

Emami enters men's Deo market with a bang!

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Emami took the market by surprise when it recently launched its men's deodorant brand, 'HE' in an already overcrowded personal care space. The company has roped in Bollywood actor Hrithik Roshan as the brand ambassador. The pan-India rollout of the product is currently underway.

The outdoor campaign was executed by Avenir Brand in sync with product launch for Delhi and other top cities in North.

Speaking about the OOH campaign, an Avenir official said "The deodorant market is highly cluttered but still the largest and fastest growing in male grooming segment. The brief was to reach and establish connect with male consumers in this cluttered category".

The Avenir team worked very closely with client's brand team ". We did TG analysis and identified the relevant touch points to create maximum impact". He added, "We used a complete OOH media mix to target TG at major arterial roads, Malls, Metro and in and around top colleges to connect with male consumers".

Advertisement

A graphic advertisement for outdoor advertising plans. It features a dark blue background with white text that reads "READY-TO-USE OUTDOOR ADVERTISING PLANS". Below the text are several white icons representing different types of outdoor advertising: a shopping bag, a document, a house, a person, a car, a factory, a truck, and an airplane. At the bottom, it says "Strategic Partner IIAWS MEDIA" and "outdoor MEDIAPLAN.com VERIFY BEFORE YOU BUY".

Sharing the challenges faced, they said, "It was a time-bound campaign in sync with the launch. We met all the challenges that came our way and made sure that we adhered to the schedule given to us by the client. This was possible by the concerted effort put together along with proper coordination."