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ThumsUp, one of India's most iconic brands under the Coca-Cola umbrella, has emerged with the launch of its new product, "Charged." It decided to take a different path of nostalgia for marketing by leveraging actors Aamir Khan and Darsheel Safary, who starred in the beautiful film "Taare Zameen Par" 16 years ago.

The new ad campaign for "Charged" unfolds through a heartwarming conversation between a young boy and his grandfather. It tries to connect with viewers by evoking memories of the critically acclaimed film, which tackled issues concerning children that touched us.





Ogilvy, the agency that made this campaign, utilizes this nostalgia factor. Sorting up with the storyline of "Taare Zameen Par," where Aamir Khan's character counsels Darsheel Safary's character to come out of his nutshell, the ad portrays the grandfather as a guiding figure helping the boy sail through life's challenges. Just as Aamir's character in the film encouraged Darsheel's character to overcome challenges, the grandfather encourages the boy to focus on the positive and charge up his body and mind with ThumsUp's "Charged."

This campaign becomes effective with the use of the same actors and a similar storyline to evoke the nostalgia that audiences experienced sixteen years ago when "Taare Zameen Par" first touched their hearts. By reuniting Aamir Khan and Darsheel Safary on screen, ThumsUp taps into the emotional connection that viewers have with the film and its memorable portraits.





Nostalgia, as a powerful tool in advertising, showcases strong emotions and creates a sense of familiarity. By leveraging the nostalgia associated with "Taare Zameen Par," ThumsUp effectively captures the attention of its audience and reinforces its brand message of strength, energy, and vitality.

Moreover, by featuring the "Charged" product as a source of energy and empowerment, Thumbs Up positions itself as more than just a beverage brand. The ad is made in such an energetic manner that it becomes a symbol of resilience and support in challenging times.



In conclusion, ThumsUp's decision to use nostalgia as a central theme in its ad campaign for "Charged" proves to be a masterstroke. By reconnecting with audiences through renowned characters and memorable moments from the past, ThumsUp not only promotes its new product but also creates a powerful emotional connection with consumers, ensuring that its brand remains firmly ingrained in their hearts and minds for years to come.





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