Page 1

The jewellery brand Tanishq owned by TATA group has recently launched an advertisement which has been on the trending page on online offline and commercial media. In what power they support this ad same is with the oppose of it finally Tanishq had to remove this ad.

Page 2

But what was this ad all about?

Page 3

In this ad there was a story in which a Hindu lady getting married in a Muslim house a baby shower event was taking place and with Hindu religion, the process is made up in a Muslim house. Lady asks the mother in law that it is not in your religion then the mother in law tells but to make the women happy is there in every religion and then there was the introduction of the Tanishq Ekatvam Series.

Page 4

Now for the arguments opposing this ad.

Page 5

As soon as the ad was released by the makers, it went viral on the internet, with netizens slamming it for promoting inter-faith marriages. Some also questioned why it is always a Hindu woman who marries into a Muslim family and not the other way round. Why are you showing a Hindu "daughter in law" to a Muslim family and glorifying it? Why don’t you show a Muslim daughter in law in your ads with a Hindu family? Look like you are promoting a particular Faith only...

They also tell that the ad was released in a wrong timing.

Page 6

Now for the arguments supporting this ad.

Page 7

In AD there are all aspirational values. They say that in AD there is always a perfect world shown. And by seeing this ad no one is gonna make a life decision

A company spokesperson said that “The idea behind the Ekatvam campaign is to celebrate the coming together of people from different walks of life, local communities and families during these challenging times and celebrate the beauty of oneness. This film has stimulated divergent and severe reactions, contrary to its very objective,”.

Page 8

Now the aftermath.

Page 9

After all, this had happened on Twitter the ad got a lot of dislike than that of like on YouTube, and finally, Tanishq had to remove this ad after the deletion of this ad there was a lot of reaction that was a lot interesting. Some told that Tanishq didn’t have a spine. The TATA group is spineless by the attack of people, by the attack of digital lynching have been scared. What catches my eye was the people who oppose this are compared with terrorist the actual terrorist who killed people. This all was absurd.

Page 10

Now the conclusion

We can conclude that A company's interest in their consumer cannot be limited to their product category or brand anymore. Advertisers must understand what their customers' beliefs and opinions are concerning politics, society, or life in general. They must be mindful of how they are processing any message that a brand gives out and how it will be decoded.

And these are important to listen to with care. The one who listens to best acts best. Wins best even. Sometimes, it’s good to look as if brands have taken a step backward, rather than take too many steps forward. Brand pragmatism is the need of the day, not brand idealism.

Page 11

Thank you