

'HE' Deodorant celebrates the spirit of a MAN on 19th November

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To commemorate the day, the brand is urging India to WEAR THE COLOR BLUE as a simple gesture to show love to men.

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HE, the popular deodorant brand from the house of Emami Ltd, has launched campaign #ShowMenSomeLove on the occasion of the first ever International Men's Day celebration in India on 19th of November. To commemorate the day, the brand is urging India to WEAR THE COLOR BLUE as a simple gesture to show love to men.

Sing along with HE: The brand today launched its HE digital anthem, So not fair! So not fair! So not fair!..Show men some love. Conceived and Developed by Leo Burnett, the jingle encapsulates in a tongue-in-cheek manner how men, day-in and day-out, 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. The launch of anthem would be supported by a 360 degree integrated communication, particularly digital media.

To be a real man is really a tough call—he has to inhabit roles of a father, son, husband, brother, boyfriend all at one go and each comes with its sets of expectations which he has to deliver with ?lan. Yet there is barely a day which a man can call his own. Time has come to celebrate the presence of these silent everyday warriors and celebrate a day dedicated to them to- acknowledge their unnoticed efforts. For the sake of improving gender relations, promoting gender equality and highlighting positive male role models, the observance of International Men's Day has become of paramount importance globally.

"The idea of alpha males has fallen out of favor for quite some time now. HE deodorant, as a brand, epitomizes the EVOLVED man who tries to "Be Interesting" in his everyday accomplishments. Hence, the brand heralds the emergence of positive role models in the society who do not shy away from obligations, but lends his charming touch to everything. The brand campaign focusses on the fun element and urges people to wear Blue to celebrate Men's Day, which in no way undermines the role of women in our society" said Mr. Harsha V. Agarwal, Director, Emami Limited.