



DEBRIEF

AD REVIEWS BY ANIL THAKRANEY



Want your ads to go under Thakraney's scanner? Email 'em at debrief@impactonnet.com. (The views expressed above are the writer's own and not necessarily those of the Editors and Publisher of impact and the exchange4media group.)

Nimbooz: Asli ya Nakli?

PepsiCo has relaunched its lemon drink 'Nimbooz' this summer with three very, very noisy commercials. The creative strategy is what they call the 'asli Indian touch'. One commercial features two rather heavy housewives rushing to avail of a discount sale scheme, and tiring themselves in the chase. Enter Nimbooz. The second commercial features the Big Fat Indian Shaadi, aka 'Hum Aapke Hain Kaun', with all the accompanying sangeet, jhatkaas and shor-gul. And what refreshes the pooped revellers? Nimbooz, of course. The third one deals with a harried commuter who just can't escape the touchy-feely-sweaty desi co-travellers. And has to douse his paseena with Nimbooz.

The attempt clearly is to set the brand in the desi milieu. Our way of life. The client hopes that this strategy would provide some distinctiveness to the brand.

So, yes, the situations depicted are truly Indian. No denying that. But my problem is with the choice of these situations. They are as thakela as the protagonists themselves. The agency hit upon the right idea,

CLIENT
PEPSICO INDIA
 BRAND
NIMBOOZ
 CREATIVE AGENCY
BBDO INDIA
 CREATIVE TEAM
SANDIPAN BHATTACHARYYA
(ECD), MANOJ DEB AND
VARUN GOSWAMI

but rushed to the ad filmmaker's office a tad too soon, without figuring out a creative leap. Stuff like desi weddings has been so done-to-death, even Bollywood's very own Mr Wedding Planner, Sooraj Bharjatya, is trying to move away from it. And travel blues would be the first hackneyed thought when you think of India. To be fair however, the discount sale ad is the only one which stands out for some degree of freshness.

Net, net: A potentially good idea, killed by the inability to think out of the box. Methinks the agency creative directors were too tired to think fresh. Some vodka shots topped with Nimbooz (my fav drink, and very, very Indian I might add!) may have helped.

