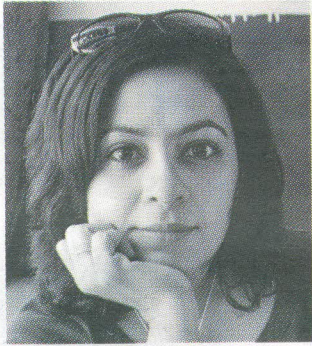


NOT ENOUGH JUICE

REVIEWER: CHRANEETA MANN

Chraneeta Mann, executive creative director and national creative head, Rediffusion-Y&R, has more than 16 years' experience in advertising. She has worked on brands such as Airtel, LG, Sony Ericsson and Maruti Suzuki, among others.



CAMPAIGN

Maaza's latest *Har Mausam Love, Har Mausam Aam* campaign, by Leo Burnett, is set in the winter and shows actor Parineeti Chopra as a girl who is crazy about mangoes. Even though many boys in the neighbourhood are eager for her attention, she says her heart will belong to the one who can get her mangoes out of season. Actor Imran Khan succeeds by getting her a Maaza. Tag line: *Maaza Har Mausam Aam!*

Believable: *Chraneeta Mann.*

Your first thoughts on the campaign?

While it's a believable story that has been executed well, I'm not too sure if the twist of "love in every season" is really adding much to the core proposition of "mangoes for every season". "No season for mangoes" is in itself a fleshy idea to be juiced, and that could probably have been dialled up in more interesting ways. What makes for a better creative springboard is the desperation that comes from knowing you're going to run out of mangoes when the season ends, or what one will resort to to experience the joy of eating mangoes for longer.



A spoiler? *The love angle doesn't add to the core proposition.*

How does it compare with previous ads for Maaza?

Celebrity endorsements have been part of Maaza's communication off and on, whether it was Satish Shah as "Khadoos Uncle" or Ranvir Shorey later on. But unlike earlier Maaza commercials, where the celebrity presence contributed sufficiently to the plot, the current communication doesn't really leverage the celebrity equity enough or tie in integrally to the proposition.

What would you have done differently?

"*Har season aam (mangoes for every season)*" is a proposition strong enough to not really require a celebrity endorsement. When you decide to take a young celebrity pair, you really end up limiting the range of stories you can look at. Love then becomes the first layer that gets carried into the creative product. I would have probably dropped the layer of love from the campaign. The idea works much better left to "*har season aam*".

Is this category too dependent on the use of celebrities?

In India, yes. In a category where there aren't too many inherent product features to rally the communication around, the end game is really about how to drive preference on a cluttered shelf. So a Katrina Kaif competes with a Parineeti Chopra and an Imran Khan, whereas a Ranbir Kapoor is pitted against Salman Khan. Having said that, there are brands like Frooti, for instance, that took a different approach and have successfully created salience.

Any other ads in the category of fruit-based beverages that caught your attention?

The new Minute Maid Pulpy Orange commercial—"I feel the orange, I feel the pulp"—has been done interestingly.

*As told to Suneera Tandon.
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