

## Campaign: CCD's first TVC

**Objective:**  
Create awareness, reinforce brand's positioning as the place for the young and young-at-heart to 'sit-down, relax, enjoy and resolve issues over a conversation'

**Strategy:**  
To pitch exclusively one channel then target all the other key media - Electronic, consumer & business dailies, business and A&M magazines, and online portals  
To organize 1:1 interactions with CCD Mktg Head and incorporated CLA spokesperson 's quotes for A&M media interactions

**PR Activity:**  
Exclusive with CNBC Storyboard  
1:1 interactions of CCD spokesperson with key print & online media prior to airing of TVC  
Press release dissemination to remaining media with high resolution grabs of TVC

**Results:**  
22 quality exposures in key target media with positive reviews strengthening CCD's positioning as a youth brand

### Cafe Coffee Day TV ad debuts



The restaurant and beverage chain has advertised its brand in the mass media for the first time this year

**BS REPORTER**  
Bangalore, 3 December  
Café Coffee Day (CCD), after being in the market for the past 16 years has debuted its first television commercial (TVC). The campaign follows a recent burst of print media advertisements in nine key cities. The brand that created and established the café culture in the country, is making inroads into several newer and unconventional markets and aims to reinforce itself into new segments through the TVC. The 'Sit Down' TVC, conceptualised by Creativeland Asia, CCD's communication partner, is part of a 360-degree campaign. It caters the CCD's

seems to be the order of the day, the ad reminds you of the positive results of sitting down and discussing various subjects over your favourite brew." He added, "The launch of our first TVC is a historic moment for us. We are proud of the way it has turned out and are sure it will connect well with the youth." Sajjan Raj Kurup, founder and creative chairman, Creativeland Asia, said, "We didn't want to just create a campaign, we wanted to build a culture. A reason, a philosophy, a purpose for all those youngsters who spend endless hours at Café Coffee Day. We wanted to instill a sense of value in them for doing some-

### Business Standard

happen when you 'sit down'. Speaking during the launch of the TVC, K Ramakrishnan, president - marketing, Café Coffee Day, said, "CCD as a brand has never advertised in the mass media in the last 16 years of its existence. It has been built solely through unique and pioneering marketing initiatives, coffee-category building activities, public relations and more recently, through social media. Earlier this year, we ventured into outdoor, radio and print ads in key metros to scale up exposure for our new menu. However, with the brand presence expanding to over 185 cities, we believe it is the right time to get deeper into our customers' lives and make our presence felt in every single household. And this is possible only through television."

From making friends, to studying for exams, to attending job interviews, to finding their partners. The campaign is a celebration of every little 'sit down' that happens at CCD over a cup of coffee." The TVC, directed by Kam Madhvan of Equinox Films, features over 70 youngsters singing the 'Sit Down Anthem' and telling viewers what they sit down for.

### Impact



**Mid-Day**  
Marketing, Café Coffee Day says, "CCD as a brand has never advertised in mass media for the first time this year. The TVC, directed by Kam Madhvan of Equinox Films, features over 70 youngsters singing the 'Sit Down Anthem' and telling viewers what they sit down for. The TVC, directed by Kam Madhvan of Equinox Films, features over 70 youngsters singing the 'Sit Down Anthem' and telling viewers what they sit down for.



**CNBC Storyboard**  
CCD introduces its first TVC  
Café Coffee Day (CCD) recently introduced its first ever television commercial. The brand that created and established café culture in the country, aims to reinforce itself into every single household in India through television with the TVC. A purpose to hang out The 'Sit Down' TVC, conceptualised by Creativeland Asia, CCD's communication partner, is part of a 360-degree campaign. It gives the CCD customer a purpose for hanging out at his favourite café. It's built on the premise of sitting down and discussing various issues over a coffee, says Ramakrishnan. "While the hype initially may be on the TVC, the campaign



### Brand Equity

CCD brand Café Coffee Day admishes all those standing up unnecessarily for causes and pauses. It asks them to instead just sit down and smell the coffee. CCD brand Café Coffee Day admishes all those standing up unnecessarily for causes and pauses. It asks them to instead just sit down and smell the coffee. CCD brand Café Coffee Day admishes all those standing up unnecessarily for causes and pauses. It asks them to instead just sit down and smell the coffee.