

|             |                                |
|-------------|--------------------------------|
| Publication | Campaign India                 |
| Edition     | National                       |
| Date        | 12 <sup>th</sup> December 2014 |
| Page        | 03                             |

## VIP targets youth in Carlton campaign



VIP Industries has rolled out a new campaign for its brand 'Carlton'. The ad film, targeted at young working individuals, has been conceptualised by Whyness and went on air on 22 November. Celtic Films (London) is the production house.

Sudip Ghose, vice president - marketing, VIP Industries, said, "At VIP Industries our attempt has always been to cater to

emerging needs of travelers. With the new campaign for Carlton, the brand reaches out to new generation travelers who are the new order of business which is beyond degrees and is about new business ideas, not about age or experience, it is all about taking risks. Our attempt is to cater to this new segment that is growing and forms a considerable amount of the consumer

segment. Additionally, we strongly believe that our association with Alia Bhatt for Caprese will help us target every young Indian woman."

Ravi Deshpande, founder, Whyness said, "We hope that the campaign communicates with the young aspiring face of business who will associate with Carlton on their next business travel."