

Show men some love on International Men's Day, November 19!

It's easy to say, 'It's a man's world,' but hard to remember that International Men's Day falls on November 19 each year. Ironically, so. As compared to International Women's Day, much celebrated on March 8 every year with much pomp and show, Men's Day is usually pretty low-key, since only a section of our society knows about it and is aware of all the hoardings and adverts that have now begun to promote this day.

This is one of the most beautiful campaigns by a deodorant brand (created last year) to raise awareness about International Men's Day. The song, the lyrics, the video -- emotes the feeling of every common man in a nutshell, along with some humour too. With hashtag of #Showmensomelove, this video created waves in the media a year ago. Time to watch it again, coz November 19 has almost dawned on us!

