

Superstar Amitabh Bachchan announced as the brand ambassador for Dr. Fixit

~Pidilite unveils its new Dr. Fixit campaign

August 17, 2016: Pidilite unveiled legendary actor Amitabh Bachchan as the ambassador for its Dr. Fixit range of waterproofing products and solutions. Mr. Bachchan, an icon of the silver screen, will spearhead Dr. Fixit's flagship campaign and will act as its face across engagement platforms.

The campaign featuring Mr. Bachchan was rolled out on India's 70th Independence Day with a multimedia campaign on digital, TV, retail activations, radio and outdoor. As a pioneer and leader in water-proofing, Dr.Fixit aims to create awareness for pro-active water-proofing using modern methods at the beginning stage of building a new house.

Dr. Fixit commercials are known and loved by audiences for their light sense of humor. The new campaign stays true to this approach, with Mr. Bachchan bringing his own trademark style and wit to the TVC.

The opening TVC features Mr. Bachchan playing himself and portraying a romantic, restless man living in a home that hasn't been waterproofed and has 3 beautiful women as neighbors. The TVC begins with Mr. Bachchan delivering a quixotic, Bollywood-style monologue, and wistfully thinking about his neighbors as water from their apartments leaks into his home. Then the TVC reveals a composed Mr. Bachchan wrapped up in a shawl who had been daydreaming about this fantasy. In reality, his wife had made sure that the house was waterproofed with Dr. Fixit at the construction stage itself. Thus, Mr. Bachchan's feelings for his beautiful neighbors remain in his heart due to water-proofing by Dr. Fixit.

Mr. Vivek Sharma, Chief Marketing Officer, Pidilite Industries said, "Dr. Fixit is the market leader in water-proofing segment and it continues to play the role of creating the market for water-proofing using modern methods. This involves changing behavior of people through messages that are relevant, persuasive and delivered in a memorable way. Who other than Mr. Bachchan to deliver this convincingly, as he is not only loved and admired by all but also considered a person of immense credibility."

Commenting on the campaign, **Mr. Piyush Pandey, Executive Chairman and Creative director, South Asia, Ogilvy & Mather- says,** "No matter what section of the society one comes from, when your home leaks, your feeling of helplessness is identical. This campaign takes this insight and says it in a very entertaining fashion. Dr. Fixit is the leader in the category like Mr. Bachchan is, in the world of cinema. It's a perfect jodi. Praseon Pandey has put together this story in a beautiful and persuasive manner, making the communication watchable again and again.""

TVC Link: Dr.Fixit love Ode - 60sec Hindi - <https://we.tl/S3nkav5IYf>

Credits

Client – Dr. Fixit Marketing Team

Creative Agency – Ogilvy and Mather, Mumbai

Creative Director – Piyush Pandey & Praseon Pandey

Client Servicing Team – Vivek Verma, Vishal Bijlani, Sriyanta Ghosh

Film Production – Corcoise films

About Pidilite:

[Pidilite Industries Limited](#) is a leading manufacturer of adhesives and sealants, construction chemicals, craftsmen products, DIY (Do-It-Yourself) products and polymer emulsions in India. Our products range also includes paint chemicals, automotive chemicals, art materials and stationery, fabric care, maintenance chemicals, industrial adhesives, industrial, 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 MSeal, Fevikwik, Fevistik, Roff, Dr.Fixit, Fevicryl, Motomax and Hobby Ideas.

Creating Brands That Stick

Why Dr Fixit needs Amitabh Bachchan as its brand ambassador now, and many more questions answered by MD Bharat Puri. By Shephali Bhatt

If you're a classic Bollywood buff, the script of Dr Fixit's latest ad is a delight. In the spirit of talking the best of both worlds (Sahir Ludhianvi and Javed Akhtar), it combines phrases from famous songs 'Kabhie Kabhie mere dil mein khayal aata hai' and 'Ye kahan aa gaye hum' to deliver its message of how Dr Fixit's waterproofing process can rain on someone's plans to evoke romance with the next door/next floor neighbour. And if you were glued to your TV sets on the 19th of August, you may have spotted the commercial and figured out the reason behind weaving in 'idhar bhi hai, udhar bhi' and 'magar ye ho na sakti' in the script. Because Amitabh Bachchan, the brand's first celebrity ambassador, is reciting the lines. "Why hire the omnipresent brand-ambassador, you'd wonder? We did too. Enter Bharat Puri, Pidilite's 1.5 year-old MD (who likes to call himself the "new chocolate boy" at Pidilite)



A lot of times celebrities make up for the lack of idea. I hope you won't say that after watching this ad

Bharat Puri
Pidilite

since he comes from Cadbury). He tells us that when you have to create a category (like in the case of Dr Fixit), you better do it memorably. His hypothesis is that eight out of 10 people have waterproofing issues. Two out of 10 actually address that problem.

"My task is to take the number from two to

four." Understood. But how does that translate into roping Big B in, we ask. "You need a voice of authority to change behaviour. And he brings that to the campaign. The key is to make sure your script sells the brand and not the celebrity. Our campaign has Dr Fixit commercials and not Mr Bachchan commercials. He is not Amitabh Bachchan but he is, if you know what I mean."

Through the course of our interaction with Puri, we realised there was a successful formula to category creation. Here are five steps:

1. If you hire a celeb: It should make the product famous, not its ambassador

Creating a category takes time and delivering your message through important people always helps. Puri had got Bollywood's 'Angry Young Man' of a bygone era to be the voice of authority during Cadbury's tough times as well.

Later, they continued having him as brand ambassador. "But he made Pappu of the 'Pappu paas ho gaya' fame more popular than his own character," says Puri. "The creative should work well for the product and we felt it did in this case. A lot of times celebrities make up for the lack of idea - I hope you won't say that after watching Dr Fixit's commercials though," he adds.

2. Your sales team is your prime focus group

We ask Puri if they've received any interesting (read: negative) remarks on the latest commercial. He said they have enough waterproofing experts in-house for them to look out for expert comments. He knows that releasing the ad without crossing that research lap is a bit of a risk - a calculated one though. "We make sure our sales force watches the campaign before it goes out. These are the people who vote from

their heart, because they have to sell the product in the market. If they're very polite and receive your ad with light applause, know that you are in trouble," he says.

3. A creative agency will be your brand custodian only if its treated like your brand custodians

Getting client's respect is a luxury very few agencies in the country enjoy - Pidilite's creative agency Ogilvy & Mather happens to be one such. Puri says Pidilite's advertising is always 'cooperatively creative'. "The Pandey brothers (Piyush Pandey of Ogilvy and Praseon Pandey, director, Corcoise films) own the brand as much as we do. They understand the brand so well at this point that the last few commercials on various brands in our portfolio have gone ahead without a single modification."

4. Know how to use digital

It makes sense to launch a nation-wide mass-media campaign. But using digital medium to spread the message of waterproofing, how is that going to pan out? Or is this yet another brand marketing digital off as one of the checkboxes? Puri says the plan is to target the homeowner of the future via digital. "Tomorrow if you decide to buy a house in Mumbai, you'll be worried about the Italian marble, the sanitary branding, the faucets. Nobody actually checks with the builder if the building is waterproofed well so that you won't have a problem three years later." Instead of unleashing pop-up scroll ticklers ad on the cloud, Dr Fixit will be placed contextually. What's so path-breaking about that now?

Puri explains: "We are putting messages on home loan sites saying if you're actually taking a home loan, make sure your money is well spent because water proofing, if not done right, can be more damaging than anything else. We want to help create a two-way communication channel, which is why we've spent extra money on media to buy more airtime to keep the headline number on screen for longer than a few seconds."

5. Evangelise, but contextually

Evangelising your brand is commonplace but how does one do that while helping people stick things together? Puri seems to be doing it well. "Whenever I see leakage anywhere, I start telling people about the importance of waterproofing and the right way of doing it. I tell them that paint is just like lipstick. If the walls are weak from the inside, none of these weather shield coats are going to help. You must believe in your brand and tell people where and how you can use it."

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