

MOTOFLIP: PEOPLE WILL TALK INDIA

CATEGORY **TELCOS 2** | AGENCY **OGILVY & MATHER** | CLIENT **MOTOROLA**



PRESENTER

ARVIND SRIVASTAVA
Senior Planning Director,
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Initially dabbling in journalism, Arvind has broad industry experience ranging from the dot com industry to TV with a number of memorable shows and documentaries to his name. In his 5 years with Ogilvy, he has worked across OgilvyOne & Advertising on clients including Save The Children Fund, Nestle, American Express and Motorola.



CLIENT CREDITS

LLOYD MATHIAS
Director of Marketing,
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AGENCY CREDITS

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Creative Director
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Senior Planning
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Client Services Director

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CAMPAIGN SUMMARY

With Motorola holding less than a 2% market share in India, it aimed to generate desire for its MotoFlip and attract the new generation of young un-hindered aspirers. While the product's aspiration was in its looks, it entered the market at a much lower cost than its predecessor the RAZR.

For a generation that believed in 'Thou shall desire...though shall lust', giving a slightly edgy re-definition to an affordable but stylish phone, added credibility. The phone 'looked' more expensive than it actually was, so was pitched around the conflict of Desire Vs Morality, creating 'faunt value'. In India 'faunt' value is all about people noticing you and talking about the 'cool' you. The result of carrying something that looks much more expensive than it really is — people talk!

In 2007 MotoFlip became the highest selling model in the Motorola portfolio and remained steady in the top 10 all-India mobile list, 2007.

