

Brands capitalize on men sharing the load at home

This new trend has prompted FMCG firms to launch ad campaigns featuring men



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NEW DELHI

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The lockdown imposed to battle the covid-19 pandemic prompted more men to participate in basic household chores, at least in urban areas, said fast-moving consumer goods major Hindustan Unilever Ltd (HUL).

Increased participation of men in activities such as dishwashing, cooking, and helping children with their studies prompted the company to launch a digital campaign for the Vim brand featuring Indian cricket team player Virendra Sehwa, who was seen washing dishes.

“One of the things that we have seen increase and which is what led us to this campaign is the entire idea of marital partnership, because now both the husband and the wife are at home. We are seeing that men are stepping up more in terms of the work that they do around the house. Where we’ve seen a particular impact of this is engaging with children, doing some of the dusting and, importantly, a big one for us, is participating in dishwashing. We have definitely seen a rise in men washing dishes and talking about it. That’s been a big change we have seen,” said Prabha Narasimhan, executive director, home care, HUL.

The company’s home care division sells Rin, Wheel, Vim, Comfort and Surf Excel, which are used to clean dishes and clothes.

The trend, said Narasimhan, was largely seen in urban households, which struggled to get domestic help during the lockdown. This, she said, increased the burden of work, especially as they continued working from home.

HUL’s ad campaign for liquid Vim



Urban households are seeing an increased participation of men in activities such as dishwashing, cooking, and helping children with their studies since the lockdown was imposed this year. ISTOCKPHOTO

featuring Sehwa debuted during the annual cricketing event, the Indian Premier League. “Our take on this was to normalize the fact that men are in the kitchen,” Narasimhan said. This is the first Vim commercial featuring a man.

On Thursday, a report, titled *Sentiments of India*, by consultancy EY,

Family members are now sharing responsibilities and are more cognizant of the value homemakers add to their lives, the report said. As much as 19% of those surveyed in nuclear families, or those without children, reported that their spouse was helping them with household chores. “This indicates that couples are

cleaning and kitchen products.

In its June quarter earnings, Jyothy Laboratories, which sells Pril and Exo dishwashing liquids and bars, said it saw an unexpected surge in use of these brands, as men, new to washing dishes, used more liquid. Even though the country has opened up, people still continue working from home in most large cities.

HUL expects men to appreciate the woman’s role in running households, even after normalcy returns, Narasimhan said.

India is a laggard when it comes to men sharing the burden of household chores. That’s because the typical role ascribed to men is that of a breadwinner while women are often seen as caregivers. For years now, however, marketers have been trying to bring to fore more equitable gender roles and integrate them into their ad campaigns

SHIFTING CONSUMER BEHAVIOUR

IN a first, HUL has launched a digital campaign for Vim brand featuring a man alone

63% homemakers said that they were receiving help from spouses or other family members: EY

PANDEMIC has also spurred demand for packaged foods, home cleaning and kitchen products

THERE has been a surge in use of dishwashing brands as men, new to the job, used more liquid

revealed the impact of covid on home makers in India. It said load sharing became a trend with 63% homemakers saying that they were receiving help from their spouses or other family members.

EY surveyed 385 homemakers from different age groups, family types, and cities.

moving towards a more equitable partnership,” according to the findings of the report. Children are also actively supporting their mothers, making homemaking a more shared responsibility, EY said.

The pandemic has also reset consumer behaviour and spurred demand for packaged foods, home