

Set Wet Deodorants get a makeover with a new campaign that urges men to be Sada Sexy

Mumbai, March 2016: FMCG Major Marico Limited re-launched their Deodorants portfolio with a high decibel campaign featuring Bollywood heart-throb Ranveer Singh. The new campaign seeks to strengthen Maricos' play in the fast growing vertical of Male Grooming in India, where it already has a major play with Set Wet in the hair styling category.

Launched by Paras Pharmaceuticals in 2005, Set Wet exchanged many hands to finally land up with Marico in 2012. Post a couple of years of stabilization, Marico re-launched the brand in 2014 with the core offering of gels. The brand donned a novel tone of voice & archetype with the restage that bore healthy results on set action standards. Now, post one year of the re-launch with gels, the company has come back with renewed focus on restaging the deodorants offerings as well under the brand Set Wet.

With Ranveer Singh at the fore as the new brand ambassador, Marico has endeavored to extend the successful gels positioning to the deodorant portfolio as well. With Set Wet, as the tag line goes, Sada Sexy Raho, the company extolls young men to go out there and show the world what good and great they are made of – to put up a show and win hearts all around with the brand giving them the confidence to do so. The new TV campaign though, does not just bring alive this positioning– it is a complete change of the marketing bundle. A revamped product, new fragrances, a packaging that compliments the positioning and sets the brand apart from most other offerings in the category.

Anuradha Aggarwal, Chief Marketing Officer, Marico Ltd said “Brand Set wet was relaunched with a new positioning a year ago which has worked well for hair gels. With this re-launch, we have aligned the Set Wet Deos to the new archetype. We have completely refreshed the deodorant mix – made the product more alluring, the packaging more distinctive and created a new disruption in the form of positioning as a Day time deo. Team Taproot Dentsu has managed to strike a fine balance between extending the gels positioning and making Deos stand out in the cluttered deodorants market with a fresh life of its own.”

Pallavi Chakravarti, Senior Creative Director, Taproot Dentsu said, “With new fragrances, new packaging and a new brand ambassador Ranveer Singh, Set Wet Deos was hitting the market in an all-new avatar. So we in turn refreshed the Sada Sexy Raho platform, showcasing a guy who turns on his own unique brand of playful charm, confident in the knowledge that he’s smelling great. The fact that his showmanship is as much for himself as it is for others, keeps the campaign aspirational and relatable at the same time.”

The new range has four variants – Cool Avatar, Charm Avatar, Mischief Avatar & Swag Avatar. The brand is available pan India at an MRP of Rs.190 for 150ml.

TVC: <https://www.youtube.com/watch?v=lZvggWCu6Ak>

TVC Credits:

Agency- Taproot Dentsu India
Agnello Dias – Chief Creative Officer
Santosh Padhi – Chief Creative Officer
Umesh Shrikhande – Chief Executive Officer
Pallavi Chakravarti – Sr. Creative Director
Arun Ganesh – Group Head
G. Janini - Copywriter
Anand Murthy- Sr. Vice President, Planning
Dipika Saggi- Planning
Ayesha Ghosh – General Manager
Gargi Raju- Account Manager
Radhika Sabherwal- Account Director

Production House- Soda Films

Director- Rajesh Krishnan
Producer- Ameya Dahibavkar

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 2014-15, Marico recorded a turnover of about Rs. 57 billion (USD 940 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 18% in Turnover and 15% in Profits over the past 5 years.