

News monitored for: Pepsi - Corporate

# The Financial World

## TRY TEDHA, YAAR

BRAND AMBASSADOR JUHI CHAWLA DOESN'T DISAPPOINT IN THIS WACKY RENDITION OF A YUMMY-MUMMY ROLE

**Nidhi Ozai**

New Delhi

### Storyline

Juhi Chawla, the face of Kurkure dabbles in three lives and one she is a fitness freak mother who wants her son to grow taller and healthier. The second sees her as a typical mother, overly concerned about her son's academic achievements and scores. The third sees her toiling hard to meet the daily

challenges of household chores. Then one day the harried woman accidentally discovers 'tedha Kurkure' — and her life transforms! The *tedha* taste paves its way into her stomach and from there to the brain and we spot a brand new mother-avatar in Juhi - ever-doting, every-dutiful, albeit with a twist, a *tedha* angle. She transforms into an empathetic, understanding parent, who isn't a fitness freak and her son be — play drums, for instance. Probably for the first time in their lives, she is concerned about her son; not his marks. And how?

She doesn't pay heed to what the school teacher has to yap about her son at the parent teacher meeting (PTM). And the third mother? She's a perfect homemaker, chilled out, who gives time to herself and enjoys life, going so far as to getting a tattoo that reads — I love me! She comes full circle in her metamorphosis from *seedhi* to *tedhi* mom. The voice over rolls — "Seedha toh sadha hota hai, isliye Kurkure kehta hai. Try Tedha yaar."

### Idea [3/5]

The idea is simple — mothers are humans too. And surely, the ideating is the core strength of the advertisement. It portrays the most important role of a woman. Never mind that the role gets unsung by most of us; most of the time. The film clubs another cute idea — that life is simple and can be enjoyed — without guilt.

### Execution [3/5]

The execution is okay. It makes

for an enjoyable visual. There is something about Juhi that makes her a natural in a mother's role and she somehow manages to give it life and depth, without taking away any of the humour element.

### Technique [4/5]

The parallel-lives story is the main technique that has been well executed.

### Positioning [4/5]

The film asks us to make room for 'slow time', defy convention, and live in the moment — an apt positioning for a ready-to-munch snack. Taking the brand journey forward, the new tag line goes pat with the old positioning — *Tedha hai par mera hai*. The campaign will be promoted through a mix of media including television, radio, print and digital.

### X Factor [4/5]

The idea wins thumbs down for the X factor. It makes us sit and think hard, but in a lighter sort of a way.



### AT A GLANCE

COMPANY: PepsiCo's Kurkure

CATEGORY: Ready to eat finger snack

CREATIVE AGENCY: J&T

TAG LINE: Try Tedha Yaar

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