



SNEAK PEEK INTO 'NO LEAK'

MUMBAI, July 30, 2014: Madison BMB's new campaign for Prince Piping Systems leads with a funny spot that entertains and yet hammers home the single - minded proposition that Prince Pipes don't leak. In a commoditized category where strength is the most common promise, the agency saw an opportunity to address an untapped concern about pipes in the consumer's mind. Consumer research done by Madison BMB revealed that it was the fear of leaking pipes that needed to be addressed. In the consumer's mind, this stated fear leading to damp walls and gradual, irreversible damage to the building was a bigger truth.

This understanding led to the differentiated proposition 'Prince Pipes never leak'. This was aptly supported by Prince Pipes' Zero Defect Manufacturing Process. While there was a strong proposition, the true creative leap was based on an interesting insight that in India everything leaks - from political scams to filmy scandals to match fixing. The creative team saw an opportunity to juxtapose the functional proposition of 'No leaks' against the social-political insight that 'In India everything leaks'.

Prabha Prabhu, CEO, Madison BMB: *"Pipes is a low involvement category. We looked at brands which created consumer interest for low involvement categories. The success of these brands was not high advertising spends. But highly ENTERTAINING and relevant advertising. We decided to go with a simple but differentiated promise of "NO LEAKAGE" (moving away from the category promise of Strength) and the task of making the advertising highly memorable."*

Raj Nair, CCO, Madison BMB: *"We saw an opportunity in the fact that as a category, pipes haven't seen any great advertising. There was an obvious need to put Prince Pipes on the map. The communication needed a differentiated proposition brought alive by a great idea and supported by memorable execution. Which we have achieved. The film directed by Gajraj Rao (Code Red) has a lot of memorable moments and a superb track. We don't mind the film being "leaked" by viewers sharing it. Other elements will follow shortly. "*

Parag Chheda, Joint MD, Prince Pipes And Fittings: *"We screened the film and campaign during the dealer/distributor conference held recently in Goa and the response was excellent."*

For the record, Prince Piping Systems which has been in the market since 1970, is one of the leading brand of pipes and fittings in the country but is a first time advertiser.

The film can be downloaded from: <http://youtu.be/cUYBN9SLaX0>

Madison BMB works with clients like Godrej Natures Basket, HyperCity, Milton, Treo, VVF, Olivia, Brother International, Neelkanth Developers and many other clients.

Madison BMB is the advertising unit of Madison World, 26 year old diversified communication group with 26 units across 9 specialized functions of Advertising, Media, OOH, PR, Retail, Entertainment, Mobile, and Sports employing over 1000 communication professionals across India, Sri Lanka and Thailand.

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