



Mother Dairy Kindles 'Promises' in its New Ice Creams Campaign

- Introduces new campaign for ice creams – led by two TVCs – under the thought of **#MotherPromise**.
- Conceptualised by Ogilvy India, the six week-long campaign encapsulates the essence of integrity and purity of its products, that consumers too can swear upon.

New Delhi, 21st April 2023; We often land into situations wherein we ask someone to make a promise. We even prod at times, seeking the highest level of commitment for us to be completely assured. **'Mother Promise'** is accorded as one of the highest level of commitments amongst promises. Why not make a Mother Promise over a Mother Dairy Ice Cream, which stands for superior taste and quality? Taking this insight to the creative board, Mother Dairy, country's beloved milk and milk products major, is all set to roll out a new Ice Creams campaign – **#MotherPromise** – targeting consumers across varied age groups.

The campaign, conceptualized by Ogilvy India, comprises of two TVCs that distinctly curate the thought of making a superlative commitment. The six week-long campaign quirkily passes on the thought of making promises over an ice cream while standing up to the promise of offering best-in-class milk-based ice creams to its consumers.

Talking about the new campaign, Mr. Manish Bandlish, Managing Director, Mother Dairy, said, "At Mother Dairy, we take pride in offering 100% milk-based ice creams made with best-in-class ingredients. We have always assured our consumers of a superior taste experience & unmatched quality from all our offerings, and we stand by it. For decades, our consumers have reciprocated this trust with love & conviction. The new campaign is our attempt to live up to our promise and further strengthen the trust in a way that even our consumers can stand by, similar to honouring the highest decree of assurance – a 'Mother Promise'. Going forward, we will be integrating the campaign thought of 'Mother Promise' across various categories of our dairy portfolio."

CAMPAIGN IDEA

We swear on our mothers as the strongest way of assuring that we mean what we say. It's a test of integrity and purity. Because Mother Dairy products are the best, made from pure milk and all its goodness, they're also something you can swear by.

THE EXECUTION

TVC I – Showcases an elder sister and her younger brother on their way back home after school. While on the return, the sister asks the brother to keep up a secret and not reveal it to their mother. The brother with a mischievous spark in his eyes is prodding her sister not to lie. It is then the sister offers him a Mother Dairy Kulfi; however, to keep up the promise, the brother keeps demanding for other flavours. Leading into the situation, the younger one later agrees to keep the secret with an assurance of a daily treat, which the sister agrees to with a promise, which is anxiously looked up by the brother. And to reaffirm her this commitment, she immediately follows with saying Mother Promise swearing by Mother Dairy Kulfis. Leading by example, Mother Dairy also makes a promise of offering rich, creamy and tasty kulfi to its consumers.

TVC II – Comprises of a distinct setup of a young couple, wherein the guy is sulking as he had to wait for long for his partner to come. The girl sensing the situation comes with a smile holding Mother Dairy Cones, using each of the flavours prompting him to smile and cool down. During her persuasion, she promises for being on time, which is very sweetly confronted by the boy and to repeat her promise she swears by Mother Dairy Cones by saying Mother Promise. With distinct flavours of cones, the boy eventually melts down leading to happy moment between them. Leading by example here, Mother Dairy also makes a promise of offering 100% milk-based ice creams to its consumers.

“Mother Dairy has always been a nurturing brand with high product ethos and social commitment. We wanted to communicate these timeless values in a contemporary way.”, **said, Mr. Rohitash Srivastava, Head of Strategy & Planning, Ogilvy India (North).**

Stepping in the summer season of 2023, Mother Dairy is introducing over 10 new ice cream variants comprising of Kulfis (Shahi Malai Kulfi, Shahi Phirni Kulfi, Shahi Paan Kulfi, Shahi Pista Kulfi, etc.), Cones (Koko Karamel Kore, Choco Coffee Crunch, Black Forest Cone and Chocolate Fudge Cone), Bars (Berry Blast & Coco Sparkle) and Lemon Ice Candy.

The TVCs can be viewed at:

TVC I (Kulfi) : <https://youtu.be/S-1MRCIOEyl>
TVC II (Cone) : <https://youtu.be/aJR4wuvL-sE>

Credits:

Brand: Mother Dairy

Agency: Ogilvy India

Prem Narayan, Chief Strategy Officer, Ogilvy India

Anurag Agnihotri, Managing Partner (Creative), Ogilvy India

Shahrukh Irani, Executive Creative Director, Ogilvy India

Saurabh Kulkarni, Executive Creative Director, Ogilvy India

Prakash Nair, President & Head of Office - Ogilvy Gurugram, Ogilvy India

Pawan Bhatt, Executive Vice President, Ogilvy India

About Mother Dairy Fruit & Vegetable Pvt. Ltd.

Mother Dairy was commissioned in 1974. It is now a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was established under the initiative of ‘Operation Flood’, world's biggest dairy development program launched to make India a milk sufficient nation. Today, Mother Dairy is a leading dairy player which manufactures, markets & sells milk and milk products including cultured products, ice creams, paneer, ghee, etc. under the ‘Mother Dairy’ brand. The Company also has a diversified portfolio with products in edible oils under the ‘Dhara’ brand and fresh fruits & vegetables, frozen vegetables, unpolished pulses, honey, range of organic horticulture products, etc. under the ‘Safal’ brand. Mother Dairy through its brands has a national footprint across all major cities in India, offering a delectable range of products to its consumers.