Leading Door Hardware And Digital Locking Solutions Brand Dorset Unveils Its First 360 Degrees Campaign 'Every Door Deserves A Dorset'

Home >

business >

Leading Door Hardware and Digital Locking Solutions Brand Dorset Unveils its First 360 degrees Campaign 'every door deserves a Dorset'

Sharing is caring!



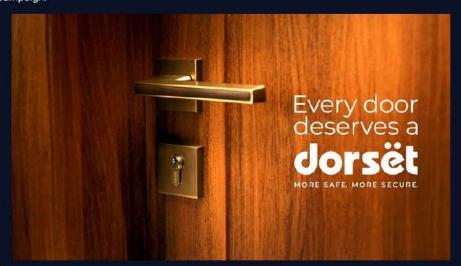






Gurugram – **14 May 2024:** India's leading consumer-oriented company specializing in door hardware and digital locking solutions, Dorset has unveiled its first campaign after over two and a half decades of successful operations in India. A beautifully crafted emotionally packed film that is scheduled to take the ATL route later this week reflects the deep-rooted ethos of brand Dorset of being insightful and caring, the hallmarks that it stands for.

Designed on the theme 'every door deserves a Dorset', Campaign Link: https://youtu.be/CMqjXEcOuRo? feature=shared showcases cherished memories and feelings for the family members and evokes emotions for its TG including homeowners/ home buyers, architects, and developers. The brand team had a series of engagements with the homeowners and insights derived from those translated into the campaign.



Speaking on the launch of Dorset's new campaign, Saurabh Bansal, Joint Managing Director, Dorset Group said, "I am thrilled to unveil a vision that transcends mere construction. Each home that gets constructed harbours a story rich with memories, dreams, and aspirations. At Dorset, we believe, that every door is not just an entrance but a threshold to boundless possibilities, epitomizing the character and allure of your abode. Our campaign resonates with the belief that 'every door deserves a Dorset,' encapsulating our dedication to enhancing your home's safety, security, and soul."

Search

Search

Recent Posts

EESL Teams Up with EMC Kerala and Central University to Boost Energy Efficiency on World Environment Day

Kyndryl Introduces New Threat Insights Services for AWS

Tvs Eurogrip Tyres Launches Steel Belted Agro Industrial Radial Tyres at the Tire Show in Cologne

NPCI International, Central Reserve Bank of Peru Partner for Real-Time Payments

Titan & Himmotthan Empower
Uttarakhand, Offset 126M Litres Water

Recent Comments

No comments to show.

Archives

June 2024

May 2024

April 2024

March 2024

February 2024

January 2024

December 2023

November 2023

O-1-1--- 0002

The campaign has been aligned to take a 360-degree route with TV commercials, digital outreach, cinemas, and retail. Its amplification on digital has already been initiated.

Sharing his feelings on the launch of Dorset's new campaign, Takshay Bansal, Joint Managing Director, Dorset Group said, "At Dorset, we continually strive to push the boundaries of what's possible, leveraging the latest technology and constant innovation to deliver technologically superior products. In this journey, we continue to engage with our customers and besides the functionality aspects, there is a vibe of feelings and emotions. Precisely, that becomes our fuel for innovations and that's why our campaign resonates with the belief that 'every door deserves a Dorset.' It's not just about providing doors; it's about delivering unparalleled quality, reliability, and innovation that exceed our customers' expectations."

The campaign has been conceptualized by dynamic and versatile advertising industry veterans, Ashish Khazanchi, Managing Director, Enormous, and directed by renowned director Prakash Varma and his team at Nirvana Films. The campaign emotes a deeper sense of emotion.

Sharing his views, Ashish Khazanchi, Managing Director, Enormous, said, "The idea of security has gone beyond the idea of mere protection. The customer seeks beyond the rational from who they trust with their security. An idea of preservation of a way of life and of preservation of things that are important beyond just the prices tags that exist on them. What people value is not mere things but parts of their lives and memories, invested in those things. We wanted to bring it alive through a campaign built around this idea. Every home deserves a Dorset."

Dorset is one of the leading global manufacturers of door hardware, locking mechanism, and kitchen and furniture fittings. It is the 1st Indian Door Hardware Company with an Eco-Friendly Trichloroethylene Free Cleaning Process. The organization has 52 designs and 11 patents registered till date making it one of the most dynamic and fastest mark to market company in India.

← Thunderstorm Titans Crowned the First Cue Sports Premier League Champion India's Leap into a Sustainable Future: The Inauguration of the First Multi-Purpose Green
Hydrogen Pilot Project →

September 2023

August 2023

July 2023

June 2023

May 2023

April 2023

March 2023

February 2023

January 2023

December 2022

November 2022

October 2022

September 2022

August 2022

July 2022

June 2022

May 2022

April 2022

March 2022

February 2022

January 2022

December 2021

November 2021

October 2021

Categories

business

Business Profile

Education

Entertainment

health

home improvement

interview

National

news

Odisha

sports

technology

Uncategorized

Grievances Redressal Officer: K. Gouri

Mobile: 9938772605

Member of Media9 Digital Media Federation

 Birla Carbon Plants in Brazil, Hungary, and Egypt secure ISCC PLUS Certification

Xinhua Silk Road: Dragon boat race presents
 Chinese-style "Fast and Furious" in eastern

 Mamaearth and Swiggy Instamart Unite to GoGreen This World Environment Day

HDFC Mutual Fund Launches Campaign
 GenerationRestoration to Combat Climate

Under the Ministry of Information and Broadcasting.

China metropolis

- Air India To Fly Non-stop Between Bengaluru And London Gatwick From 18 August
- Mustard Oil: A Golden Elixir for Health and Purity
- Titan & Himmotthan Empower Uttarakhand,
 Offset 126M Litres of Water in 2 Years

Change

- Encouraging the involvement of schools and communities in tree-planting initiatives
- Re'equil's Latest Launch: Daily Hydration Serum with the Benefits of Hyaluronic Acid for Soft and Supple Skin
- Poster of Hindi children's film 'You Are Mine' unveiled to enthusiastic applause

Copyrights © 2024. All rights reserved. Business News Week

^