

Now carry a salon in your bag; communicates Livon Serum's new campaign
Targeted towards young girls with impromptu plans

Mumbai, February 2018: Marico Limited's Livon Serum has launched its latest ad film, an extension of its campaign thought - 'Salon Nahin Livon'. A category leader in the serum market, this new communication aims to showcase Livon Serums' promise of delivering super smoot and salon finish hair, instantly.

The brand caters to the young girl who always strives to look her fabulous best and being 'selfie ready' is of utmost importance to her. In a fast-paced life of impromptu plans and unplanned outings, she wishes to have that luscious flowing hair without entering a salon. Taking cognizance of this, Livon Serum aims to instantly deliver an overall spectacular look with salon-finish hair - free of fizz and ultra-glossy, on demand.

The tongue-in-cheek TVC depicts two girls seated in a library, who have to go for a last minute outing planned by their friends. Momentarily excited, one of them expresses dismay due to her frizzy hair and wishes she could have fab hair before she steps out. Asking her friend to wait, she pulls out a large mirror, steamer, blow-dryer et al, basically everything one can find in a salon, from her bag. Looking at her with shock, the friend wonders what she is up to, when the voiceover says – You can't carry your salon everywhere you go, that's why carry Livon Serum”.

Speaking about the launch of the new campaign, **Anuradha Aggarwal, Chief Marketing Officer, Marico Limited** said, “Livon exemplifies the contemporary young girl who is out there to make the most of her life. She loves all the surprises and sudden plans that come her way, but looking good is a priority for her! The brand has consistently been an ally in giving her an edge and that added confidence. With this new campaign, Livon Serum offers a sweet-spot between achieving instant fabulous looking hair at her convenience amidst any impromptu situation. It's her salon in a bottle!”

Harsad Rajadhyaksha & Kainaz Karmakar, Chief Creative Officers, Ogilvy & Mather, Mumbai Office said, “Impromptu plans are a way of life for the young girls. Also, looking good for impromptu plans is a necessity of life. This campaign exaggerates these insights in a funny way. The girl carrying an entire salon in her bag or the girl who has a 'salon practitioner' hidden in her dressing table, are both wild situations and will bring a smile to the viewers, while making a sharp point about the salon-like finish of Livon Serum. We believe the tone and manner of these films will stand out in the category and make the brand memorable.”

Furthermore the brand has also undertaken a pan India multimedia campaign approach across TV, digital, on-ground activation and PR.

TVC Link: <https://www.youtube.com/watch?v=nuG2qFxinAg>

Agency Credentials:

- Chief Creative Officer: Harshad Rajadhyaksha and Kainaz Karmakar
- Group Creative Director: Talha Bin Mohsin and Mahesh Parab
- Vice President: Shivali Nair
- Account Planning: Aniruddha Khandekar, Priyanka Nair, Dhara Pujara
- Account Management: Monika Thapa

Production House:

- Executive producer: Hamesh
- Director: Koushik Sarkar
- Producer: NP Prakash

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.