

ad world

Brooke Bond stirs togetherness in Red Label tea ad

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It seems that tea brands have taken it upon themselves to put some sensitivity into society one cup at a time.

Just a few weeks after Tata Tea's Jaago Re 2.0 ad campaign, Brooke Bond Red Label's new ad campaign pushes for the message of togetherness.

Since 2014, Red Label tea had bid farewell to ad campaigns that just portrayed a happy family enjoying a cup of tea to opt for ads that tackle much earnest issues.

The Hindustan Unilever (HUL) brand released two ad films under campaign 'Swaad Apnepan ka' (Taste of Togetherness).

The ad film release by brand called 'Forgotten' narrates a sim-



ple story in a way which evokes emotions in a more powerful way.

It revolves around the story of an older woman suffering from Alzheimer who was once connected to the society by making tea for the neighbours, now languish-

es all alone in her home.

It gives a glimpse into the lives of older people residing in apartments all alone as their children have migrated overseas and bonded neighborhood now seems to have disappeared.

The best moment in ad defi-

nately has to be the part where the young man goes narrates that he is not the son and just goes on pretending that he is her son only to comfort her.

The second ad film called 'A Boy who Girls Like' too is just as powerful and tries to tackle issue of de-stigmatising gender stereotypes such as the type of toys played with by boys and girls.

The ad was crafted keeping Women's Day in mind.

It beautifully crafted tea into the ad film as it shows a boy play-making tea with a tea toy set.

The narration starts by saying, "He loves to make tea, but that doesn't make him a girl" and then ends with "It just makes him a boy that girls like".

The ad films have been conceptualised by Ogilvy & Mather.