

# Water Communications creates “Design Wala Colour” campaign for Marshalls Wallcoverings

Mumbai, Maharashtra, India, December 30, 2015 — /EPR NETWORK/ — Water Communications, Mumbai based 360 degree communications agency, recently unveiled the new campaign for its client, Marshalls Wallcoverings – ‘Design Wala Colour’. The campaign was released simultaneously across media including print, radio, digital and social media.

‘Design Wala Colour’ is based on the concept that – everything around us is so beautifully designed, be it embroidery on a dress or floral pattern on curtains or carvings on crockery or funky graphics on our bags. Design is indeed an important element in our lives. However, when it comes to our walls, we think only in terms of colours and not designs. By adding designs to our walls, we can make the world around us even more beautiful.

Speaking on the new campaign, Vandana Sethhi, Director – Water Communications, said, “When we think of renovating our homes or offices, we immediately start thinking different colours for different rooms and walls but for every thing else in life, we always think Colours plus Design. So the idea is instead of thinking mere colour for our walls, we think DESIGN WALA COLOUR.”

“Marshalls Wallcoverings has pioneered the concept of wallcoverings in India. With ‘Design Wala Colour’, we once again intend to highlight to our audience the fact that walls, like other elements that are part of the home décor need to be designed and not just coloured. Take for example – windows, they are an extension of our walls and we invest a lot of time and money to get the best patterns and designs for the curtains. Similarly, we need to change our outlook towards our walls as well and go beyond just colours”, added Mona Menon, Director- Marshalls Wallcoverings.

On the concept of Design Wala Colour, Karan Sharma, Director – Marshalls Wallcoverings, said, “The wallcoverings segment in India has not yet reached its full potential in terms of being experimented by its consumers. With ‘Design Wala Colour’, we wanted to communicate the idea of ‘Designer Walls’ as opposed

to just 'Coloured Walls' to our audience in a very simple, clear yet creative manner. We needed a campaign to touch the core concept of Design v/s Colour".

Marshalls Wallcoverings, the far superior alternative than conventional way of wall renovation. It is indeed a wonder product with many advantages. Being the festive season and a category that is so close to the consumers especially during festive season when people are looking to get their homes renovated, we leveraged all the touch points where we could connect with our consumers – print, radio, digital and social media, adds Vandana Sethhi.

Contact-Details: Water Communications, B-17 Pravasi Industrial Estate,  
Goregaon East, Mumbai – 400063 web1@waterindia.in



~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)