

Marico relaunches Livon Serum in a new avatar with an ad campaign by DDB Mudra North starring Kangna Ranaut

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Link to the ad film:

<https://www.youtube.com/watch?v=FuzV7RIZZks&feature=youtu.be>

Marico has launched a new campaign to introduce its next-generation Livon Serum with an ultra-lightweight formulation and a brand new look. With the promise of transforming the face of serums, Livon will be showcased in a fully revamped identity through their latest advertising campaign. Leading this change is Livon's first ever brand ambassador, youth style icon- Kangna Ranaut who will also be driving the unique philosophy of "Free to be Fabulous".

The brand has kick started the launch through its new advertising campaign "Pretty Girl Swag", featuring Kangna Ranaut. With the tagline 'Live free, Live fab, Livon', the campaign highlights the swag that comes from fabulous looking hair, giving women the confidence and liberation to live their life to the fullest. The 45-second television commercial which went on air today, showcases Kangna enjoying her hair and life wholeheartedly, with no strings attached.

This joy and liberation comes from Livon Serum's new ultra-light-weight formulation enriched with Vitamin E which delivers not just on great hair texture but also on damage protection. The product packaging has undergone a makeover in line with the "Pretty Girl Swag" positioning to drive disruption at the first moment of truth and creating desire to own the pack. The packaging inspiration is the cover of a beauty and fashion magazine.

Anuradha Aggarwal, Chief Marketing Officer, Marico Limited said, "The new Livon campaign takes inspiration from popular culture in creating a world of desire leveraging the lives and dreams of young girls today. We are delighted to have Kangna Ranaut as the face of brand. Not only does her appeal cut across age groups, regions and socio economic strata but just like Livon she also reflects the brand's core values of being free-spirited, cheerful, liberated and spontaneous."

Livon was the pioneer in creating the hair serum category 13 years ago by introducing Livon Silky Potion. With this new positioning, the brand aims to bring to

life its philosophy of “Free to be Fabulous”, while driving relevance towards the use of serum by highlighting its functional and emotional benefits. The brand is reaching out to college-going girls, working women and young homemakers across all metros and mini-metros in India. The ad campaign has been conceptualized by DDB Mudra, Delhi.

Sambit Mohanty, Creative Head, DDB Mudra North shared the thought behind the film, “As a brand, Livon showcases the liberated, expressive and spontaneous aspect of a woman’s hair and beauty. Our campaign idea ‘Pretty Girl Swag’ captures this essence brilliantly. With her brightness and vibrance, Kangana is the embodiment of swag and it was fantastic working with her on this campaign.”

Also taking into account that a sizeable chunk of the brand’s TG is active online, the digital medium will be leveraged to give larger voice to the campaign.

Quote by Sonal

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

Account Planning: Sumeer Mathur

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.

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.

CONTACT:

Akanksha Mishra | akanksha.mishra@ddb mudragroup.com | + 91 9930338901