

Godrej Interio launches a new campaign, marking its ‘Great Indian Furniture Fest’

The digital and television campaign has been designed and conceptualised by SoCheers

Video Link: https://youtu.be/t_imQuQUhDQ

7th October 2021: Godrej & Boyce, the flagship company of the Godrej Group, announced that its business Godrej Interio, India’s leading furniture brand in-home and institutional segments, commenced their festive season sale, the ‘**Great Indian Furniture Fest**’ with a short and impactful digital and television video campaign. Showcasing a quirky and relatable story, the campaign was ideated, shot and produced by a digital-first full-service agency - SoCheers.

The 20-seconds short video ad opens with a familiar Indian setup of two families arranging their daughter and son’s marriage but with a twist. The soon-to-be-a-couple, upon hearing the confirmation of their wedding, rush off to the nearest Godrej Interio furniture store, saying that their wedding date might be a little way down the road, but “this is the right time to buy furniture”. This perfectly encapsulates the brand’s message of ‘now is the time to buy home furniture & modular kitchens with great discounts & cashback offers. It also subtly readies the consumers to shop for both the upcoming festive and wedding season.

The campaign, which started off with a teaser, goes live on 8th October, leveraging mainstream media in Print, and multiple digital & social media platforms like Facebook, Instagram and YouTube. As the ‘sale’ begins across Indian geographies, the ad will be primarily aired in southern India and has been further dubbed into Tamil and Telugu to cater to the regional audiences. The digital version of the same will be showcased primarily in Hindi.

Subodh Mehta, Senior Vice President (B2C), Godrej Interio, said, “This festive season, Godrej Interio continues to inspire consumers to make space for life. The campaign, which is a first of its kind for us, introduces our festive offerings to our consumers in a light-hearted and relatable manner. Through this campaign, we also wanted to capitalize on short format content to provide an uninterrupted and impactful experience. With this endearing campaign, we look toward brightening our customers lives this festive season.”

Mehul Gupta, Co-Founder and CEO, SoCheers said, “It is our pleasure to have such a legacy brand in our client roster. This newly launched campaign embarks on this exciting journey and takes ahead the brand’s in-house property, ‘Great Indian Furniture Fest’, ahead during the upcoming festive season. The ad film has nuanced storytelling, and is based on a situation which is relatable to every Indian household but with a twist. We believe that when stories create a positive impact on people, the brand message can be weaved in a very streamlined manner. With this campaign, I believe we have been able to do that successfully, that too in a short video format in line with the brand ethos. We are looking forward to this new association with Godrej Interio and are all geared up to further strengthen their digital footprints with some more clutter breaking campaigns and newer milestones.”

Jitendra Hirawat, Head of SoCheers Films said, “Short videos call for quick communication with a significant impact. This is where creativity thrives. With this campaign for Godrej Interio,

we have been able to hit that perfect sweet spot between relatable story (content) which will attract the audience, while subtly conveying the key campaign message as well.”

For records, SoCheers has recently won Godrej Interio’s social media mandate. As per which, the agency will be offering an end-to-end social media management along with content creation to the brand.

Godrej Interio:

Godrej Interio is India’s leading premium furniture brand in both home and institutional segments with a strong commitment to sustainability and centers of excellence in design, manufacturing and retail.

Led by the largest in-house design team in the country in the furniture category and awarded with 34 India Design Mark Awards till date, GODREJ INTERIO aims to transform spaces with its thoughtfully designed furniture to create brighter homes and offices with products that have the highest design quotient in aesthetics, functionality and technology. With consistent pursuit of excellence and a special focus on health and ergonomics, GODREJ INTERIO’s product portfolio comprises of a wide range of solutions

Today, we design and manufacture furniture for **office spaces, homes, educational institutes, healthcare facilities, laboratories** and more. Along with furniture we offer **Audio Visual and 360 Degree Turnkey solutions**. Each of our product range revolves around comfort and aesthetics while delivering well-designed, long lasting and functional furniture solutions. In short, Godrej Interio helps the consumers to make every space the perfect setting for their myriad moods and moments.

Currently present in over 650 cities with 250 exclusive showrooms and 800 dealers, is one of the largest divisions of Godrej & Boyce Mfg. Co. Ltd., part of the Godrej Group, one of India's largest engineering and customer product groups.

SoCheers:

SoCheers is a digital-first full-service advertising and marketing agency operating with the sole vision of expanding the reach of brands by effectively bridging the space between technology and creativity. SoCheers was founded by Mehul Gupta and Siddharth Devnani in 2013 as a social media agency. With a lean, young and dynamic workforce of 130+ employees, SoCheers is always directed towards creating not only marketing campaigns, but experiences for their clients which includes prominent brands like Amazon Prime Video, Nickelodeon, TCS, Lupin, Star Group, Jubilant Foods, Niantic Labs and more. The agency has made a mark at various award shows across the globe for their impactful campaigns. Some notable accolades include Webby's Honoree, ET Shark Awards 2020, YouTube Works 2021, ET Spott Awards 2021, and Kyoorius 2021.



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