



## **Myntra's new brand campaign highlights hassle free returns and instant refunds for its customers**

**Bangalore, November 28, 2017:** Myntra has kicked off a 360 degree marketing campaign to underscore its unique service offerings, targeted essentially at uninitiated shoppers across the country with a special focus on non-metro cities and small towns.

Myntra's research into the online shopping habits of people in non-metro cities indicates huge growth potential due to the presence of a high number of internet users in these markets who do not shop online. As the market leader, Myntra aims to augment its position through this campaign by emphasizing upon important propositions such as seamless returns and instant refunds to help drive adoption among new customers.

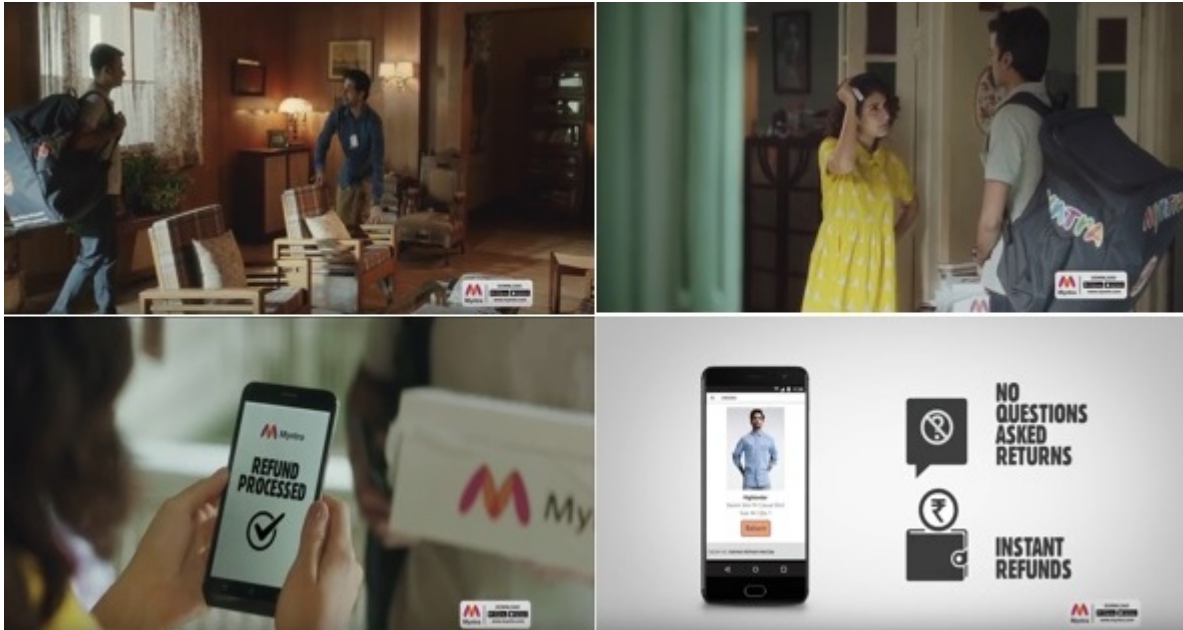
**Commenting on the campaign, Gunjan Soni, CMO, Myntra & Head- Jabong, said,** "Non-metro cities are very important markets for Myntra as we see our next phase of growth coming from there. Our research shows that over 30 million SEC A internet users in non-metros do not shop online and as a market leader we have launched this campaign to drive adoption among them. We see about 25% of our daily acquisitions coming from this cohort and with this campaign we are looking at acquiring half a million new customers from this target group over the next three weeks."

### **The Commercials**

As part of the campaign, Myntra has released two TVC's that will highlight some of its key service features, such as easy returns and instant refunds with an aim to acquire new customers. The ad films exemplify the hesitancy among shoppers from smaller towns to avail certain services or features related to online shopping, owing to their environment and showcase their unpretentious acceptance of such overtures.

The first ad film is set in Kanpur, where a young shopper played by actor Suraj Sharma is seen entertaining a Myntra delivery personnel in his house; his demeanour clearly indicating his inhibition and discomfort, as he is set to return a product for the wrong size. He relies on melodramatic tactics as he feels the need to convince the delivery personnel that he is justified in seeking a return. On the contrary, the delivery personnel is more than happy to accommodate his request and tries to communicate the same to him. He states that Myntra has a no-questions-asked returns policy, much to the surprise and relief of the young man who pledges to return to Myntra for shopping.

The second film is set in Chandigarh where a young woman played by Bollywood actor Fatima Sana Sheikh is seen throwing her weight around, trying to coerce the Myntra delivery personnel with her alleged link to the Chief Minister's office. She is apprehensive of not receiving her money back on time for the product she wishes to return and relies on a manoeuvre akin to young man in the film above, believing that influence and power can ensure speedy retrieval. However, she is pleasantly surprised by a message she receives from Myntra acknowledging her refund and is all praises for Myntra.



Link 1: <https://youtu.be/ipUcV6y07TY>

Link 2: <https://youtu.be/1UFFFG1e3ZU>

**Neeraj Kanitkar, Creative Director, Taproot Dentsu, Mumbai, said.** “Myntra is undisputedly one of India’s most fashionable shopping outposts. Some shoppers though, especially from non-Metro cities, worry about the practicalities of the service features. Will my return be accepted? Will my return have to meet any requirements? When will I get a refund? And as a result simply stay away from shopping for fashion online. This campaign addresses these questions in a thoughtful, warm yet joyful manner. Which will hopefully get them to try Myntra, because once people try Myntra, they really do love it.”

The 360 degree campaign leverages TV, digital, online and outdoor effectively to maximise reach.

#### **Creative Credits:**

**Creative Agency:** Taproot Dentsu, Mumbai

**Director:** Shirsha Guha Thakurta

**Producer:** Ramya Rao

**Production House:** Oink Films

#### **About Myntra-Jabong:**

Myntra & Jabong are India’s leading platform for fashion brands and pioneer in m-commerce play. Myntra has partnered with over 2000 leading fashion and lifestyle brands in the country such as Roadster , Nike, Adidas, Puma , HRX , Levis , wrangler , Arrow, Diesel, All About You, Biba , W, Diesel , US polo , Wrogn, Ralph Lauren , Fashion 21, Mango , Mac and many more to offer a wide range in latest branded fashion and lifestyle wear . Myntra services over 22,000 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 & Jabong are today the preferred shopping destinations in India with over 45% share of online fashion market.

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