



# International Men's Day

Men are “allowed” to cry too. But “whose” permission do they need? Ahead of International Men’s Day, The Quint teamed up with Gillette for a fun vox pop video where we learnt about the many stereotypes around the idea of a strong and supportive man.



NEW DELHI  
Partner | On International Men's Day, Here's How We Surprised People On The Streets | The Quint  
The Quint 8.47M subscribers

1.2M +  
Social Reach

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Video Views

VOX POP VIDEO | SOCIAL MEDIA CONTEST

**#GiveawayAlert**  
Loves you. Supports you. Respects you. **And more importantly, he simply gets you.**  
Do you have such a man in your life?

**Post a photo with the most special man in your life, and tell us what makes him special.**  
Tag @GilletteIndia and @TheQuint

**And you could win a surprise hamper from Gillette for that special man.**