



Media Information Note

CEAT New TVC on Helping in the 'Game of Roads'

On air from 19th January 2017

Objective:

- To communicate a clear message on road safety and CEAT's motto to make mobility safer and smarter every day.

Brief:

CEAT was always a brand that reflected road insights in its communication. That coupled with the core brand promise of safety got us thinking on the current brief. While the 'idiots' campaign reflected common road behaviour, this rendition aims to focus more on the person who makes every rider / driver's worst nightmare come true – be it the guy who runs and stops ahead of your bike without any warning, or the one who thinks his hand can stop any vehicle with just a gesture. The space is potent enough for multiple personality renditions as India is full of such people. In portraying them, we aim to also educate on road sense.

Execution:

- In the new TVC, "In the Game of Roads, CEAT Helps", the concept of "Be Idiot Safe" campaign was evolved to the next level
- CEAT Tyres' superior grip comes to rescue as a jaywalker avoids an accidental collision
- Raises awareness on road safety and the benefits provided by CEAT superior Grip
- Presentation to have elements of satire and humour
- The TVC shows a jaywalker sprint through traffic, forcing the vehicle to brake instantaneously. This creates a ripple effect as everyone stops what they are doing busy staring at the jaywalker anticipating a collision—all in freeze frame. Amidst the chaos, a motorcyclist screeches to a halt gaining attention of the crowd causing a series of mishaps in the background; however, the motorist and the jaywalker remain to be safe with the help of CEAT Superior Grip Tyre.

Media: TV, Digital, OOH etc.

Quote from CEAT [Arnab Banerjee, ED-Operations, CEAT Limited]:

CEAT's purpose is to make mobility safer and smarter every day, and the chaos caused by jaywalkers creates the context for delivering the message that CEAT is the safest bet on Indian roads. As a brand we have been evolving our association and brand communication related to safety which was prevalent in the past Idiot safe and Tubeless campaigns. We wish to fortify and strengthen our market share in both the two wheeler and four wheeler segments and the TVC campaign is aligned to these objectives.



Quote from CEAT [Nitish Bajaj, VP, Marketing, CEAT Tyres]:

The TVC campaign revolves around communicating CEAT as a safe brand in the two wheeler segment. The brand communication for CEAT is geared towards safety on Indian roads and you will see the same across our other product categories as well. The campaign is well aligned with our objective to have a long-lasting association with safety. Going forward, we wish to achieve a strong brand equity linked to safety along with realising our business goals.

Quote from Agency- Ogilvy & Mather: [Kiran Anthony, ECD, Ogilvy Advertising]

The most heart wrenching moment for any rider or driver on the road is a pedestrian in front of his vehicle. While the pedestrian is cool, calm and composed with the knowledge that his antics will save him from accidents. Fact is, antics didn't. The tyres did. And that's what we tried to highlight in the commercials. When the world around reacts to the pedestrians foolishness, all he does is sheepishly grin and walk away, thanks to CEAT tyres.

- Client: CEAT Tyres
- Creative Agency- Ogilvy & Mather
- Executive Creative Director: Kiran Anthony
- Creative team:
 - Rohit Dubey
 - Nikhil Waradkar
 - Sohil Wadhwanian
 - Riti Hamlai
 - Samir Wagh
- Account Management: Harsh Bhatt / Pradeep Rao / Saurabh Acharekar / Hardik Parekh
- Account Planning: Prem Narayan, Arjun Vednayagam
- Production House: Storytellers
- Director: Arun Gopalan
- Producer: Zina Khan

TVC Download: <https://www.youtube.com/watch?v=0JsXIg5TjzA>

About CEAT Ltd (www.ceat.com):

CEAT, the flagship company of RPG Enterprises, was established in 1958. Today, CEAT is one of India's leading tyre manufacturers and has strong presence in global markets. CEAT produces over 15 million tyres a year and offers the widest range of tyres to all segments and manufactures world-class radials for: heavy-duty trucks and buses, light commercial vehicles, earthmovers, forklifts, tractors, trailers, cars, motorcycles and scooters as well as auto-rickshaws.

About RPG Enterprises (www.rpggroup.com):

Mumbai head-quartered RPG Enterprises is one of India's largest industrial conglomerates. With over 15 companies in its fold, the group has a strong presence across core business sectors such as Infrastructure, Tyre, IT and Specialty. Established in 1979, RPG Enterprises is one of India's fastest growing business groups with a turnover a turnover in excess of Rs.21,000 crore.



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