

OUR TAKE

Havells bats for women in its latest campaign. But will the men play ball?

RATINGS
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HAVELLS

SHE'S NO PUSHOVER

Campaign: Respect Women
Brand: Havells Appliances
Agency: Lowe Lintas

The Campaign

The ad opens on a man and his friend who have just come home after a workout. The man asks his friend whether he would like a glass of fresh juice and recommends carrot juice. He then calls out to his wife who is indoors and asks her to prepare two glasses. As the two friends wait, the wife comes out and plonks a juicer in front of her husband. As the two give her a stunned look, she hands over a carrot and an orange and intones in a no-nonsense way: "Juice.

Carrot. Orange". She then turns towards her husband's friend and sweetly introduces herself saying: "By the way, I am his wife" and then looking at her husband adds "He thinks I am a kitchen appliance. No babes?". She then nonchalantly puts on her headphones and leaves for her workout session. The campaign signs off as "Havells Appliances. Respect Women."

Our Take

It's the era of making politically correct messages and Havells joins the bandwagon. After its *Hawa Bandagi* campaign, this time it has come out with its *Respect Women* campaign for its appliances range.

But while the *Hawa Bandagi* campaign's message was more restrained with the men advocating women's rights, the latest campaign is more in your face. According to the brand, the campaign is designed to celebrate the spirit of modern womanhood. The campaign with strong female characters expands itself through a series of six commercials—five in Hindi and one in Tamil made exclusively for the southern India audience. Each one of the commercials depicts a typical domestic scene where it is taken for granted that the woman will be scurrying to do the household chores. But the woman turns the tables on the husband but pointing out that the

wife cannot be equated with the household appliance. While the idea behind the message is fine on all accounts, the execution may lead one to conclude that the brand stands for feminist ideologies rather than equality for the sexes. After all, for many a family in India, these household appliances come as part of a bride's trousseau. But to give credit where it is due, Havells has taken a bold step. Equality starts at home and domestic chores are typically seen as the wife's department. We now wait to see the man of the house ironing the clothes and preparing the juices.

—Banasree Purkayastha