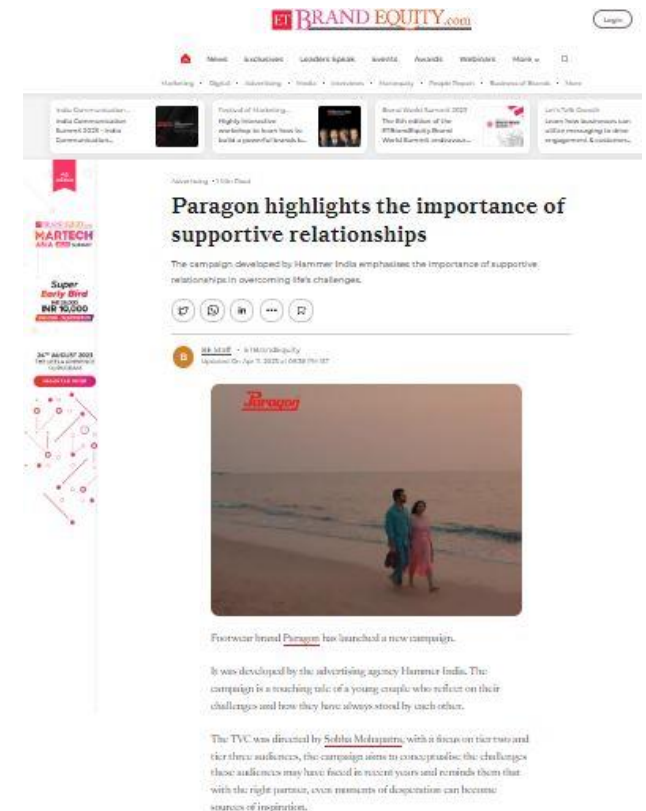




TVC COVERAGE REPORT

ONLINE

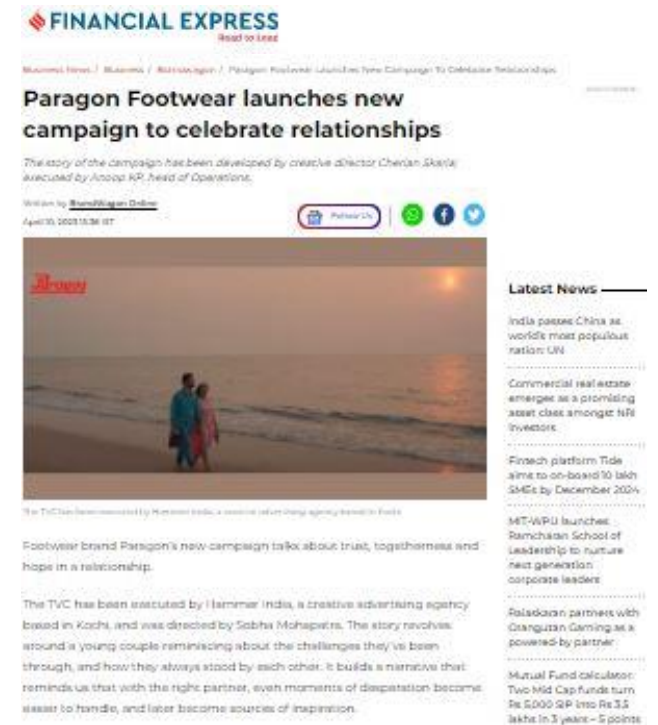
- Media: ET Brand Equity
- Headline: Paragon highlights the importance of supportive relationships
- Link: <https://brandequity.economictimes.indiatimes.com/news/advertising/paragon-highlights-the-importance-of-supportive-relationships/99414142>



The screenshot shows the ET Brand Equity website interface. The main article is titled "Paragon highlights the importance of supportive relationships" and is categorized under "Advertising". The article text discusses a campaign by Paragon footwear brand, developed by Hammer India, which emphasizes the importance of supportive relationships in overcoming life's challenges. The article includes a sub-headline "The campaign developed by Hammer India emphasises the importance of supportive relationships in overcoming life's challenges." and a byline "By Staff - ET Brand Equity" with a date of "Updated On: Apr 7, 2023, at 08:39 PM IST". The article features a photograph of a young couple walking on a beach. The text continues: "Footwear brand Paragon has launched a new campaign. It was developed by the advertising agency Hammer India. The campaign is a touching tale of a young couple who reflect on their challenges and how they have always stood by each other. The TVC was directed by Sobha Motwani, with a focus on the twin and the three audiences, the campaign aims to contextualise the challenges these audiences may have faced in recent years and remind them that with the right partner, even moments of desperation can become sources of inspiration."

ONLINE

- Media: FE Brandwagon
- Headline: Paragon Footwear launches new campaign to celebrate relationships
- Link: <https://www.financialexpress.com/business/brandwagon-paragon-footwear-launches-new-campaign-to-celebrate-relationships-3041015/>



The screenshot shows a news article on the Financial Express website. The article is titled "Paragon Footwear launches new campaign to celebrate relationships" and is written by Brandwagon Online. The article features a photograph of a couple walking on a beach at sunset. The article text describes the campaign's focus on relationships and mentions that the TVC was executed by Hammer India. A "Latest News" sidebar on the right lists other articles, including one about India passing China as the world's most populous nation and another about commercial real estate emerging as a promising asset class.

FINANCIAL EXPRESS
Read to Lead

Business News / Markets / Advertising / Paragon Footwear Launches New Campaign To Celebrate Relationships


Paragon Footwear launches new campaign to celebrate relationships

The story of the campaign has been developed by creative director Cherian Sankar, executed by Anoop KP, Head of Operations.

Written by **Brandwagon Online**

April 10, 2023 15:38 IST

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The TVC has been executed by Hammer India, a creative advertising agency based in Kochi.

Footwear brand Paragon's new campaign talks about trust, togetherness and hope in a relationship.

The TVC has been executed by Hammer India, a creative advertising agency based in Kochi, and was directed by Sibha Mohapetris. The story revolves around a young couple reminiscing about the challenges they've been through, and how they always stood by each other. It builds a narrative that reminds us that with the right partner, even moments of disputation become easier to handle, and later become sources of inspiration.

ONLINE

- Media: Campaign India
- Headline: Paragon champions stepping up and conquering hardships
- Link: <https://www.campaignindia.in/video/paragon-champions-stepping-up-and-conquering-hardships/482725>

campaign^{INDIA}
REGION: AP | JP | CN | IN

Home / Video / Paragon champions stepping up and conquering hardships

Paragon champions stepping up and conquering hardships

Watch the film conceptualised by Hammer India here

Apr 10, 2023 03:37:00 PM | Video | Campaign India Team

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Paragon has rolled out a campaign to showcase a tale about togetherness and hope.

Conceptualised by Hammer India, the film features a couple reminiscing about the challenges they've been through and how they always stood by each other. Through its narrative, the film aims to showcase that with the right partner, even moments of desperation become easier to handle and later become sources of inspiration.

Shawn Chandy, chief marketing officer, Paragon Footwear, said, "This year we have moved away from a celebrity-centric approach so we needed an idea that speaks directly to our consumers. For decades, Paragon has built a strong and trusting relationship with them. With this campaign, we want them to feel like we are part of their journey."

ONLINE

- Media: Exchange4Media
- Headline: Paragon Footwear's new campaign is a tribute to enduring relationships
- Link: <https://www.exchange4media.com/advertising-news/paragon-footwears-new-campaign-is-a-tribute-to-enduring-relationships-126564.html>



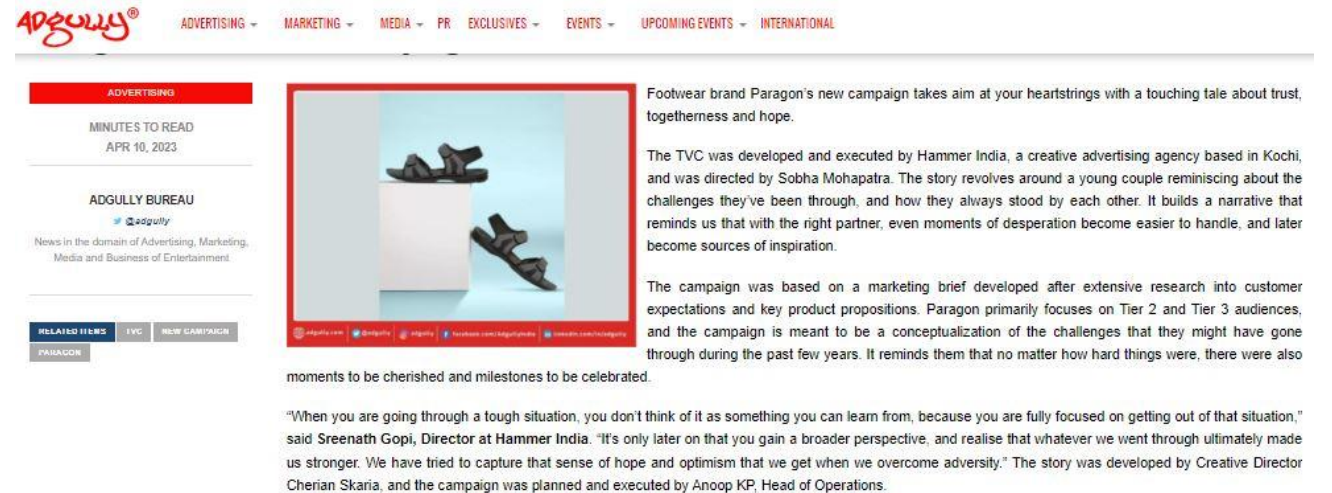
The screenshot shows the top portion of a news article on the Exchange4Media website. The logo 'e4m' is in the top left, and a navigation menu with links for HOME, ADVERTISING, MARKETING, PR & CORP COMM, MEDIA, and PEOPLE MOVEMENT is in the top right. The article title is 'Paragon Footwear's new campaign is a tribute to enduring relationships'. Below the title is a sub-headline: 'The TVC was developed and executed by Hammer India, a creative advertising agency based in Kochi'. The author is listed as 'exchange4media Staff' and the publication date is 'Apr 10, 2023 3:19 PM | 2 MIN READ'. There are two circular icons to the right of the author information. Below the text is a video player for a 30-second TVC in Hindi from April 2023, featuring a man and a woman. The video player includes a 'Share' button and social media icons for Facebook, Twitter, LinkedIn, and WhatsApp. A 'Watch on paragon' logo is visible in the bottom left corner of the video player.

Footwear brand Paragon's new campaign takes aim at your heartstrings with a touching tale about trust, togetherness and hope.

The TVC was developed and executed by Hammer India, a creative advertising agency based in Kochi, and was directed by Sobha Mohapatra. The story revolves around a young couple reminiscing about the challenges they've been through, and how they always stood by each other. It builds a narrative that reminds us that with the right

ONLINE

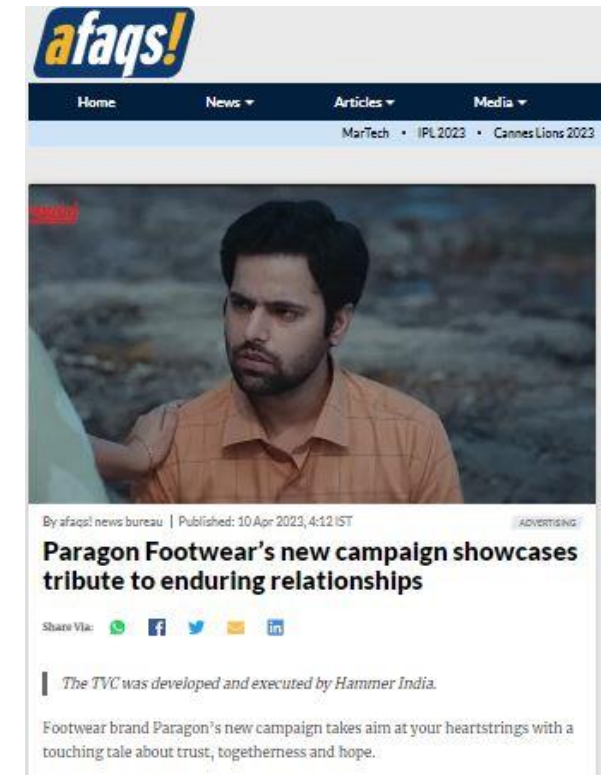
- Media: Adgully
- Headline: Paragon launches new campaign
- Link: <https://www.adgully.com/paragon-footwear-s-new-campaign-130496.html>



The screenshot shows the Adgully website interface. At the top, the Adgully logo is on the left, and a navigation menu includes ADVERTISING, MARKETING, MEDIA, PR, EXCLUSIVES, EVENTS, UPCOMING EVENTS, and INTERNATIONAL. The main content area features a red header for 'ADVERTISING' and a sub-header 'MINUTES TO READ APR 10, 2023'. Below this is the 'ADGULLY BUREAU' section with the Adgully logo and a tagline: 'News in the domain of Advertising, Marketing, Media and Business of Entertainment'. A 'RELATED NEWS' section lists 'FVC' and 'NEW CAMPAIGN' with a 'PARAGON' tag. The main article content includes a large image of a pair of black high-heeled sandals on a white pedestal against a light blue background. To the right of the image, the text reads: 'Footwear brand Paragon's new campaign takes aim at your heartstrings with a touching tale about trust, togetherness and hope. The TVC was developed and executed by Hammer India, a creative advertising agency based in Kochi, and was directed by Sobha Mohapatra. The story revolves around a young couple reminiscing about the challenges they've been through, and how they always stood by each other. It builds a narrative that reminds us that with the right partner, even moments of desperation become easier to handle, and later become sources of inspiration. The campaign was based on a marketing brief developed after extensive research into customer expectations and key product propositions. Paragon primarily focuses on Tier 2 and Tier 3 audiences, and the campaign is meant to be a conceptualization of the challenges that they might have gone through during the past few years. It reminds them that no matter how hard things were, there were also moments to be cherished and milestones to be celebrated.' Below the image and text, there are social media sharing icons for Adgully.com, @adgully, adgully, facebook.com/adgullyindia, and @sreemathk@adgully. At the bottom of the article, a quote from Sreenath Gopi, Director at Hammer India, is provided: 'When you are going through a tough situation, you don't think of it as something you can learn from, because you are fully focused on getting out of that situation,' said Sreenath Gopi, Director at Hammer India. 'It's only later on that you gain a broader perspective, and realise that whatever we went through ultimately made us stronger. We have tried to capture that sense of hope and optimism that we get when we overcome adversity.' The story was developed by Creative Director Cherian Skaria, and the campaign was planned and executed by Anoop KP, Head of Operations.'

ONLINE

- Media: Afaqs
- Headline: Paragon Footwear's new campaign showcases tribute to enduring relationships
- Link: <https://www.afaqs.com/news/advertising/paragon-footwears-new-campaign-showcases-tribute-to-enduring-relationships>



ONLINE

- Media: Media News 4 U
- Headline: Paragon pays tribute to lasting relationships
- Link: <https://www.medianews4u.com/paragon-pays-tribute-to-lasting-relationships/>



Home > Campaigns

Paragon pays tribute to lasting relationships

by MN4U Bureau — April 10, 2023 · In Campaigns, Featured · Reading Time: 2 mins read

AA



Footwear brand Paragon has launched a campaign highlighting the importance of trust, togetherness and hope.

Developed and executed by Hammer India, a creative advertising agency based in Kochi, and directed by Sobha Mohapatra, the TVC's story revolves around a young couple reminiscing about the challenges they've been through, and how they always stood by each other. It builds a narrative that reminds us that with the right partner, even moments of desperation become easier to handle, and later become sources of inspiration.

ONLINE

- Media: Media Brief
- Headline: Exclusive – Campaigns We Like | Sachin Joseph, Paragon Footwear: Brand loyalty transcends generations for our customers
- Link: <https://mediabrief.com/exclusive-campaigns-we-like-sachin-joseph-paragon-footwear/>



In an exclusive interaction with MediaBrief, **Sachin Joseph**, Executive Vice-President at Paragon Footwear, speaks about Paragon's latest campaign, which is a tribute to enduring relationships.

He highlights the insights and creative process that went into this campaign and discusses the media mix and channels leveraged.

Joseph also speaks about the legacy of the Paragon brand and underscores how it adds value to consumers' day-to-day lives.

Read on.



ONLINE

- Media: Passionate In Marketing
- Headline: Paragon Footwear's new campaign is an endearing tribute to enduring relationships
- Link: <https://www.passionateinmarketing.com/paragon-footwears-new-campaign-is-an-endearing-tribute-to-enduring-relationships/>



Paragon Footwear's new campaign is an endearing tribute to enduring relationships.

India, 10th April, 2023: Footwear brand Paragon's new campaign takes aim at your heartstrings with a touching tale about trust, togetherness and hope.

The TVC was developed and executed by Hammer India, a creative advertising agency based in Kochi, and was directed by Sobha Mohapatra. The story revolves around a young couple reminiscing about the challenges they've been through, and how they always stood by each other. It builds a narrative that reminds us that with the right partner, even moments of desperation become easier to handle, and later become sources of inspiration.