

## Kara brings you the freshness of Bahamas through #FastFreshness, its latest summer campaign

**National 18<sup>th</sup> May, 2017:** Kara Wipes, popular skin and natural beauty care brand from Future Consumer Limited, the food and FMCG arm of Future Group launches #FastFreshness campaign this summer. Conceptualized and created by Basecamp India #FastFreshness campaign highlights the brand proposition of instant freshness in a tongue-in cheek manner.

Pictured synergizing the ambience of an extremely sunny open air bus and at the same time parodying the safety announcements done in airlines, the campaign depicts well-groomed airhostess giving instructions on how to use Kara Refreshing Wipes in the most quirky way. Synced to a hustle and chaotic traffic commotion sound, the commercial goes on to emphasize on Peel → Pull → Apply, an easy way to use the product and get fresh quickly while you are on the go.

Speaking about the campaign, **Mr. Rahul Kansal, Head – Business Strategy and Marketing, Future Consumer Limited** says, *“In this season with soaring temperatures all one needs is fast freshness and this is exactly what just one wipe of Kara can instantly provide. The campaign is simple, quirky and at the same time effectively communicates our key message of staying fresh while you are on the go.”*

Commenting on the creative of the campaign, **Mr. Anil Bhardwaj, Director, Basecamp India**, *“Kara as a brand is extremely popular in its category. Through this campaign we wanted the ad to showcase the hustle and discomfort that people go through while travelling in the heat and advocate the use of Kara to stay fresh and cool. We hope that the campaign is successful in connecting with the audience.”*

The campaign is live and will be extensively promoted across television including popular and impactful spots like IPL, The Kapil Sharma Show, Rangoon Movie (World TV Premiere), Nach Baliye etc., on Sarabhai vs Sarabhavi Take 2 on Hotstar, OOH and Future Group stores.

### The TVC:

<https://www.youtube.com/watch?v=zrAKMJonAWY>

**Credits:**

- **Creative Agency:** Basecamp India Communications pvt. Ltd.
- **Creative Head/Director:** Deepak Peter, Sachin Bhardwaj
- **Creative Team:** Zawed Akhtar, Pooja Pandey, Ankita khot, Nayan Gonbare
- **Accounts Team:** Karan Sharma
- **Production House:** Chris Chros Films
- **Director of the film:** Anand Karir

**ABOUT KARA WIPES**

Kara (means pure and unblemished) is a natural ingredient based specialist wet wipes brand by Future Consumer Limited. The brand stands for innocence, naivety and candidness. Each Kara Wipe is made by blending water and skin friendly natural ingredients with a precise functionality that results in a distinctly superior product experience on application. Kara wipes are dermatologically tested, pure, soft and have high moisture absorption capacity, manufactured using viscose fibre which is 100% natural. They are hygienic, skin-friendly and do not leave lint on the skin.

**ABOUT FUTURE CONSUMER LIMITED (FCL)**

Future Consumer Limited (FCL), a part of the Future Group, operates in the Food and FMCG space with 27 brands in over 65 categories. FCL is constantly expanding its already existing vast portfolio of established Food & FMCG brands. Currently it caters to various categories such as Basic Foods, Ready to Eat Meals, Snacks, Beverages, Personal Hygiene Care and Home Care. FCL has also set up India Food Park at Tumkur, Karnataka in partnership with the Ministry of Food Processing Industries, Government of India. Spread in 110 acres of land, this state-of-the-art food park facilitates end-to-end food processing along the value chain (grading, sorting, pulping, packaging & distribution) from the farm to the market.