

For Immediate Release

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POWER MOVES TO N&D COMMUNICATIONS, Chennai.

Power Detergents and the Power Shampoo, earlier handled by Fountainhead have now moved to N& D Communications (Chennai), an emerging South based player with a portfolio of clients like the 80 year old masala brand Lalah's Masala, Narasu's Atta, Black Thunder Water Theme Park and others. It currently handles the entire creative and branding for South India.

N& D has been involved in evolving 4 major brands for Power (www.powersoaps.com) – Nature Power Soap (Bathing Soap), New Power Shampoo, Power Gold Detergent and Double Power Detergent. It has been handling the branding exercise and creative for all the Power Brands including Detergents, Soaps and Shampoos in all medium and has created over 72 package designs. The packaging has played a vital role in making inroads into South Indian markets and today it is acknowledged as Tamilnadu's No.1 sole detergent brand with a market share on par with multinational HLL.

N&D has also created innovative campaigns for these products relying on a combination of wit, humour and pithy dialogues. These have been well accepted in the market and now it is moving towards bringing a new perspective to these brands in terms of image and impact.

A market observer opines, "The detergent market is a very active and highly competitive market, and there is a constant need to keep the brand's media presence fresh and appealing." Hence, a new line of commercials is being planned and will be released shortly.

N& D is evolving a fresh and clearly differentiated creative route for Power's forthcoming brands - two more new brands are slated to be released in the personal care line. The products will have a glittering launch in the middle of October with the multi-media advertising campaign being simultaneously kicked off.

N & D also concentrates on the emerging industry of online advertising by bringing out innovations in Email Campaigns, Banner Advertising, Pop-ups and Webmercials. These vehicles are lively, spirited and bring drab websites to life!

N & D Communications, a Chennai based new media-advertising agency that provides consolidated Creative and Branding solutions for the Product, Corporate and Service Industries. For more details about us please visit our site at www.ndcindia.com and for the brand Power, visit www.powersoaps.com