

Ranveer Singh dons the caveman avatar in Set Wet's new ad

Conceptualised by Taproot Dentsu, the ad film has been directed by Rajiv Rao. The campaign targets GenZ and millennial consumers with quirky and fun story-telling. It takes a step back from the generic swooning-girl trope that most men's grooming ads use, promotes being cool by being yourself and reinstates Set Wet's 'Sada Sexy Raho' motto...

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Ranveer Singh in the Set Wet's new ad

Set Wet, the men's grooming brand by Marico Limited, has launched a new campaign featuring its brand ambassador Ranveer Singh, with long-time ambassador Ranveer Singh. Created by Taproot Dentsu (a dentsu MB company), the campaign targets GenZ and millennial consumers with quirky and fun story-telling.

The video shows Ranveer Singh from a prehistoric era talk about the troubles that he had to go through to look cool, like fighting a wild animal or saving people from natural calamities, while all a modern day Singh had to do was use Set Wet and be himself. The ad takes a step back from the generic swooning-girl trope that most men's grooming ads use.



Koshy George, chief marketing officer, Marico Limited, said, "As a youth centred brand, Set Wet has always strived to echo the mind-set of our consumers. Today's generation has prided themselves on finding the best and most unique solution to their problems, and we aimed to take that ideal a step further with this new campaign. Together with the iconic and beloved Ranveer Singh, this campaign elaborates on the resourcefulness, uniqueness, creativity, and cheeky nature of our consumers, showing how they can be the sexiest version of themselves."

Ayesha Ghosh, chief executive officer, Taproot Dentsu, said, "A brand whose baseline is Sada Sexy Raho and whose brand ambassador is a livewire, usually means that campaign development is a rollicking ride, all the hard work notwithstanding. Add to that, Team Set Wet were just as keen as us to break the mould of the conventional grooming product ad. Once Yogesh Rijhwani, the executive creative director, who conceptualised this ad, landed the prehistoric man comparison, Ranveer's flair for pulling off unexpected characters and director Rajiv Rao's effortless style of storytelling took the idea to the next level."