



PRESS RELEASE

For immediate release

**What's Your Print?
Madison BMB creates new TVC for Vistaprint**

Mumbai, January 2, 2017: Madison BMB has started 2017 with a bang! Their commercial for Vistaprint, India's leading printing solutions expert goes on air from today. The campaign comprises of a TVC which focuses on printing solutions for businesses, entrepreneurs and individuals.

Vistaprint is a brand from the house of Cimpress, a company based in Netherlands, which started operations in India 4 years ago. A leading printing solutions expert globally, Vistaprint India maintains the same world class standards of quality & customer service. Vistaprint's offering encompasses services from Visiting cards, Polo T-shirts, Caps and Bags, Embroidered Apparels, Letterheads, Photobooks, Custom Pens and Branded Apparel and Merchandize.

The objective of the TVC was to showcase how easy and convenient it is for small and medium sized businesses to print their Visiting Cards, Apparels, Stationery, Merchandise and thus satiate all business needs. The film opens with a foreign couple roaming in the forests of Kerala looking through the binoculars and cellphone camera. Suddenly an elephant's trunk pops up holding a visiting card by the name of Mani's Kyurius Keralam Tours. The couple, completely startled, turn around to see Mani, a mahout, sitting on a big elephant, smiling he unfolds a banner which shows Mani's offerings in Kerala. The couple is just about getting over the grand elephants and Mani's offerings when they hear him whistle to elephants wearing customized t-shirts approaching them with customized caps which is then followed by a couple of elephants serving coffee in customized company branded coffee mugs. While the couple sips on coffee, they browse through a brochure of Mani's Kyurius Keralam Tours.

The film ends with the owner of Mani's Kyurius Keralam Tours logging on to Vistaprint.in taking the viewer through the various offerings for Vistaprint and

showing the user how easy it is to personalize and print merchandise that businesses need. The catchy music refuses to leave your mind.

Says Mr. Nilesh Parwani, CEO Vistaprint India, *“Vistaprint.in facilitates translating business owners’ tremendous sense of pride and passion into an identity for their venture through a wide range of beautiful, high quality printed products. In the otherwise unorganized print industry, the TV spot aims at creating awareness for Vistaprint.in as an alternative one-stop-shop platform for all printing needs leveraging the ‘convenience of online’ and ‘quality assurance of a global trusted brand’.*

Added **Mr. Bharath Sastry, CMO, Vistaprint India,** *“Vistaprint.in offers a wide selection of products & designs which can be customized, with a very high focus on quality and customer service. We wanted to bring out how our products play a role in the life of an entrepreneur in an engaging manner. Our hero of the ad, Mani and his ‘hugely’ interesting colleagues are having fun with the products they have created, much to the delight of their potential customers.”*

Mr. Raj Nair, CEO and Chief Creative Officer, Madison BMB, said, *“If you’re an entrepreneur or a small business looking to make an impression with a distinctive identity and you want elegant designs printed to your liking without a premium attached to it and you want it delivered at your doorstep then look no further than Vistaprint. All the relevant merchandise in clutter-breaking designs you need is available for you to go ahead and create an indelible impression on your customers or employees. We needed to communicate this in an engaging and memorable manner and so we set about the task by ensuring that the creative idea communicated this well. The end result is an endearing mix of stand-out visuals, arresting music and a catchy tag line that is bound to stay in the viewers’ minds for some time to come. The tag line: “What’s your print?” specifically asks the viewer in a friendly yet memorable way (In Mani’s voice) to go ahead and make their choice depending on their specific printing requirement.”*

Production House: Abstract Films

Madison BMB is the advertising unit of Madison World, a diversified Communication Group with 26 units across 11 specialized functions of Advertising, Media, Business Analytics, Out-of-Home, Events, Activations, Retail, PR, Entertainment, Mobile and Sports; employing over 1,000 communication professionals across cities in India, Sri Lanka and Thailand.

For more information, please contact Mr. Raj Nair - 09820505335

The ad can be viewed here:

<https://www.youtube.com/watch?v=YyvPyslw6Gg&feature=youtu.be>