst the international travelling community.. So what is Jaquar doing in a place with 70% male audience on the go for a business meeting? Well, this category has found a new set of audience i.e. Metrosexual men who make his choices himself. In fact, he even has a say in the tiles, curtains and more. With an increasing number of people preferring interior designers and firms to do their home, brands now need to be even more aggressive when it comes to flaunting their value proposition. So Jaquar came up with a long term campaign at the International departure Canyon area, Terminal T3 at Delhi airport

Head-on high impact sites are extremely relevant and as well as create the much needed respite to viewers. Relaxing and aesthetic imagery grabs eyeballs ensuring that the brand gets its much needed recognition. A high-end home player Jaquar's interior brand Artize floored the airport with its head-on high impact presence. A strong visual imagery and perfect placement ensured that there was a vantage location used to provide the highest possible recall in large format.

Salient Response

Delhi Airport is one of the busiest airports of the country with more than 48 million footfalls every year. Impressive location and 24 hour advertising made the campaign a successful venture. This wonderful campaign managed to get the eyes of its target audience and received an overwhelmed response by the travellers. Being at the heart of the Canyon area grabbed 100 percent visibility and attracted the travellers easily. This initiative with TIMDAA helped Jaquar to reach its target audience in an innovative manner, in a cluttered environment. Getting the right audience in a bulk with proper visibility is the reason brands prefer this airport for their campaigns. After automobile, the latest category to discover the magic lamp of 48.4 million viewers per year is the home décor brigade.