



# Haier

## WHAT

Haier is a leading global home appliances and consumer electronics company who were looking to build affinity among women consumers in India. They conceptualised a campaign around less recognised female athletes and ITW Consulting helped identify the right talent for Haier's TV commercial.



## OBJECTIVES

The primary aim was to build brand awareness for the newly launched Haier Washing Machine and communicate its unique feature of "noiselessness operation" through a TV commercial.



## EXECUTION

The messaging was about 'Silent Performers' - athletes who have excelled but not received as much fanfare as in more popular sports. ITW identified and on-boarded sporting talents that fit that messaging to stitch together the advertisement accentuating the lives of India's leading sportswomen - Dipa Karmakar (Artistic Gymnast, Olympian, Khel Ratna Awardee), Hima Das (Sprint Runner, Arjuna Awardee), and Simranjit Kaur (boxer - qualified for the Tokyo Olympics) and also facilitated the shoot logistics and execution.

## RESULTS

The advertisement received positive feedback from the public generating nearly a million views on YouTube and during the campaign period, the brand saw a growth in their share of voice - it increased from 22% to 53%. The campaign also won Gold in the Household Appliances category at the Campaign Media 360 Awards 2022.