

LIVON

In-and-Out

Marico has revamped Livon's formulation, packaging and communication. A look at the effort. By Ashee Sharma

Marico's hair care brand Livon Serum just got a makeover and to convey the new proposition, Marico has launched a new campaign, 'Pretty girl swag'. Executed by DDB Mudra, it features Bollywood actress Kangana Ranaut as Livon's first ever brand ambassador. The television-led campaign that will be on-air for 12 weeks, from October to March, is also being supported digitally.

Anuradha Aggarwal, recently appointed CMO at Marico, explains, "The objective of this campaign is to grow the category. Ranaut's appeal cuts across age and income groups and her attitude embodies the brand's proposition of 'free to be fabulous'."

WHAT'S NEW?

Enriched with vitamin E, the 'next-generation Livon Serum' is an ultra-lightweight formulation, that comes with a fragrance for the first time. In addition to the new brand look that curiously resembles the cover of a fashion magazine, there has been another significant change at the packaging level. Livon Serum will now be available in single use sachets as well.

While the product-level changes are based on consumer feedback, the introduction of the new SKU (Stock Keeping Unit), informs Aggarwal, is aimed at increasing product usage among existing consumers and encouraging trials among new ones.

"When girls think of looking good without putting in much effort the image that comes to their mind is that of a fashion magazine," explains Aggarwal. To gather such insights the company carries out in-depth research by engaging with customers to understand their hair care habits and interaction with the category.

For instance, says Aggarwal, the biggest challenge for college-going girls is to keep their



Aggarwal: A new look

hair from getting tangled when they step out. This insight propelled the brand to position itself as a detangling serum. But, the revamped product has an additional functional benefit of damage protection.

LIVON: ON A REWIND MODE

Brand Livon was originally owned by the Ahmedabad-based Paras Pharmaceuticals. It was bought by the UK-based Reckitt Benckiser in December 2010. After the reshuffle, Cut the Crap retained the Livon account, which it took over from Mudra in 2010.

In early 2012, Marico acquired a part of the personal care business from Reckitt Benckiser. This included, among other brands, Livon, for which DDB Mudra was again assigned the creative mandate in December 2012.

As the brand moved between parent companies and agencies, its advertising also evolved from DIY ads (the 'Damp, Dab, Dazzle' series of ads) to ones that conveyed the product's functional benefits such as shiny and beautiful or smooth and manageable hair. In 2009, Mudra had executed an ad for Livon which used 'The Livon Dolls', dolls with luscious hair, created for the campaign.

It's 2015. Along with the product, the definition of beauty has also changed and to convey the message Livon has chosen Ranaut as its first brand ambassador. The 'Pretty girl swag' campaign talks about the emotional benefit of the product for girls who want a simple solution to good looking hair and are comfortable and confident in their skin. ■

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Livon: old (top) and new (bottom) packaging