

“Thoda Love Jatao” with Parachute Advansed’s new campaign

Encourages people to actively and regularly invest in their relationships through little acts of love

Mumbai, August 2017: Parachute Advansed, a brand that stands for nurturance, has launched a new campaign called ‘Thoda Love Jatao’ which marks the beginning of a new phase in the brand’s life, that of donning a larger purpose – to Inspire people to invest in the power of love.

The brand believes that due to people’s increasingly hectic lives, responsibilities and aspirations, personal relationships have steadily started taking a backseat. Interestingly, we find that it is the closest of relationships that often suffer the most, where for want of time and sensitivity, people don’t end up expressing their love enough.

Parachute Advansed finds itself in a unique position, wherein by virtue of the act of champi, it has been a part and parcel of strong emotional bonds - be it confiding, nurturing, gossiping or even crying with a loved one, people have experienced it all during oiling. It is due to this connection that we believe we can make a positive difference to people’s lives beyond just beautifying hair by sensitizing them to how less they are investing in relationships that matter. We believe just like hair, relationships too can blossom, as long as we regularly keep investing a little.

Cutting across all age groups, the brand addresses the progressive men and women who are living in a time where there is a certain amount of strain on their relationships with improbable expectations. Parachute Advansed believes that no matter the gender or socio economic strata, everyone pines for a warmer world of love and nurturance.

The campaign is propagated through an ensemble of three TVCs. The multiple stories are intended for everyone to find that one story which they can relate to and through the narrative realize that they, too, can make relationships more beautiful – all it takes is a little love. The love expressed in each instance is through the act of oiling with Parachute Advansed which has always emotionally been ‘love in a bottle’. The campaign encourages people to invest more in their relationships with the tagline ‘*Thoda Love Jatao*’.

The brand has undertaken a pan India multimedia campaign approach across digital, print, radio and PR followed by a chain of activations in September.

Adding to the launch of the new campaign, **Anuradha Aggarwal, Chief Marketing Officer, Marico Limited** said, “Although Parachute Advansed has played predominantly in the category of hair oiling, its emotional impact and association has been much larger than just hair. Through this novel campaign, the brand extends its core of nurturance by championing a greater purpose of inspiring people to invest in the power of love. It encourages people to invest in their relationships and express their love to the ones that matter, amidst their busy lives. It transcends the communication from nurturance for hair to nurturance and love for relationships.”

Pradyumna Chauhan, NCD McCann Worldgroup said: “This campaign for Parachute Advansed expresses the view the brand has on today’s rapidly changing world. The belief is that in many ways life has become drier than it was. The one thing that we can possibly counter that with is love and a great way to express this love is to oil hair with Parachute Advansed. A timeless act of oiling, that is even more relevant in today’s drier times. Love expressed across families, new relationships and even for one self is how we could possibly reclaim a life that is not dry, but the one that continuously grows with love.”

Suraja Kishore - Executive VP & GM, McCann Mumbai & National Head Planning - Truth Central: “Parachute Advansed is more than just another brand of hair oil. It is a brand that’s very much a part of our culture. As much as we feed on culture, we must also influence new norms and rituals. We realized that oiling your hair or that of your loved ones is one of the most intimate rituals that only Parachute Advansed can appropriate in the personal care. Evolving the brand narrative from nurturance and nourishment for hair to nourishment that can rid this world of transactional interaction and cold attitude towards one another, we thus set the brand to play a very active role in connecting today’s world. All it takes is *Thoda Love Jatao!*”

Link: [YouTube link](#)

TVC credentials:

Creative agency – McCann Worldgroup

Ad Director - Amit Sharma – Chrome, Music Director – Clinton Cerejo

Creative team - Prasoon Joshi, Pradyumna Chauhan, Mangesh Someshwar, Navin Chawla, Tarun Kumar, Mustafa Shaikh, Pritam Singh, Surabhi Dave

Account Management - Suraja Kishore, Sujala Martis, Pooja Muralidhara

Account Planning - Partha Sinha, Suraja Kishore, Pearl Vas

About Marico Limited:

Marico (BSE: 531642, NSE: “MARICO”) is one of India’s leading Consumer Products Group, in the global beauty and wellness space. During 2016-17, Marico recorded a turnover of INR 59 billion (USD 886 Million) through its products sold in India and about 25 other countries in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Parachute Advansed, Saffola, Hair & Care, Nihar, Nihar Naturals, Livon, Set Wet, Mediker and Revive. The International business contributes to about 23% of the Group’s revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men and Thuan Phat.

Marico’s focus on sustainable profitable growth is manifest through its consistent financial performance, a CAGR of 10% in Turnover and 18% in Profits over the past 5 years.