

Lowe Lintas launches a campaign for Godrej HIT to make KALA HIT – the necessary addition to one’s daily mosquito routine.

Godrej HIT has been constantly working towards providing protection from pest related diseases. Hence, true to the brand philosophy of ‘Kill Pests Kill Diseases’ HIT has taken its role as an educator quite seriously.

For years, the brand has been talking about how ‘malaria kills opportunities’ and last year pre-empting the increase in dengue cases in our country the brand started on the added journey of educating people about this new dangerous entity called the dengue mosquito. Adding to this were the daily articles we saw in newspapers, magazines, posters put up by the government and various activations by NGOs. Result, the Indian audiences are well informed and there is now a sufficient amount of fear and caution when it comes to dealing with mosquitoes.

However, despite all the efforts on everyone’s part we haven’t seen any significant drop in the malaria and dengue cases that were reported across the country. HIT took up this challenge and realized that more than 75% of India is doing something about their mosquito problem, but it wasn’t good enough. Simply because, the real problem was hidden from them – hidden away in corners.

Mosquito studies have shown that they have a peculiar habit of hiding in dark corners inside homes. They rest in these corners staying safe from the various mosquito solutions used, waiting for the opportune moment when they can exit from hiding and go bite the unsuspecting humans.

In light of this new information, Godrej HIT and Lowe Lintas + Partners have unveiled a new campaign to further educate people. This campaign, talks about how **‘ghar ke har kone mein hai Danger’** as corners are the places where disease causing mosquitoes hide. Additionally, it highlights the most common hiding places in our homes – under beds and sofas, behind the curtains or cupboards etc. It then goes on to explain how Kala HIT is the ideal solution against mosquitoes as it is an aerosol and one of the benefits of the format is that it can be used at the source of the problem, ensuring **‘ek bhi machchar nahi bachega’**.

Sharing his thoughts on the new campaign, Ajay Dang, Head Marketing - Home Care, Godrej Consumer Limited said, *"Today consumers use various mosquito solutions to drive away mosquitoes, these solutions make consumers feel that their problem is completely solved but in reality mosquitoes keep hiding in the remote and difficult corners of our home posing serious threat to their health and wellbeing.*

Kala HIT has built consumer relevance by consistently driving the message that even a single mosquito is dangerous as they spread deadly diseases like dengue & malaria. Consumers use Kala HIT as a supplementary format in conjunction to other mosquito solutions and deploy its supreme efficacy mostly during heavy mosquito infestation or disease outbreak to fill the need gap of instant drop dead action.

As a category leader Kala HIT has the responsibility of expanding this category by providing consumers yet another compelling reason to adopt & use it more frequently as a supplementary product with other formats. To achieve this consumer goal a new insight based communication has been created.

*This time Kala HIT has leveraged the insight of growing clutter in our homes which is creating more and more corners for dangerous mosquitoes to hide and strike at ease and spread disease. While all other mosquito solutions fail to solve this day to day consumer problem only Kala HIT promises to effortlessly reaches even the remotest & most difficult corners in our home and kill every single hidden mosquito because of its unique ability to **reach deep into the corners & deliver drop dead action.***

HIT in its new communication is driving awareness in a very engaging and entertaining way about the threat posed by dangerous mosquitoes hiding in various corners (behind curtains, beneath the bed, behind the almirah) of our home and that HIT needs to sprayed daily in these corners to KILL these hidden mosquitoes!"

Elaborating on creative approach, Arun Iyer, National creative Director, Lowe Lintas + Partners said, *"The brief was very straightforward but the problem was very unique. The fact that mosquitoes hide in corners is something all of us have encountered in our lives, but it has never lead to any change in our mosquito solution regime. We had to find a way to make people realize the importance of including the action of spraying in corners as a part of their evening mosquito routine. For this we borrowed from a pet peeve of*

*all home-makers – the house helps always find ways to skim on their work, especially work that requires more effort on their part – like cleaning in the corners or below furniture. Thus, forcing the home-maker to keep a close eye on them. Our creative idea takes a dig at this very situation and leaves the audience with the key message of **Ghar ka Har Kona hai Dangerous, isiliye Kala HIT.***

The campaign goes live in the first week of July 2015 and will be played across major entertainment, news and sports channels in India. The on-air campaign will be ably supported by a plethora of activities on other media platforms like print, radio, digital, etc soon.

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