

Goodknight Cool Gel launches new ad campaign

Ad campaign conceptualised by J. Walter Thompson (JWT) India

Mumbai, 25 May, 2018: Goodknight a market leader in the household insecticide category also has products in the outdoor and personal mosquito repellent category; Goodknight Cool Gel is one such product the brand has innovated for its consumers. Goodknight Cool Gel has launched a new television commercial that showcases a typical summer night in a small town in Northern India where people prefer sleeping on roof tops to keep the heat at bay and how the mosquito menace does not let them sleep until Cool Gel comes to their rescue. The ad is a parody on a popular old Hindi song – *Hai re Hai*.

The ad film opens with a senior member, grandfather in a joint family trying to sleep on the rooftop of his house one summer night; however, mosquitoes do not let him sleep. To address the issue in a comic manner the grandfather claps his hands and starts singing an old Hindi song – *Hai re Hai*. Another man gets up with a blanket on his head and continues the song – *Neend nahi aye*. One more grown up man slaps himself on the face and continues singing – *Machhar bada sataye*. Then a young girl joins in and sings – *Cream chip chipaye*, the girl touches sticky arms and frowns. Her brothers pop up in the same frame and make a hand gesture depicting the irritability caused by the sticky and oily mosquito repellent cream they have applied. Just then the mother in the family enters the rooftop area with a solution to all their problems - *Ab Goodknight Cool Gel lagao! Machhar Bhagao! Aaraam se so jao!* She is shown applying Goodknight Cool Gel to her youngest son. After applying Goodknight Cool Gel, the family is shown sleeping peacefully. Unlike other mosquito repellents Goodknight Cool Gel is a non sticky and gel based repellent with the goodness of aloe vera. Goodknight Cool Gel not only keeps mosquitoes at bay for eight hours but also gives a cooling sensation and helps one sleep peacefully. The ad film also introduces the new Goodknight Cool Gel sachet available at Rs. 10.

Speaking on the ad campaign, Sunil Kataria, CEO – India and SAARC, Godrej Consumer Products Ltd (GCPL) said, “Goodknight is a brand that has its focus on consumers bases not only in metro cities, but also smaller towns in India. We have cost effective and efficient solutions for the mosquito menace for all our consumers. Brand Goodknight has always understood mothers and their struggle to protect their families from the mosquito menace. The new ad film aptly captures this emotion.”

“Goodknight Cool Gel is an innovative product in the personal repellent category. It comes in a tube and a sachet format for the convenience of consumers”, added Mr. Kataria.

Speaking on the campaign, Rajesh Gangwani, Managing Partner J. Walter Thompson, Mumbai said, “The campaign is targeted towards semi-urban and rural consumers who normally sleep outdoors/open air during warm summer nights. The key benefit that we wanted to propagate is that unlike other mosquito repellent creams, our product contains Aloe Vera gel which is non-sticky & has a cooling sensation. The communication is crafted keeping in mind the rural sensibilities and is delivered through an engaging & catchy sing song between the family members.”

Link to the TVC: https://www.youtube.com/watch?v=Ra3OhW3teZ0&list=PL-Kl_21aYgYQQpC5JMu3AzW8Q4sFLZgYI

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