

JSW Cement celebrates Kerala's diverse terrain and climatic conditions in new ad.

The campaign, conceptualised by Stealth Mode, is on air via major Malayalam TV channels and on Digital. Soon on Radio and In-Cinema as well.



Kerala, Kochi, Apr 21, 2021 ([IssueWire.com](https://www.issuewire.com)) -

https://www.youtube.com/watch?v=3F_3CT7UElo&ab_channel=JSWCement

JSW Cement has launched a campaign, exclusively for the Kerala market, with a film titled "Naattil Evideya?" (meaning "Where in Kerala are you from?"), a question Keralites are extremely fond of asking other Keralites. While driving home the message that JSW Concreel HD Cement ensures your house stays strong whatever the terrain and climatic conditions are, the film also celebrates the natural diversity of Kerala with subtle nods to the varied culture of different places within the state.

Regarding the campaign, Gurminder Singh, Head - Branding, JSW Cement, says, "This is our first attempt to go regional in our approach towards advertising on TV. This TVC was conceived in, made by, and made for the people of God's own country. This advert so perfectly captures the core essence of our product and Stealth Mode has done a brilliant job in capturing it."

Akash Anandh, Creative Director, Stealth Mode, said, "We wanted the film to be a reflection of what a Keralite feels. It celebrates their deep connection to the land and nature, and it does so in their own voice. We wanted to capture the flavour of Kerala in the music too. Vinod's vision and Varun's music have really tugged at our heartstrings along with Kerala's."

Brand: JSW Cement
Chief Marketing Officer: CL Sethunathan
Head - Branding: Gurminder Singh
Branding - Kerala: Manu G Nath

Agency: Stealth Mode
Creative Directors: Akash Anandh, Deepak, Unni
Client Servicing Director: Rins Panicker

Production House: V EYE Films
Director: Vinod A K
Producer: Arun Vijay
Music Director: Varun Sunil
DOP: Jomon Thomas
Editor: Pinto Varkey



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Source : Stealth Mode Brand Communications Pvt Ltd

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