

HE deos gets women to #ShowMenSomeLove on Men's Day, with a song and dance

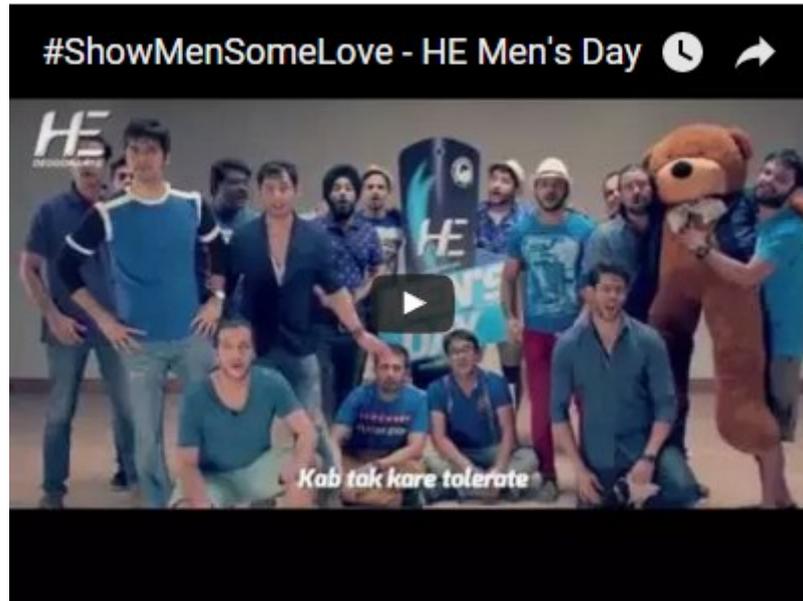


Emami's deodorant brand HE launched a music video ahead of Men's Day, which falls on 19 November.

The video builds on the #ShowMenSomeLove platform the brand created last year, in a bid to own the day and encourage celebration around it.

This year's video features an all-woman cast. The quirky song and dance is about giving men a #chutti (break) on Men's Day, for all the effort they put in through the year to please the women in their lives.

The brand mooted the idea of celebrating the occasion last year, with another video.



Harsh Agarwal, director – Emami, 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, CCO, Leo Burnett, added, “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.”

#### Credits

Brand: He Deodorant

Creative agency: Leo Burnett

CCO: RajDeepak Das

ECDs: Prajato Guha, Sachin Kamble

Creative: Aalap Desai, Indrajeet Kadam, Sambhav Khandelwal, Pratik Khara, Manas Keer

Account management: Oindrila Roy, Ravi Adhikari, Deepika Das, Aadil Malkani

Planning: Ajeeta Bharadwaj, Niharika Talwar

Production House: Ubik Films

Directors (film): Surjo Deb Producer: Sonu Bhandari, Saikat Chakraborty

Lyrics: Amitabh Bhattacharya

Music: Bobo Amartya Rahut