

Haier

Created by  Brand Studio

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Objective:

Your achievements speak for themselves when you are good at what you do. Showing their latest washing machine with the same thought.

Campaign:

'**Perform Big, Silently**' is a series of 15 videos that seeks to profile women achievers - Leaders, CXOs and Business Owners, who have stayed away from the public eye even after achieving mammoth feats in their professional and personal lives.

Impact:

The videos showcased the achievements of Indian women across various industries, aligning the silent yet effective performance of Haier's washing machines with the impactful work of these women.

