

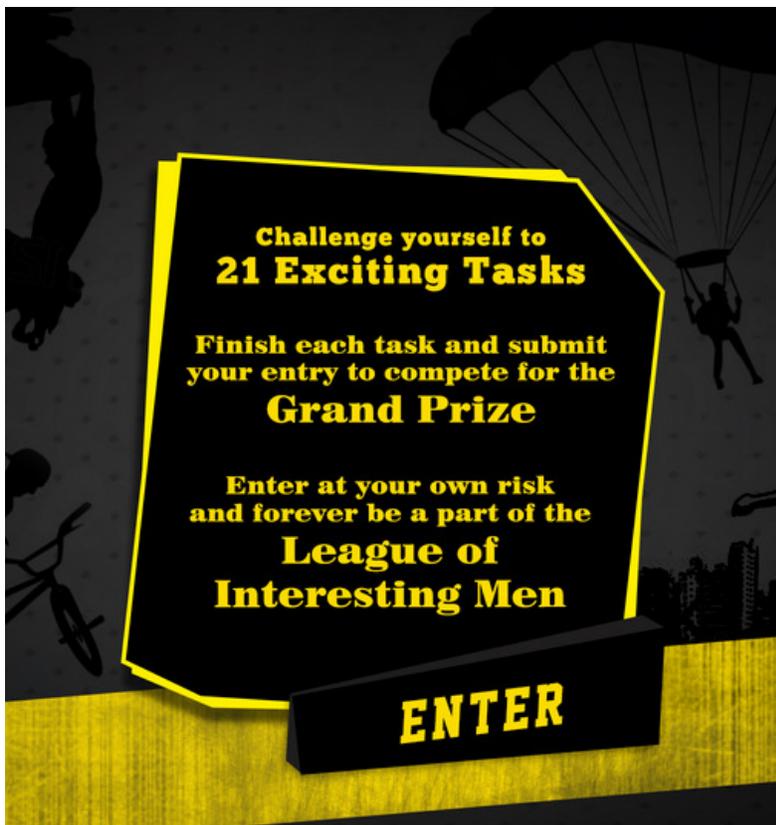
Emami goes social to promote HE Deodorant's League of Interesting Men

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By IDR Staff
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Personal and healthcare product giant Emami launched their '[League of Interesting Men](#)' campaign with a 21 Day challenge starting on September 22, 2014. The company forayed into the men's Deodorant market by launching HE brand of Deodorants. Hrithik Roshan was appointed as brand ambassador for HE brand.

This campaign supports the philosophy of its deodorant brand HE. Playing on the key insight that 'Normal is boring', He Deodorant's philosophy is centered on the idea that in life there are two ways of doing things - The boring way or, the interesting way.

Hence the concept of The League of Interesting Men was born, which gave people the opportunity to take up 21 challenges and show that they are interesting. The seed of the idea was in the insight that today the 18-24 year olds are most active on the social platform and do not let go of a chance to express themselves.



The company created a microsite – www.leagueofinterestingmen.com through which they gave daily challenges to people for 21 days, with Apple MacBook Air, Xbox connect and Xiaomi mobile as the grand prizes. The activities were anything from photo bombing your boss to driving an auto rickshaw to doing a public performance. The participants had to login through their Facebook id and submit their entries in picture or video format.

The company engaged with people through [Facebook](#), [Twitter](#), [Instagram](#) and Google+ via daily online challenges and also provided consolation prizes for interesting entries.



Along with media support to maximize the reach of the campaign, they connected with twitter influencers, like Raghu Ram and Chetan Bhagat, who themselves completed the task and encouraged others to join the League of Interesting Men.



 **raghu ram** 
@bweetfromRaghu 

Last 2 days for @HeBeInteresting's #LeagueOfInterestingMen, an awesome thought to bring out the 'interesting' in us!
bit.ly/HE_LOIM

 Reply  Retweet  Favorite  More

RETWEETS 17 FAVORITES 13 

The Result:

The campaign saw huge participation as 13,000+ users visited the site. With 60 entries per day, the online challenges got more than 1200+ entries. Through the campaign He Deodorants garnered 10 million+ impressions across platforms like Twitter, Facebook and Instagram.

Daily user interactions ensured that the campaign spread through word of mouth and fans flocked to the social pages.

 **HE Be Interesting** @HeBeInteresting · 16h

He rumbles the world of games with his favorite joystick. HE – For the Interesting Man #BeInteresting



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