



## **BIG FM's NEW VIDEO AD WITH VIDYA BALAN FOR SENCO GOLD & DIAMONDS HIGHLIGHTS WOMEN POWER**

*~ The engaging video seamlessly integrates the theme of the show 'Dhun Badal Ke Toh Dekho with Vidya Balan' along with Senco Gold & Diamonds' brand philosophy ~*

**National, XX April 2019: BIG FM, one of the largest radio networks in India,** has added another feather to its cap by creating an engaging video ad for Senco Gold & Diamonds that features the multi-talented Bollywood actress Vidya Balan. As the host of the highly-acclaimed show 'Dhun Badalke Toh Dekho' on the radio station, Vidya is also the brand ambassador of the jewellery brand, hence making for the perfect fit in the video. Being the perfect amalgamation of the essence of the show along with the jewellery brand's philosophy, the video highlights how the jewellery adds to the inner beauty of a woman giving bringing forth the #Sencopowerfulwomen of today. Through this video/ad by BIG FM, the radio station aims to resonate with audiences and inspire ladies across the country to feel more confident about themselves.

The show Dhun Badal Ke Toh Dekho has been the talk of the town on the radio space receiving high accolades and appreciation for its take on topical issues in society with Vidya providing a fresh and thoughtful perspective.

The show sheds light on the social topics such as Body Shaming, Equal Pay, women's rights/among others, which have proved to be constraints in the development of women across various walks of life. Commenting on the integration, **Sunil Kumaran, Country Head, Thwink BIG, BIG FM** said, *"BIG FM has always believed in powerful and relevant content. The video ad is a reflection of that, wherein we intend to highlight the value that women hold in our lives. We are glad to have found Senco Gold & Diamonds as our design partners who share the same ethos with us."*

**XXXX, Senco Gold & Diamonds** said, *"We, as a brand, have always spearheaded encouraging women from different walks of life in their various endeavours. The video ad is a beautiful amalgamation of inspiring thoughts brought together on one table. We are more than happy to associate with the show which highlights such crucial issues and obstacles that hinder the growth of women in society."*

The video ad also captures the uniqueness of Senco jewellery, which further redefines the power of inner beauty. The talented actress Vidya Balan, who is striking the right chord as an RJ of the show, can be seen here stressing the fact that women are powerful and possess the capability to change the world. The actor encouraged the women to use the inner strength in a beautiful manner to enhance their beauty on the lines of Senco Gold & Diamonds.

### **About BIG FM:**

BIG FM, One of India's largest radio network with 59 stations, reaches out to 1200+ towns and 50,000+ villages and over 45 crore Indians across the country. BIG FM has evolved with the changing

times. With the new positioning, BIG FM will play a meaningful, relevant and compelling role in lives of consumers. It will not just be about entertainment but a brand that has a purpose. With its extensive reach, localised content and credible RJs the brand will play the role of a ‘thought inspirer’ and an agent of positive change in society. The new tag line of ‘Dhun Badal Ke Toh Dekho’ reflects the philosophy that ‘Changing the world for the better starts with changing your thoughts’. Realigning the programming to reflect the new positioning, BIG FM has refreshed the music promise playing your favourite music tested with the audience besides bringing on board some big names from the Radio and entertainment spaces across all key markets. The network’s occasion-based programming, CSR Activities and client integrated campaigns strongly reflects its Dhun Badalke toh Dekho ethos. The original content-based shows and engaging brand led campaigns has consistently won accolades at prestigious industry awards like the EMVIES, ABBYs, Asian Customer Engagement Awards, Indian Radio Forum & New York Festival.

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