

Hi Life appoints Connect Digital

Account won post a multi-agency pitch

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Hi Life has announced the appointment of Connect Digital, a part of Connect Network for its digital marketing AOR.

The brand belongs to the luxury essentials category.

With this mandate, the agency will be responsible for Hi Life's digital marketing planning and execution. Connect Digital will also look after content creation and strategy, respectively.

The account was won post a multi-agency pitch and will be serviced by Connect Digital's New Delhi office.

Sanjiv Nischal, founder, Hi Life Women, India, said, "We are excited to partner with Connect Network to further strengthen our digital media efforts for Hi Life in India. The agency perfectly aligns with our vision and we are confident that the collaboration will bring about a unified end result. Our campaign objective lies in creating clear communication that will help us in connecting with customers across demography. We are looking forward towards establishing a powerful brand narrative for Hi Life through Connect Digital in the months to come."

Haresh Nayak, CEO and founder, Connect Network, said, "We're ecstatic to associate with Hi Life India as their digital partners. The brand is focused to elevate the quality of life for women across the globe, to the highest level possible, by making available premium-quality essentials and we are determined to strengthen Hi Life's presence further with value-driven engagement, to make it the most preferred luxury brand for intimate care amongst the growing audience base."

Charu Rawat, assistant vice president, Connect Digital, said, "Digital media at the epicentre of our lives, we are keen on taking HI LIFE's digital presence to the next level. While we will continue to leverage the key pillars of the brand being organic in nature, quality-obsessed and luxury-possessed, we will be focusing on further enhancing the product positioning in the wellness category. We are also keen on tapping into the nature lovers and eco-friendly demography in the country, to build a unique community for the brand."