



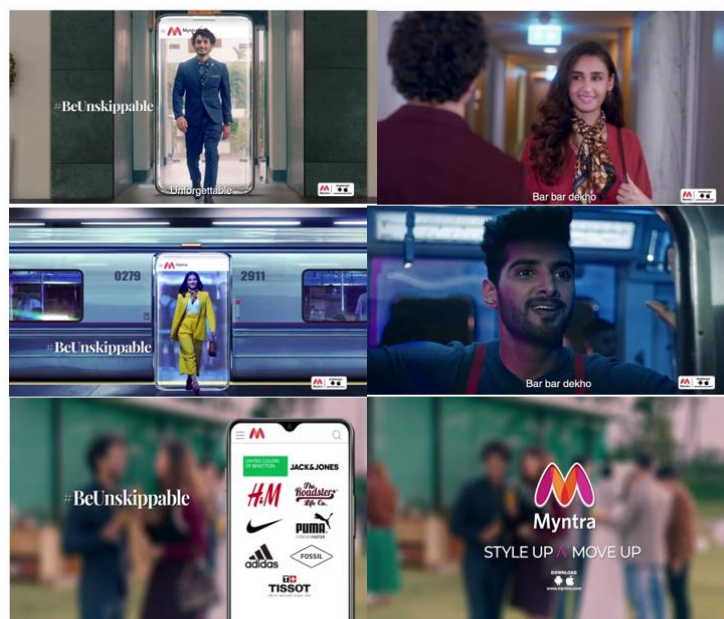
Myntra launches new brand campaign, #BeUnskippable, highlighting its role as a fashion expert for its customers

Bengaluru, November 20, 2019: Myntra announces the launch of #BeUnskippable, a new brand campaign that highlights its role as a fashion expert for its customers. The positioning pivots on Myntra being the facilitator for people to make an impression with fashion. It urges everyone to 'Style up, Move up', in order to take on a very competitive world that offers only a few seconds to get noticed or risk being 'skipped'.

Myntra is widely recognised as the leading destination for fashion and lifestyle alongside offering a host of industry-first experiences to make shopping for fashion online, more convenient. The #BeUnskippable campaign is aimed at taking the brand a step further, into the realm of helping people chart their own success in professional and social environments, as their style expert. The concept has been captured and rendered through two 30 second ad films, targeted at men and women respectively. The narrative of the campaign describes fashion as the easiest means of creating an impression, without the person having to say a word, or risk being unnoticed or skipped, like most other ordinary things around us – and who other than Myntra for that instant edge!

About the films:

The films take viewers through regular social settings, such as, a metro station, a café, a music concert, the corridor of a hotel, a restaurant and a gathering of young entrepreneurs, with the protagonist's arrival or presence getting noticed for his or her style. It indicates that fashion has a strong influence on people's perception of you or your abilities and sometimes could present a life-changing opportunity. The background score further adds to the narration, with the famous song, 'Baar Baar Dekho, Hazar Bar.....', implying that one cannot stop admiring a well-dressed or fashionable person. The videos strongly connect these special moments with Myntra by having the characters in question show up by walking out of a metaphorical Myntra app framework.





Links:

https://www.youtube.com/watch?v=S90aMA_c9gc

<https://www.youtube.com/watch?v=oKzI7FqmNH0>

Creative credits:

Agency - McCann World Group

VP and Branch head- Dileep Ashoka

Creative – Puneet Kapoor, Meera Prem, Cynthia Unnikrishnan, Ragesh P

Planning - Rasika Fernandes

Account management- Debanooj Das and Manju Thomas

Films - Crystal Carvalho and Karan Prabhakar

PH:

Director - Sachin Kotre

Executive Producer - Gaurav Gandhi and Smaran Gandhi

Creative Producer - Jeet Lotia

Associate Producer - Zeeshan Kazi and Neha Jain

Assistant Director - Pat

DOP – Ben Jasper

Harish Narayanan, Head Marketing, Myntra, said, “This is an important campaign for Myntra from a brand perspective as it implies a shift in our positioning with the progress we have made so far as a brand. We have passed the stage of defining who we are or what we offer, which is clear in the minds of our consumers and so are focussing on aspects related to enhancing the spirit of fashion in people, showcasing that we understand their needs and how we can help them. The new campaign establishes a strong pay off for people looking to make a lasting impression through fashion.”

The films will be promoted through a 360 degree campaign with television, digital, social & OOH playing a lead role in taking the message to the target audience, with digital being the foremost. The ad films will also have local versions in 5 languages – Hindi, Tamil, Telugu, Kannada and Bengali. This campaign is the beginning of a series of short category focussed campaigns that Myntra will be driving going ahead, with ‘Style up Move up’ as the central theme.

About Myntra and Jabong:

Myntra and Jabong are India's leading platforms for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart Group, Myntra and Jabong bring together technology and fashion to create the best experience in the fashion and lifestyle space in India. The company has partnered with over 2000 leading fashion and lifestyle brands in the country such as Nike, adidas, Puma, Levis, Wrangler, Arrow, Jealous 21, Diesel, CAT, Harley Davidson, Ferrari, Timberland, US Polo, FabIndia, Biba and many more to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 19,000 pin codes across the country. With the largest in-season product catalogue, 100% authentic products, Cash on Delivery and 30-day Exchange/Return policy, Myntra and Jabong are today the preferred shopping destination in the country.

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