

IPL players sing Kingfisher jingle in new ad

Our Bureau

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Kingfisher is back with its copyright jingle "Ooh la la la".

Twenty-one players from the IPL teams Royal Challengers Bangalore, Delhi Daredevils, Deccan Chargers and Rajasthan Royals have come together to sing for a new advertising campaign launched by Kingfisher.

Cricket stalwarts Anil Kumble, Rahul Dravid, Adam Gilchrist, Shane Warne, Gautam Gambhir, Andrew Symonds along with 15 others feature in the latest advertising campaign launched by Kingfisher for IPL 2010.

The 30-second TVC will be aired during the IPL matches on Set Max and other channels across the news, movie and music genres.

Kingfisher as a brand is the "Good Times" partner to Royal Challengers Bangalore, Delhi Daredevils, Rajasthan Royals, Deccan Chargers and Mumbai Indians. It is also the official Umpire's partners.

Says Mr Samar Singh Shekhawat, Senior Vice-President-Marketing, United Breweries, "This IPL, we have lined up a series of marketing initiatives across the country. This TVC is all about creative humour and fun, and revives the legacy of the famous Kingfisher jingle that has been associated with sports for many years now."

Conceptualised by JWT, the commercial has a karaoke-based storyline.