



HI LIFE grants Connect Digital digital marketing AOR

The agency will service the account from its New Delhi office

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HI LIFE – Luxury for Essentials has awarded its social media mandate to Connect Digital. The company has won the mandate following a multi-agency pitch and will service the account from its New Delhi office.

As per the mandate, Connect Digital will be responsible for Hi Life Women's digital marketing planning and execution. The agency will look after content creation and strategy, respectively for the company.

Speaking on the development, Sanjiv Nischal, Founder of 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."

Commenting on the mandate win, Haresh Nayak, CEO & Founder, Connect Network Inc, 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."

In addition, Charu Rawat, Assistance Vice President for 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."

The agency will create innovative digital campaigns for the brand to establish a strong line of connection with the audience, all aimed at enhancing the recall value of the brand.