

HUL to Send Messages via Matrimony Portals

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Mumbai: Hindustan Unilever is partnering matchmaking portal shaadi.com and The Times of India's matrimonial ads segment for its Dove brand, to eliminate the use of stereotypical words including 'fair' and 'tall' from their clients' advertisements. India's biggest consumer products firm said this was part of a wider strategy to create awareness among consumers and not look at women as a commodity.

"We are essentially encouraging consumers as they are scouting for brides to really look beyond the physical characteristics which typically are the focus," said Priya Nair, executive director - beauty and personal ca-

re at HUL. The company will launch a new campaign - stop the beauty test - this week. "Looking attractive or beautiful is not a crime but when it becomes something that impacts self-esteem, then it becomes an issue," Nair said.

With every future bride on shaadi.com, a Dove brand ad will also appear, encouraging both the advertiser and



those reading the matrimonial ads to look beyond body type, complexion, scars on face or hair type and length.

In Times matrimonial, Dove will help interested advertisers rewrite the biodata, avoiding physical descriptors and beauty biases.

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