ET KALEIDO AWARDS 2025

Category: Retail & e-commerce campaign

Spring is King

Bring Back Spring

Client: Peps Industries Pvt. Ltd. | **Agency:** BrandCom PR

Campaign Period: June 2025 – January 2026

01 Objective

India's mattress market has long undervalued spring technology. Peps sought to change that.

01 Bust the Myths

Reframe category conversation around spring mattresses through humour and relatable storytelling.

02 Build Affinity

Drive preference for Peps Pocket Spring range among millennials who treat sleep as a wellness investment.

03 Own the Platform

Establish 'Bring Back Spring' as a cultural rallying cry making Peps the authority on sleep quality in India.

02 Creativity & Innovation

🎬 7 Original Ad Films

Seven distinct films — each rooted in authentic domestic humour, depicting real sleep scenarios that audiences instantly recognised.

🗺️ South-First Strategy

Campaign originated in Tamil & Malayalam, then transcreated into Hindi, Kannada & Telugu — a rare reversal of the national-first formula.

😄 Myth-Busting Humour

Rather than making comfort claims, the films directly confronted consumer misconceptions about spring mattress durability — using comedy as the weapon.

🎵 Sonic Identity

Singer Chinmayi's voice gave the campaign a distinctive audio signature — 'the sound of real sleep' — woven across all regional variants.

03 Strategy & Execution

Regional Relevance

- 5 languages: Hindi, Kannada, Tamil, Telugu, Malayalam
- Each film natively crafted — not dubbed
- Authentic regional humour; not generic national ads

Platform Diversity

- OTT platforms + regional TV channels
- YouTube and Instagram digital distribution
- Premium and mass-market touchpoints covered

Earned Media Amplification

- Targeted press release to national & trade media
- CEO interviews: Campaign India, FE Brandwagon, Exchange4media
- 8 distinct PR content themes — sustained coverage window

04 Target Audience Alignment

PRIMARY

Millennials & Gen Z

Age 25–40 years

Digitally native consumers who view quality sleep as a non-negotiable wellness pillar. Willing to invest in products with demonstrable health benefits. Respond to authentic, insight-driven content over hard-sell advertising.

Channel fit: OTT + digital-first distribution; comedic format; 'Bring Back Spring' wellness messaging

SECONDARY

Regional Indian Households

Particularly South India

Existing Peps loyalists and high-awareness spring mattress consumers in Tamil Nadu, Karnataka, Kerala, Andhra & Telangana — where brand equity is strongest and spring mattress category familiarity is higher.

Channel fit: Native-language films; regional humour; local cultural references

05 ROI & Results

31+

Media Stories

Coverage across top national and A & m publications

7.1M+

Website Reach

Total monthly website reach driven by earned media

8.3M+

Unique Visitors

Total monthly unique visitors engaging with content

82K+

Coverage Views

Online coverage views with strong engagement metrics

5

Languages

Hindi · Kannada · Tamil · Telugu · Malayalam

7

Ad Films

Original films produced

Key Publications Covered: *[Insert top 5–10 outlet names — e.g. Campaign India, Exchange4media, FE Brandwagon, The New Indian Express, etc.]*

Why This Entry Deserves to Win

Rare creative inversion

South-first storytelling that went national — a strategic and cultural first in Indian mattress advertising.

Authentic regional craft

Native scriptwriting across 5 languages, not dubbing — each film felt made for that audience, not translated for them.

Category education through entertainment

Used humour to do what decades of functional advertising couldn't — make consumers reconsider their mattress choices.

Sustained PR programme

8 content themes structured to keep media engaged from launch through the full campaign window.