



# Smitten by 'painter Nesamani', brands go hammer & tongs

Aparna.Desikan  
@timesgroup.com

Chennai: Most of the people in the country may have been glued to the swearing-in of the Union Cabinet, but brands are locked on to #pray\_for\_nesamani that took social media by storm on Wednesday and Thursday. From Bucket Biryani to Sony India, everyone is leveraging the viral hashtag for ad campaigns. For the uninitiated, Nesamani is popular Tamil comedian Vadivelu's character in the 2001 film 'Friends'.

The mood of most memes was good-natured comedy. "For vacations that don't hurt" — with a picture of the famous hammer from the scene — was put up by travel startup 'Pickyourtrail'. Hari Ganapathy, CEO and co-founder, added that it would be a good juggernaut to piggyback on.

Great Lakes Institute of Management in a meme said, "When we drop the hammer,



**FALL FOR IT:** One of the memes doing the rounds online. 'Nesamani' is popular Tamil comedian Vadivelu's character in the 2001 Tamil movie 'Friends'

we don't do it on your head. We know our business".

City-based pub The Cycle Gap asked for customers to get hammered, while Hip-Bar's post on Twitter said, "It may not be Friday yet, but Nesamani wants you to stay safe and drink responsibly. Don't get hammered."

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## #Nesamani popular on safety awareness memes

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And it was not all jokes that were made. Brands such as Nippon and Schwing Stetter drove home the safety aspect. Nippon capitalised on Nesamani's occupation in the film — a painting contractor — and put up a meme that went viral. "We wanted to leverage the trending topic and bring to people's notice our state-of-the-art painting services, hence avoiding such accidents to both painters and consumers. So, while the post was meant to be funny and creative, it drives home the central theme, which is the importance of the average worker's and consumer's

safety during home painting," said Mark Titus — director marketing, Nippon Paint (India) Private Limited (Decorative Division)

Schwing Stetter's video, which spoke along the lines of wearing a safety helmet, had a message 'safety is a choice you make'. The timing of the 'Contractor Nesamani meme' could not be more relevant as safety remains the greatest concern for construction workers, working at site," said V G Sakthikumar, MD, Schwing Stetter India. Safety awareness also seemed to be the thread in memes made by the Ahmedabad Police and Chennai City police.