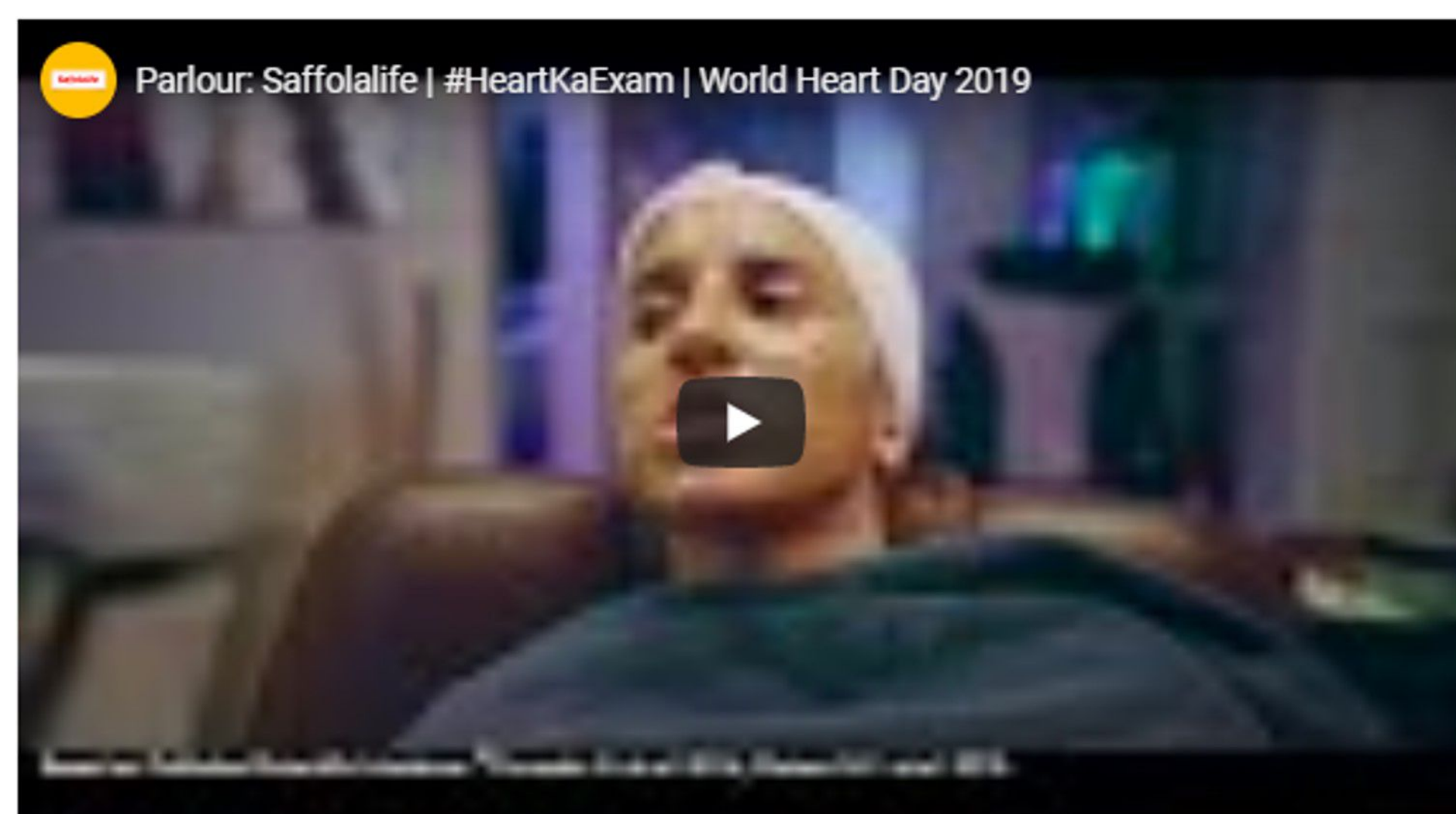


Saffolalife brings daily habits under the focus ahead of 'World Heart Day'

Watch the film conceptualised by Mullen Lintas here



Marico has created a digital campaign to raise awareness of a 'healthy heart' ahead of 'World Heart Day' which falls on 29 September.

Conceptualised by Mullen Lintas, the campaign consists of two films.

The first film (above) drives home the point that sleeping for less than seven hours every night can lead to heart risks.



The second film builds awareness around the impact of belly fat on heart health.

Along with the films, Saffolalife has also created an online tool '[Heart Ka Exam](#)'. This helps people understand how their lifestyle choices could be impacting their heart health.

Koshy George, CMO, Marico, said, "Committed to creating a heart healthy India, Saffolalife has undertaken various initiatives to encourage people to adopt a proactive healthy lifestyle. This year, on World Heart Day, the Saffolalife campaign aims to build awareness around small things that impact the heart. It also inspires people to first understand the risk to their heart health through the online 'Heart Ka Exam' tool and consequently take simple steps for a healthier lifestyle."

Azazul Haque and Garima Khandelwal, CCOs, Mullen Lintas, said, "Our objective for this year's World Heart Day campaign by Saffolalife was to build awareness about the relationship of small, often ignored lifestyle habits with our heart health. Therefore the idea of creating a Heart Ka Exam was born which is symbolic of a report card for your heart's condition. On World Heart Day we are nudging people to take this exam and learn by heart the effect of these small habits like sleeping inadequately or having belly fat on their heart health."

CREDITS:

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