

## Goldmedal's save water Holi campaign

### Coverage: **ET Brand Equity**

Date : March 2020

<http://bit.ly/3f6YyJT>



The screenshot shows the ET Brand Equity website. At the top left is the logo "ET BRANDEQUITY.com" with the tagline "From The Economic Times". To the right is a banner for "SPOTT AWARDS" with the text "Honouring Brilliance in Audio & Video Streaming". Below the logo is a navigation menu with items: NEWS, LONG COPY, INDUSTRY SPEAK, PORTFOLIO, FACTS & STATS, and BE. A secondary navigation bar includes: MARKETING, ADVERTISING, DIGITAL, MEDIA, SPOTT AWARDS 2020, and BE CELEBRATING 30 YEARS. The main content area features the breadcrumb "Marketing & Advertising News / Latest Marketing & Advertising News / Advertising" followed by the article title "The colours of advertising : A Holi advertising showcase by ET Brand Equity". Below the title is a short introductory paragraph: "Advertising campaigns are known to paint the town red with their high-decibel messaging. This Holi, we look at the different hues that came into play as brands dipped into their palette of colours...". At the bottom of the article preview, it says "ETBrandEquity • Updated: March 10, 2020, 09:26 IST".