

Parryware launches its new campaign 'YouRooms'

The campaign was conceptualised by Dentsu Impact.

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The campaign was released with a 360-degree approach.

Parryware has rolled out 'YouRooms' campaign with proposition "Your Space: To be yourself". With this campaign, the company aims to go beyond the utilitarian aspect of the bathroom and explore its potential as a personal space. Conceptualised by Dentsu Impact, the campaign seeks to be relatable to all the members of a household by showcasing their stories and situations.