

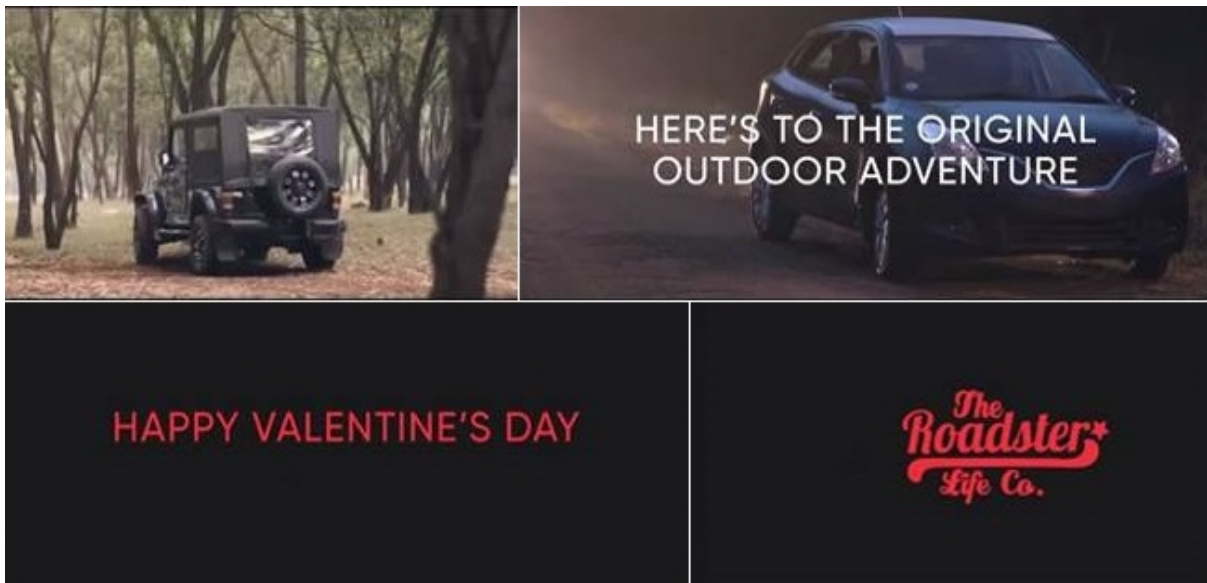


Roadster launches Valentine's Day campaign

Bangalore, February 13, 2018: Roadster, one of India's top outdoor lifestyle brands conceived by Myntra, has put up a bold, yet hilarious video on social and digital media platforms, as a lively tribute to Valentine's Day. The theme of the 10 second film twirls around the flavour of fun and tease associated with this day, by making much of the archetypal dancing car.

This film has been created for folks who like to enjoy a bit of humour, with a simple message – hit the road! As a brand that belongs to the outdoors, it is imminent that it explores all kinds of adventure on a road trip, whether it's made finding hairpin bends, great little food place or solace by the wayside. The objective of the campaign is to make it engaging for the brand's current fan base as well as garner interest from newer audiences.

Roadster's brand communication has always tapped into deep-seated emotions of adventurers on the road and Valentine's Day has provided for yet another opportunity for the brand to get cheekily creative with its communication. This is also part of a larger marketing strategy, recognizing the importance of staying relevant by having a 'brand-take' on events – some funny, some serious, but all deeply rooted in its space, allowing audiences to see the various shades of the brand and relate to it better.



Link to video: <https://www.youtube.com/watch?v=z9--mSUYmuA>

Creative credits:

Agency: Brave New World

Production: VF Films