

UNCOMMON SENSE INDIA

CATEGORY **BRAND & CORPORATE IMAGE** | AGENCY **BATES DAVID ENTERPRISE** | CLIENT **MARICO**



PRESENTER
DHEERAJ SINHA
 Vice President - Strategic Planning, Bates David Enterprise, India

Dheeraj leads the Strategic Planning function for the Mumbai & Kolkata offices of Bates and is Regional Strategic Council Head, India/West Asia. With a keen interest in how the dynamics of change are shaping the new Indian consumer, he has written and spoken about the changing Indian mindset in local media and at regional forums.



TVC above: We see a young guy interviewing an older gentleman. The impression we get is that the young guy is an employer and the older gentlemen is seeking a job at Marico. The younger guy grills the older gentlemen with the usual interviewer-like questions.

"Tell me about yourself"

"What are your notable achievements in the last few years?"

At the end of the interview the younger guy smiles, shakes the older gentlemen's hand and says "I'd like to join your company".

This is when the penny drops and we realize that the younger guy was an applicant and not the interviewer.

This is to demonstrate the 'Uncommon Sense' approach that Marico uses.

In this case the empowerment of employees.

CAMPAIGN SUMMARY

India's decade of tremendous change, led by economic forces, has created a media explosion inviting opportunities for a changing demographic and evolving mindset to be embraced.

To fuel Marico's proven, aggressive ambition for growth, they aimed to recruit dynamic and progressive new talent by targeting smart, entrepreneurial thinkers with a language they would buy into. Historically known for its strong internal culture of dependability and trust, Marico had overemphasised 'Brahminical' values. The campaign embraced India's overall change and adopted a sense of 'celebration' to lighten the perception of their brand and suggest risk-taking through the creative idea of 'uncommon sense', which celebrated Marico's ability to play with the given boundaries.

Freedom, early empowerment, cross functionality and uninhibited ambitions became some of the value propositions, creating a major response from highly desirable employees. The brand perception changed and placed Marico well ahead of its competitors in the recruitment round.

OPEN
TO SEE
YOUR NEW
BOSS



DM

CLIENT CREDITS

SAUGATA GUPTA
CEO

AMEYA S. NANIWADEKAR
Head of Strategy

AGENCY CREDITS

SUBHASH KAMATH
CEO

DHEERAJ SINHA
VP - Strategic Planning

RAJEEV RAJA
Executive Creative
Director

DARSHAN CHOUDHARI
Creative Director

ROY ABRAHAM
Creative Group Head