

Jagran New Media collaborates with Hyundai for 'The Brighter Side' campaign

July 8th, 2020: Jagran New Media, the digital wing of Jagran Prakashan Ltd, recently collaborated with Hyundai Motor India as a part of 'The Brighter Side' campaign to create a feel-good video content that alleviates anxiety and spread hope for better times. The company has opted for social media route to run the campaign.

"Known for its exceptional brand trust and values, Hyundai Creta and Jagran New Media kept the connection in place with consumers while promoting positive messaging through their latest video," Jagran New Media said in a statement.

Suresh Oberoi has lent his tranquilizing voice to the 3-min long video which talks about the changing nature of time. The X factor of the video is how it very subtly highlights the precaution that needs to be taken in these times while promoting the brand USPs of Hyundai Creta.

"The JNM-Hyundai video has struck a chord with many viewers and is receiving outstanding response from everyone around. As expected the video went viral in no time and is being heavily discussed and shared," read the statement.

Commenting on the collaboration, Puneet Anand - Group Head - Corporate Affairs, Hyundai Motor India Ltd, said, "These are truly unprecedented times. The ongoing global pandemic is not just affecting one country, one continent or one society, it is affecting the whole world equally! If there's a silver lining to this, it's that it's brought out the best in people and businesses. Guided by the vision of 'Progress for Humanity' at Hyundai we pledged our unwavering support and took a series of initiatives to assist the Government in the battle against this adversity. The core values of our foundation inspire us to strive for the betterment of society. 'The Brighter Side' by the Jagran Group is a reminder that although there's a lot of anxiety in the world at the moment, this too shall pass. It is a wonderful effort to spread positivity amid these incredibly trying times."

In these dark times, to increase brand salience and resonance, it is important to engage with the target audience in a meaningful manner. Hence Jagran New Media and Hyundai Motor India came together to narrate the idea of better times ahead.

"COVID Pandemic has triggered difficult times. People are in despair and the business sentiment is challenging. As humans, we continuously strive on hope and going forward, innovative approach along with commitment and perseverance will act as catalyst of change. All of us can fight this situation if we truly believe the change begins with us. 'Brighter Side' is an initiative to identify & amplify companies who innovated to spring back life into business. In simple words, these are the stories of product innovation aspiring a user to break the shell and work towards better life," added Bharat Gupta, CEO, Jagran New Media.