



DMA Asia ECHO – Gold

The DMA ASIA ECHO awards powered by the DMA CREATEFFECT awards mirrors its global avatar and is a stepping stone to the global gateway of success for Indian brands & agencies.

Godrej Appliances bagged Gold at CreateEffect in Consumer Products and Services, awarded by DMA ASIA for SmartCare digital video campaign for delivering insight based differentiated message to the consumer. The video series highlighted the advantages of after - sales services provided by SmartCare in a humorous manner using a popular stand-up comic.