

DTDC repositions brand

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IT promises to be much beyond a container or parcel. It promises to bring with it humane emotions, anxiety reliever, aspirations, dreams and so on. And that's how DTDC Express Ltd, India's leading logistics solutions provider, would like to reposition the brand. Helping the company in its brand repositioning innings would be former Indian skipper Sourav Ganguly in the capacity of the brand ambassador. The new integrated brand campaign featuring Ganguly, that the company is rolling out pan India, would add a dash of humane ethos to the brand and its journey.

"Every parcel brings with it, a bagful of emotions for the customer in the form of anticipation, excitement, love, relief or aspiration. And for our business partners it often serves as a medium to realize their pride & ambition.

DTDC is not merely in the business of transferring things efficiently from point A to point B. By delivering all these and more to the remotest of corners in the country at affordable rates, we are helping realising aspirations, beyond any boundaries," said Abhishek Chakraborty, executive director, DTDC Express Limited.

The new campaign highlights credentials of DTDC's vast network, its extensive service offerings with a commitment to go that extra mile to ensure that every customer's parcel reaches its desired destination on time with utmost safety and security. The whole idea is to drive home the point that DTDC is not just in the business of 'delivering value' but a business that 'goes beyond the parcel', top company officials said.

Bobby Pawar, MD, CCO, Publicis South Asia, explains, which has developed and designed the new concept and campaign, on his parts, said, "When the team started work on the brief, we looked for the true meaning of the box. We realised it's not just a container, but a carrier. Sometimes, it carries the joy of an unexpected surprise. Other times



Former Indian skipper Sourav Ganguly to be brand ambassador

the sigh of relief when what needed reaches on time. Or at times a quiet smile that blossoms from receiving a thoughtful gift. Or the triumphs of getting an order reach on schedule. This is what the campaign is on."

The new brand campaign consists of a 90 second film and a series of shorter edits directed by Luv Kalla & his team from Bubblewrap Entertainment. The film has effortlessly brought out a massive canvas that brings out the scale and the extent of DTDC's operational landscape. The lyrics of this film have been crafted by Srijan Shukla and the soundtrack has been composed by Rajiv Bhalla.

Significantly, DTDC, at present, has a vast network of more than 10,500 franchisees spread across 11,000 pincodes across India and 20 countries worldwide. It serves its customers across categories like B2B, B2C & C2C.

"DTDC's technology driven innovations have further propelled greater customer satisfaction by providing end-to-end solutions starting from e-fulfilment to digitised last mile delivery. At DTDC, we define progress by consistent endeavors of raising our standards of operational quality to achieve service excellence through hi-end automation. This enables DTDC to bring about a transformation in the way it delivers parcels across its network," said Chakraborty.

Over and above the TVC, the new campaign is also being played at various multiplexes & through outdoor advertising nationally. The film is also being digitally amplified via DTDC's official social media channels like Facebook & YouTube.

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