



**Press Note:**

**DDB Health & Lifestyle along with NFDC launches 'Mitti' anthem for National Population Register, on behalf of the Office of the Registrar General, India**

**Link:** [http://www.youtube.com/watch?v=gtEUIvs3Q\\_8](http://www.youtube.com/watch?v=gtEUIvs3Q_8)

**Mumbai / Delhi, Monday January 23, 2013:** DDB Health & Lifestyle along with NFDC (National Film Development Corporation), a Government of India enterprise, recently launched the 'Mitti' anthem, for The National Population Register, on behalf of the Office of the Registrar General, India.

**About the campaign**

**Brief:** Make people aware about NPR, its importance and process through which every resident of India feels motivated to get his/her identity validated.

**Objective:** Create awareness about the National Population Register. Establish the relevance of participating in the National Population Register amongst the residents of the country.

**Challenge:** India is a population of over 1.2 billion hailing from 28 states and 7 union territories. Our various cultures, traditions and languages make us different from each other in more ways than one. This makes communication a challenging task. This challenge was further magnified for the National Population Register where the aim was to create a single register that amassed information about all the residents of the second most populous country in the world - India.

**Brand Idea:** My Identity, My Pride

**Creative thought:** The need was to identify a common sentiment, a sentiment that would inspire all equally to become a part of the National Population Register. A sentiment that would bind us all like leaves, branches and fruits of a tree. We found the answer in our root – our *Mitti* (soil).

Just like a tree becomes a tree through its roots, our identity comes from our *Mitti*. The *Mitti* film is a call to individuals to embrace their identity stemming from the soil. It is a call to unite and participate with pride in the nation’s attempt to create a single register about all the residents of India - National Population Register.

The film does this by capturing people from various walks of life in various moods. The highlights of the film include *Mitti* reaching out to people in a manner like never seen before, people’s celebration of patriotism and a cultural extravaganza that serves as an ultimate visual feast. All this weaved together by a symphony of melodies from different regions that takes the viewer to an emotional high of **“*Mitti se hi shaan, Mitti se hi pehchaan!*”**

“We have been commissioned by the Ministry to spearhead this campaign, where DDB Mudra has handled the creative execution in close association with NFDC. Managing the campaign on behalf of NPR is a step forward in NFDC’s endeavor to function as a 360 degrees agency for government clients”, **said Nina Lath Gupta, Managing Director and Producer – NFDC (National Film Development Corporation).**

**Soumitra Sen, President, DDB Health & Lifestyle,** said, “Advertising professionals often have to wait a lifetime to get an opportunity to work on a campaign that will shape behavior and impact humankind for generations to come. The DDB Mudra Group feels proud of the opportunity to work with the GOI project, the National Population Register closely with NFDC. This has resulted in the first creative communication capsule based on the theme of the umbilical cord like relationship that we all have subliminally with our soil. We are working on the

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next phases of the campaign to motivate all Indian residents to register."

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## **Credits**

Chairman & CCO – Sonal Dabral

President – Soumitra Sen

Office Head – Urvashi Guha

Account Management – Durba Gogia, Subhendu Kumar

Account Planning – Jeffrey Jose

Group Creative Director – Ravinder Siwach

Creative Director – Saritha Shivshankar, Partha Majee

Director – Llyod Baptista, 7 Films

## **About NPR (National Population Register)**

National Population Register (NPR) began during the House listing and Housing Census Phase of Census 2011 during April 2010 to September 2010 where collection of special information of all residents of India was taken up. NPR develops a standard database for every individual usually residing in India. The chief objective behind such a humungous exercise is to provide identity to every usual resident of India. It will help prevent identity frauds, which will not only improve the security of the country but will also help with better targeting of benefits and services under the government schemes. By using the database it is proposed that each individual will be assigned an identity card, which will have demographic and biometric details of the particular individual. Collection of data, collation, validation and then finally providing identity cards to a population of 1.2

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billion is not only a huge but also a unique project taken up for the very first time, globally.

## **About DDB Mudra Group:-**

The DDB Mudra Group, a member of the Omnicom/DDB Worldwide Group, is India's largest integrated marketing communications and services network. DDB Mudra Group comprises three agency networks, six specialist agencies and eleven strategic business units which offer their expertise under four disciplines (Media, OOH, Retail and Experiential).

DDB Mudra Group operates out of its offices in fifteen leading cities and is represented in more than twenty other locations, giving it a comprehensive presence across the length and breadth of the country. It has more than 1,100 employees and a reach across 175,000 villages, 4000 towns, 3500 schools and nearly 7 million students.

Its scope of services run the gamut through Advertising, Media Planning & Buying, Digital & New Media, Data-driven Marketing, Health & Lifestyle, OOH, Retail Design and Visual Merchandising, Navigation Solutions, Experiential Marketing (Promotions, Events, Rural), Trade Marketing, Youth Marketing, Localisation Pre-Media Services, Content Creation, Strategy and Design Consultancy.

In 2011, DDB Mudra Group was India's most awarded agency network at Cannes, Spikes and Abby's among others. In 2012, the Group led the Indian tally by bagging maximum number of awards in the three most famous international award forums Cannes Lions bagging 1 Gold, 1 Bronze and 20 shortlists, Adfest (Asia Pacific Advertising Festival) Awards, bagging 3 Silvers and 6 Bronzes and PMAA (Promotional Marketing Awards of Asia), bagging 1 Gold, 1 Silver, 2 Bronzes and 7 Orders of Merit. At the much talked about ABBYs, DDB Mudra Group stood #4

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with a total of 33 awards including 2 Golds, 13 Silvers and 18 Bronzes. The Group also won a Gold and a Silver award at the IAA (International Advertising Association) Olive Crown Awards. More recently, at the coveted D&AD awards (a platform which recognises creative talent worldwide) the Group bagged the 'In-Book' award for its client Philips Electronics.

The DDB Mudra Group's clients include Aircel, Arvind Stores, Akai, Ashok Leyland, Asian Paints, BPCL, Bank of Baroda, Baxter, Castrol, Cipla, Colgate, Dabur, Emirates, Emami, Federal Bank, Future Group, Gillette India, Godrej, Gulf Oil, HDFC Bank, HPCL, Hindustan Unilever, HP, HUL, IDBI Bank Group, ITC, Jaypee, Jyothy Laboratories - Henkel, ICICI Prudential Mutual Funds, Johnson & Johnson, L&T, LIC, Lavasa, Livon, McDonalds, MSD, Malayala Manorama, Mother Dairy, Nestle, Nirmal Lifestyle, Novartis, PepsiCo, Peter England, Philips Healthcare, Policybazaar.com, Reebok, Rotomac, Sab Miller, Shell, Star India, Standard Chartered Bank, Symphony, Tata Communications, Tourism Australia, TTK Prestige, UNICEF, Union Bank of India, United Spirits, Videocon, Volkswagen, Western Union, World Gold Council, Worldwide Media, Wipro, Wrigley, YOU Broadband and Zydus.

## **About NFDC**

Incorporated in the year 1975, the National Film Development Corporation Ltd. was formed by the Government of India with the primary objective of planning, promoting and organizing an integrated and efficient development of the Indian film industry in accordance with the national economic policy and objectives laid down by the Central Government from time to time. NFDC was reincorporated in the year 1980 by merging the Film Finance Corporation (FFC) and Indian Motion Picture Export Corporation (IMPEC) with NFDC. Since inception, NFDC has funded and produced over 300 films in 18 regional languages, many of which have earned wide acclaim and won national and international awards.



**Contact:-**

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