

Fevicol Rides on Election Bandwagon

~ Unveils Fevicol 'Crazy Chairs' tvc reiterating its bonding qualities

Mumbai, March 16, 2014: Fevicol, the largest selling brand of adhesives in India, has rolled out a new witty TV commercial reflecting upon current prevailing election environment in the country. Continuing its strategy to develop communication based on situations, the new TVC rides on the ongoing election bandwagon subtly imbibing brand messaging in the script.

In the new TVC developed by O&M, the communication is more than just functional, and has kept in line with brand proposition of strong bonding. Aptly titled 'Crazy Chairs' the TVC brings a unique and humorous take on the current election scenario with the help of carpenters and contractors. This TVC builds on earlier ads where the Fevicol brand used day to day situations in a funny way to communicate.

Mr. Anil Jayaraj, Chief Marketing Officer, Pidilite Industries said, "Most of our advertising bases the core brand proposition of "strong bonds" in an extremely creative and yet simple way. Our previous TVCs on Fevicol have aimed at exploring situations where this proposition can be communicated in a memorable and consistent way. In this TVC, we have experimented with the elections. We believe this new communication takes our brand ahead, and stands out."

Commenting on the concept, **Mr. Piyush Pandey Executive Chairperson and Creative Director**, Ogilvy & Mather- South Asia says, "Keeping in mind the tone and manner that Fevicol has had for the last 21 years, Fevicol Crazy Chairs TVC captures the atmosphere created by the general assembly elections in the country. It borrows the excitement and interest of a common man and thereby creating a sync with the audience."

The TV campaign will be an integrated campaign including outdoors and digital. In addition Pidilite is also executing a number of demand generation initiatives for Fevicol to support this campaign. The ad will be aired across key markets including entire Hindi speaking belt for a month period starting April 16, 2014.

Concept Note: Crazy Chairs

The Chair. The root of power and control. This chair is at the center of every conversation today, as people are taking unprecedented interest in this general elections. With no clear favorite, it is anyone's guess as to who will win this election. There is only hope that whoever wins, sticks to the chair and does good work.

Fevicol, as a brand synonymous with both bonding and chairs, used this opportunity in the form of a tactical campaign - 'Crazy Chairs'. With a carpenter's workshop as the setup, the ad shows different chairs that bring alive the conversation that everyone in the country is having - Who will sit on the coveted chair? In typical Fevicol brand communication style, the ad features 3 unique chairs, bringing alive the diversity in today's political scenario. The film ends with the hope that the coveted chair be made with Fevicol, which serves the nation for a long time.

Credits:

Creative : Piyush Pandey

Account Management : Vivek Verma, Vishal Bijlani, Bindi Kanakia

Director : Prasoon Pandey

Production House : Corcoise Films

Producer : Cyrus Pagdiwala

About Pidilite:

Since its inception in 1959, Pidilite Industries has been the pioneer and market leader in adhesives and sealants, construction chemicals, craftsmen products, DIY (Do-It-Yourself) products and polymer emulsions in India. Our product range also includes paint chemicals, automotive chemicals, art materials and stationary, fabric care, maintenance chemicals, industrial adhesives, industrial and textile resins and organic pigments & preparations. Most of the products have been developed through strong in-house R&D. Our brand name Fevicol has become synonymous with adhesives to millions in India and is ranked amongst the most trusted brands in the country. Some of our other major brands are M Seal, FeviKwik, Fevistik, Roff, Dr. Fixit, Sargent Arts, Hobby Ideas and Cyclo.

About Fevicol:

Fevicol is the largest selling brand of adhesives in Asia. Fevicol is a synthetic resin adhesive, so easy to apply that even non-experienced carpenters can work with it comfortably. It can be used in bonding various materials, where one of the surfaces to be bonded has to be porous. Fevicol strongly binds wood, plywood, laminate, veneers, MDF and all types of boards, cork etc. It is also used in sport goods manufacturing and book binding. The bond gives handling strength in 8 to 10 hours and cures fully in 24 hours to become so strong that if hit hard on the bond the wood gives away without so much as even affecting the bond.

An extensive range of consumer, craftsmen, engineering and industrial adhesives are in the market under the Fevicol brand name. Main brand is Fevicol SH and variants are Fevicol Marine and Fevicol Speedx. Wall finish and wood finish products are also included in FV division product range.



- Campaign: Crazy Chairs
- Brand: Fevicol
- Company: Pidilite Industries
- Agency: Ogilvy India

The Ad

The film is set in a carpenter's workshop. As the workers go about their jobs, a tea vendor enters and asks the person in charge why they are making such odd-looking chairs. The carpenter explains that the lotus-shaped chair belongs to 'Nalinderbhai' party while the palm-shaped chair has been made 'adjustable', as there's no clarity about its occupant. The last chair, he says, is a 'third party' chair which has been made using a bunch of other chairs. The tea vendor, at this point, tells them to use Fevicol while making all these chairs, so that no matter which one gets used, it remains strong and lasts long. *"Kursi mein*

[FEVICOL]
Kissa kursika

Fevicol zaroor lagaiyo. Taaqi kursi jiski bhi ban, majboob baney, der tak chaley.
"Market mein toh ek hi jaant hai. Baqi toh yehi reh jaant hai," he adds philosophically as the camera pans a broken heap of chairs stacked in a corner. The double meaning is lost on no one.

Our Take

This ad crossed 1 million views in the first four weeks of its launch. The strong storyline, the innuendos and the underlined humour saw the ad generating 10,000 views on Facebook along with 7000 viewers liking the ad, with positive comments and shares within the first four weeks. Perhaps the best ad of the season, it cleverly captured the question that was on every Indian's lips—who will sit on the coveted chair? It was anyone's guess as to who would win this election. So Fevicol punned on the fluid political situation, with the message



that whoever wins, sticks to the chair and does good work. The heroes of the ad are the unique chairs carved out in the shapes of the symbols of the two leading political parties, bringing alive the diversity in today's political scenario. The film ends with the hope that the coveted chair be made with Fevicol, which serves the nation for a long time.

The communication is more than just functional, and was in line with the brand proposition of strong bonding. The execution, the tongue-in-cheek remarks and the choice of dialogues all add to make it a perfect piece of communication without relegating the brand to the sidelines. A wonderfully apt way of summing up the scenario in the run-up to the election even as the brand remains integral to the plot. Of course, the presence of the *chaiwala* is no coincidence, is it?

—Banasree Purkayastha