

Herald Cafe



NOT JUST A ROOT—FIVE DAILY WINS FROM EATING BEETROOT



KNOW THESE HEALTHY DELIGHTS

New USP: How ads cash in on wellness trends

Not taste-conscious but health-conscious; commercials now lean on buzzwords like sugar-free, gluten-free, 100% organic, whole grain, and more, turning health claims into their ultimate selling mantra

Elsa Angel Rose

More than ever, people are choosing health over flavour when it comes to what they eat. Marketing minds and brand builders are trying to capitalise on this up-and-coming attitude of people. Persuasive advertising language, aesthetic, one-of-a-kind packaging, and novel marketing strategies are used by brands to realign themselves to appeal to and attract health-conscious minds. Read on to explore the shift from taste-driven choices to wellness-focused ones and how advertisements are cashing in on this evolving mindset.

TASTE-CONSCIOUS TO HEALTH-CONSCIOUS

Over the years, we have witnessed a drastic change in people's food preferences. It is no longer about living to eat, but rather eating to live. The newer generations understand the importance of consuming healthy foods. The advent of the internet and social media has helped immensely to promote mindful eating habits among people. A dietician, Dr Viveka Barros, said, "With the internet and digital platforms, people now have easier access to knowledge about what they're consuming. The increase in conditions like diabetes, PCOS, obesity, and cardiovascular diseases has also made people more aware of the link between food and health."

Dr Joline Fernandes, a nutritional therapist, said, "Rather than treating illness after it appears,

individuals are taking a proactive approach, using food as a tool for prevention and longevity. There is now a conscious effort among consumers to eat in a way that not only benefits personal health but also reduces the strain on the planet." According to her, the health campaigns by government and non-government organisations have also pushed for better public understanding of balanced nutrition.



ADVERTISEMENTS ARE QUICK TO ADAPT

The change in people's food preferences is being unapologetically monetised by advertisers, leading to a noticeable transformation in the way food is marketed. Traditional ads that focused on making food look tempting, indulgent, and delicious are being replaced. Today, advertisements have shifted their focus toward highlighting the health aspects of food products, placing greater emphasis on nutritional benefits rather than just visual appeal.

Pratik Palyekar, a marketing manager, said, "Ads are less about 'yum!' and more about how you will feel after eating. They emphasise energy, immunity, and gut health, things that resonate when you are trying to make better choices."

Anurag Gupta, a senior marketing consultant from a Porvorim-based organisation, said, "Today's campaigns lead with proof, protein counts, fibre benefits, and zero added sugar badges replacing vague wellness claims with substantiated outcomes." According to him, messaging is shifting from taste-first to trust-first.

WHEN HEALTH CLAIMS DON'T ADD UP

Not all health claims made in advertisements are true. In many cases, products do not actually contain what the ads claim they do. Even paid promotions by influencers are not always credible, as fact-checking is not consistently carried out. "As brands become bolder, so do the watchdogs, and one wrong label can spark major backlash," said Anurag.

According to Viresh, few brands are educating consumers about the authenticity of the ingredients, health benefits, and more. Those brands are a hit among consumers. He said, "Brands leverage these promotional or marketing tactics to communicate that they are using the best ingredients, and consumers are starting to recognise what a good, honest claim is." Today's consumers are active and informed; they research, critique, and call out false claims. Whether it's a meal from a restaurant or a store-bought snack, the health claims need to hold up.



SOCIAL PROOFING AS A TOOL

"If I see someone I follow on social media drinking a green smoothie or snacking on protein bars, I am more likely to try it too. It feels more real, like, 'Hey, if they are doing it, maybe I should too,'" said Pratik. Social proofing is a pertinent tactic used by advertising bodies to capitalise on people's growing health consciousness. It includes the use of celebrity endorsements, influencer partnerships, customer testimonials, and more, forming the core of this strategy. "Social proofing or collaborating with influencers must be done meticulously, as consumers today are becoming increasingly savvy," said Viresh. In India, micro-influencers



with relatable content and authenticity often outperform celebrities with generic endorsements. "Brands are leaning into this, encouraging user-generated content, recipe reels, and health challenge hashtags to build digital credibility," said Anurag.

CHANGES IN PACKAGING AND BRANDING STRATEGIES

The outer cover of food packages now features subtle pastel shades, especially greens and browns, to reflect a healthy image. The look and feel of the packaging are very different from what they used to be. Packaging has become a meticulous task, designed to attract consumers in under a minute, without making them question the credibility of the product's health claims.

"You see all these tags right up front: 'No added sugar,' 'Gluten-free,' 'Cholesterol-free,' '100% organic.' Brands use earthy colours, minimal designs, brown paper, and so much green, like they are trying to look healthy before you even flip it over. And I have to admit, it works. It makes me feel like I am picking something cleaner and safer,

even if I haven't read the whole label yet," said Pratik.

"Packaging of products and branding strategies are 100% healthfulness-reinforcing. When you speak of social media advertisements, typically, you will see a growing push for this messaging across platforms," said Viresh Vazirani, founder of a social media marketing agency.



SWIPE RIGHT

'Big Dawgs,' gets a Lego tribute video

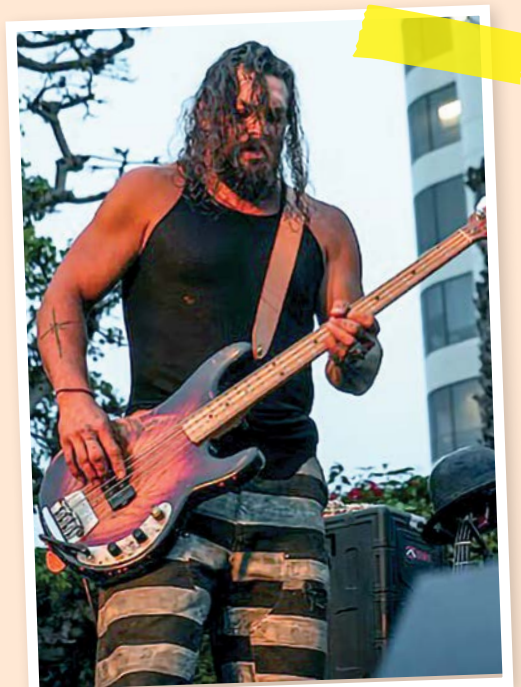
Almost a year after Hanumankind and Kalmi dropped their hit track 'Big Dawgs,' Bengaluru-based Zebu Animation has teamed up with Def Jam India and whatwecookin.tv to craft an epic Lego tribute. Hanumankind's track 'Big Dawgs' has achieved remarkable global success since its release in July 2024. The song has amassed over 116 million views on YouTube and has been streamed more than 400 million times on Spotify. The new tribute video is meticulously creating with the team spending hundreds of hours to piece together each frame of the original Bijoy Shetty-directed video in stunning animated detail.



Ram Kapoor owns India's first Lamborghini Urus SE



Bollywood star Ram Kapoor and wife Gautami Kapoor have splashed out a whopping Rs 4.57 crore on a swanky new ride: the Lamborghini Urus SE SUV. Rumour has it, Ram is the first Indian to own this high-performance hybrid beast, which debuted in India in 2024. The luxe olive green (Verde Gea) machine, complete with black leather interiors and fiery orange accents, was unveiled on Instagram. In the snaps, Ram beams from the driver's seat while Gautami strikes a stylish pose alongside him. Fresh from his stunning transformation, Ram is also revving up professionally, his detective thriller 'Mistry'.



Actor Jason Momoa made his much-anticipated return to The Bungalow Santa Monica, for a one-night-only appearance at the popular Night Market series, where he performed rock and roll and heavy rock classics with his band, Oof Tatata.

Dukota? The 7 Notes creates a fun song to make you laugh

A recently released Konkani video song 'Dukota,' has captured listeners' hearts with its funny lyrics and catchy tune, the song has garnered 1 lakh plus views

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A dynamic band known for their captivating original music, The 7 Notes, just dropped a highly anticipated new single, 'Dukota.' With a fresh sound and an exciting music video, the band continues to push boundaries in the music scene moving away from the wedding song genre to an offbeat song. 'Dukota' is one of the songs of the band to reach a lakh views, the most viral Konkani video of the day.

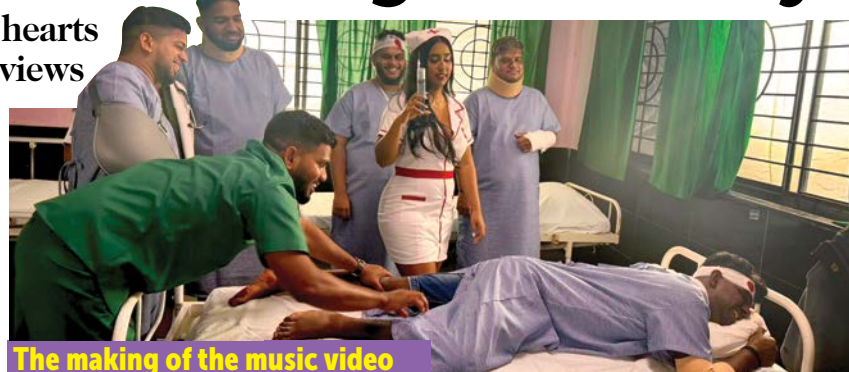
Myron Lucas, the lead vocalist and songwriter, explains the inspiration for the songs, "I wanted to work on a different song and something that featured Konkani words that we usually use in everyday life. Words like 'Dukota' which means it hurts and 'Avo Ghe' is very commonly used when we get hurt. I wanted to build a song around it, creating a narrative where the character is dealing with pain and the ups and downs of life. The story came along as I

wrote the song."

Despite the song's catchy vibe, the creation process wasn't quick. "It took about a year to release it. Songwriting isn't a one-day thing. It takes time to get the lyrics, music, and overall vibe just right. Plus, I was busy with other projects and performances," Myron shared. When Myron finally played the song for the band, they were immediately on board. "I didn't tell them at first. I just showed them the first audio, and they were like, 'Yes, this is it,'" Myron recalled. The collaboration was a success, and the band decided to take it a step further by incorporating acting into the music video for the first time.

BAND MEMBERS

Myron Lucas – Lead vocalist and songwriter
Aviton Crasto – Keyboardist and music producer
Astrid Fernandes – Bassist and vocalist
Jaime Gonsalves – Lead guitarist and videographer
Shane Rodrigues – Drummer and vocalist
Cannon D'Souza – Sound engineer



The making of the music video

The band's new music video was directed and edited by Josephfern D'Souza. The video features model and actress Scarlett M Rose as the female lead and Moses Furtado (Mozi) as the male lead. Josephfern's direction transformed a simple Batim Panchayat Hall into a hospital setting, where most of the video was shot. "It wasn't even a hospital, it was a panchayat hall," says Jaime Gonsalves, lead guitarist and videographer. "I am usually behind the camera and I was feeling nervous about acting. I had never acted before and it was a fun experience."

Cannon D'Souza, the sound engineer of the band plays the role of the doctor in the video," adds Jaime. The shoot was completed over three days. "Working with Scarlett was fantastic. She was very cooperative and helped bring the concept to life. While the band members are used to performing on stage, this was a new experience for them as they took on acting roles for the video," says Myron.

Nuvm-based Josephfern D'Souza has been working on music videos for over a decade. Josephfern explains, "This was my first video with the band and it was a fun experience. Myron came up with the idea of a hospital scene and I created the storyline. Since it was the first time that the band members were acting in front of the camera, I had to guide them."

What's next for the band

The band's journey began in 2017, but it wasn't until 2021 that they fully embraced their identity as a wedding band. The 7 Notes band consists of six core members, five musicians and one sound engineer, with an additional violinist, Aaron Fernandes, who occasionally joins them. Their music, often original and emotionally charged, sets them apart from the typical wedding music scene. "We've been writing original songs from the very beginning," says Myron. Over the years, The 7 Notes have travelled extensively, with a UK tour that took them to cities like Southall, Hounslow, Wembley, Reading and even Scotland. For a pre-Sao Joao bash, the band will perform in Mumbai for the first time. The band will embark on another UK tour in the month of August.

