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Tomorrow's Answers Today



Dulux Paints Launches its new thematic campaign for 2011 'Apne Rang Chhalakne Do'

The TVC edifies the power of colour as a means of personal expression

The pair of Shahid Kapoor and Boman Irani get you to feel their "colours" as they come together for the first time

New Delhi, September 16, 2011:

AkzoNobel, the largest paints company in the world has launched, in India, a new television commercial (TVC) for its flagship decorative coatings brand, DULUX.

In keeping with Dulux's international theme of 'Lets Colour', the India TVC brings alive the ethos of "Apne Rang Chhalakne Do". The TVC is centered around the concept of how each individual has a unique identity which is reflected through the person's choice of colour. As a brand, Dulux understands that consumers most often express their identity through colour. This is a very singular thought validated by consumer insights. And, the new TVC perfectly captures this essence of the paint brand.

Dulux is one of the strongest paint brands in the premium segment in the Indian paints market. Moving forward, the brand aspires to expand its presence and anchor itself in the lives of its consumers by nurturing a strong emotional connect with colour. This promise is encapsulated beautifully in the new brand tagline of '**Dulux, Apne Rang Chhalakne Do**' that urges people to express themselves.



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The 'Apne Rang Chhalakne Do' TVC has the combination of Shahid Kapoor and Boman Irani, paired together for the first time. Shahid embodies a lot of youthfulness and charm, while Boman helps add energy and exuberance to the entertaining TVC.

Dulux will support the new campaign by a 360 degree activation including print, digital, outdoor and radio. The TVC goes on-air on September 18, 2011 and will be aired on 41 television channels across India.

Talking about this, Mrinal Mathur, Marketing Manager, Dulux, says,

"At Dulux we firmly believe that colour has the power to change people's lives. Through our new campaign, 'Apne Rang Chhalakne Do' we have tried to show how Dulux as a brand brings out the uniqueness in every individual. It is a celebration of the expression of individuality, and how paints from Dulux help that individuality to blossom."

"Dulux is a leading colour authority and all our endeavours will be to enliven the firmament of Dulux's global thinking of 'Lets Colour'."

"The concept of the TVC and its actors perfectly embody the qualities that Dulux epitomizes. And, the TVC keynotes on how colour inspires and transpires spaces and moods"

Crafted by McCann Erickson and directed by Shoojit Sircar of Rising Sun Films, the TVC takes a slice of life approach, bringing out the expressive nature of paint. The TVC opens with Shahid and his girlfriend entering the girl's house, only to find the girl's angry dad, Boman seething at them. Boman, who is seen to be overseeing the painting in his house, suddenly doesn't like the red being painted on his walls. For Boman, the paint on the wall reflects his state of mind and it becomes 'Rascal Red'. As the TVC progresses, Shahid helps Boman recover from a sudden cramp and the "red" becomes soothing again.

Talking about the new TVC, **Executive Creative Director, McCann Erickson India, Prasoon Joshi, says,** *"Dulux was seeking a stronger association with colour. Seemingly simple, but it was imperative to weave the communication around a reality that resonated with the universal audiences. The insight that identities of people are formed through the different shades of their personalities formed the keystone to this endeavour. And, celebrities provided the possibility of role play and giving various dimensions to this thought. The communication showcases this multiplicity of personalities, and McCann's integrated approach provides the springboard for this idea to come to life. Our ultimate goal is to transform Dulux into a colour authority."*

Talking about the TVC, Shahid Kapoor, says, *"It's a very cute, refreshing, situational story which shows how every person has different shades to his personality. I am "Rascal Red" in the TVC. I am also a doctor in the film. Colour has been used as a metaphor in the TVC to bring out how people, situations and perceptions transform. We had a great time shooting for it and I hope you all enjoy it."*

According to Boman Irani, *"I truly believe that the choice of a colour can bring out a person's true personality. The concept of the commercial allowed me to experiment with the different"*



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shades of my character. Shooting for the Dulux film also bought back fond memories of painting my first shop with a friend way back when I was 19 and broke.”

Campaign details:

- Brand: Dulux
- Creative Agency: McCann Erickson, India
- Creative Director: Prasoon Joshi
- Production House: Rising Sun
- Director for the film: Soojit Sircar
- Language: Hindi

About Akzo Nobel India Limited

Akzo Nobel India (a part of the Amsterdam-based AkzoNobel group) manufactures and markets paints and specialty chemicals in India. **Dulux is its primary decorative coatings brand.** With an employee strength of 1100, Akzo Nobel India has manufacturing sites, offices and distribution network spread across the country. Its commitment to Health, Safety, Environment & Security (HSE&S) has been amongst the best in class globally, with due care being taken to protect the people and the environment.

www.akzonobel.co.in

www.dulux.in

About Akzo Nobel N.V.

AkzoNobel is the largest global paints and Coatings Company and a major producer of specialty chemicals. We supply industries and consumers worldwide with innovative products and are passionate about developing sustainable answers for our customers. Our portfolio includes well known brands such as Dulux, Sikkens, International and Eka. Headquartered in Amsterdam, the Netherlands, we are a Global Fortune 500 company and are consistently ranked as one of the leaders in the area of sustainability. With operations in more than 80 countries, our 55,000 people around the world are committed to excellence and delivering Tomorrow's Answers Today™. For more information please visit the website www.akzonobel.com

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