



## itel's new campaign #FullHaiWonderful for Indians Who Always Want Full!

- itel backs its Smartphone Portfolio launch with a TV Commercial
- Celebrates the Indian love for "full value at best price" with three brand new launches – itel S42, A44, and A44 Pro
- The campaign for itel has been directed by "Secret Superstar" fame **Advait Chandan**



**New Delhi, April 3, 2018:** itel, India's second largest handset player, today unveiled its all new brand campaign – #FullHaiWonderful across the country.

Reinforcing its renewed focus on its portfolio of smartphones, high on performance and delivering great value, and this brand campaign complements itel's full-view screen (18:9 display) as the new measure of full. A strategic narrative based on the key Indian consumer insight of full being the benchmark for satisfaction, joy and delight, delivering the maximum value and experience, the campaign addresses the larger Indian family audience. Highlighting different contextual instances, the campaign aptly conveys a powerful message around delivering "full value", "fuller experience", and the "fullest satisfaction" associated with the experience of owning an itel smartphone. The TV Commercial captures this through multiple renditions with the refrain of "full is wonderful" throughout the film.

The TV Commercial will go on air on 3<sup>rd</sup> April 2018 for a period of 6-8 weeks spread across 37 TV channels supported by heavy digital, cinema, and print campaign. The brand is focussing on entry-mid level smartphone users who are the value seekers with a 360-degree outreach to ensure awareness and affinity amongst our core target audience.

*"The Indian consumer is a quintessential pragmatic value seeker, and a good deal is about getting the maximum value against spends, thereby adding to enhanced sense of satisfaction and an augmented consumer experience. The promise behind the new portfolio of devices is exactly that, offering consumers the max-value-at-best-price in the most entertaining yet pertinent way. itel has rapidly gained consumer confidence and mindshare on the back of its consistent consumer centric approach, we believe with this new launch we will definitely inch closer to their hearts. Our campaign and the TV*

*Commercial aptly captures the Indian social and cultural milieu in a subtle and endearing fashion”, Mr. Arijeet Talapatra, Senior Vice President – National Head, Sales, Distribution & Retail, TRANSSION India* said, commenting on the launch.

The new itel’s TV Commercial has been put together by some of the finest minds from the world of communications and production. CreativeLand Asia and Entourage Films have conceived and executed the new itel’s TV Commercial.

Elaborating on the TV Commercial concept, **Mr. Advait Chandan, Director of the Commercial** said, *“I was quite excited when I saw the itel phones. Their full screen is something that deserves an applause. The idea of Full Hai Wonderful was really crisp. We needed to romance the practically bezel-less screen and also talk about the budget friendly price range at which these smartphones are being made available. The protagonist in each vignette is an itel user who demands a fuller experience in different spheres of life.”*

Click on the link to view the TV Commercial: <https://bit.ly/2EfmvsT>

**TV Commercial Details:**

**Duration:** 30 seconds

**Language:** Regional languages along with Hindi

**About itel:**

Launched by its parent company, TRANSSION Group, itel focuses on delivering value plus mobile devices. The brand forayed into the Indian market in April 2016 and has established its leadership position by bringing in unique product portfolio backed by strong service proposition. itel has recently emerged as the second largest player in the overall mobile phone market in India by capturing 9 percent market share for the year 2017, registering an exponential growth of 217% year-on-year as per Q4 2017 CMR report. Its product portfolio comprises 13 smartphones and 19 feature phones. itel also maintains strong distribution channel and after-sales presence PAN-India with more than 950 service touch points and its exclusive service brand, Caricare recently launched in India.

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