

The New York Times

April 28, 2008

Stuart Elliott's

In Advertising

Campaign Spotlight

Q & A with Stuart Elliott

[http://www.nytimes.com/2008/04/28/business/media/28adnewslett
er2.html?8ad&emc=seiaa2](http://www.nytimes.com/2008/04/28/business/media/28adnewslett
er2.html?8ad&emc=seiaa2)

Q: (Reader) Who is that wonderful actor playing a supermarket manager in the new General Mills Fiber One spots? He is apparently of Indian descent, and unlike Miller beer, 'The Simpsons' and other media that stereotype ethnic Indians working in retail, this gentleman comes across as intelligent, caring, extremely well spoken and quite capable. His punch line in the spot ~ 'Twigs no, delicious, yes!' ~ makes me laugh every time I see it, and my wife is getting tired of hearing me imitate it. Apparently he is testing well, too, since he is now in a similar spot for Yoplait yogurt, a sister brand in the General Mills galaxy of products. **A: (Stuart Elliott)** The actor is named Ajay Mehta, according to Pete Johnson, creative director at the agency for General Mills cereals, which is Saatchi & Saatchi in New York, part of the Publicis Groupe. Mr. Mehta 'is indeed of Indian descent,' Mr. Johnson says, and for more information, you can visit his Web site (ajaymehta.tv <http://ajaymehta.tv/>). Mr. Mehta 'was our first choice throughout casting' for the Fiber One spot, Mr. Johnson says, because 'his diction, his poise and his gravitas allow him to deliver a lot of information in an entertaining and engaging way.' By the way, Mr. Mehta is playing not merely the manager of a single store, Mr. Johnson says, but the regional manager ~ 'an important distinction if you ask him.'