



Godrej Protekt says, 'germs ka darr, choo mantar!' with a new TVC for its revolutionary Protekt Mr. Magic, the first-ever powder to liquid handwash

- Conceptualised by Creativeland Asia

Mumbai, 03rd September, 2018: Godrej Protekt, a range of hand hygiene products from Godrej Consumer Products Ltd, has unveiled a campaign for its recently-launched **Protekt Mr. Magic**, the first-ever powder to liquid handwash. It is a unique innovation in the world of handwashes.

Protekt Mr. Magic is Godrej Protekt's solution to making handwash accessible at Rs 15, to every home in India, with its affordable price point and innovative powder to liquid format. The magic powder, when mixed with 200 ml water, turns magically into a handwash!

The TVC for Protekt Mr. Magic is conceptualised by Creativeland Asia. It communicates the innovation and the ease of making the handwash in an interesting way, through the TVC's main protagonists – He is wondering how is she allowed to do all this, especially as parents these days are sceptical about letting their kids have this kind of fun fearing the risk of germs and diseases. The girl introduces him to Mr. Magic as a fun way to make handwash that lets kids be kids and provides protection from germs at extremely affordable price points. The TVC highlights that Protekt Mr. Magic is an enabler that allows everyone to explore the world without the fear of germs.

Commenting on the product, **Mr. Sunil Kataria, CEO – India & SAARC, Godrej Consumer Products Limited (GCPL)**, said, "Perception of liquid handwash being expensive is a major reason behind many households not adopting the category. We have always dreamt of a future where every home will be able to afford a liquid handwash. Protekt Mr. Magic, the first-ever powder to liquid handwash, is infused with natural ingredients like Neem and Aloe Vera. With the germicidal properties of neem and the goodness of Aloe Vera, the product is soft on hands and tough on germs. Protekt Mr. Magic's disruptive pricing of Rs 15 will make it easy for Indian households across segments and geographies to adopt this innovative format for a hygienic lifestyle."

Commenting on the TVC, **Mr. Anu Joseph, Chief Creative Officer, Creativeland Asia**, says, "There are so many new things rolled into this revolutionary hand wash. And we had to tell the world about all of it. The fact that it is a DIY product, how to make it, what it is made of, how affordable it is, and of course, what it all means. The TVC does that with considerable ease and makes the point with great charm. All of it while maintaining the brand's established tonality."

Protekt Mr. Magic is available in a single powder sachet and also in a combi pack comprising Protekt Mr. Magic empty bottle and powder sachet. The powder sachet is priced at Rs.15, which is one-third the cost of existing liquid handwash refills. This can potentially reduce consumers current expense on handwashing soaps estimated at Rs.30 to half. The combi pack is priced at Rs.35. This is less than half the price of current liquid handwash bottle packs.

Link to the TVC: <https://youtu.be/cGUyFK3R2o>

HOW IT WORKS



Step 1

ADD WATER



Step 2

POUR POWDER



Step 3

SHAKE

About Godrej Protekt:

Godrej Protekt is a range of hand hygiene products from Godrej Consumer Products Limited, with three handwash variants and a hand sanitizer. The brand's handwash and hand sanitizers are made of 98% naturally-derived ingredients and do not contain any harmful chemicals or irritants. Protekt Mr.Magic will be the latest addition to the existing product portfolio of Godrej Protekt.

Read more at <http://www.godrejprotekt.com>

About Creativeland Asia:

Creativeland Asia is one of India's largest and most sought after independent creative companies headquartered in Mumbai with an office in Delhi-NCR. Founded in 2007, Creativeland's clients include Godrej, Café Coffee Day, Mercedes-Benz, Kalpataru, Taj Palaces, Hotels & Resorts, Havmor, Luxor, Transsion Holdings, to name a few. Creativeland has won top honors across world-renowned creative festivals including Cannes, Spikes Asia, D&AD, Clio, Kyoorius and the Effies. Creativeland's MTS Internet Baby commercial has been featured in Google's release of the top 5 YouTube ads of the year 2015. Creativeland also made it to the list of the top ads of 2015 for its work for MTS – Internet baby, Cinthol – Alive is offline and Indian Express – For the Indian intelligent.

To know more, click [here](#).

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