

# Hindware's New Year campaign shares that 'Thoughtful is Beautiful'

By **Media Samosa** - January 25, 2021



**In an attempt to ease the lives of its consumers, Hindware's latest campaign, Thoughtful is Beautiful, aims to showcase its smart range of bathware products through innovation and performance-led solutions.**

Hindware's new campaign, 'Thoughtful is beautiful' aims to showcase how innovative performance-led product solutions offer convenience to consumers and it is where the true beauty lies.



Conceptualized by MagicCircle Communications, the films attempt to redefine the category convention, treating beauty as table stakes while starting a conversation that reinforces the brand's strength of innovations through technology that targets customers between 25 -50 years of age.

Directed by Karan Shetty and produced by Fingerprint Films, the ads are centered on the playful and relatable one-upmanship of a millennial couple.

*Also read: [Parle-G's latest campaign focusses on emotional intelligence of children](#)*

Speaking on the campaign, [Sudhanshu Pokhriyal](#), Chief Operating Officer, Bath Products, Brilloca Limited said, "Today, Hindware has carved a niche for itself as a relevant and trusted brand, as it has proven with time its dynamic capability to evolve with changing aesthetics over the years. It understands its consumers, and in return, its patrons trust Hindware to offer the best bathware products in India. The increasing amount of consumer data, in particular, is fundamentally changing how brands operate. This is especially true with the effects of the COVID-19 pandemic, where the already complex path to purchase has evolved even further, setting the scene for long-term changes in consumer behavior that we must be prepared to address. This is expressed in our positioning direction and it guides our business decisions."

"Hindware is a household name, and has been at the forefront of industry-first designs and innovations. The new campaign objective is not only to strengthen that position but to also redefine the category conversation, which is only about aesthetics and beauty. Because the brand believes, the new age consumer is not just looking for beautiful bathroom solutions, but also features that make their lives easier. This is what led to the Brand Idea of 'Thoughtful is Beautiful'." said, [Charu Malhotra](#), Vice President & Head of Marketing, Bath Products, Brilloca Ltd.

"Making the Hindware films were fun, especially the journey from script to screenplay to screen. Our collaboration with the marketing team of Hindware to design a distinct look and narrative for TVC's has been very exciting. Our attempt has always been to create stories that audiences find memorable. It's a very cool start to the year 2021, and a great campaign to be a part of", said Karan Shetty, Director, Fingerprint Films.

The 360-degree integrated brand campaign features a series of multilingual films across languages such as English, Hindi, Kannada, Telugu, Malayalam to reach a wide set of audiences. The brand has also leveraged print, radio, outdoor platforms, digital, online and OTT, to amplify the campaign's reach and engagement.