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Experience the joy of holidaying differently with Sterling

In its first-ever campaign created by L&K Saatchi and Saatchi, Sterling Holiday Resorts shows how it has transformed itself into an experiential holiday brand for all travellers



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Click on the Image to watch the TVC

Sterling Holiday Resorts Limited, a leisure hospitality and experiential holiday company, has unveiled a TV and digital campaign for pan-Indian audiences. Capturing its brand philosophy of 'Holiday Differently', it showcases various curated holiday experiences and discoveries the brand offers to its guests.

Shot across exotic locations across India to drive variety and curiosity, Sterling's first-ever TV campaign addresses today's evolved traveller, who seeks experiences and not just destinations.

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Through this campaign, Sterling, which was viewed as a vacation ownership brand over the years, shows how it has transformed into an experiential holiday brand for all travellers.

Sterling is undergoing an exciting journey of transformation that started a few years ago with the upgrade of resort infrastructure to the best-in-class standards followed by network expansion to various unique destinations across India.

Ramesh Ramanathan, Managing Director, Sterling Holiday Resorts Ltd. said, "Sterling has evolved from being a pure play time share company to a holiday company, catering to both our Sterling members and the FIT segment. In order to position ourselves as an experiential holiday company, we re-launched our brand in December 2017 with the brand promise of Holiday Differently. We want to bring alive this promise to our target audience by launching the brand communication on TV and digital media."

Peshwa Acharya, Chief Marketing Officer, Sterling Holiday Resorts Ltd. said, "Staying true to our new brand promise of Holiday Differently, we have created our new brand film that has a larger-than-life imagery driven by curated holiday experiences. One unique feature of this film is that it does not focus on resort features but rather on experiences. I am sure that this campaign will drive up consumer awareness and enhance brand perception, leading to improved business indices."

The film has been created by L&K Saatchi and Saatchi and showcases varied travellers experiencing different discoveries at Sterling Resorts and destinations — from a chef serving biryani in a large jackfruit on a table aboard a houseboat, to a woman trying her hand at a loom with local weavers, holding up a vibrant handloom sari.

Rohit Malkani, National Creative Director, L&K Saatchi & Saatchi, said, "From shooting sunrise in the highest tea estate in India to discovering local sweets we never knew existed, the film is a glorious, non-stop montage of these discoveries and experiences. Shot with a mixture of GoPro and a Mini Alexa, we've shot with natural light and minimal frills to keep the traveller experience authentic and inviting."

Sterling is also planning to amplify the brand campaign through digital, social, OTT, print and cinema.

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English TVC:



Hindi TVC:



Credits:

Client: Sterling Holiday Resorts Limited

Creative Agency: L&K Saatchi and Saatchi

CEO & Managing Partner: Anil Nair

Planning and Strategy Director: Sandhya Srinivasan

Sr. VP: Snehasis Bose

National Creative Director: Rohit Malkani

Creative Director: Saurabh Sankpal

Associate Vice-President (Planning & Strategy): Srinivas Madala

Executive Vice-President (Account Management): Sidheshwar
Sharma

VP & AVP (Account Management): V. Ventakeshwaran & Shiv Chitkara

Associate Brand Director (Account Management): Vaishnavi Chowbe

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