

IBL spreads the net for love

By [Campaign India Team](#) on Aug 6, 2013 filed under [Advertising, India](#)

WATCH the TVC created by McCann Worldgroup here

McCann Erickson has rolled out the first TVC for the Indian Badminton League which begins on 14 August.

The film shows several slices of life when tension runs high and projects a game of Badminton as the solution. The situations shown in the film include a husband and wife squabbling, a fight between a company's employers and employees, a scene from a court case and one from a war site. All the fights end thanks to badminton racquets and a net. The people engaged in fighting are asked to fight it out in a game of Badminton instead.

On the TVC, Prasoon Joshi, Chairman, CEO and Chief Creative Officer, McCann Worldgroup India and South Asia, said, "The entire idea behind the TVC is to remind people of our childhood game which we used to love to play – Badminton. We realised that everybody is occupied with work and to keep up to the pace with others, we hardly socialize. We don't even know our neighbors but do end up arguing over a parking space. The idea behind the TVC is to remind families and friends of the good times and of the love which existed on the court around the net."

Using the game they played once, the attempt has been to get people to retie the bond and ask viewers to watch the Indian Badminton League together, he explained.

Ashish Chadha, CEO, Sporty Solutionz, the 'commercial partner' for IBL, added, "Badminton is a game which in itself hits the right chord among everyone and brings them together. Be it neighbours, friends, family members, it's a game for all. So the challenge was to create the same feeling within the TVC and this commercial is an attempt to bring forth a unanimous harmony amongst our viewers and get us together over a game of Badminton – The Indian Badminton League."
