

Dhara Kachi Ghani Mustard Oil plays on 'jhanjh' in its latest campaign by DDB Mudra North

June 24, 2015 | Mumbai

Link to the ad film:

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

<https://www.youtube.com/watch?v=-IEUCnvZBp0&feature=youtu.be>

<https://www.youtube.com/watch?v=Tv9GzDoRDPg>

Dhara, the leading cooking oil brand in India has recently unveiled a new campaign for its *Kachi Ghani* Mustard Oil variant. Released on June 19, 2015, the campaign plays on oil's *jhanjh* (meaning pungency).

Dhara has a strong lineage in the mustard oil category. It's *Kachi Ghani* variant was launched in 2006. The allyl content of *Kachi Ghani* Mustard oil makes it more pungent than the regular Mustard oil.

This oil variant is used extensively for traditional Indian cooking. With this campaign, Dhara aims to reinforce the position of *Kachi Ghani* Mustard oil amongst the consumer and establish it as an aid for better taste due to its *Jhanjh*.

The campaign pans across media platforms with an extensive use of television, outdoor, digital and print mediums. The three ad films which comprise the larger part for the campaign attempt to correlate *Jhanjh* to a person's attitude. A series of 3 different scripts showcase an upcoming singer, a political party worker and a footballer, being guided by their mentors. The films moves with the protagonist showing their best work to the mentors and the mentors advising them that while they have the required talent, they do not have the X factor (Re: *Jhanjh*) to make it big. The films closes with a call of action to use *Dhara Kachi Ghani* Mustard Oil for consumers who want *Uttam jhanjh, Behtar Swaad*.

The campaign has been developed with an idea to create a relation between the *jhanjh* of the oil that makes the food taste better and the X-factor that helps a person succeed in his life.

Quoting on the campaign, **Shivil Gupta, Creative Director, DDB Mudra North** said, "Dhara has been a core family member in every household for over two decades. The challenge was to make the consumers aware that *Dhara Kachi Ghani* Mustard Oil is the most pungent mustard oil. This lead to the creation of smart, humorous and clutter-breaking scripts that refrained from showing stereotypical daughter-in-laws,

mother-in-laws, happy families, kitchens, mothers / wives etc. as the custodians of the family's health. *Jhanjh* is the word which commonly stands for pungency but colloquially also denotes attitude in the Eastern parts of the country where it is consumed the most. Now, through the commercials whenever someone thinks of Jhanjh – Dhara Kachi Ghani Mustard Oil will come first in his mind.”

Speaking on the new campaign, **Mr. Sanjiv Giri, Business Head - Dhara** said, “The campaign has been developed after an extensive research with the consumers. The campaign is preceded by a packaging change and fortification with Vitamin A & D. I am confident that with our new campaign, we will be successful by bringing in clarity of our positioning and USP of the product to grab the mind share of our valued consumers.”

Adding to it, **Amit Kumar Taneja, Deputy General Manager – Marketing** said, “Jhanjh in kachi ghani mustard oil is the most sought after virtue driving purchase consideration for consumers but is also the least talked about. With no brand currently talking about it, we saw an opportunity to own the space. Also in the eastern part of the country, Jhanjh, apart from meaning pungency also connotes attitude. We used this as the creative hook to build on the campaign. The central idea was to make Jhanjh synonymous to Dhara Kachi Ghani Mustard Oil by correlating Jhanjh to attitude”

Credits

Agency Name: DDB Mudra North

Chairman & CCO, DDB Mudra Group: Sonal Dabral

President, DDB Mudra North: Vandana Das

Creative Team: Sambit Mohanty, Shubhashish Datta, Shivil Gupta, Binoy Sarkar, Pallav Medhi

Account management: Radhika Das, Anshum Maini

About Dhara Kachi Ghani Mustard Oil

Dhara Kachi Ghani Mustard Oil is a good source of monosaturated fatty acid with Natural Omega 3. Omega 3 is one of the Essential Fatty Acids which cannot be synthesized by the human body, and must, therefore, be consumed from external sources. Presence of Omega 3, Vitamins and other micro nutrients help build immunity and serves numerous other health benefits. Dhara Kachi Ghani Mustard Oil also contains lowest saturated fatty acid amongst all edible oils. It is also fortified with vitamin A & D.

Dhara Kachi Ghani Mustard Oil is available in attractive and convenient packaging options of 200 ml PET Bottle, 500 ml PET Bottle, 500 ml Poly Pouch, 1 litre Poly Pouch, 1 litre PET Bottle, 1 ltr Tetra Pak, 2 ltr Pet Jar, 5 litre Jerry Can and 15 kg Tin.

Dhara is the only brand in the country that propagates responsible consumption of oil. Each pack mentions 'Dhara recommends consumption of any cooking oil in moderation' as a statutory communication on all its packaging.

DDB Mudra North

DDB Mudra provides its clients specialized solutions for Influence & Behavioural Change. The agency is a destination for talented people united by their belief in the power of creativity. DDB Mudra believes in offering remarkable solutions that make clients more influential whether it is a 30 second TVC, digital or a one-on-one experience that creates an influence cascade.

DDB Mudra North's client roster includes Dabur, Wrigley, Mother Dairy, India Yamaha, Carrier Midea, Bata, Marico, GPI, Experion and Cisco among others.

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