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Lloyd Opts for Star Sports HD to Highlight its Brand Exclusivity

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For consumer durable major – Lloyd – the name of the game is not numbers but quality eyeballs. Quality is the buzzword at Lloyd and exclusivity the brand aspiration.

With summer shopping season approaching and biggest game season on, it would have been tempted to opt for huge eye balls, but Lloyd has rather opted for exclusivity by placing its commercials only on Star Sports HD for the entire duration of ongoing ICC World Cup.

When asked why Lloyd opted for Star Sports HD, especially when the savvy Director & Head of Lloyd Engineering and Electricals Ltd's consumer arm, Nipun Singhal, who has been driving Lloyd's impressive growth story, would be well aware of

the humungous eyeballs that ICC World Cup would be garnering given the craze for cricket amongst Indians testified by the fact that the event has already crossed 500 million viewership till the beginning of quarter finals as per data released by rating agency TAM.

“For simple reason that Lloyd as a brand and Lloyd products are not your regular consumer durable products. Lloyd product comes backed by a proven and respected engineering heritage with world class technology and in. We are exclusive and this exclusivity has to reflect in our promotional strategy and platforms. We need to stand out in the crowd. Star Sports HD was the only right fit during the current World Cup season,” says Singhal.

What about the lost eye balls – humungous by any standard. Any regret – are you penitent?

From it! Name of the game for us is quality eyeballs, greater recall and not numbers exactly,” says Singhal with a grin that, “crowd sourcing was never our objective.”

He emphasizes that even in terms of numbers he got more than what he bargained for. He provides numbers and explains his enthusiasm. HD households in India have crossed 20 million which is the crème de la crème of million satellite television households in India. And these are the households who value brand strength and are attached with it like peace of mind and quality that come assured with trusted brands. And this where Lloyd

Singhal adds that this association is not a one-off event for Lloyd. Lloyd recently signed a 5-year term with the top event - BT Pro-Am of Champions - as the Principal Sponsor. “We will keep associating with exclusive platforms like to drive home Lloyd's brand lineage and brand aspirations.”

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