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Writer: Abhinn Shreshtha - Thursday, Jul 10, 2014 8:33 AM



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Philips Personal Care announces Arjun Kapoor as brand ambassador



Philips India has announced Arjun Kapoor as the brand ambassador of its male grooming business. The new marketing initiative featuring the actor was announced by the company this week. Anurita Chopra, Director (Marketing) Personal Care, Philips said, "This will be a 360 degree campaign including TV, ambient (OOH), digital, radio, etc."

The overall campaign has been created by O&M, while the outdoor strategy has been handled by Pulp Strategy. The digital part of the campaign is being handled by Isobar. Chopra did not give exact details about the budget allocated to this campaign.

Speaking to exchange4media, Chopra mentioned that the campaign would run till September.

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However, Philips has long term plans for different facets of the campaign. "It will not be about one time activities. We will attempt to create 'moments,' said Chopra. Part of the plan, on the digital front, includes creating, what Chopra called, BRAT communities, which are communities of youth who would exchange ideas on a variety of topics.

On the TV front, Philips is looking to create a new property called 'Bachelor Pad'. According to Chopra, this would be akin to a series and tied to a television channel though she did not name the channel that they are partnering with.

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