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Sterling Holiday Resorts Urges to holiday Differently

By AdAge India Bureau, Published 1 day ago



Sterling Holiday Resorts has unveiled a TV & digital campaign for pan Indian audiences. The campaign captures Sterling's brand philosophy of Holiday Differently by showcasing the various curated holiday experiences and discoveries that the brand offers to its guests. Shot across various exotic locations across India to drive variety and curiosity, the first-ever TV campaign by Sterling addresses today's evolved traveler, who seeks experiences, and not just destinations.

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 travelers.

Sterling is undergoing an exciting journey of transformation, which started few years ago with the up-gradation of resort infrastructure to the best in class standards, followed by network expansion to various unique destinations across India. Speaking on the launch of the Campaign, Ramesh Ramanathan, Managing Director, Sterling Holiday Resorts, 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 now want to bring alive this promise to our target audience by launching the brand communication on TV and digital media."

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Speaking on the launch of the TVC, Peshwa Acharya, Chief Marketing Officer, Sterling Holiday Resorts, said, “Staying true to our new brand promise of Holiday Differently, we have created our new brand film which 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.”

