

Tupperware brings global campaign ‘Always with you’ to India

The brand brings alive the campaign with on-ground initiatives like social selling and home delivery...

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Tupperware's global campaign emphasises the important things in life

Tupperware, the homeware brand, has launched a brand campaign titled ‘Always with You’, conceptualised internationally and adopted across geographies including India. The campaign aims to emphasise what is truly important in life.

The campaign, ‘Always with you’ is a salute to the spirit of

Tupperware and highlights the most important and relevant aspects including - ‘A new normal’, ‘The importance of home’, ‘Positive realisations’ and ‘Return to what matters.’

The brand functions on the philosophy of ‘care for food’ and its products are also designed to optimise resources, be it time, storage space, leftover makeover or more. In response to the pandemic, Tupperware has launched initiatives like social selling, home delivery services, support to store managers to support people and communities.

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Deepak Chhabra, managing director, Tupperware India, said, “We truly wish to uplift and celebrate the positives by continually creating new policies and procedures to help ensure we keep our community safe around the world by supporting more work from home options, investing in digital tools for our force to serve our customers during this unprecedented time and creating employment opportunities.

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Vivek Chaturvedi, associate director, Tupperware India, said, “With the ‘Always with you’ campaign, we want to continue being the support system of our customers and be their support system in this change. We want to encourage the masses to learn new things to better their lives and invest their time and energy in people and things that are truly important in life.”

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