

Homes Furnishings rings in Christmas with 'Be A Santa' Campaign

Mumbai, Maharashtra, India, December 28, 2015 — /EPR NETWORK/ — Homes Furnishings, popular Mumbai-based Furnishings Company, recently launched its Christmas Campaign and touched the hearts of its customers by running a special 'Be A Santa' contest on the digital platform.

The popular Furnishings Conglomerate is always working at innovative ways to provide a unique customer experience. Just like its varied products offerings that are synonymous of beauty, sophistication and top class quality, its engagement programmes with its customers is also noteworthy.

The Brand always tries to strengthen its bond with the customers by connecting with them on Facebook along with its myriad of product offerings that are promoted through mix-media integrated platforms.

Festive times are fun times and Homes has found a novel way to reach out to its customers. Water Communications, The Creative Agency for Homes Furnishings, has designed the 'Be A Santa' campaign.

The idea was to encourage people to play real Santa in the lives of their loved ones and share their thoughts on how would they play their part. People with best replies would be gratified.

Talking about the campaign, Mr Gurvinder Singh, Managing Director, Homes Furnishings asserted, "The insight into running the Be A Santa contest stemmed from the fact that Santa is an epitome of love and kind gesture. He believes in spreading joy and bringing sunshine by way of gifting his loved ones. Joy begins at home so why not play Santa at home and surprise all those you care? This was the crux of the communication to awaken the Santa in people and make someone's day. Moreover our Santa's could explore a world of gifting options through our Homes Furnishings portfolio to make their search for the perfect gift easier."

Ms Vandana Sethhi, Director Water Communications opines that Christmas is a special time to bond better with loved ones and bonding happens at home. This was a good enough reason to establish a special rapport between Homes Furnishings and its customers. Apart from traditional advertising, it becomes necessary to design special engagement programmes and relate with the target audience. While participants share their thoughts, there would be more engagement and better brand recall for the Homes Furnishings brand. Participants would get a unique platform to share their thoughts and get gratified with goodies for playing a great Santa. We intend to bring in more contests and activities around festivals and gratify the customers for participating in it.

Homes Furnishings stand for the impeccable taste of homes connoisseurs who are passionate about finer things in life, luxury and sophistication that enhance their lifestyle. And such customers are forever looking for a new range from season to season to complement their personality and their aspirations. With the objective of 'Premium Quality Fabrics at Competitive prices', the Brand enjoys a loyal customer base across the globe.

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