

## AD REPORT

# A weekly fix of creative and curious brand campaigns

## One More #Challenge



Hashtag challenges, it seems, is the Indian marketers new go-to

solution to make their campaigns "millennial-friendly". Latest to join the bandwagon is **Marico-owned Hair & Care**. Part of its new campaign **#KhuleBaalBefikar** currently playing on TV screens near you, is a TikTok challenge. The brand worked with influencers across multiple cities and challenged users on the Chinese short-video app to make their own "hair dance" videos. Citing an astronomical number of views, the company said the campaign's all about celebrating the joy of *Khule Baal*. The main film features a woman in sticky hair situations where she can't quite enjoy the joys of riding a carousel or in a convertible car because of the old hair oil that keeps her tresses too firmly in place. Well, that's a whole lot better than stepping out of a convertible looking like you've just been electrocuted. The campaign's created by **BBH India** and **Chrome Pictures**. And features an old hit 'Ude Jab Jab Zulfein Teri' that plays in the background as they "discover the joy of free flowing hair because of a light, non-sticky hair oil."

Marico's lead hair care brand, **Parachute** was also in the news recently after **Dabur's Anmol Gold** hair oil brand went into full combat-mode in an ad that began with the line "Dabur Anmol Gold Coconut Oil now at much better value than Parachute Coconut Oil." Not as legendary as the Cola Wars, but hair oil brands' battles in advertising can get quite messy. Sometimes taking the fight to courts.