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Can Emami's 'He' Deodorant survive on the proposition of 'Be Interesting'?

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Valued at INR 1821 crore, Indian FMCG major Emami Limited entered into the men's deodorant space with the launch of its new product 'He'.

'He' deodorants will be packaged and bottled as 150ml, will be available at INR 180. The product shall be available in six fragrances - Smart, Confident, Extrovert, Recharge, Ruler and Magician. Emami has roped in Bollywood actor, Hrithik Roshan as the brand ambassador of 'He'.

Commenting on the occasion, "Harsha V. Agarwal, Director, Emami Limited said, "Deodorant, despite being cluttered INR 2000 crore category, is still the largest and fastest growing in the male grooming segment clocking double digit growths. The level of penetration being very low, the segment has dynamic prospects. Moreover, consumers have been shifting brand loyalty in this category with a multitude of me-too brands, all in the chic magnet space jostling for consumer attention. This is where "HE" Deodorant with its differentiated promise of urging its customer to 'Be Interesting', as 'Being Normal is Boring' will have an edge."

The range of 'He' Deodorants offer fragrances from the citrus, oriental, marine, *fougere*, woody and musk families. The anti-bacterial property of the deodorant will also help to keep them refreshed and invigorated throughout the day. Hrithik Roshan, actor and brand ambassador of 'He' Deodorant said, "HE Deodorant is for men who detest being common place. In life there are two ways of doing things. The normal, which is also the easiest but boring way or, the interesting way."

Distribution & Packaging

He Deodorant is claimed to be the first ever brand in a premium fiber exterior with snazzy graphics offering differentiated packaging to break the clutter and appeal to the youth, has been designed by a London based firm.

The pan-India rollout of the product is currently under way. The product will be available across all markets focusing on 23 top cities including metros and mini metros, Tier I and Tier II cities in the North, West and East markets of the country in the initial phase. The brand will be introduced in Hyderabad and Bangalore markets in the second phase.

Market Streak

The launch of 'He' Deodorant would be supported by a 360 degree integrated communication, including the digital media. Conceived and Developed by Leo Burnett, a TVC featuring Hrithik Roshan is on air across channels.

The brand conducted an extensive social media marketing campaign, #WholsHe, in the pre-launch phase. The campaign was active across all social media platforms.

The Facebook page of the deodorant current has over 20, 000 likes and their Twitter page has 288 followers. The advertisement, featuring Hrithik Roshan has managed to get over seven lakh views.

'He' Deodorant also has an official website which allows users to go through the 'He Philosophy' and understand what the brand is offering. Additionally, users can see success stories of Indian men on and videos related to the product.

Can 'He' survive on the proposition of 'Be Interesting'?

According to a report by The Times of India, the Indian deodorant market is currently valued at INR 2100. The market currently consists of three top players, which include, Fogg on the first position, followed by Park Avenue. The third position is acquired by Axe.

Axe had managed to connect with the Indian users in its formative days and occupied the number one position then. However, with the increasing competition in the market it fell on the second position last year and now on third.

Experts believe that the chick magnet proposition and angels falling in the advertisement did not click with the Indian TG well. Presently, Axe occupies six per cent of the men's deodorant market.

Darshan Patel's, Vini Cosmetics, Fogg, instantly connected with the Indian TG with its more number of sprays proposition. Fogg currently occupies nearly 17 per cent of men's deodorant market and Park Avenue holds eight per cent of the market share.

In such a scenario, can 'Be Interesting' make a difference?

Attracting male consumers on the prospect of groom well, look well and present well has worked in the Indian market previously. However, keeping in mind the kind of flak that Axe received because of its 'demeaning to women' advertising, Emami will have to be extra cautious.

The deodorant advertising in India is currently suffering with the 'attract women' proposition. Thus, with Be Interesting, Emami is treading along a very thin line. Also, the brand will certainly need something more to offer, because a successful advertising proposition may not necessarily translate into sales.

Men's deodorant market is projected to grow thus giving Emami immense opportunities to succeed. Nonetheless, the brand will need a very strong marketing plan to make the whole proposition seem beneficial to Indian consumers, to make the 'He' Deodorant work in the market.

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