

## **Power of Storytelling in Advertisement**

The Harpic toilet cleaner ad featuring the "Maa" story for Diwali cleaning is a compelling and effective approach. By incorporating a family-oriented narrative, it taps into the emotional aspect of the festival and household cleaning. This resonates with a wide audience, as it combines the cultural significance of Diwali with the practical need for a clean and hygienic home.

Additionally, using the term "Maa" adds a personal touch, implying a mother's dedication and care for her family's well-being. This can evoke a sense of relatability and trust among viewers. The storyline also aligns with the values of cleanliness and hygiene, which are paramount, especially during festivals when homes are expected to be spotless and welcoming.

Overall, this ad effectively blends emotional storytelling with the brand's product offering, creating a meaningful connection with its audience and reinforcing the importance of using Harpic for a clean and healthy home environment during Diwali.

***Happy Learning :)***