

Campaign India

JWT renews Aamsutra

Nirvana Films, French lensman Bruno Dayan execute new Slice campaign

PepsiCo has unveiled the latest campaign for Slice, its mango juice brand wherein brand ambassador Katrina Kaif leads her on-screen romantic partner to a game of 'who blinks first', only to give into the taste of 'pure mango pleasure'.

Part of JWT's continuing 'Aamsutra' thematic campaign, the current run will be supported by a marketing plan comprising of TV, print, radio, OOH and on-ground activation.

The TV campaign, directed by Prakash Varma of Nirvana Films, will go on air from 26 February.

The OOH and print campaign has been shot by French fashion photographer Bruno Dayan.

Hari Krishnan, vice-president, JWT said, "Today, 'Aamsutra' enjoys top of the mind recall amongst consumers and has become synonymous with Katrina's associa-



The new TVC for Slice aims to take indulgence in mangoes to the next level

tion with Slice. The creative thought behind the new communication was to dial up the 'indulgence' quotient by highlighting the brand's core positioning of sensorial, highly pleasure driven experience, well associated with mangoes."

Homi Battiwala, director, Juice and Juice based drinks, PepsiCo India said, "The mango juice drinks category continues to enjoy unprecedented growth in India and is estimated to account for 75% of sales of all juice and juice drink variants. Slice has

carved a unique identity for itself through the proposition of pure mango pleasure, propagated by the 'Aamsutra' campaign. has consistently created excitement in the mango juice category. The new campaign takes indulgence to the next level."