

Munni to Dhanush: Emami Gets its Coolaveri Di

FMCG major ties up with the upcoming Tamil film '3' for brand placement of Himani Navratna hair oil in the Kolaveri Di song

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Now, it's Emami's turn to sing "Why this kolaveri di..." The Kolkata-based FMCG maker's Himani Navratna hair oil will have its place in front of the camera when the viral hit song is shown in Tamil film '3', its CEO Krishna Mohan said.

Dhanush, the actor-producer of the movie and lyricist-singer of the song, confirmed that a number of national and local brands have tied up for product placement during the song sequence.

"Yes, brands have tied up for in-song placement, but I can't disclose the details," he told ET.

A person familiar with the development said other brands tied up for the song include luxury car maker Audi, mobile service provider Aircel and Chennai-based consumer durables retailer Vasant & Co.

'Kolaveri di' has become a national rage with more than 42-million hits on YouTube, over 2.5-million ringtone downloads and 3.5-million video downloads since its digital release on November 16 last year.

For Emami, it will be the first product placement in a Tamil movie. The maker of Zandu Balm pain reliever rub and BoroPlus anti-septic cream has had its brands present in some Bollywood super hits such as "Munni badnaam hui..."

"The tie-up will give extra mileage to Emami products (in the south Indian market)," Mohan said, add-

ing that Navratna oil with its tagline 'Thanda thanda cool cool' makes a perfect connect with the song. "From Kolaveri di to coolaveri di," he said.

Navratna oil—a ₹450-crore brand that is already endorsed by top South Indian actors such as Suriya, Junior NTR, Chiranjeevi and Mahesh Babu—has more than 65% share of the Indian cooling hair oil market, estimated at close to ₹700 crore. While Emami dominates the cooling hair oil category in Tamil Nadu and Andhra Pradesh, its volume share in the overall hair oil segment in the two states are 14% and 18%, respectively.

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BEACH SONG, STREET SONG

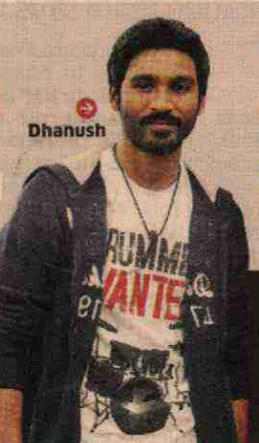
Arun Pradheep, CEO-director of Brand Workx, an experiential marketing firm that helped Emami seal the deal for "Kolaveri di", said the song was recently filmed in a set made to replicate the crowded shopping street of Chennai's Marina beach. "The sequence is such that

the hero, played by Dhanush, does a choreographed step in front of the Emami stall while we show a lot of consumers buying Navratna oil," says Pradheep. He said the placement was planned according to the lyrics and the mood (hero's heartbreak for heroine, played by Shruti Hassan).

Association with top Bollywood actors and product placement in songs and movies has been Ema-

Brand Placement (2010-12)

MOVIE/SONG	BRAND NAME
Ajab Prem Ki Gajab Kahani/ Tera hone laga hoon	Emami Malai Kesari Cold Cream
Force	Fast Relief
Dabangg / Munni badnaam hui	Zandu Balm
Tees Maar Khan/ Sheila ki jawani	Boroplus advanced moisturising lotion
Golmaal 3	Fast Relief
Anjana Anjaani	Emami Malai Kesari
3 / Kolaveri Di	Navratna cool oil



Kolaveri Di
42 million Hits on YouTube
2.5 m Ringtone Downloads
3.5 m Video Downloads

From Kolaveri di to coolaveri di...The tie-up will give extra mileage to Emami products

KRISHNA MOHAN
CEO, Emami

mi's hallmark marketing strategy for years. While 'Munni Badnaam Hui' helped push Zandu Balm sales in 2010, Emami funded the entire cost of a Bhojpuri film song last year which had a mention of Himani Navratna Extra Thanda hair oil. Pritie S Jadhav, chief operating officer of P9 Integrated, the in-film marketing agency of Percept Group, said brands use films as a medium to gain higher return on investment as compared to conventional advertising.

If it was the lubricant brand Mobil displayed prominently in the Kishore Kumar-starrer char-buster "Ek ladki bheegi bhaagi si..." from Chalti Ka Naam Gaadi movie in 1965, yellow Rajdoot motorcycle became famous when lover boy Rishi Kapoor rode it in 1973 superhit Bobby. Jadhav, however, warns that this strategy will benefit a brand only if it is seamlessly integrated with the script. "Otherwise the work will look forced and jarred."