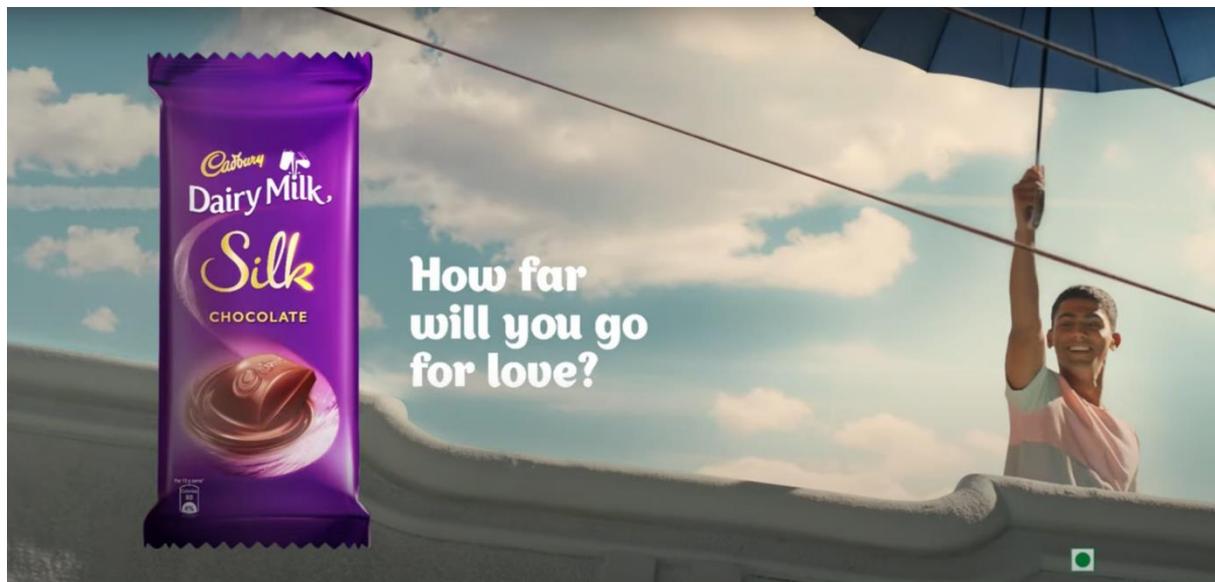




**Contacts:** Vignesh Nair  
[Vignesh.Nair@mdlz.com](mailto:Vignesh.Nair@mdlz.com)

Aishwarya Chopra  
[Aishwarya.Chopra@mslgroup.com](mailto:Aishwarya.Chopra@mslgroup.com)

## Cadbury Dairy Milk Silk introduces a refreshing new TVC based on its 'How Far Will You Go for Love' Proposition



**INDIA – June 11, 2020** – India’s youth has evolved over the years, especially when it comes to seeking love and expressing their emotions in deeper and more meaningful ways, and so has the journey of Cadbury Dairy Milk Silk. The brand believes its new proposition of ‘How Far Will You Go for Love’, launched earlier in the year, will help connect with today’s youth better. This new TVC helps land the brand thought in a more interesting and endearing manner.

Commenting on the release of this heartwarming film, **Anil Viswanathan, Director – Marketing (Chocolates), Mondelez India** said, “Cadbury Dairy Milk Silk has long stood for the best taste of chocolate in India. This has manifested in our communication over the years as the expression of romance amongst Youth. With the youth of the country and their meaning of love evolving, there is a higher emphasis on gestures and acts that keep the romance fresh and alive. This had led to conceptualizing of the new proposition ‘How Far Will You Go For Love’ which kick started with the Valentine’s Day campaign earlier this year and has now turned into a ritual of sparking new

relationships, deepening the meaning of love, and standing for a feeling that can't be purely expressed in words but best felt through acts of active expression. The aim is to continue to make Cadbury Dairy Milk Silk an integral part of expressing love for your special ones, through gestures big and small that go above the norm."

Conceptualized by Mondelez India & Ogilvy India, the new heartwarming film shows how a couple deeply in love turns an everyday moment into something truly grand and special. The film opens with a girl stepping out on a sunny street. As she walks, she notices she's in shade and as she looks up she finds her boyfriend on the terrace holding the umbrella and walking parallel with her while jumping from one terrace to another to protect her from the sun. He then throws her the Silk bar which she grabs and relishes, which seems to be their secret romance. This depiction brings alive the philosophy that words, sometimes are not enough to express what you really feel for each other, and at times it is important to go that extra mile to make each other feel special.

**Ganapathy Balagopalan, Head of Strategic Planning, Ogilvy Mumbai**, said "Chocolate and romance have always gone hand in hand, but no Indian brand has truly capitalized on the connection until now. While Cadbury Dairy Milk Silk stories often hinted at a romance, the hero was always the product. It was always about the melty-chocolate. We believe it is time for the brand to evolve from being just a bar of indulgent chocolate to something greater, more desirable - make sharing a Silk, a symbol of romance. It feels like a natural evolution for the brand and will give us a more relevant role in young people's lives."

Adding to this **Zenobia, Pithawalla, Senior Executive Creative Director** and **Mihir Chanchani, Executive Creative Director, Ogilvy India**, "Every great love story starts with a simple question, how far will you go for love? We thought why not make the starting point of all great love stories, the new brand positioning. What followed was the story of a young boy discreetly walking on the roof with an umbrella just to keep his lady love in shade. To make the moment even sweeter, he shares his Cadbury Dairy Milk Silk with her in a unique way. What we'd like to do is to make every youngster in love, wish somebody created a Silk - like moment for them."

Cadbury Dairy Milk Silk has witnessed an evolutionary growth as a symbol of romance between the youth of the country. Whether it's celebrating smaller occasions or making grand gestures with a dash of Silk magic, the brand has been inspiring the youth to celebrate intimate romantic moments in everyday life to keep the relationship healthy.

The film is a part of a larger integrated marketing mix including TV, on-ground and a high decibel digital/social plan. And since social media is where Gen Z spends most of its time, the film was launched on Instagram with a meticulously planned sequence of activities which led to the reveal of the film. The campaign took the umbrella from the film and made it a symbol of love. With the 'help' of 8 of the top Indian Instagram influencers, who collaborated remotely and passed an umbrella among each other so it could reach the film's protagonist. With this umbrella, he could now go far for love.

Check out the new CDM Silk film here: <https://youtu.be/p7WlEltYmRw>

#### **Team Details –**

**Client:** Mondelez India Foods Pvt. Ltd.

**Creative Agency:** Ogilvy India

**Media Agency:** Wavemaker India

**Chief Creative Officer Worldwide:** Piyush Pandey

**Chief Creative Officers, India:** Kainaz Karmakar & Harshad Rajyadaksha

**Chief Client Officer, India:** Hephzibah Pathak

**Associate President:** Prakash Nair

**Creative team:** Zenobia Pithawalla, Mihir Chanchani & Vishal Rajpurkar

**Digital Team:** Neville Shah & Karthik Krishnan

**Account management:** Antara Suri, Parshuram Mendekar, Esha Gandhi, Sae Takalkar & Saket Modi

**Planning team:** Ganapathy Balagopalan, Bhakti Malik & Prasad Dalvi

**Production house:** Nirvana Films

**Director (film):** Prakash Varma

**Executive Producer:** Sneha Iype

**Producer:** Manjeet Bawa

**Director of photography:** KU Mohanan

#### **About Mondelēz International**

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right in over 150 countries around the world. With 2019 net revenues of approximately \$26 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *OREO*, *beVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate; *Sour Patch Kids* candy and *Trident* gum.

Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow

Jones Sustainability Index. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) or follow the company on Twitter at [www.twitter.com/MDLZ](https://www.twitter.com/MDLZ).

### **About Mondelez India Foods Private Ltd.**

Mondelez India Foods Private Limited (formerly Cadbury India Ltd.) has been present in India for over 70 years. The company introduced Cadbury Dairy Milk and Bournvita in India in 1948 and since then has been a leader in the chocolate category in the country. Part of Mondelez International, the company operates in the chocolate, beverages, biscuits and candy categories in India with brands like Cadbury Dairy Milk, Cadbury Dairy Milk Silk, Cadbury Celebrations, Cadbury Bournville, Cadbury 5 Star, Cadbury Perk, Cadbury Fuse, Cadbury Gems, Cadbury Bournvita, Cadbury Spready, Tang, Cadbury Oreo, Bournvita Biscuits, Halls and Cadbury Choclairs Gold etc. Headquartered in Mumbai, the company has sales offices in New Delhi, Mumbai, Kolkata and Chennai and manufacturing facilities at Maharashtra, Madhya Pradesh, Himachal Pradesh and Andhra Pradesh, in addition to a global Research & Development Technical Centre and Global Business Hub in Maharashtra and a vast distribution network across the country.

