

## SimplyMarry.com launches the "Fire n Ice" Viral campaign depicting love and its shapes

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Noida, Uttar Pradesh, February 21, 2008 /[India PRwire](#)/ -- After its extremely successful ad campaign that targeted the metropolitan user, SimplyMarry.com has been receiving tremendous responses and conversion rates, with its fresh, young, metro-centric, look and feel.

In line with the ad campaign theme, communicating directly to the youth of our metros, SimplyMarry.com has launched its new viral - "Fire n Ice", to consolidate it as "India's Only *Metro-monial* site".

The viral is not only an innovative marketing tool but also a well-crafted creative, touching the hearts of all those who watch it. It not only influences singles, to tie the knot, but also urges couples to reminisce their sweet love-filled memories.

Commenting on the viral **Mr. Rajat Gandhi, Business Head, SimplyMarry.com** said, "Keeping in mind the metrocentric approach of SimplyMarry.com, our latest viral campaign follows the same route of wit and quick humour reflecting the youth's mindset and their varying perspectives towards each other during their relationship.

"SimplyMarry.com does not only focus on marriage, but also the relationship which couples share before and after the bond of matrimony and this viral portrays the same," **Mr. Gandhi** added.

The SimplyMarry.com viral creative is purely visual, with the animation visuals expressing everything, with just a romantic soundtrack - this effectively communicates across language barriers and whoever watches it can understand and relate to it.

Reflecting a youthful, metro-centric "love-is-in-the-air" theme, SimplyMarry.com's viral depicts the complementary relationship between a girl and a boy, being made for each other and responding to each other.

The creative portrays the fun & frolic, and encapsulates the highs and lows that all romantic relationships undergo. In the animation, the boy and girl morph into various animals and objects in response to each other - sometimes as a flower to a honeybee and sometimes to a mouse and cheese, finally culminating into an extremely witty take on 'the frog and the princess' fable, depicting the ever-lasting intimacy between the two protagonists.

The graphic also has a link, which lets viewers send it to their soulmates, which is a great way of expressing love by sharing their feelings through this cute animated video.

The creative has been conceptualised by Mr. Bobby Pawar, National Creative Director, Mudra, and animation designed by Mr. Vivekanand Roy and Mr. Gautam Singh.

So log on to [www.simplymarry.com/fire'n'ice](http://www.simplymarry.com/fire'n'ice) and experience the feeling of falling in love... all over again!

### Notes to Editor

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