

HE Deodorants Asks Women To #ShowMenSomeLove

This International Men's day, many must have shown love to the men in their lives but, 'HE Deodorants' donned an entirely different look altogether with its campaign #TeriChutti. In its two and a half minute video, the brand asked all the men to be themselves as 19th November is their day - International Men's Day.

WATConsult, a Dentsu Aegis Network agency is the digital agency on record promoting this year's video across digital and social channels.

A division of Emami, the men's deodorant brand launched its campaign #SoNotFair in 2014 and introduced the anthem #ShowMenSomeLove. An extension of the same, this year's quirky video talks about all the oddities a man can possibly own. From their habit of skipping shower to repeating a boring joke; checking out a waitress at restaurants to their farts; on Men's day, they are free to do anything they want to and not worry about anything else.



Speaking about the objective behind the campaign, Harsha V Agarwal, Director, said that in a category where all other brands are talking about attracting the opposite sex, 'HE' believes that there

is a need for a different conversation. "So last year 'HE' decided to stand up for men and showcase them in their different roles in life. Hence the objective was to initiate the men's day celebration. 'HE', as a brand, would continue to run campaigns that would always be interesting and different," he added.

As per Agarwal, the brief was to engage with the consumers in an innovative and effective manner. "Men don't necessarily have it easy, unlike what we think. They might insist that nothing affects them, they never shed a tear and they are the real rocks. But, underneath that tough, valiant exterior, there is always a certain someone who wants appreciation, affection, & who wants you to notice all the things that he does for you. #Teri Chutti campaign was to let the world know that how women can acknowledge the importance of men's role in their life," he added.



Last year the video featured men asking for some love and hence it was targeted to women. This year as the video features women it was targeted to both men and women. To women for them to know how they can #showmensomelove and to men to know what kind of love they can expect from their women.