

Livon announces its latest multimedia #SalonNahinLivon campaign targeting college girls

Mumbai, August 2016: Marico Limited's Livon hair serum has launched its latest multimedia marketing campaign centered around college-going girls, featuring brand ambassador Kangana Ranaut. The new campaign aims to drive relevance for the serum category and Livon in specific through a sharp functional story and role for the brand in consumer's life. The TVC features Kangana flaunting her naturally curly locks highlighting its beautiful salon finish.

Targeting college-going girls, the campaign encourages them to look fabulous everyday sporting salon finish hair with Livon. It propagates that a Livon girl is one who believes she is a star who needs to shine every step of the way. She is on a voyage of being vivacious, vibrant and ready for her selfie moments – Livon being her constant companion to an anytime, anywhere salon finish hair. It gives this young girl the ability to have an edge about her always by giving her access to the much desired salon finish hair at the convenience of her home! And given that Livon Serum works great on all hair types, ranging from tight curls to poker straight tresses!

The TVC #SalonNahinLivon, showcases Kangana shopping at a boutique while waiting for her friends. Her friends are intrigued about the super smooth texture and the fab gloss of her hair and tease her about visiting the salon even before a shopping trip! Kangana shares her super simple solution, "Salon Nahin Livon" – the quick at-home trick to salon finish hair! It then cuts to Kangana applying the serum on her damp hair just after a shower, and a voice-over speaking about the micro-smootheners in Livon Serum that align hair cuticles making them 3X smoother and 50% glossier. The campaign also exhibits the versatility of Livon which can be used to make all kinds of hair look amazing, which is why Kangana Ranaut, with her famous curly hair trusts Livon Serum.

Ms. Anuradha Aggarwal, Chief Marketing Officer, Marico Limited added, "The Livon Girl is a college going girl who is on an unstoppable journey to seize every opportunity to have fun, explore, curate new memories and craft her own story. Amidst all these moments, being spotlight ready with fabulous hair is what she desires and her benchmark is the perfect salon finish. That's when Livon steps in and provides her a simple solution to achieve instant superb salon finish look even at the convenience of their homes."

Mr Sambit Mohanty, Creative Head (North), DDB Mudra said, "Livon Serum is a young college girl's ally in her journey of being unstopably fabulous. And to be fabulous in each moment, she needs her hair to always look fabulous. Livon Serum's instant ability to give her super smooth and ultra glossy salon finish hair that she so desires, at the convenience of her home is what led to the creative idea of 'Salon Nahin Livon'. Our TVCs have Kangana wow her friends with her awesome super glossy hair to which they ask her if she has been to the salon even before just a shopping/coffee date with them. It's then that Kangana reveals "Salon Nahin Livon" as the key behind her fabulous salon finish hair."

An integrated media approach is undertaken using TV, digital video and content, print magazines, radio and PR. A digital heavy plan is curated considering 100% of the TG is on digital platforms

TVC link- <https://www.youtube.com/watch?v=BVAkAUnW1hc>



TVC credentials:

Agency: DDB Mudra

Chairman & Chief Creative Officer: Sonal Dabral

Head of Office (North): Vandana Das

Creative Head, North: Sambit Mohanty

Creative Team (Copy): Eman Bose, Shatrughan Tripathi, Abhimanyu Prathap

Creative Team (Art): Pulak Bisht, Suketu Gohel, Anujit Ray, Aindrila Chatterjee

Account Planning: Sumeer Mathur, Radhika Likhi

Account Management: Vineet Kindra, Shweta Raina, Nandita Bajpai, Gladys John

Production house: Apostrophe Films

Director (film): Kaushik Sarkar

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 2015-16, Marico recorded a turnover of about Rs. 61 billion (USD 915 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 consumer products portfolio contributes to about 22% of the Group's revenue, with brands like Parachute, 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 16% in Turnover and 19% in Profits over the past 5 years.