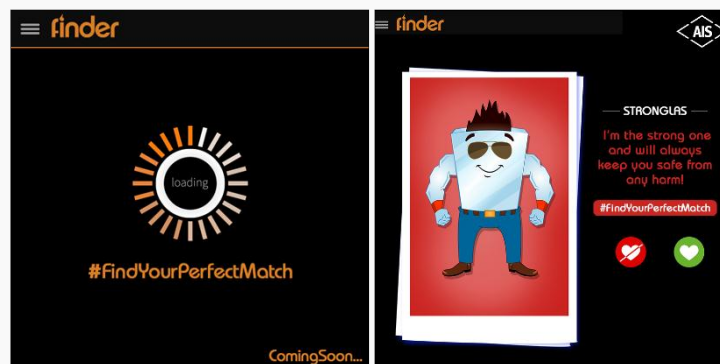


## AIS Glass takes a unique route to help you find your match this Valentine's Day.

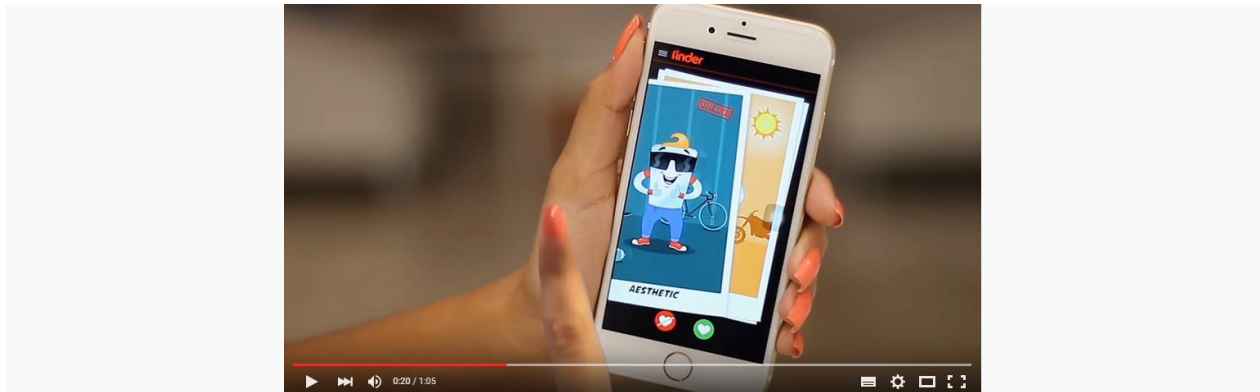
**Mumbai, February, 2016:** Asahi India Glass Ltd (AIS), India's leading glass manufacturer in consumer, architectural and auto glass segments celebrated Valentine's Day this year by releasing an unusual video for the architectural / interiors segments.

We all know 14<sup>th</sup> Feb is the day to celebrate finding the perfect partner. Does this apply only to our better halves? To break this stereotype, AIS decided to find the perfect glass match for its audience. The #FindYourPerfectMatch video launched on Valentine's Day did just this!



After a week of building up to the video via posts on social media that introduced five characters- the personifications of five of AIS' most popular products that worked wonderfully, we launched the video on Valentine's Day morning. The video gave you an insight on why the particular glass would be perfect for you- matching it with your needs.

What was so different about this? **The video spoofed the famous match making app 'Tinder'** and showed the different kinds of people/glass you can choose from. Creating a mockup of the app interface, and naming it 'Finder', a lady's whole experience getting to know the 5 bachelors was shown, along with who her final pick was and why.



Due to the relevance of the video during the season of love, the video quickly gained some great reach during the first 24 hours itself and garnered more than 21K views on Facebook and more than 5K views on YouTube in the first week itself, unusual for DVCs in this segment. The engagement on the video was also high, and it was shared by several people.

To further promote the video and to give AIS a push in a fun direction, there will also be fun contests, blogs and engaging posts on social media that focus on 'Finding The Perfect Match' for yourself does not always mean the right spouse or partner!

Commenting on the campaign, Kiran Lulla, Head of Brand Management at Asahi India Glass Ltd. (AIS) said, "Digital Marketing today facilitates Interaction with our Target Audiences. It's not just about building communities anymore; it's about constantly engaging your TG. Find your perfect match campaign is one step towards that goal. This video was unlike anything we have done before, and we look forward to being more experimental in the future."

Speaking about the campaign, Rajiv Dingra, Founder and CEO of WATConsult said, "We were glad to see AIS take such a bold step. As a digital agency, we enjoy taking risks and tackle unconventional routes to deliver exceptional results for our clients. We are very happy the campaign worked well."

Check out the 'Find Your Perfect Match' campaign here: [bit.ly/AIS\\_Video](http://bit.ly/AIS_Video)



### **About Asahi India Glass Limited (AIS):**

Asahi India Glass Ltd. (AIS) is India's leading integrated glass solutions company and a dominant player both in the car and building glass segment. It commands over 70% share in the Indian passenger car glass market. Established in 1986, AIS' footprint today spans the entire spectrum of the automotive and architectural glass value chains. It is a sand-to-solutions organization with products & services for institutional buyers as well as retail customers.

### **About WATConsult**

Founded in 2007, WATConsult is India's leading digital media agency which works with over 85 brands. Part of Dentsu Aegis Network it has a 200 member team spread across Mumbai, Delhi and Bangalore. WATConsult has clientele that includes Godrej, Tata, Bajaj, SAP and Nikon and many large Indian and Global brands.

WATConsult is an award winning agency with over 75 medals won over last year. It has been recognized as the most progressive digital agency at CMO Asia, Social media agency of the year at Socialathon and Boutique media agency at Media Ace Awards. It is also a winner of a Global Echo award in 2014.

### **About Dentsu Aegis Network India**

In India, Dentsu Aegis Network is supported through its seven global network brands namely Carat, iProspect, Isobar, Posterscope, Vizeum, psLIVE, Amnet, Dentsu branded agencies - Dentsu Creative Impact, Dentsu Marcom, Dentsu Communications, Dentsu Media, Taproot Dentsu and Dentsu Webchutney. Also newly added to the group are the recently acquired local brands of Milestone Brandcom and WATConsult.

For any further details please contact:

Name: Michelle Rosario Jansen

Lead Account Manager, WATConsult

P: +91 22 6709 920 | M: 9930887335

5th Floor, Parijat House, Manjrekar Lane, off Dr. E. Moses Road, Worli Naka, Mumbai-400 018

[mitchelle@watconsult.com](mailto:mitchelle@watconsult.com)

Anindita Sarkar

Group Head – Corporate Communications, Dentsu Aegis Network

P:+ 91 22 30248135 | M: +91 9930652666

B Wing, 6th Floor, Poonam Chambers, Dr. Annie Beasant Road, Worli, Mumbai-400 018

[Anindita.Sarkar@dentsuaegis.com](mailto:Anindita.Sarkar@dentsuaegis.com)