

HARSHA V Agarwal

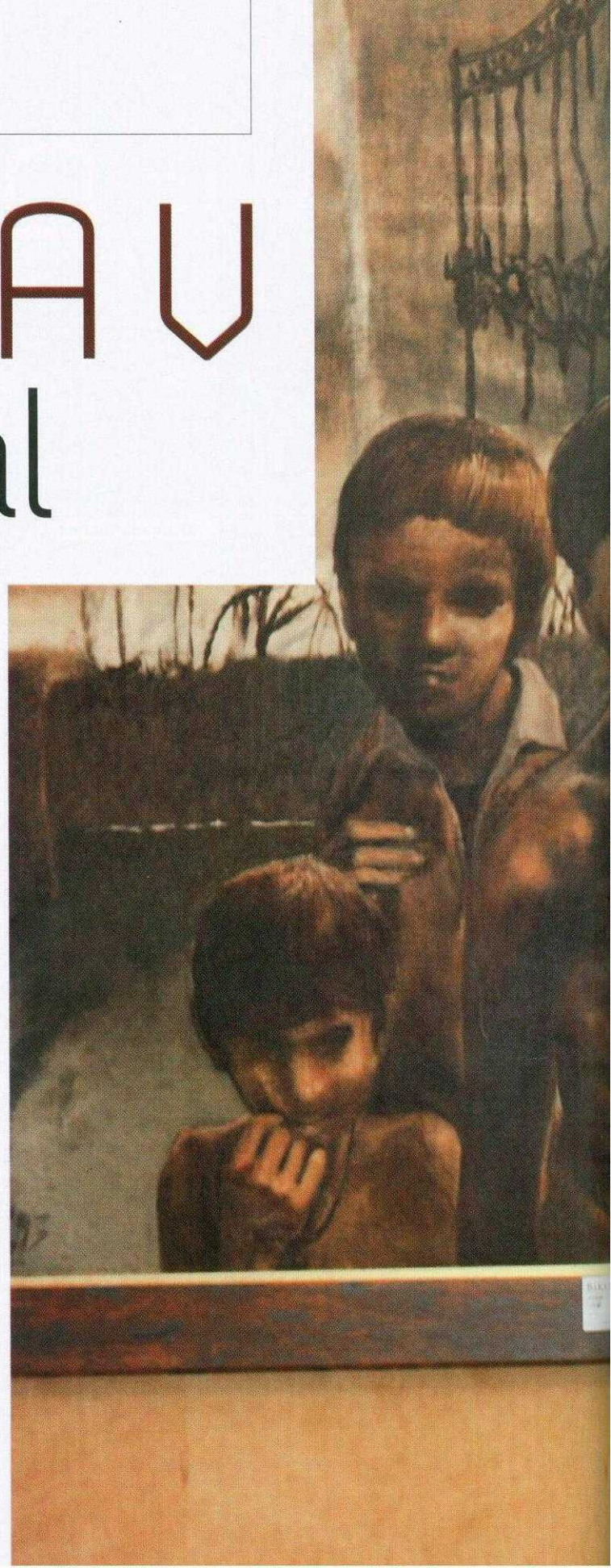
Director,
Emami Limited

Brand Fit

Fitment with the brand and the appeal of a celebrity amongst the target audience is critical. Fitment signifies the imagery of the celeb's personality and the aspirational connect of him/her with the target audience. The target audience must identify him/her with the brand. Both the brand and the ambassador have a persona which needs to gel. A lot of research goes behind this choice. The celeb's work portfolio—both past and current, also matter a lot in forming an imagery which benefits the brand communication.

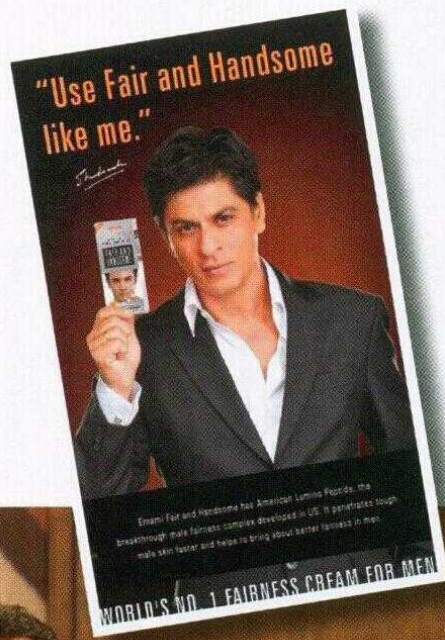
Star Associations

In fact, our association with celebrities goes back to late '70s or early '80s. Zeenat Aman was our first celebrity brand ambassador for Emami Vanishing Cream. After that, we have had many star personalities to endorse our brands. One may say that Emami is perhaps the only company which can proudly claim brand association with so many celeb endorsers across disciplines. Apart from advertisements, Emami also pioneered the first in-film branding in Indian movies. It was





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in 1983. In the film, *Agar Tum Na Hote*, one of the earliest brand placement campaigns was achieved, with lead actor Rajesh Khanna playing the managing director of Emami!

Over the years Emami's products have been endorsed by a rich galaxy of star personalities like Amitabh Bachchan, Zeenat Aman, Rekha, Sunny Deol, Govinda, Pt Birju Maharaj, Madhuri Dixit, Kareena Kapoor Khan, Hrithik Roshan, Shah Rukh Khan, Bipasha Basu, Sonakshi Sinha, Yami Gautam, Priety Zinta, Milkha Singh, Sachin Tendulkar, Sourav Ganguly, Mahendra Singh Dhoni, Gautam Gambhir, Mary Kom, Saina Nehwal and Sushil Kumar, among others. We chose them because they were the best and they possessed all the talents to justify our brands entity amidst the cut-throat competition of brand marketing. We have also used many stars with regional appeal to connect our products better with the local sentiment like Junior NTR, Surya, Chiranjeevi, Rituparna Sengupta, Mamata Shankar, etc.

Star Attributes

Celebrity brand ambassadors bring trust, credibility and confidence on board which helps to differentiate the brand amongst category players. They are also effective to convey and deliver the brand promise, sometimes. Every brand ambassador has a different role to play in the life cycle of a brand.

The Right Celeb

Many factors contribute in choosing a celebrity. The popularity of a celebrity and the synergy that he/she will bring to our brand is of utmost importance. The celebrity must have the brand and mass connect. There are times that we go by our own instinct and market feedback and at others, we also go by the recommendations that our agencies provide in choosing a celebrity. We value our association with the celebrities, many of whom are like family today.

Big Deal

The impact of celebrity brand ambassadors is huge. Be it for our brand or any other brand. Our celebrity brand ambassadors have helped our brands to reach out to a mass base not only to every household of India, but even beyond boundaries. Today, 100 units of Emami products are sold every second in India and across the world. And, advertising plays a huge role in this. 

As told to **Sudeshna Chakravarty**