

## Movee Merchant Cautions Production Houses to Make More Sensitive TV & Digital Ads

TV commercials and production houses need to adapt to the close-knitted social media where every content is heavily scrutinized, says Movee Merchant.



Delhi, New Delhi, Aug 12, 2021 ([Issuewire.com](http://Issuewire.com)) - [Movee Merchant](#) is a leading [production house](#) based in Delhi that believes that [production houses](#) need to be more sensitive while making marketing videos in this age of social media where every content is evaluated and scrutinized in microscopic detail. A video production company should take in and consider all the factors before finalizing an idea, there should be no room for doubt when it comes to showing sensitivity towards all the genders, regions, religions, and communities.

Gone are the days when only big brands used to advertise their products and services through TVCs and that too, just one or two TVCs in a year. With the arrival of this millennium and widespread availability of technology, making TV Ads has become quite cheaper and it has become imperative for all businesses, irrespective of their size, to invest in video mediums to promote their products and services.

India and the world have seen a great rise in the number of internet users, further with the domination of social media, anyone can voice out their opinions. Irrespective of the intentions, people now will gang up against anything they see on social media, which may or may not affect them in real life. This is what

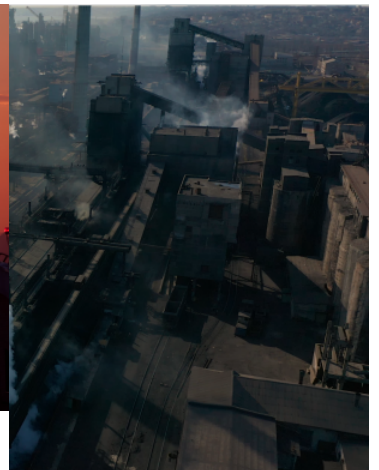
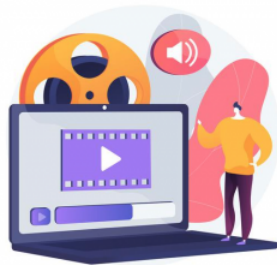
exactly happened with Surf Excel and Tanishq, while they tried to show religious harmony, social media users didn't like the idea of showing such interactions of different religions. So, a huge downpour of negative comments and ratings followed leading these brands to cast aside these Ads.

While such reactions cannot be controlled, but it is advised that you must try to think of concepts that are less likely to attract controversy in this age, when everything is controversial to certain members of society. Movee Merchant's founder Avantika Saini said, "Misogynistic and sexist content is a big no, old TV Ads like VIP Frenchie, AMUL Macho, and even Seagram's 'Men will be Men' are bound to invite dispute. Fair and lovely is now Fair and glow because they are trying to abandon their own racist idea of promoting just the white skin." Such controversies not only hamper the brand image but are also bound to have certain financial implications.

The video production team at [Movee Merchant](#) is full of highly experienced and seasoned filmmakers, who understand the newfound sensitivity of the Indian audience. The team consistently monitors market trends and presents ideas that can hold the attention of a wide demographic audience, without creating any sort of controversy.

### About [Movee Merchant](#)

Movee Merchant is a fully comprehensive [video production house in Delhi NCR](#). Being one of the [best video production companies](#) in Delhi, Movee Merchant offers a wide range of services to all types of businesses and individuals. Their services include but are not limited to corporate videos, short- films, explainer videos, animations, travel films, documentaries, Digital and TV commercials, etc.



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Source : Movee Merchant

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