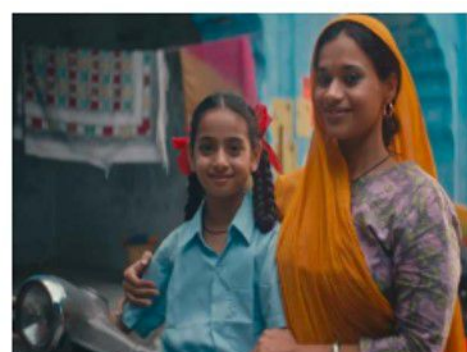


Campaign Trail: Here's why these ads caught the reviewer's attention

Clinic Plus, Mahindra Rise, Platinum for Men, Motilal Oswal, Turtle, Saffola Life, NBA

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To start with, not many categories (in Indian society) can get closer to owning the mother-daughter bond than hair care.

By [Gokul Krishnamoorthy](#)

This column will feature ads that caught the reviewer's attention for the right reasons, released or live during the week gone by. The hunt is for real work that cuts through the clutter from a consumer perspective, work that breaks new ground, work that elevates communication in the category, with an admitted bias towards campaign-able ideas.

Saffola Life - Heart Ka Exam



This hammers home the message with a couple of slice-of-life scenarios, one at a tailor's and another at a parlour. "Less sleep" and "belly fat could lead to heart problems." Once you get that message (it's hard not to get it), you are led to take Saffola Life's #HeartKaDoctor exam to understand how your heart is doing. Meantime, Saffola Life has cemented itself as the brand to trust your heart (health) with.