

LITTLE GANDHI INDIA

CATEGORY **PERSONAL CARE 2** | AGENCY **LOWE** | CLIENT **HINDUSTAN UNILEVER LIMITED**



PRESENTER

KHUSHNUMA DARUWALA
Senior Brand Planning
Director, Lowe

Khushnuma started out in market research in India. After spending a total of four and a half years in this field, gaining experience across a spectrum of categories, ranging from FMCG, Personal Care and Financial Services to Telecoms, she progressed into Account Planning, culminating in her most recent move as regional planner South Asia on OMO.



CAMPAIGN SUMMARY

Cricket, tea and Lifebuoy are perhaps the three biggest influences of the British that have seamlessly merged into Indian society. Unfortunately, Lifebuoy long suffered the baggage of being a 'cheap, red soap for poor men'. Breaking away from this image and widening appeal amongst urban non-users of the brand, without alienating the current users, was the brands' ambition.

Focusing on the 'Mother' as the decision maker for toiletry purchases in her home, a self assured figure encourages her child to engage life fearlessly, unanxious about dirt and germs. In a clear break from past communications, the brand was positioned as a saviour and protector from great illness and germs. The idea led to the creation of a character called 'Little Gandhi', who cleans up a dirty neighbourhood with the encouragement of his mother.

Positioning Lifebuoy as an enabler, met the brands goal in achieving adding 2 million new households to its sales.

CLIENT CREDITS

GOPAL VITAL
Category Head
Personal Wash
RAJEV SHUKLA
Global Brand
Development
VIJAY SINHA
Regional Brand
Director

स्कूल में कोई
डर
नहीं*

100% better germ protection*
LIFEBUOY
STRONG
100% germ protection*
LIFEBUOY
NATURE
100% germ protection*
LIFEBUOY
FRESH
100%

कीटाणुओं से लड़ने में 100% बेहतर.*
* at fighting germs than soaps without actives as per test after 4 hours.

AGENCY CREDITS

T. KRISHNA
Senior VP

NIDHI MEHRA
Senior Brand Services
Director

NAVIN SHENOY
Brand Planning
Director

R. BALAKRISHNAN
Chief Creative Director

ASHIT DESAI
Creative Director

MANOJ TAPADIA
Creative - Copy