

**Brand:** TTK Prestige

**Campaign:** Prestige Chimney

**Background:**

Prestige has a wide range of chimneys that it wants to use to cement its perception and reputation as a significant appliance player. Competitive brands like Faber, Elica, and Pigeon have only been harping on the USP to provide smoke-free kitchens. Prestige has done a TV campaign starring Vidya Balan showing that this chimney is made for Indian kitchens.

**Key Marketing Tasks:**

A print and BTL level activity to highlight the superiority of Prestige Chimneys in its various features like Auto Clean, Powerful Suction, and Oil Collector.

**Target Consumer:**

Homeowners and renovators in tier 1 and tier 2 cities, looking to upgrade their appliances – from older chimneys to newer ones or even from an exhaust fan to a unique chimney.

**Key Cultural Insights:**

***Indian cooking can be dramatic but Indian kitchens have to be squeaky clean.***

In India, it is not enough for the kitchen to be smoke-free, pain-free, and clean - people want their walls to reflect *chiknai*. One of the reasons that a chimney is seen as a great addition to Indian kitchens is that the primary kitchen users believe that it makes their job easy to keep the kitchen walls and appliances clean by managing the smoke, thus protecting the health of their families.

**Proposition:**

***Protects your kitchen, protects you***

Finally, a chimney not only controls the smoke and the environment when you're making your magic in the kitchen, but it also makes keeping the walls and surroundings of the kitchen much cleaner.

**Deliverables and Deadlines:** Servicing to confirm