

MEDIA BRIEF

CAMPAIGNS WE LIKE



#YouRooms by Parryware

Parryware, one of India's leading manufacturer of sanitaryware, Faucets and wellness products providing complete bathroom solutions wants to take the brand to the next level, by re-strengthening its positioning of *always in fashion* through a 360 degree integrated marketing campaign across various mass media platforms TV, Print, Radio, OOH and Digital.

All of us have withstood the unpredictable events of the last 2+ years of the pandemic and have come to realize the value of home and its up-keep. As we spend more and more time inside, we've started creating personalized nooks and corners within the home but often