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# A food trail

## Our Take

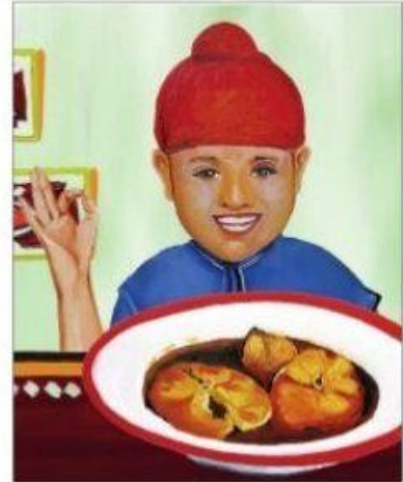
IN a country where gastronomy and festivals go hand in hand, the festive months bring in a huge opportunity for numerous categories to reach out to their consumer in innovative ways. Traditionally, edible oils have always focussed on family, health benefits and emotional chords relating the two in its communication. The category advertises throughout the year and hence usually doesn't treat festive months as a separate category like many others who launch new campaigns during these months.

However, the new digital film by Dhara has tried to bring in a new

**Campaign:** Tyohaaron ki Dhara  
**Brand:** Dhara  
**Company:** Mother Dairy Fruit & Vegetable  
**Agency:** DDB Mudra North



twist. Of course, it captures the diversity of India and how the celebration of each festivity brings out the love for food. But what makes it stand out is its execution — it is an animation film, a simple yet effective route. The film highlights the various dishes related to different festivals and parts of the country



The well-executed film tries to encapsulate the whole country's love for food in a few minutes. From earlier campaigns like *India ka Tadka* to this, the brand has been playing on the fact that food is the common binding factor in our country, irrespective of age, religion or economic backgrounds. **BN**