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MikasaPly tackles the prevalent issue consumers face

The films aim to highlight the brand's ultimate solution for selecting the right plywood.



BE Staff · ETBrandEquity

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A still from the ad

Greenlam Industries, India's surfacing solution brand, has introduced its first digital campaign for its flagship brand- MikasaPly.

The campaign will be promoted in the five different states of South India- Andhra Pradesh, Telangana, Tamil Nadu, Kerala, Karnataka along with Goa and Puducherry.

In a market inundated with various options for home interiors, selecting the right choice of plywood selection can often be overwhelming. Addressing this common dilemma, the brand film tackles the prevalent issue consumers face when trying to select the right product in a saturated plywood market, the company said in a press release.

It showcases a couple's quest to find the perfect plywood for their cupboard, which is frequently interrupted by a character who humorously depicts the confusion in decision-making.

The film culminates with the couple revealing MikasaPly – The No Nonsense Ply, a clear and efficient solution that simplifies the selection process.

The film has been released in five different regional languages- Hindi, Kannada, Malayalam, Tamil, and Telugu across prominent platforms like YouTube, Google Display Network, and Sun NXT (OTT platform).

Expressing her thoughts on the digital campaign, Parul Mittal, director, Greenlam Industries, said, "With the release of the digital film for our plywood brand 'MikasaPly, we aim to lay emphasis on the convenient solution of using 'The No-Nonsense Ply' for all interior needs due to its superior quality craftsmanship and durability. The 'No Nonsense' Ply is designed to deliver the finest product by selecting the best wood for the manufacturing of plywood."

Indian Television

MikasaPly from the house of Greenlam Industries launches its first digital campaign

The films aim to highlight the brand's ultimate solution for selecting the right plywood.



Mumbai: Greenlam Industries, a surfacing solution brand, has introduced its first digital campaign for its flagship brand- MikasaPly. The campaign will be promoted in the five different states of South India- Andhra Pradesh, Telangana, Tamil Nadu, Kerala, Karnataka along with Goa and Puducherry.

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Links to the films:

1 Hindi:



2 Kannada:



3 Malayalam:



4 Tamil:



5 Telugu:



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Indian Television (LinkedIn)



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It showcases a couple's quest to find the perfect plywood for their cupboard, which is frequently interrupted by a character who humorously depicts the confusion in decision-making

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Bnn Breakin

Greenlam Industries Launches MikasaPly's First Digital Campaign, Targets South Indian Market

Greenlam Industries launches a digital campaign for MikasaPly, targeting South India to simplify plywood selection with quality and durability.



Dil Bar Irshad

08 Mar 2024 01:01 EST

Updated On 08 Mar 2024 01:21 EST



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Greenlam Industries Launches MikasaPly's First Digital Campaign, Targets South Indian Market

Greenlam Industries, has unveiled its inaugural digital campaign for MikasaPly, aiming to revolutionize the plywood selection process for homeowners in South India. This strategic move targets a wide audience across Andhra Pradesh, Telangana, Tamil Nadu, Kerala, Karnataka, Goa, and Puducherry, addressing the challenge of choosing the right plywood in a market flooded with options. Parul Mittal, Director of Greenlam Industries, articulates the campaign's objective to streamline the selection process with MikasaPly, The No Nonsense Ply, ensuring quality and durability for all interior needs.

Understanding Consumer Dilemma

The brand's innovative campaign film illustrates the journey of a couple navigating through the perplexing world of plywood options for their cupboard. Their quest, filled with humorous interruptions by a character symbolizing the confusion faced by many, ultimately leads them to discover MikasaPly. This narrative not only highlights the common consumer predicament but also underscores the brand's solution to this widespread issue. By releasing the film in five regional languages - Hindi, Kannada, Malayalam, Tamil, and Telugu, Greenlam Industries ensures a broad reach across its target demographic, leveraging platforms like YouTube, Google Display Network, and Sun NXT.

Strategic Market Penetration

The decision to launch MikasaPly's campaign in South India reflects Greenlam Industries' targeted approach towards establishing a strong foothold in the region's plywood market. By addressing the specific needs and preferences of the South Indian audience through localized content, the brand aims to foster a deeper connection with various stakeholders, including specifiers, carpenters, contractors, and end consumers. This strategic penetration into the market is a testament to Greenlam Industries' commitment to becoming a leading player in the wood panel industry, broadening its product portfolio to meet the diverse needs of its clientele.

Emphasizing Quality and Durability

MikasaPly stands out in the crowded market with its promise of 'The No Nonsense Ply', a tagline that succinctly captures the essence of the product's superior craftsmanship and durability. By selecting the finest wood for manufacturing, Greenlam Industries assures that MikasaPly meets the highest standards of quality, catering to the discerning needs of its customers. This move not only reinforces the brand's dedication to excellence but also aligns with its goal to simplify the interior design process, making it accessible and hassle-free for homeowners across South India.

The launch of MikasaPly's digital campaign by Greenlam Industries marks a significant milestone in the brand's journey towards dominating the wood panel industry. By addressing the common challenges faced by consumers and offering a clear, quality-driven solution, Greenlam Industries sets a new standard in the plywood market. As the campaign gains momentum across South India, it will be interesting to observe how this strategic initiative influences consumer preferences and shapes the future of interior design in the region.

Media Infoline

ADVERTISING

MikasaPly from the house of Greenlam Industries launches its first digital campaign



By MediaInfoline
Mar 11, 2024, 12:56 Pm



Greenlam Industries has introduced its first digital campaign for its flagship brand- **MikasaPly**. The campaign will be promoted in the five different states of South India- Andhra Pradesh, Telangana, Tamil Nadu, Kerala, Karnataka along with Goa and Puducherry.

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Links to the films:

- **Kannada:** <https://youtu.be/KqY4iarQebg>
- **Malayalam:** https://youtu.be/TPw_cD4kkJE
- **Tamil:** <https://youtu.be/qf1IUS-Rz8E>
- **Telugu:** <https://youtu.be/ldJDjRikfBM>

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Realty Plus

GREENLAM INDUSTRIES FIRST DIGITAL CAMPAIGN FOR ITS FLAGSHIP BRAND MIKASAPLY

Greenlam Industries First Digital Campaign For Its Flagship Brand MikasaPly



BY REALTY PLUS

Published - Monday, 11 Mar, 2024



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