

AS OF TODAY

The virus has made everyone extremely conscious of individual hygiene and the prevention of contact with bacteria/viruses. Hence there is a heightened need for anti-viral agents which will help us be in safe environments not just in our offices and households. Without any vaccine or cure seen in the near future people will be skeptical of venturing out of their houses for work or otherwise.

As the virus is going to stick around for a while. Safety is our utmost priority and hence, take all the necessary steps to avoid contact with the virus. Consumers are looking for some sense of assurance and safety for themselves in the coming future. With the launch of the new antiviral fabric by Raymond, the fabric deactivates bacteria & virus within 2 hours and has proven to have antiviral agents. Also, it's approved by USFDA & USEPA.

THE NEED OF THE HOUR?

PRODUCTS THAT GIVE A SENSE OF SAFETY & KEEPS PEOPLE PROTECTED

LET'S HAVE A LOOK AT PIECES OF COMMUNICATION FROM THE BRANDS THAT HAVE  
LAUNCHED PRODUCTS IN THE SIMILAR CONTEXT

# DIFFERENT CATEGORIES OF ANTI-VIRAL COMMUNICATION



asian paints royale health shield the anti bacterial paint

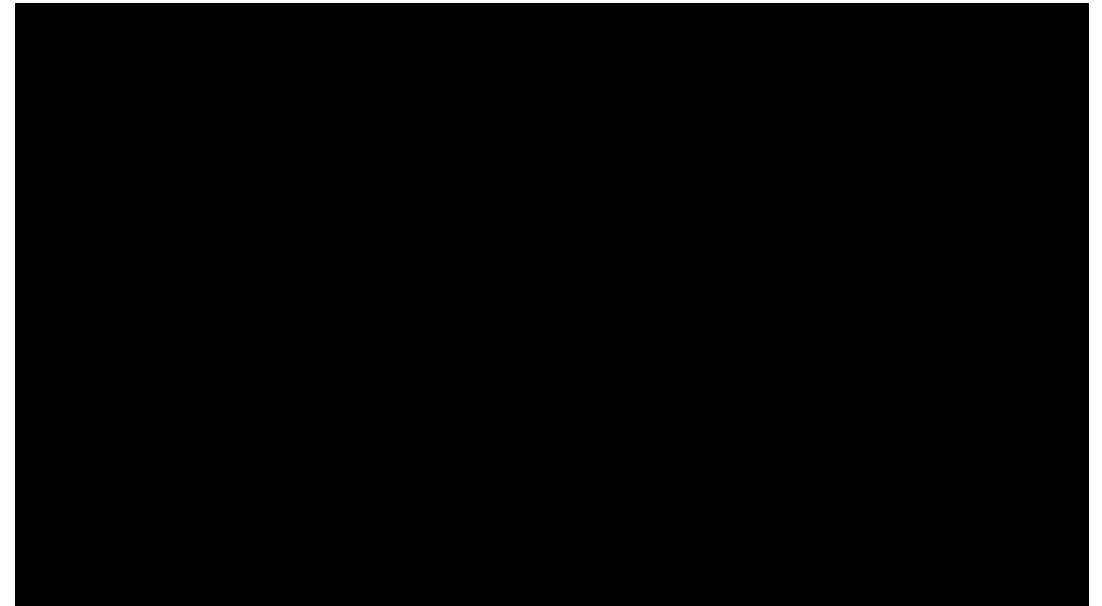


Video link:

<https://www.youtube.com/watch?v=SRAU2oPtTwU>

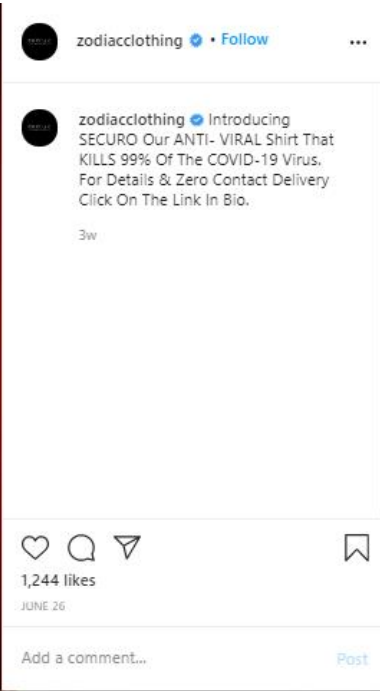


Daikin SMARTO Premium R32 Inverter \_ Smart Air, Cool Life



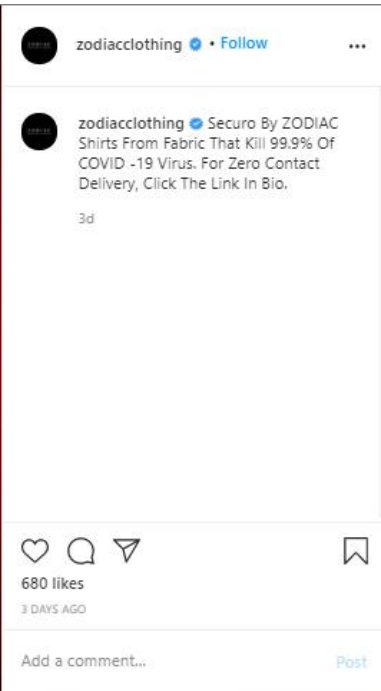
Video link:

<https://www.youtube.com/watch?v=F0pgFRBw3Jc>



Post link:

[https://www.instagram.com/p/CB5uHa\\_BKhc/](https://www.instagram.com/p/CB5uHa_BKhc/)



Post link:

<https://www.instagram.com/p/CCxoexuB-SX/>

**Siyaram's**



**Siyaram's**  
**ANTI-CORONA**  
FABRIC

In association with  
HealthGuard®  
Australia

**99.94%**  
EFFECTIVE AGAINST  
CORONA VIRUS\*

Anti-bacterial | Hygienic

\* Tested strain: H1N1, as per ISO 18184

siyaramsindia • Follow

siyaramsindia Introducing Siyaram's Anti-Corona Fabric made with HealthGuard® Australia's technology that's highly effective against various viruses and bacteria. Now wear your protective shield wherever you go! #ComeHomeToSafety #ComeHomeToSiyarams

6d

37,278 views  
6 DAYS AGO



**Siyaram's**  
**ANTI-CORONA**  
FABRIC

In association with  
HealthGuard®  
Australia

A New Technology Fabric that  
keeps you Safe and Hygienic

**99.94%**  
EFFECTIVE AGAINST  
CORONA VIRUS\*

\* Tested strain: H1N1, as per ISO 18184

siyaramsindia • Follow

siyaramsindia Your trusted suitings and shirtings fabrics are now available with HealthGuard® Australia's technology that protects and keeps you safe as you #SuitUp to fulfill your dreams. Introducing, Siyaram's Shield, an exclusive range of Anti-Corona Fabric. #ComeHomeToSafety #ComeHomeToSiyarams

2d

23,210 views  
2 DAYS AGO

Post link:

<https://www.instagram.com/p/CCqNIBuBMZ/>

Post link:

<https://www.instagram.com/p/CC0cwZWh9p7/>

Note: Siyaram's have taken down every post from social media related to their Anti-Corona fabric.

**raymond**





siyaramsindia • Follow

siyaramsindia Siyaram's presents 'Shield - Anti Corona fabrics' which is 99.94% effective\* & protects you against various viruses, bacteria & other germs. Made in association with HealthGuard® Australia, this fabric helps you stay safe & protected. #ComeHomeToSafety #ComeHomeToSiyarams.

\* Tested strain: H1N1, as per ISO 18184

4d

15,950 views  
4 DAYS AGO



siyaramsindia • Follow

siyaramsindia HealthGuard®'s 'Australian Made Technology' in the Siyaram's Shield Anti-Corona Fabric not only keeps you safe from the viruses\* or bacteria that stick on it, but also prevents the odour & discolouration that happens due to the microbial attack on the fabric. #ComeHomeToSafety #ComeHomeToSiyarams

\* Tested strain: H1N1, as per ISO 18184

17h

2,123 views  
17 HOURS AGO

Post link:

<https://www.instagram.com/p/CCvWrQyKuCN/>

Post link:

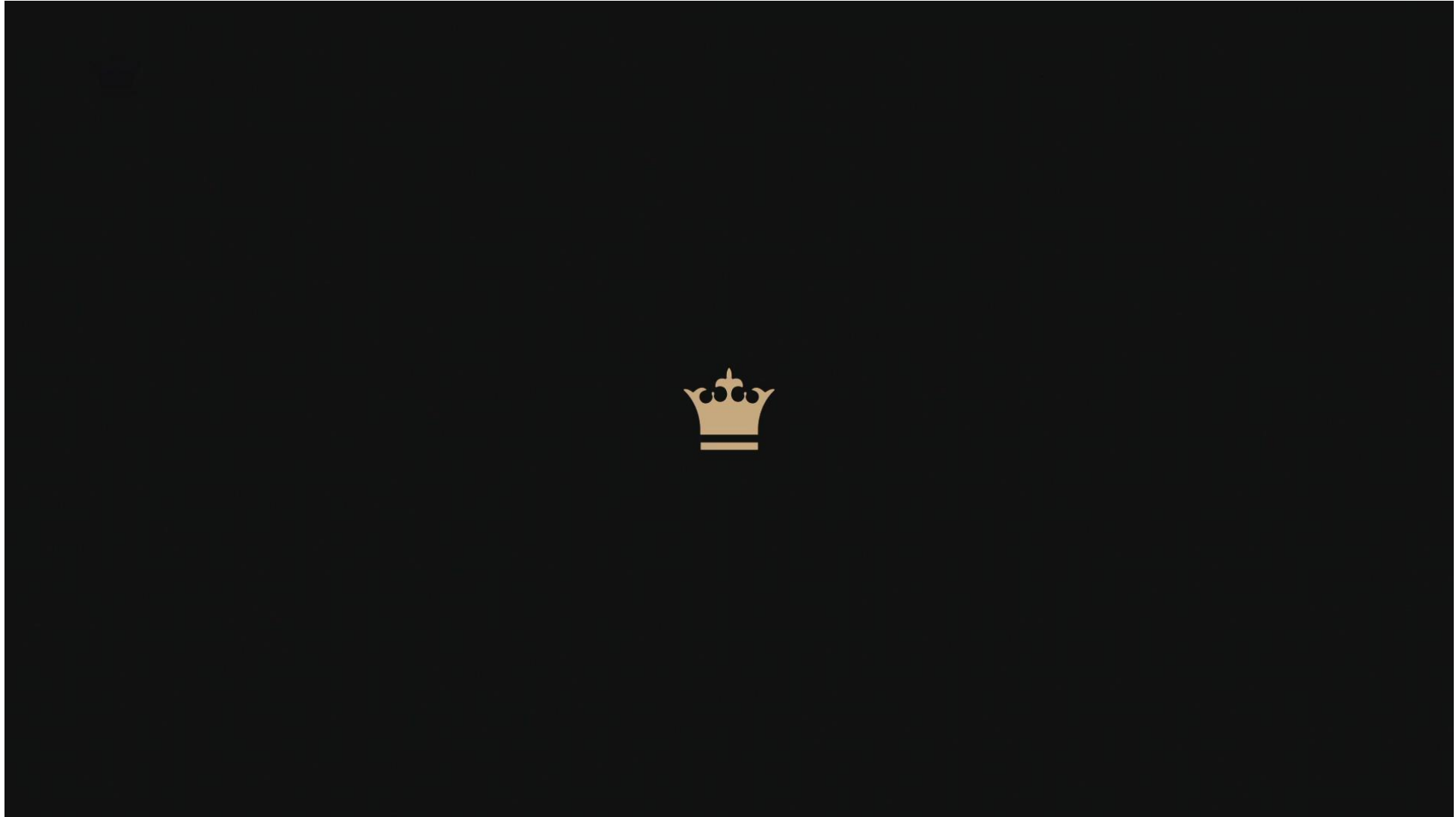
<https://www.instagram.com/p/CC5mWGThing/>

Note: Siyaram's have taken down every post from social media related to their Anti-Corona fabric.



Video link: <https://www.youtube.com/watch?v=u3UqtNCqmg8>

  
LOUIS PHILIPPE



Video link: <https://www.youtube.com/watch?v=WaBhulqI9Hg>

HOWEVER,

EVERY APPROACH TAKEN ABOVE IS **CLINICAL IN NATURE**

MAKING IT DIFFICULT TO DIFFERENTIATE **FROM THE OTHERS**

# OUR APPROACH

CONTEXTUALIZING REASSURANCE TO OUR CONSUMER'S LIFE

THE FABRIC OF REASSURANCE

# FILM SCRIPT



**Note:**

*Irrespective of the situations we are placed in, there is something within us all that wishes to rise above and manifest a destiny we seem fit. No matter how scary it may seem or how daunting it looks, this spirit never ceases, constantly cheering us on to keep going. Asking for nothing in return except a little encouragement and a reassuring nudge.*

**The film starts with the Raymond Fine Fabric Logo**

**Super: Introduces**

**Next frame: We reveal the Virasafe logo**

The film then opens by tracking in on an empty sofa that was being used as a makeshift office desk.

**To the heart behind every ambition**

We see shots of a table being cleared, files being picked up, coffee mugs being removed, pen stands being taken away – we only see the hand of the person as he goes on about it, without revealing him.

**That yearns to move forward**

We see shots of shoes laying untouched with a layer of dust on them, cupboards being opened and clothes being laid out after ages, we see a window being opened – the rays of sunlight gently trickles in.

**To the spirit that refuses to stay locked down**

Until we finally cut to a man dressed in shirt and trousers shutting his laptop down and putting it into his bag – He then confidently puts on his blazer, we see the Virasafe logo as he does that, and he then fastens his mask.

**That's willing to start afresh... Looking to feel complete again.**

He picks up his laptop bag and walks towards the door – And gives one last look to his room, soaking in the space, he then gently straightens his blazer where we show **close up of the product and him touching the shirt swiftly**

**Seeking nothing but just a thread of encouragement...**

He feels confident and takes a deep breath, opens the door and steps out – once out, he sees a few other men in their blazers and masks, making their way out too – they too tug at their blazers feeling confident – seeing the same spirit reflected in each other, they acknowledge it by giving a knowing nod as a sign of understanding and go their separate ways.

**One that's woven by us and worn by you.**

We cut to an empty swing and see the hand of a child reach for it and hold it – The music reaches a crescendo and we see our protagonist walk with new found vigour towards his car – he sees children playfully nagging their parents, couples teasing each other, elders heading out for their walks – their all in their masks but life hasn't stopped – it's a new world out there and they've all rediscovered their place in it – he takes in this new view, feeling optimistic and whole and the camera pulls out to reveal the skyline.

The screen fades to black and we see two supers appear.

**Super: Reassuring by Design**

**We show the 4 feature logos of the virasafe product**

**Then the Virasafe logo appears alone in the last frame**

THANK YOU