



Hair & Care celebrates the joy of open hair with its latest campaign #KhuleBaalBefikar

Partners with TikTok for a Hashtag Challenge resulting in more than 2.8 billion views

Uses motion sensors activated outdoor advertising boards

Mumbai, November 29, 2019: Staying true to its philosophy of being youthful and contemporary, Marico's Hair & Care recently launched their new campaign #KhuleBaalBefikar that celebrates the joy of 'Khule Baal' or open hair. The film that is currently on air shows a few, fun situations where the protagonist isn't able to enjoy a ride either on a carousel or in a convertible because of the heavy, sticky hair oil which doesn't let her hair dance. Adding a quirky hint of nostalgia, the iconic song *Ude Jab Jab Zulfein Teri* plays in the background as the couple discovers the joy of free flowing hair because of a light, non-sticky hair oil.

A key element of this campaign was the TikTok challenge that went live on 23rd November with top influencers of the platform and crossed 2.8 billion views within 3 days. The brand worked with influencers across multiple cities and challenged TikTok users to make their hair dance and upload videos of their best hair moves with the hashtag #KhuleBaalBefikar. The activity saw 2.8 million videos created with multiple, fun takes on free flowing hair.

Speaking about the campaign, **Mr. Koshy George, Chief Marketing Officer – Marico Limited**, said, *"At Marico, our priority is to understand consumer mindset and accordingly develop an insight-driven campaign. Hair & Care is a young, fun brand for audiences who like to enjoy every moment in their lives fully. These consumers are always looking for entertaining content on the new-age social media platforms and are willing to adopt new trends. Our media mix was hence devised scientifically keeping in mind newer formats that would gain engagement from our core consumers. TikTok is one such platform that has helped us drive our brand narrative - #KhuleBaalBefikar in a fun, engaging, short-video format."*

Speaking about the association, **Mr. Sachin Sharma, Director of Sales and Partnerships at ByteDance India** said, *"Our priority is to create value for our brand partners. We present exciting ways for brands to reach and engage with a broader audience. Our association with Marico on a unique Hashtag Challenge is a classic example of how our ad solutions can be leveraged within the TikTok community. We are elated to see the response that this campaign has garnered on our platform."*

With a 360-degree integrated marketing communications approach, the campaign went live with a TV commercial in Hindi-speaking markets. The brand has also innovated with their OOH advertisements in the form of motion sensor boards at targeted locations including the Saki Naka Metro Station, Mumbai and the Jawaharlal Nehru Marg, Jaipur. The screens display the photo of a girl with open hair that is programmed to fly every time a train or a bus enters the station. A radio campaign was also a part of the mix where listeners were encouraged to share their 'Khule Baar Befikar' videos on the RJs' social media pages.

The film was conceptualized and shot by BBH India with Chrome Pictures and is currently on air in Hindi speaking markets. Commenting on the campaign, **Subhash Kamath, CEO & Managing Partner, BBH India**, said, *"Hair & Care has always been an exciting brand for us. It is young and fresh and demands a very*



different approach from regular hair oil advertising. The brief was simple and clear and we had fun creating this campaign. The promise of 'Khule Baal Befikar' isn't just a functional promise. It symbolises the sense of freedom and expression of our youth audience. So it was important to make it fun and entertaining, and the creative delivered beautifully on that promise."

TVC Link: <https://www.youtube.com/watch?v=YV8YUHaYGXI>

Agency: BBH India

- Chief Creative Officer & Managing Partner: Russell Barrett
- CEO & Managing Partner: Subhash Kamath
- General Manager: Sarita Raghavan
- Creative Director: Ira Gupta
- Senior Business Partner: Shivani Dand
- Business Partner: Vimesh Salian
- Senior Strategist: Amrita Korwar
- Production House: Chrome Pictures
- Director: Hemant Bhandari
- Producer: Abhishek Notani
- DOP: Tapan Basu
- Assistant Producer: Aditya Gupta
- AD Team: Bhavtavya Saklani, Rishabh Jain, Rishi Parinja, Avinash Sharma
- Production Manager: Rimal Arora
- Production Assistant: Drishti Goda
- Post Producer: Mithun R Shaw

About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies, in the global beauty and wellness space. During 2018-19, Marico recorded a turnover of about INR 73.3 billion (USD 1.05 billion) through its products sold in India and chosen markets in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Parachute Advanced, Saffola, Saffola FITTIFY Gourmet, Coco Soul, Hair & Care, Nihar Naturals, Livon, Set Wet, Set Wet Studio X, True Roots, Kaya Youth O2, Mediker and Revive. The international consumer products portfolio contributes to about 22% of the Group's revenue, with brands like Parachute, Parachute Advanced, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, XMen, Sedure, Thuan Phat and Isoplus.

About TikTok

TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy. TikTok has global offices including Los Angeles, New York, London, Paris, Berlin, Dubai, Mumbai, Singapore, Jakarta, Seoul, and Tokyo.