

ANURADHA AGGARWAL | MARICO LIMITED

‘WE WANT CONSUMERS TO HAVE SWAG’

For years Marico has nurtured products which have become household names and presently the company is giving a makeover to one of its top brands - the Livon serum. Anuradha Aggarwal, the Chief Marketing Office at Marico Limited talks about Livon's new avatar and why Kangana Ranaut is the perfect brand match

By NEETA NAIR

CMO FILE

Anuradha Aggarwal is the Chief Marketing Office at Marico Limited, leading the Marketing function globally. Prior to Marico, Aggarwal was working with Mondelez International as Director Innovations, Biscuits Category for Mondelez Asia Pacific, where she was responsible for leading innovation strategy, new product development and global brand deployment in China, India, Australia, South and South East Asia. Aggarwal has earlier worked for Hindustan Unilever for 12 years and was the Senior Vice President – Brand Communication and Consumer Insights, Vodafone India for 4 years.



MARKETING TIP

Know your category, know your consumer. It sounds trite, but it is true.

Q] What was the insight behind this ‘pretty girl swag’ campaign for Livon which has a fresh new look and an ultra-lightweight formulation?

When the Livon team met consumers, one of the things we realized is people want to be fabulous, they want to have great looking hair, they wanted all that without damage to the follicles. And then, to top all that they also wanted it in a don't-have-to-try-too-hard sort of way. People want to feel free to be fabulous. And that's really the fundamental insight behind the brand.

Q] Why did you rope in Kangana as the brand ambassador for Livon?

We realized that her personality is perfect for Livon, she is the ‘swag queen’, and can get away with playing roles across the spectrum of society. Also, she can speak in accented Hindi, in Haryanvi, and it all works, because she is genuinely free to be fabulous in whatever manner she chooses. And it's the same thing with Livon. Livon gives the consumers the license to be free, to be fabulous. The idea is that once you have confidence in your hair, it gives you confidence to do whatever you like. In the film, Kangana goes to a party wearing pajamas because she didn't have time to get ready. She is just happy to have fabulous hair and she has the confidence to be free. And I think that's the fundamental confidence that we want consumers to have. We want consumers to have swag, and Livon gives them that swag.

Q] All these years Livon didn't have a brand ambassador. Why did you decide to have one now?

I think fundamentally consumers associate

themselves with the personalities of the celebrities and then in turn they attribute those very personalities to brands. We thought that Livon and Kangana had this amazing fit. Kangana brings to the table the personality of the brand the way we wanted it expressed. So, I think for the brand it's a great partnership, between the ambassador and the brand as well as its personality. Also, brand ambassadors help you cut through the clutter, there is no question about it. But, you also need to be very careful while selecting one and we are happy and lucky to have a really great brand ambassador like Kangana.

Q] What is the marketing mix of this campaign and which medium would be the focus of your ad spends?

We are of course, on air with television advertising and we are going to be doing a full digital activity to connect with our consumers. We are also marketing a completely new packaging of Livon in the form of sachets which allow people to test them out before buying a bottle. Also the digital medium is becoming more and more relevant in our mix. As our consumers go there, so will we.

Q] Does your marketing strategy change from region to region or is it more like one-size fits all strategy?

Livon is a national

