



## Goodnight urges families to 'Stay Home, Stay Protected' in a new brand initiative

*Unveils a crowdsourced film featuring its employees and their families*

**Mumbai 22 April, 2020:** With the extended lockdown due to increase in coronavirus positive cases, Goodnight, India's leading mosquito control brand, encourages people to stay at home with their families and be protected through a new brand campaign. As part of this, Goodnight has unveiled a film featuring crowdsourced shots of Godrej Consumer Products employees along with their families. This film conceptualized by Wunderman Thompson and created in a time of just 5 days, will be promoted on television and digital platforms.

Be it health, movies, food, each family have its own interests and activities that defines them and brings them together. Goodnight asked employees to send videos of their family with a cool one-line description of what define their families. Goodnight is all about protecting the happy moments of the family. Although the current pandemic requires us to stay at home, it is a time that brings together families too. Such moments need to be cherished positively.

Commenting on the new brand campaign, **Sunil Kataria CEO - India & SAARC, Godrej Consumer Products Limited (GCPL)** said, "We understand that these are testing times for the country and as a brand stands for securing happy moments of families, Goodnight aims at spreading the message of safety and togetherness. We are delighted with the response we got from the crowdsourced initiative for creating a film with actual families. This highlights the resilient spirit of ours to fight against the pandemic. Goodnight urges people to stay indoors and spend these moments with their families in a meaningful way, as this will help us to emerge stronger from the current situation."



Commenting on the new film, **Steve Priya, VP & Executive Creative Director, Wunderman Thompson**, said, “Goodknight, a brand synonymous with protection wanted to tell Families all across India to be a bit more patient and continue to stay safe and protected at home. But this time, we decided to not just cast one family. A Casting Call was shared with the employees of Godrej Consumer Products Ltd and Wunderman Thompson. The result is a truly homemade commercial that launched close to a 100 first time actors and cameramen!”

Video Link: <https://youtu.be/iiusabV5zks>

#### **About Godrej Consumer Products Ltd:**

Godrej Consumer Products is a leading emerging markets company. As part of the 122-year young Godrej Group, we are fortunate to have a proud legacy built on the strong values of trust, integrity and respect for others. At the same time, we are growing fast and have exciting, ambitious aspirations.

Today, our Group enjoys the patronage of 1.15 billion consumers globally, across different businesses. In line with our 3 by 3 approach to international expansion at Godrej Consumer Products, we are building a presence in 3 emerging markets (Asia, Africa, Latin America) across 3 categories (home care, personal wash, hair care). We rank among the largest household insecticide and hair care players in emerging markets. In household insecticides, we are the leader in India, the second largest player in Indonesia and are expanding our footprint in Africa. We are the leader in serving the hair care needs of women of African descent, the number one player in hair colour in India and Sub-Saharan Africa, and among the leading players in Latin America. We rank number two in soaps in India and are the number one player in air fresheners and wet tissues in Indonesia.

But for us, it is very important that besides our strong financial performance and innovative, much-loved products, we remain a good company. Approximately 23 per cent of the promoter holding in our Group is held in trusts that invest in the environment, health and education. We are also bringing together our passion and purpose to make a difference through our 'Good & Green' approach to create a more inclusive and greener India.