

FC BUREAU

Kolkata

THE Rs 12,000 crore diversified Emami group has now come up with the country's first waterless facewash branded as "HE On The Go". The new offering from the Emami's stable will broadly be under the male grooming brand-'HE'. The BSE-listed company has opted for digital campaign to promote the new brand and has already engaged WATConsult, an arm of the Dentsu Aegis Network to roll out a digital campaign - #HEOnTheGo, #Waterless for its latest product and thereby reach out to the young netizens of the country, top company officials said.

The company has also come up with "The Flying Basin" teaser video earlier this month. The video promoted the idea of a possibility of cleansing one's face while 'on the go'. The video showed people booking flying basins through an app to wash their face whenever water was not easily available to them. The concept video generated intrigue and interest among consumers and received 2.4 million views and 4300+ shares within first 4 days of it going live.

EMAMI LAUNCHES WATERLESS FACEWASH

Branded as 'HE On The Go', the new product will broadly be under the male grooming brand-'HE'

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The video made the consumers wonder about whether such a concept could be a reality. This

campaign was followed by the launch of, 'HE On The Go' Waterless face wash, through an innovative on

ground event featuring India's first Waterless Booth in Mumbai where people could wash their face on the go. The booth was integrated with Twitter wherein once consumers pressed the button to dispense the Face Wash, an automated tweet was sent from the brand's handle stating the number of users who have washed their faces using ZERO water. This activity was encapsulated in a video where consumers shared their feedback on the product.

"We are very excited with the introduction of 'HE On The Go' Waterless Face Wash, a first in India, from our male grooming brand 'HE'. We are confident that today's alpha male, who are constantly on the move, will find this innovative face wash extremely convenient and

refreshing. The product has all the attributes to become a constant companion to every Indian man," said Harsha V Agarwal, director, Emami Ltd.

"Conventionally, using a facewash requires water for cleansing. But what does one do to clean the face where water is not available, especially when one is on the move? HE has come up with the perfect solution with "HE On The Go Waterless Facewash". HE Face wash is the first of its kind 'waterless' face wash that offers cleansing on the go and helps one to present a groomed look anytime, anywhere," he added.

Agarwal hoped that 'He On The Go' would enable the company offer a differentiated product and create a new niche within the emerging face wash category.