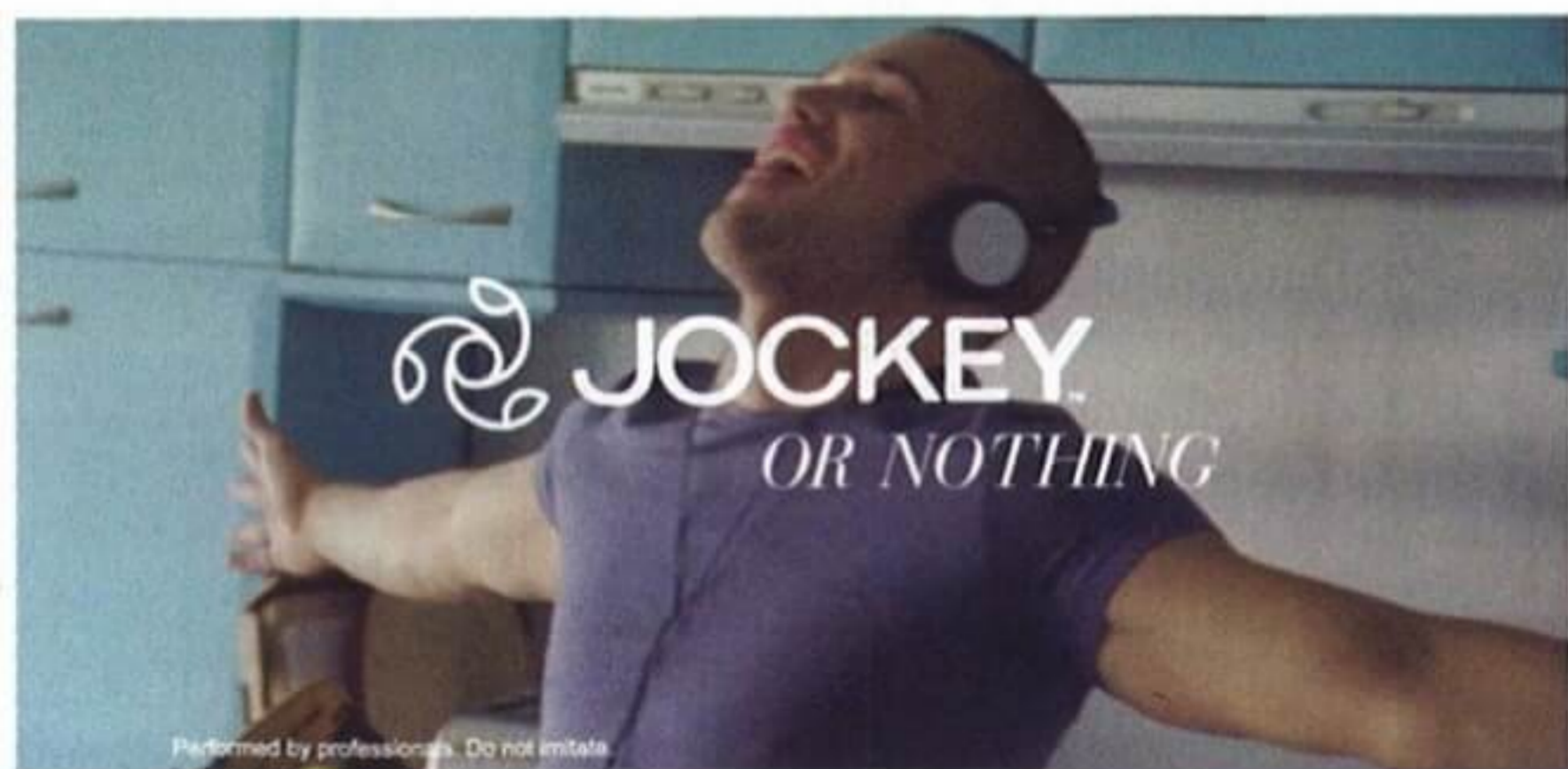
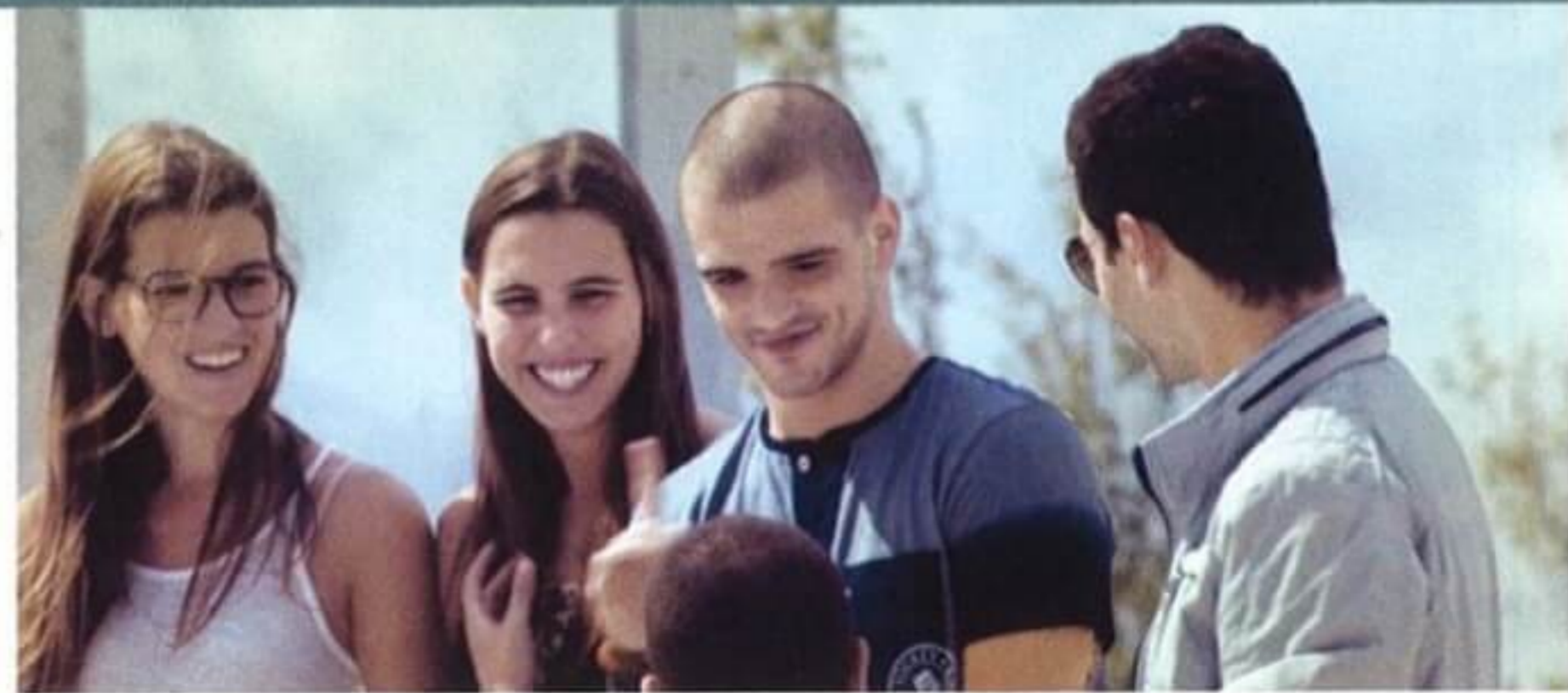


Jockey urges youth to play with passion, or not play at all



Innerwear and apparel brand Jockey has launched a new campaign comprising five TVCs. Two of the films are on air.

The campaign has been conceptualised by L&K Saatchi & Saatchi. Far Commercials (India) and Playground (Portugal) were the production houses involved.

One of the films features a young woman going up an escalator, being

inspired by a young boy drumming on empty buckets. After getting back home, she starts playing the drums herself. Her passion increases with each passing frame.

A voice over says 'Play, like you were born to do it. Like you are the opening act of a one-man band. Play like you must bring down the house, like you're raising the dead. Play like that, or don't make a sound.'

Cariappa, senior general manager - sales and marketing, Page Industries (Jockey), said, "The core philosophy of brand Jockey is 'the best or nothing'. We live by this philosophy in whatever we do, right from product design to quality control. The youth of today resonates with this philosophy and will not settle for anything which is second to the very best."