



# POWER TO THE PEOPLE

With a dash of its characteristic quirky flavour, this Havells commercial uses a preacher to spread the message but without any preaching



Campaign name: Havells Biji Man  
 Brand: Havells  
 Company: Havells India Ltd  
 Agency: Lowe Lintas

## The Campaign

The film revolves around a godman (*baba*) in a flowing white gown who is struck by lightning on a dark, stormy night and thereby acquires magical power of creating electricity. He can power every electrical gadget that comes his way. As he walks through a dark road, the streetlights come alight. He twitches his fingers and an electric substation revs back to life. Soon there are hundreds of men and women following him, astounded by his "electricity making" skills. The voice-over cuts into this magical scene to say, "Kaash bijli baba har jagah aa sakte. Tab tak use Havells. Save bijli, please baba" (If only baba could visit everywhere. Till then use Havells to save electricity and get the baba's blessings). The ad ends with a shot of various Havells products with the tagline: Committed to saving energy.

## Our Take

There's many an ad that talks about energy saving in a moralistic one thus forcing the viewer to switch off (pun intended). This Havells ad breaks away from that with its 1000-watt bright story. With a dash of its characteristic quirky flavour, this Havells commercial uses a preacher to spread the message but without any preaching.

Havells had earlier come out with the hangman ad to promote its energy-saving CFL bulbs. If that ad used dark humour to get the viewer's attention, this ad pulls a smart but subtle one to get the message across. For a country that is plagued by power outages summer or winter, the advent of somebody who can create electricity out of thin air is like having your wildest dreams coming true. And that is something only a god-man can conjure up. The seer of the god-man, therefore, is certainly intelligent given our penchant for god-men and their ability to bless their followers with infinite power. While power-saving features are a must-have for every electrical product today not too many brands talk about it in an entertaining or thought-provoking way. Therefore, Havells' tongue-in-cheek humour helps the ad to break the clutter and makes the brand stand out.

## RATINGS



—Banasree Purkayastha

