

Gili Launches New Ad Campaign

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The oldest jewellery brand of India Gili has recently launched a new print campaign, which was launched by its brand ambassador Bollywood star Bipasha Basu. The new ad campaign focuses on the different emotions and moods of modern woman, like as a traveler, a diva, a wanderer, a bride, and a girl next door. It also depicts the willingness of Indian woman to come and express them more freely. The campaign got a national release highlighting the identity of Gili as a brand for an Indian woman, who is always rooted to Indian tradition with a modern outlook. It addresses the woman of today, who have changed a lot. The brand however continues with its earlier tagline 'Beautifully You'. The stunning visuals of the campaign help the woman of today to express what she is, 'Beautifully you'. In the new campaign the focus of the communication has been shifted to emotions. The decision has been taken after conducting a research by the brand. According to the research, today's woman wants to have her own self-identity apart from playing different roles of a daughter, wife, homemaker, mother and a professional. The new campaign of Gili brings out woman as a more universal being, who wants to be loved, pampered, and aspires for all the things that help her to discover this. Mehul Choksi, the CMD of Gitanjali Group says, "With changing needs and nature of the Indian woman, Gili is offering her different collections to express herself. Gili has always remained a leader in its category and is now moving in sync with the change". The brand ambassador Bipasha Basu says, "Gili symbolizes the modern Indian woman, who is independent but still close to her cultural roots. As I am one of them, I can totally identify with them. It can go along with the emotions of a woman. This is beautifully presented in this new ad campaign".