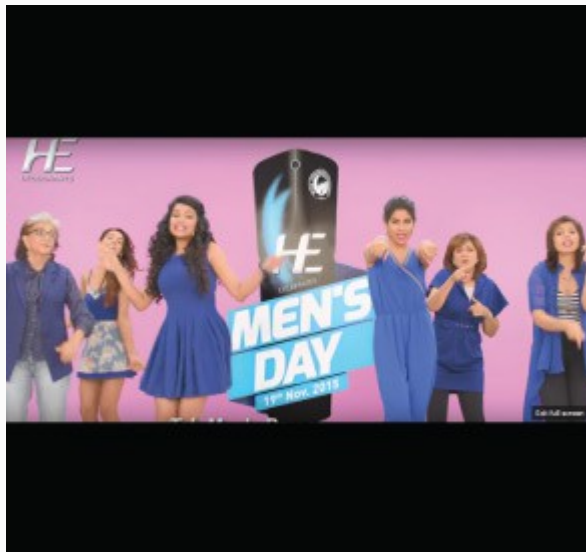


## HE Deodorants launches quirky video on International Men's Day



On the occasion of International Men's Day which falls on 19<sup>th</sup> November, HE Deodorants has released a new digital video titled 'Men's Day Pe Teri Chutti'. The campaign conceptualised by Leo Burnett in a fun way shows women appreciating men's role in their lives and giving them 'chutti' (leave) on this special day for all the sweat they put in for the rest year to please the women in their lives.

Last year the brand kick-started the campaign 'ShowMenSomeLove', which in a tongue-in-cheek manner spoke about how little things done by men are often ignored. It highlighted the plight of men, that day-in and day-out, they have to live up to very high standards of personal, professional and societal expectations, and yet there is no mark of appreciation for their round-the-clock duties. It also urged men and women to wear blue on this day to make it special for all the Men.

### Expert Speak:

The digital agency for the brand on record is WATConsult. Commenting on the video, Rajiv Dingra, Founder & CEO, WATConsult said, "I feel HE deodorant does a great job of owning 'Men's Day' which till a few years ago no one had even heard of. With regards to the two videos, while last year's video was a man's request for some love which got a lot of views from women as it was targeted to them. This year around the video is actually targeted at male viewers as it has women in them giving them a 'chutti' on Men's day."



He further added, "Effectiveness wise this year's video is appropriately targeted as the audience for the brand is men. Also the mood of the video is fun and playful which is in common with last year's video too. If you see the two videos one after the other this year's video looks like a reply from women for

#showmensomelove video of last year. I think overall the treatment of the video and the music is catchy and pacy and does a good job of engaging you through out.”

Sanjay Mehta, Joint CEO, Mirum India, elaborated, “It’s a very interesting video. I quite liked it. In a crowded marketplace of deodorants, a brand may find it hard to out-shout other brands with deeper pockets and larger marketing budgets. Creative differentiation is called for, then. Taking up a "cause" and owning it on digital - in this case, the Men's Day - is a good way to create the differentiation. However, the only thing is that, being an annual event, how do you create sustenance for the campaign and the brand, through the year? If there is a follow up strategy around the same, then it works perfectly.”



**Creative strategy:**

RajDeepak Das, Chief Creative Officer, Leo Burnett comments on the creative thought, “After having initiated Men’s Day celebration with our #ShowMenSomeLove campaign last year, we wanted to take the narrative to another level and help create a movement in the country around Men’s Day. This year we have put a twist where women have joined in to express their solidarity with the men in their lives through a catchy quirky song.”



On [Twitter](#), #WearBlue trended as HE Deodorants celebrated International Men’s Day by urging people to click a picture while wearing blue on this day and also stand a chance to win IPHONE 6.