

Ariel gets 2.1 million men to 'share the load'

<http://brandequity.economictimes.indiatimes.com/news/advertising/ariel-gets-2-1-million-men-to-share-the-load/53517503>

Launched in February of 2016, Ariel India's Dads #ShareTheLoad campaign garnered widespread acclaim, from consumers, media, advertising and marketing industry as well as celebrities, for its message of change. The movement, dedicated to addressing the cycle of gender prejudice, sparked conversations across multiple touchpoints, leading to a massive participation and 2.1 million men pledging their support to the cause. 2600 men showed their solidarity towards gender equality by creating a Guinness World Record of most number of men washing clothes together.

With two out of three children believing that laundry is a mother's job, gender biases within the household are subconsciously passed down from one generation to the next. Launched with a digital film, Ariel India created a social storm, with the film going viral internationally and getting over 50 million views in just 50 days.

The campaign took home five Cannes Lions (a Cannes Lion every night of the awards ceremony), Ariel India has now become the most awarded Indian campaign in the event's illustrious history. The campaign has also won a host of other international and national awards, including the coveted Laadli Grand Prix Award, Gold Emvies and Black Dragon at Dragons of Asia.

Speaking on this occasion, SharatVerma, associate director, fabric care India, added, "Ariel India will continue to join women across the country to address gender prejudice, and we will continue to encourage more dads and husbands to #ShareTheLoad, since with Ariel Matic anyone can get great laundry results."

Besides these plaudits, the films also received the support of International and Indian celebrities and partners including - Sheryl Sandberg, Melinda Gates, Pankaj Kapoor, Supriya Pathak, Tabu, MandiraBedi, Neha Dhupia, Irrfan Khan, Mary Kom, Sharmila Tagore, Soha Ali Khan, KalNirnay, Tinkle, Whirlpool and Akshara Centre.