

Leo Burnett's campaign for HE Deodorant spins a twist to the Men's Day Celebrations



HE Deodorant, the only brand in India to have taken a stand on International Men's Day, has launched a new campaign based on the #ShowMenSomeLove Platform.

After a successful launch last year which initiated the need for Men's Day celebrations in India, this year the brand is back with a new twist. The digital campaign which goes live today reinforces the brand's message that men deserve love and respect through a catchy jingle 'Men's Day Pe Teri Chhutti'.

The unique narrative turns the spotlight on women who express their appreciation for men. They heartily allow men a day of chhutti on their special day for all the sweat they put in for the rest of the year to please the women in their lives. Commenting on the launch of the campaign, Harsh Agarwal, Director – Emami Limited, said "Our effort is to do new things always. In a category where all other brands are talking about attracting the opposite sex, we believe there is a need for a different conversation. So last year we decided to stand up for men by initiating the men's day celebration. The platform found a lot of traction and this year we are taking it forward. Celebrating Men's day gives us an opportunity to engage with our consumers in an innovative and effective manner."

RajDeepak Das, Chief Creative Officer, Leo Burnett comments on the creative thought, "After having initiated Men's Day celebration with our #ShowMenSomeLove campaign last year, we wanted to take the narrative to another level and help create a movement in the country around Men's Day. This year we have put a twist where women have joined in to express their solidarity with the men in their lives through a catchy quirky song."