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BE Exclusive: Bhumi Pednekar says 'I Am Many' with Boddess

The campaign is conceptualised by Saatchi & Saatchi...

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Boddess, the multi beauty tech and

Bhumi Pednekar for Boddess

wellness platform, has launched its first brand **campaign 'I Am Many'**. The campaign is aimed at engaging with beauty and wellness enthusiasts and inspiring them to embrace diverse personas and celebrating it through beauty as a medium.

Styled as a soft pop music video, the commercial features [Bhumi Pednekar](#), highlighting how beauty has the power to transform and transcend the way one feels. The commercial encourages women to embrace all versions of themselves and be proud of it. This fresh and dynamic film focuses on reminding society and women themselves that they can embody many roles at once, without having to apologise for it, and pushes back against society's propensity to pigeonhole them into one role or the other without allowing for overlap.

Conceptualised by Saatchi & Saatchi, in the brand film Pednekar is seen in contrasting set-ups and avatars- Ranging from whimsical to surreal, she is a princess, a boss lady, a diva and many more. The mood, while light hearted and fun, delivers the message of 'Why be one, when you can be many'.



Ritika Sharma, founder and chief executive officer, [House of Beauty](#), said, "We are delighted to announce our first ever digital campaign 'I Am Many', especially because it beholds the central tenet of the brand. The driving force of Boddess is the inspiration of building a community that encourages empowered womanhood.

‘you can be either this or that’ narrative and we will be focusing on celebrating different versions of oneself. Within this concept of diversity in individuality, the campaign envisions to create an impact through disruptive storytelling and engage effectively with customers.”

Pednekar said, “I think women are powerful and beautifully complex and ‘I Am Many’ is a great campaign to showcase this idea. It’s nothing new that we as women are expected to go along with fixed parameters and anything beyond that is considered problematic. As a public figure it's easy for my audience to perceive me as just a celebrity with flawless hair and makeup at all times. However, there’s a side to me that’s vulnerable and real which spills into the different roles I play in life. That of a sister, a daughter, a friend and a citizen of the world. I think being different is what makes one special and that is why I connected deeply with the concept of this campaign. I hope our message to embrace the diversity within us resonates with our wonderful audience.”