

FEATURE DETTOL

Health TELECAST

Using TV to connect with its TG, Dettol tries to play doctor to the consumer

By RUCHIKA KUMAR

Brand placements in movies and television shows is becoming an all encompassing trend as marketers find it as a clutter free way to boost brand image. And when Dettol, from Reckitt Benckiser, recently ventured with the same concept, it did this with a difference.

On spot

Dettol made a 2D entry into the consumer's home with its weekly television series 'Dettol Surakshit Parivar', which is an on-air extension of the company's ground initiative on its advocacy of health and hygiene.

Chander Mohan Sethi, Chairman and Managing Director, Reckitt Benckiser(RB), India, explains, "This program is part of our nationwide 'Dettol Surakshit Parivar' campaign that began in 2006. It aims to promote good hygiene practices in the family environment. The objective of the show is to spread awareness on everyday germ protection."

Citing the target group for the show Sethi says, "The program is meant for all as it addresses queries in different aspects of life and from different genders, age groups among other parameters. However, the main TG for the program would be women in the 25+ age group, who are the key decision makers in areas of maintaining the family health."

Dettol is undertaking these initiatives in association with the



Chander Mohan Sethi, Chairman & MD, Reckitt Benckiser

Indian Medical Association. TV host Rakshanda Khan and Dr Rajiv Thukral, Senior Consultant, Max Health Care have been roped in for the interactive show that has three key legs – New Mother Program, School Handwash Program and Hospital Program. "With

viewers calling in to the show with their queries, only a representative of the medical fraternity is suitable to answer such queries and educate them on prevention of diseases," Sethi informs.

Visual appeal

For RB taking the on ground initiatives to the masses was a hurdle. "TV was best to disseminate this message to the masses," Sethi explains. The 13 episode series on Imagine TV is produced and directed by media firm M5 Entertainment, which specialises in Advertiser Funded Programming (AFPs) and brand placements in films and television shows.

According to M5 Entertainment, there is rising incidence of ad avoidance on television. Thus, as a marketer looking for innovative solutions, product placement makes more sense than ever before. Probably, this is the reason why many major brands such as ITC's personal care range Fiamma de Wills, has sponsored MTV's Style Check that directly associates with the brand's equity.

Reaching out

On Dettol's association with the Hindi GEC, Sethi says that reality shows provide engaging content that appeal to the masses. "Easy education through audio visual means makes TV a lead medium to reach out to consumers. Thus we chose a format that would make a topic like hygiene easy to understand and adopt," he adds. ■

—ruchika@pitchonnet.com



Healthy habits

The brand sees TV as the best medium to reach out to its TG

Dettol aims to reach million families through this reality show

Dr Rajiv Thukral of Max Health Care has been roped in to add credibility

TV serials are being seen as a clutter breaking path to ensure maximum visibility