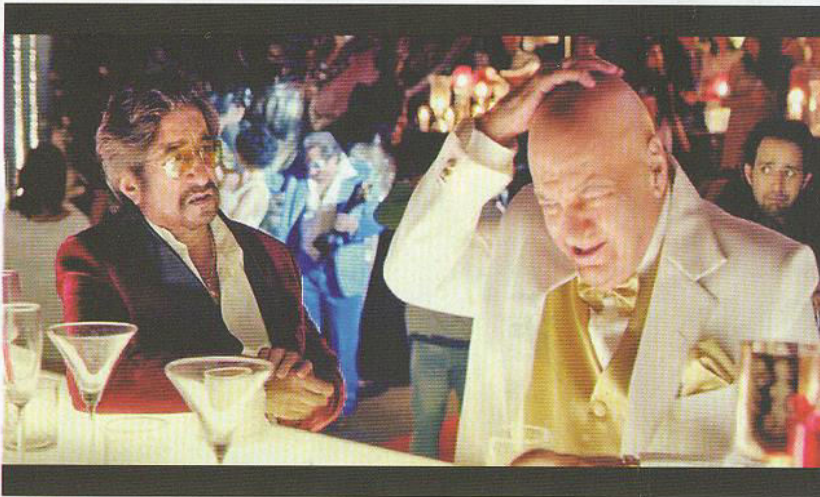


strategy

CORPORATE After successfully integrating its operations with the scandal-hit Satyam Computer, Tech Mahindra is now working on an ambitious \$5-billion blueprint that will feature a good sprinkling of strategic buyouts →



| AD BREAK |



Filmy formula

When you think of engaging brand communication, somehow, wires is not the category that comes to mind. But Havells India had so far managed to imbue wires with poignancy through an ad set in a poor household, with a little boy making a pair of tongs with the wire for his mum, as they “don’t catch fire”. While the proposition in its new campaign remains the same, the protagonists are worlds apart. In a rare casting coup, the TVC features Bollywood villains Ranjeet, Prem Chopra and Shakti Kapoor as themselves, with Kapoor *lagaoing aag* about Chopra losing out on an award to Ranjeet. The premise remains the same, the execution laugh-out-loud. What prompted the change?

Havells India marketing head Vijay Narayanan explains, “We had stuck to the same communication for some time with a great success. But the angle had become predictable, so we tried to look at different ways to talk about fire. The campaign has been launched during the IPL for maximum recall.” What about the triumvirate? Lowe Lintas Delhi creative head Shriram Iyer says, “We had zeroed in on the humorous *aag lagao* metaphor, which has a villainous connotation to it. So we got in touch with the most negative Bollywood characters we could think of and, surprisingly, they agreed.” For a non-combustible product, this ad is definitely smoking. ☺

—MAHITHI PILLAY



Tagline
*Wires that
don't catch
fire*

Agency
*Lowe
Lintas and
Partners*

Production
house
*Lintas
Productions*

Campaign
duration
Year-long

Length of TVC
30 seconds

Languages
Hindi

Channels
All channels

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