

## ITC Jelimals, Chhota Bheem spread Covid-19 awareness to kids

Produced in association with Chhota Bheem, the song elucidates the 5 steps recommended by WHO to prevent the spread of Covid-19...

April 16, 2020

ETBrandEquity

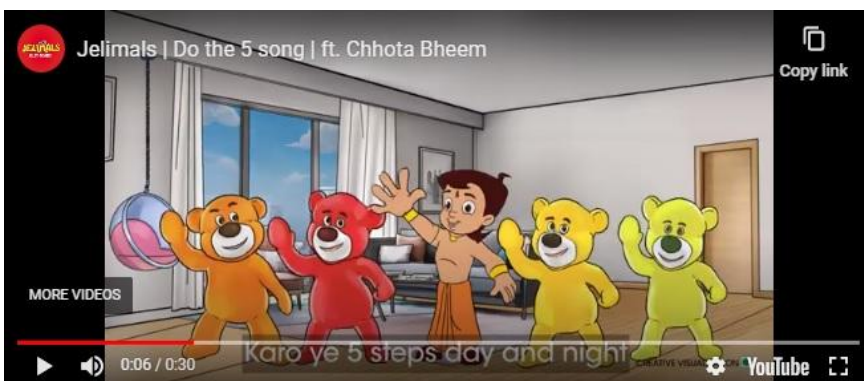
Confectionery brand from ITC, Jelimals has come forward with an initiative to create awareness amongst children about the 5 steps to prevent the spread of Covid-19, as recommended by WHO.

Jelimals teamed up with Chhota Bheem to bring out the "Do the 5" song, that is modelled on the five steps recommended by the WHO to prevent the spread of Covid-19.

Anuj Rustagi, chief operating officer, chocolate, coffee, confectionery and new category development– Foods, ITC Ltd, said, "We are faced with an unprecedented situation and therefore it is absolutely essential for everyone, including kids, to follow all safeguards. To help create awareness amongst kids about the precautionary measures, we thought we should use our dear Jelimals characters along with Chhota Bheem to help the little champs learn the 5 essential habits in a fun and engaging way."



ITC Jelimals brings out "Do the 5" song to spread awareness on Covid-19 amongst kids.



Conceptualised by FCB Ulka Bengaluru, the video was produced by 16 Beatz Films.

Amit Anand, creative group head, FCB, said, "The trouble is that the kids are not very receptive to advice that sound preachy or boring. So we turned that around, and gave the advice through their well-loved and adored icons – the Jelimals, in a sing-song manner that's both catchy and memorable."