

# SPRINGWEL

**Springwel**  
*Healthy Life!*

## MARKETS

Delhi, Bangalore, Hyderabad,  
Jaipur, Pune

## SOLUTIONS & INNOVATIONS

- Brand Spots with special placements.
- RJ mentions across various famous shows.
- Heavy frequency of the spot through out the day for a better recall value.
- Value ads like- Traffic beats and Sponsorship Tags.
- Multiple stations were taken to create recall.

## ABOUT

- Founded in the year 1996 Springwel Mattresses Private Ltd. is **one of the FIRST COMPANIES to introduce Spring Mattresses in India.**
- Primarily targeting the Urban families.
- Prime objective was Launch of “Celebration of Comfort offer” during Diwali.

## OUTCOMES

- Radio spots stood out as entirely different from other companies. Which lead to a firm recall value and brand positioning in the market.
- The campaign enabled the brand to take mileage in terms of approaching the Target Audience over others.