

Hindware rolls out its new campaign 'Thoughtful Is Beautiful.' The campaign aims to showcase how performance-led product solutions are charming.

Conceptualized by MagicCircle Communications, the films redefine the category convention, treating beauty as table stakes while starting a conversation that reinforces the brand's inherent strength of innovations through technology. Centered on one-upmanship of a millennial couple, the husband's sister unknowingly becoming part of the couple's 'Thoughtful VS Beautiful' debate regarding the bathroom, and it becomes clear that the decision is not an easy one to make. The couple's banter continues in the shorter follow-up films, where the product features and the 'Thoughtful vs Beautiful' debate again take center stage.



"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," expresses the Chief Operating Officer- Bath Products of Brilloca Limited Sudhanshu Pokhriyal, speaking on the campaign.

"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'," adds Vice President & Head of Marketing- Bath Products of Brilloca, Charu Malhotra,

"Making the Hindware films was 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", says the Director of Fingerprint Films, Karan Shetty.

The 360° integrated pan-India campaign features a series of multilingual films in English, Hindi, Kannada, Telugu, Malayalam across all platforms.