

January 3, 2014

## Apollo Tyres launches 'There are no shortcuts' campaign

### The campaign will run across Television, Cinema, Print, Digital and Outdoor mediums

Leveraging its three-year high profile partnership with Manchester United Football Club for India and the UK, Apollo Tyres launched its corporate advertising campaign covering television, cinema, print, digital and outdoor mediums. The campaign focuses on the shared values of both, Apollo Tyres and Manchester United, of going the distance to achieve the best. This campaign is being launched in India and the UK.

Conceptualised and created by The Brooklyn Brothers, this campaign is an expression of the 'parallels' drawn between the journeys of both Apollo Tyres and Manchester United, as they continue to go the distance in the pursuit of great performance. The television commercial is based on a simple but powerful message of the effort, determination and skill required to reach your goal, and that **there are no shortcuts** to achieving your full potential. The print campaign illustrates the performance, safety, control and endurance requirements on the football field for players and on the tarmac for the tyres.

Commenting on the new campaign launch, **Marco Paracciani, Chief Marketing Officer, Apollo Tyres Ltd** said, "This is one more step towards our journey of making Apollo a globally recognised brand. There are no shortcuts to achieve that goal as there are none to achieve great performance, be it on the road, on a sports pitch, at work or in life in general. Manchester United share the same view; hence we believe we have a very genuine and unique proposition that will resonate strongly with our customers and target audiences."

#### **Credits**

Creative Agency: The Brooklyn Brothers

Media Agency: Mindshare

Production Company: Somesuch & Co

Director: Bob Harlow

Post Production: Moving Picture Company

Editor: Trim Editing

Audio: Wave Sound

Composer: Nando Eweg/ Filmenzo

*(ends)*

#### **For further details contact:**

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#### **About Apollo Tyres Ltd**

Apollo Tyres Ltd is a high-performance company and the leading Indian tyre manufacturer. It is built around the core principles of creating stakeholder value through reliability in its products and dependability in its relationships. The company has four manufacturing units in India, three in Southern Africa and one in the Netherlands. Apollo's subsidiary companies are Apollo Durban Pty Ltd in South Africa and Apollo Vredestein BV in the Netherlands. India, South Africa and Europe are the company's three domestic markets from where products are exported to over 100 countries. In each of the domestic markets the company operates through a vast network of branded, exclusive and multi-product outlets.

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