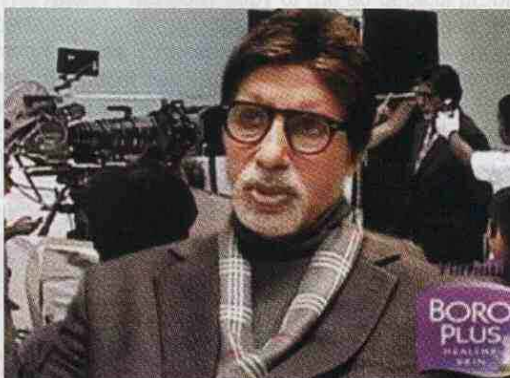


FIRST CUT BOROPLUS NATIONAL

# ALL ABOUT BACHCHAN, HIRANI AND... BOROPLUS!

WIDELY KNOWN AS AN ANTISEPTIC, BOROPLUS WAS IN DESPERATE NEED FOR AN IMAGE CHANGE FOR THE WINTER SEASON. THUS, THE 'SAFED TEEKA' COMMERCIAL WAS BORN! THE TEAM NOW TELLS US HOW THEY PULLED IT OFF

Neha Saraiya



With winters on in full swing, BoroPlus had a challenging task – to position its cream as the one for multiple purposes, particularly highlighting the benefits in the cold season. The brand team headed by Harsh V. Agarwal, Brand Director, Emami, first zeroed in on the 'Safed Teeka' idea. This idea stemmed from a simple observation that consumers generally apply their creams as spots initially before spreading it across the skin. A connect was made with the 'Kaala Teeka' tradition in India, which is followed quite commonly to ward off the evil eye.

The tagline "Sardi ki Nazar Na Lage" completed the message to glorious effect. The brief given to the creative honchos (including N. Padmakumar, Kenneth Rodrigues, Himanshu Kosambia, Nikhil Kapoor, Sahana Prakash, Sandeep Gaur, Pramod Sharma, Satyen Parab and Sachin Bharadwaj) at

(Top to bottom) Director of the BoroPlus commercial Raj Kumar Hirani with Amitabh Bachchan on the sets, explaining the scene to his crew





Everest Brand Solution, was not only to project Boroplus as an iconic wintercare brand but also to create a brand recall for the users.

And this Herculean task was dealt with by roping in the thunderbolt trio of Director Raj Kumar Hirani (*3 Idiots fame*), music composer Shantanu Moitra and Bollywood superstar Amitabh Bachchan. As Harsh V. Agarwal echoes, "This is definitely the most expensive film made for Emami BoroPlus. And for the first time, the brand has evolved over just the functional aspects to a higher order of communication of reflecting the trust in the brand, which is of a very emotive nature."

So, after finalising the script, the next vital step was to hunt for apt characters. Interestingly, none of the characters in this TVC are actors. The casting of the commercial was entirely done by Hirani and his crew in a manner so as to make the film appear more genuine to life. Hence the agency, along with the director, went through a whole lot of effort towards the casting before Hirani took the final decisions on the same.

Produced by Canvass Films, this 60-second TVC was shot at all possible locations in the country; just to give it a pan India look and feel. The commercial was filmed across Goa, Mumbai, Rajasthan and Delhi and it took a period of 8 days to complete the shooting. As N. Padmakumar, National Creative Director, Everest Brand Solutions (*moved on to Rediffusion post this interview*), reminisces, "The most difficult and enjoyable part was shooting in Rajasthan in the sand dunes and desert/plains, as we needed early morning shots and the light had to be perfect, so the crew had to be up and going by 4 a.m. Also, all the other locations were very interesting as they gave the film a great look. Overall it was a very challenging shoot." The post production of the commercial went on for a span of one week in Mumbai. The director of photography for the commercial is K. U. Mohanan.

With this commercial, the brand has been able to showcase its diverse users across the length and breadth of the country by creating an anthem-like song for it. While it showcases the diversity of the country, the commercial also has a unifying theme. No wonder the ad film has generated rave reviews; for the innovative concept as well as for the immaculate execution. And it has been a delightful experience for some 50 crore Boroplus consumers in the country. **4Ps**



(Up) Delhi's India Gate in a camera frame as one of the locations for the commercial. (Middle and below) The real characters of the film – s turban-clad old man and a young girl – applying Boroplus in a snapshot from the TVC.

