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# Ceat's strategic timeout talks a different language

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The Ceat strategic timeout board has been transformed in line with the new positioning. It will continue to remain so throughout this IPL season. The board colours changed from traditional blue to integrate the campaign colours along with a QR code that sparked curiosity inviting consumers to scan the code and unlock the next step.



BE Staff, ETBrandEquity  
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A still from Ceat ad

Tyre maker Ceat has announced a shift in its communication identity for the strategic timeout announcements in the IPL 2024. The new strategy positions Ceat as the ideal companion for exploration, reinforcing the brand's commitment to consumer engagement and shared passion.

As part of the newly launched campaign, Ceat has leveraged its decade-long association with the strategic timeout in the T20 championship to deliver its brand message.




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Arnab Banerjee, managing director and chief executive officer, Ceat said, “Our new brand communication emphasises our support to the explorer mindset of discovering hidden gems which are accessible during their travels.”

Lakshmi Narayanan B, chief marketing officer, Ceat, “The new approach incorporates partnerships with travel influencers to showcase the versatility and durability of our tyres in various unexplored, yet accessible locales.”

The campaign features influencer-led storytelling, highlighting Ceat’s products. The first advertisement which is live on TV and social media features travel influencer Brinda Sharma.

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A media statement noted that Ceat’s strategic shift marks a step towards

redefining its brand promise while continuing to uphold its legacy of safety and reliability.



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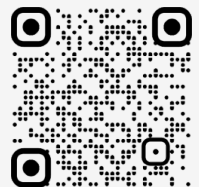
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