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Opinion

Advertising

Marketing

Digital

Media

PR

In-Dept

THE WORK

Campaign India Team | 2 days ago

MMGB: Orient Electric celebrates the Durga in every woman

Watch the ad film conceptualised by Contract Advertising here



Orient Electric has rolled out a film that for the ongoing Durga Puja and Navratri festival. The film has been conceptualised by Contract Advertising.

An older woman opens her window on a floor above. She sees a young woman playing football on the street with men, keeping goal. As the girl makes a save, she strikes the pose of Goddess Durga. She is the first of many in the film to do so. Next up is a lady traffic police constable at a signal. After refueling a car, a lady worker at a petrol pump does the same. At a bus stop, when a man stares at her, another young woman poses with poise as the Goddess. The film's message appears on screen: 'To our daughters who carry on the fight every single day. Orient celebrates the Durga in every woman. Happy Durga Puja and Navratras. #DoALittleGood'.

Source: *Campaign India*

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