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Wunderman Thompson South Asia's campaign for EsselWorld wishes freedom from Covid-19



Mumbai: The past few months have been difficult for the whole world as countries have battled and continue to battle with the coronavirus pandemic. Through this unprecedented crisis, each family has fought valiantly along with their loved ones who have suffered from the virus. The battle is not only fought by the patient, but also by the whole family. The feeling of happiness and joy is beyond words when patients reunite with their families.

This Independence Day, the '#showyourspirit' campaign conceptualised by Wunderman Thompson South Asia for EsselWorld wishes freedom from this life-threatening virus by crowd-

sourcing 'home coming' videos of recovered patients reuniting with their families.

The videos which will be in the form of song or dance are aimed at saluting the COVID-19 survivors and their families and spreading cheer and positivity during these dark times. Paying them a tribute, EsselWorld will feature the videos of the participants on its Facebook and Instagram pages on 15th August.

Talking about this initiative, Paresh Mishra, Sr. VP - Sales and Marketing, EsselWorld Leisure Pvt. Ltd. said, "There are hundreds of unfortunate stories where we fought and succumbed, but we also have many heroic chronicles where humanity succeeded in their battle against this pandemic. As we approach our Independence Day, we only wish for a country that is free from this life-threatening virus. Hence this is our humble initiative to show our gratitude to the everyday heroes and spread the joy and positivity to all the fighters who show us they ray of hope amidst these darker days".

Samarth Shrivastava, Sr. VP & Executive Business Director, Wunderman Thompson Mumbai, further added "India has always been known for their spirit of unity among all diversities. This Independence Day, the least that we can do is to stand unified once again and show our true spirit in this war of humanity against the deadly virus. That's probably what currently our nation needs from us most."

Since the nationwide lockdown, EsselWorld has come with several exciting and engaging campaigns for consumers in conjunction with Wunderman Thompson South Asia across social platforms.

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EsseWorld's #showyourspirit campaign aims to promote optimism amid the challenging times

By Brandwagon Online | Published: August 8, 2020 7:04 PM
The campaign has been conceptualised by Wunderman Thompson



#showyourspirit campaign encourages people to share stories of recovery from the virus to spread positivity

With the country facing an unprecedented crisis over the last few months, EsseWorld along with Wunderman Thompson has launched a new campaign #showyourspirit encouraging people who have recovered from the virus to share their stories of reuniting with their families in order to spread positivity and optimism.

The stories will be in the form of song or dance are aimed at saluting the COVID-19 survivors and their families and spreading cheer during these tough times. As part of the campaign, EsseWorld will feature the videos of the participants on its Facebook and Instagram pages on August 15.

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According to Paresh Mishra, senior VP – Sales and Marketing, EsselWorld Leisure Pvt. Ltd., there are hundreds of unfortunate stories where we fought and succumbed, but we also have many heroic chronicles where humanity succeeded in their battle against this pandemic. "As we approach our Independence Day, we only wish for a country that is free from this life-threatening virus. Hence this is our humble initiative to show our gratitude to the everyday heroes and spread joy and positivity to all the fighters who show us their ray of hope amidst these darker days," he added further.

For Samarth Shrivastava, senior VP and executive business director, Wunderman Thompson Mumbai, India has always been known for their spirit of unity among all diversities and this Independence Day, the least that can be done is to stand unified once again and show our true spirit in this war of humanity against the deadly virus. "That's probably what currently our nation needs from us the most," he stated.

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