

mosaic

India's Best in Print 2012

mosaic

India's Best in Print 2012

Compilation of the best print work by leading creative agencies of India

Idea conceived and brought to you by



Facilitated by



Supported by



Contents

31 AGENCIES
105 BRANDS
121 CAMPAIGNS

Published by
Dainik Bhaskar Group

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afaqs!

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'Mosaic' is an initiative by Dainik Bhaskar Group, 'India's Largest Newspaper Group' which has a strong presence in Newspapers, Radio, Printing and Digital Services. Its flagship newspapers are Hindi daily; Dainik Bhaskar, Gujarati daily; Divya Bhaskar, Marathi daily; Divya Marathi and English Daily; DNA. It covers 13 States with 65 editions reaching across 19.8 Million readers every day. (Source: IRS 2012 Q3)



Foreword

Doing something for the first time is always the most challenging in any corporate initiative, but when we considered launching MOSAIC 2011: compendium of 'BEST IN PRINT' last year, we were quite sure that it was just the right time for it. The response has certainly validated our belief. Not only have stakeholders across the industry appreciated MOSAIC, but even globally, people have found it to be a very useful reference point for India's best print creatives.

Today, charged with the hugely positive response, we at Dainik Bhaskar Group now present MOSAIC 2012, further building on the first edition. MOSAIC 2012 has a higher level of participation and will continue to be the reference point on quality, possibilities and creativity in print.

The Dainik Bhaskar Group, as the leading print publisher and the largest newspaper group, looks forward to bringing you many such success stories from print and hope you enjoy this edition as much as the first edition.

Sudhir Agarwal

Managing Director - Dainik Bhaskar Group



Prologue

Media in India has been going through an amazing period of change, demanding all stakeholders to actively challenge existing norms, strategies and find newer ways to deliver stronger results. For the print media sector in India, this has meant an unwavering focus on innovation, while for the creative agencies, the evolving trend is to look at better and stronger integration of all media. In the compendium MOSAIC 2012 you will find that a large number reflect this effort, with print campaigns in sync, complimenting television, digital, radio and even outdoor campaigns. Thus, in many ways, MOSAIC to us is a great platform to appreciate the strengths of print advertising.

MOSAIC is a humble effort on behalf of Dainik Bhaskar group in providing the industry an easy reference point for learning, tracking and appreciating the efforts of their colleagues and other stakeholders in the business.

As attested by the strong performance at subsequent award shows of work published last year in MOSAIC 2011, this compendium is also without doubt; the most comprehensive guide to track the best of print advertising in India.

We look forward to helping raise the bar higher each year with this initiative of ours and hope you will also enjoy the journey.

Happy browsing!

Pradeep Dwivedi

Chief Corporate Sales and Marketing Officer
Dainik Bhaskar Group

Bates Asia



Souvik Misra

ABP Ananda

Cholbena Campaign (Won't Happen)

Plagued by bandhs, lockouts, and political rallies, Kolkata was getting used to negativity as a way of life.

The uniqueness:

The campaign turned Kolkata's quintessential negative slogan on its head. Cholchhe Na. Cholbe Na. (Can't happen, won't happen) became Cholchhe Na Aar Cholbe Na' (Can't happen won't happen anymore), inspiring people to step out and start a movement.

Sera Bangali (The Finest Bengali)

As a race that loves to worship its heroes, and a race that has now been sucked into negativity, Bengalis love to be reminded of their heroes who dared to defy 'no'.

The uniqueness:

Strategically the campaign reinterpreted certain characters in a modern context. The execution was a unique 'Wood Art' illustration from the Bengal School of Art, which lent distinctness to the look.

Sharad Ananda (The Joy of Durga Puja)

Any average Kolkatan seeks unlimited enjoyment during the Durga Puja, but he is limited by the very thought of having to brave the maddening crowd on the streets.

The Uniqueness:

The campaign was unique in the way it told a compelling visual story through a grand, larger than life, dramatic setting.

Agency: Bates Asia
Brand: ABP Ananda

Creative: Souvik Misra, Arjun Mukherjee, Nabendu Saha and Rupamanjari Mitra
Management: Abeer Chakravarty, Soumya Chowdhury and Rajashree Sarkar

Interpretation of the Ad

The city wakes up to a pledge in the press ad, with NO scratched out
Won't happen. Won't do. Won't hear. Not now. Won't go. Can't do.
21st April. 6 pm. Maddox Square.

With the dream of changing Kolkata, innumerable Kolkata lovers are coming together to ceremoniously destroy No. To wake up our beloved city from its slumber the theme song and music video will be launched. Chandra bindu will sing along and you will join in. Come let's join in together. Let a new Kolkata be born.

www.cholbena.in
sms CB <your name> and send it to 56300



English Copy

Can't happen won't happen anymore
Sure you too are tired listening to won't go from taxi drivers in the night in Kolkata
Come let's change this culture of unnecessary 'No' in Kolkata
Take a pledge at www.cholbena.in
sms CB <your name> and send it to 56300



English Copy

Can't happen won't happen anymore
For how long will you listen to 'Not today', 'Not tomorrow', just to get a simple file passed in a government office?
Come let's change this culture of unnecessary 'No' in Kolkata
Take a pledge at www.cholbena.in
sms CB <your name> and send it to 56300



'না'-এর কাছে হার মানেননি যাঁরা,
বাঙালিকে এগিয়ে রেখেছেন তাঁরা!

STAR
আনন্দ
সেরা বাঙালি
২০১২

১১ মে, সন্ধ্যে ৬ টা থেকে
শুধুমাত্র স্টার আনন্দ-এ

Associate Sponsors:

Radio Partner:

Outdoor Partner:

- Agency: **Bates Asia**
- Brand: **ABP Ananda**

Creative: Souvik Misra, Arjun Mukherjee,
Nabendu Saha and Rupamanjari Mitra

Management: Abeer Chakravarty, Soumya Chowdhury and
Rajashree Sarkar

'না'-এর কাছে হার মানেননি যাঁরা,
বাঙালিকে এগিয়ে রেখেছেন তাঁরা!

STAR
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সেরা বাঙালি
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Associate Sponsors:

Radio Partner:

Outdoor Partner:

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২০১২

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শুধুমাত্র স্টার আনন্দ-এ

Associate Sponsors:

Radio Partner:

Outdoor Partner:

English Copy

Those who have not succumbed to negativity have kept Bengalis ahead.
Sera Bangali 2012
11th May 6pm onwards only on Star Ananda

Agency: Bates Asia
Brand: ABP Ananda

Creative: Souvik Misra, Arjun Mukherjee, Nabendu Saha and Rupamanjari Mitra
Management: Abeer Chakravarty, Soumya Chowdhury and Rajashree Sarkar

ABP
আনন্দ

এসময়ে থাকে। এসময়ে রাখে।

ঘরে বসে মেগা পূজো!

শারদ
আবহ

২০১২

এবার পূজোর আসল মজা এবিপি আনন্দ-র পর্দায়। ফটোফোটি কভারেজ, বোধন থেকে বিসর্জন অবধি। সঙ্গে দারুণ সব অনুষ্ঠান... তাই পূজোর আনন্দে আপনার ঘরও হয়ে উঠবে জমজমাট পূজো মণ্ডপ।

সেরা উৎসবের সেরা কভারেজ, দিনভর শুধু এবিপি আনন্দ-এ।

ABP
আনন্দ

এসময়ে থাকে। এসময়ে রাখে।

ঘরে বসে মেগা পূজো!

শারদ
আবহ

২০১২

সেরা উৎসবের সেরা কভারেজ দিনভর শুধু এবিপি আনন্দ-এ।
এবার পূজোর আসল মজা এবিপি আনন্দ-র পর্দায়।
ফটোফোটি কভারেজ, বোধন থেকে বিসর্জন অবধি।
সঙ্গে দারুণ সব অনুষ্ঠান... তাই পূজোর আনন্দে আপনার ঘরও হয়ে উঠবে জমজমাট পূজো মণ্ডপ।

ABP
আনন্দ

এসময়ে থাকে। এসময়ে রাখে।

ঘরে বসে মেগা পূজো!

শারদ
আবহ

২০১২

সেরা উৎসবের সেরা কভারেজ দিনভর শুধু এবিপি আনন্দ-এ।
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English Copy

Mega Durga Puja sitting at home
This Durga Puja experience the real fun on ABP Ananda. Excellent coverage, from the welcome of Goddess Durga till her immersion. Along with it there will be entertainment galore. So may your home too end up being as lively as a Durga Puja Pandal.
The best coverage of the best festival, whole day on ABP Ananda.

BBDO India



Josy Paul

DHL

DHL can deliver anything, anywhere. We wanted to dramatize this unique proposition in the most unique way. The graphic quality of the idea and the fine Crafts in execution makes it one of our best for 2012. It's good to know that a lot of agency heads are calling our people and offering them jobs because of campaigns like this, and others. We also deliver.

GE Print

The campaign was co-created by the indigenous tribes of India – to show how GE's technology reaches out to the most interior parts of the nation. The campaign also gave tribal art an innovative platform to showcase itself to the larger world. This is a first for any campaign in the country.

Johnson's Baby Calendar

India's first D.I.Y. Calendar that helps babies learn motor coordination as they enjoy the innovative way of building things together with their mom.

White Collar Hippy

This is the latest in the series of campaigns that urge people to travel soon. "The world has less time left" says the ads as it nudges you into action - not to postpone your travel but to do it now, in the present. The campaign is being recognized internationally and has already won a Cannes Lion in 2012.

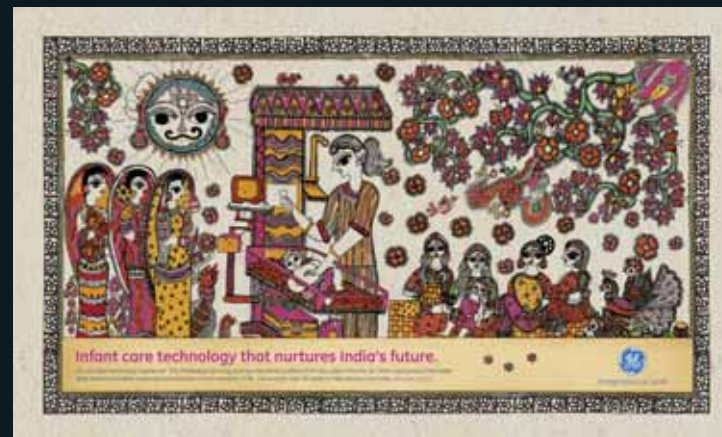
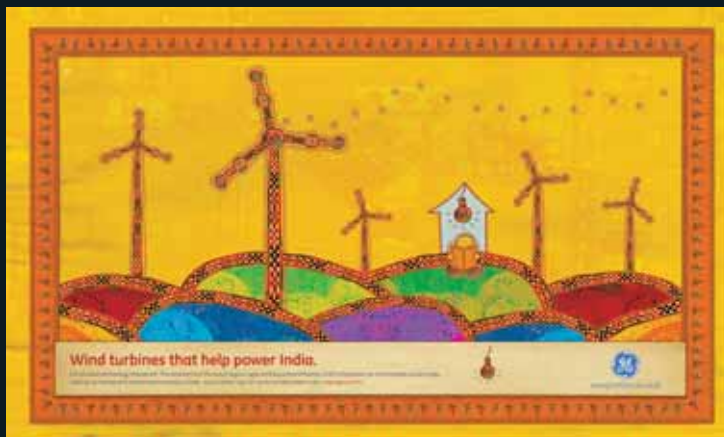
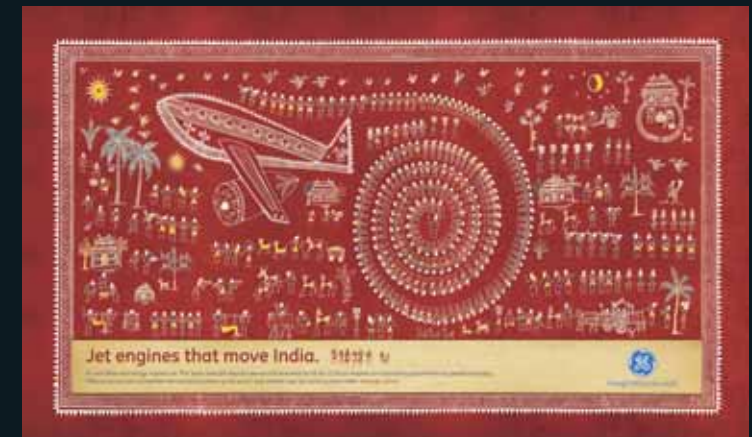
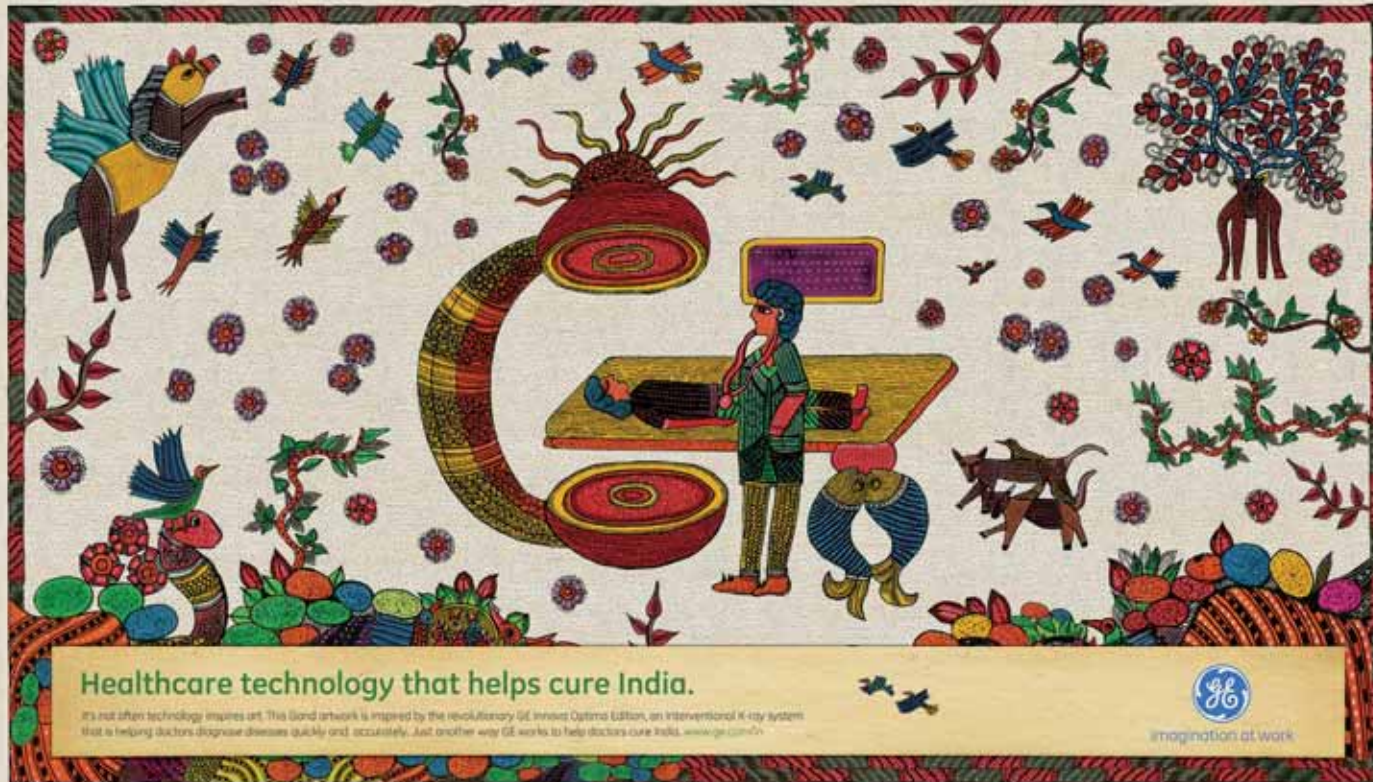
■ Agency: **BBDO India**
■ Brand: **DHL**

Creative: Josy Paul, Rajdeepak Das, Sandeep Sawant, Vikrant Yadav,
Arun Viswanath, Jayakumar and Twinson Cheung (Imagerom)
Management: Prashant Solomon



■ Agency: **BBDO India**
■ Brand: **GE**

Creative: Josy Paul, Sandipan Bhattacharyya, Bharat Khare and Arjuna Gaur
Management: Rajesh Sikroria and Aditya Gupta



Agency: BBDO India

Creative: Josy Paul, Rajdeepak Das, Malini Chaudhury, Sandeep Sawant and Meenal Desai

Brand: Johnson's Baby

Management: Schelicia Caszo and Meghna Shah



INDIA'S FIRST D.I.Y. CALENDAR FOR BABIES.

Task: Targeted at new mothers, Johnson's Baby wanted to create a calendar that would also help mothers bond with their baby.

Solution: Calendars are a great way to keep a monthly track of a baby's progress. However, they are usually forgotten or kept away in a corner. The key objective was to design a piece that would engage mothers and increase mother-baby play time.

Idea: Play time is the most important mother-baby bonding time. We designed a play thing which also works as a mobile learning program and a motor coordinator for babies. The educational D.I.Y. calendar showcases different stages of the first twelve months of the baby's life, each month representing a piece of baby article that the mother puts together with her baby.

Results: As word of mouth spread, Johnson's Baby received countless calls for these calendars. They are being re-printed to meet the growing demand. Seeing the popularity, Johnson's Baby has spread this calendar initiative to other South East Asian countries. They are also retailed at children's bookstores across the country.



Agency: BBDO India
Brand: White Collar Hippy

Creative: Josy Paul, Rajdeepak Das, Sandeep Sawant and Yohan Daver
Management: Keegan D'mello

How To Use An AK-47
ShaunSmit | Subscribe | 68 videos

19,041,676 views
11,543 likes, 808 dislikes

Uploaded by ShaunSmit on Oct 9, 2009
This video is meant to help beginners. Keep practicing and you will get the hang of it. PLEASE DON'T FORGET TO COMMENT.

Uploader Comments (ShaunSmit)
DUDE IS BAD A** WITH HIS AK. I JUST BGHT THE BULGARIAN SSR-85C, AS GOOD AS AN AK, 1/2 THE PRICE!

Recommended videos:
Shooting skillz! by Jailer 12 (543,124 views)
Loading An AK-47 and AK-57 by Chang09 (23,009 views)
BUYING THE RIGHT GUN by Junewinter (876,012 views)
hOW TO USE THE ak SERIES HOP UP SYSTEM by Qwerty1976 (121,849 views)
Simple tutorial- AK47 by nightday (768,094 views)

THE WORLD HAS LESS TIME LEFT TRAVEL NOW
WHITE COLLAR HIPPIE

How To Make A Nuclear Reactor At Home

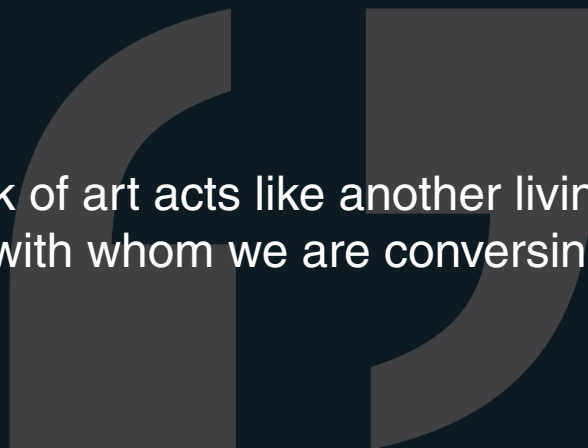
22,007,617 views

THE WORLD HAS LESS TIME LEFT TRAVEL NOW

How To Make A Bomb

17,732,931 views

THE WORLD HAS LESS TIME LEFT TRAVEL NOW



The work of art acts like another living person
with whom we are conversing

Anton Erhenzweig

BBH India

Russell Barrett

Acer Green

The Acer Incredible Green Contest is a competition inviting students around the world to send in their ideas for a greener tomorrow. The challenge was to make communication that was relevant, hard-hitting and could make the youth come forward and participate.

Our idea was inspired by the shameless green-washing carried out by most organizations and political bodies. For them, going green is just a trend to cover up their own environmental negligence. Amidst this glaring green hypocrisy, we need ideas that can actually make a difference. We had to be visually appealing yet alarming, something that would make young people sit up and think. We found charcoal was the fitting choice for our design - because it's natural, non-renewable, and downright expressive.

Airtel

In the summer of 2012, Airtel launched the Airtel rising stars initiative - a hunt for the most talented young footballers in India, Sri Lanka and Bangladesh. Twelve shortlisted players from the 3 countries would then be given a once-in-a-lifetime opportunity to train at the Manchester United Soccer Schools. To drive participation for the initiative, our print and outdoor idea focused on what the contest could actually be for participants: the chance to become the next big star in football.

Movies Now

When a hat and moustache became the face of a festival. Movies Now, India's leading movie channel was having a Charlie Chaplin festival. The challenge was to create an identity that was iconic, and yet attract a large viewership for the festival. We found the solution in Chaplin's iconic bowler hat and moustache. We created a minimalistic logo inspired by these icons. Like his films, we decided to make it black and white. Then, for each movie, we made small changes in the design to reflect the plot of the movie. The eyes became gears for "Modern Times". For "The Great Dictator", the hair took on a Hitler-like look, and so on. We then took the logo into various media like posters, press ads, even an animated promo. In a sense, the logo became the face of the festival. This time, fortunately for us, the client was satisfied with the size of the logo.





- Agency: **BBH India**
- Brand: **Acer Green**

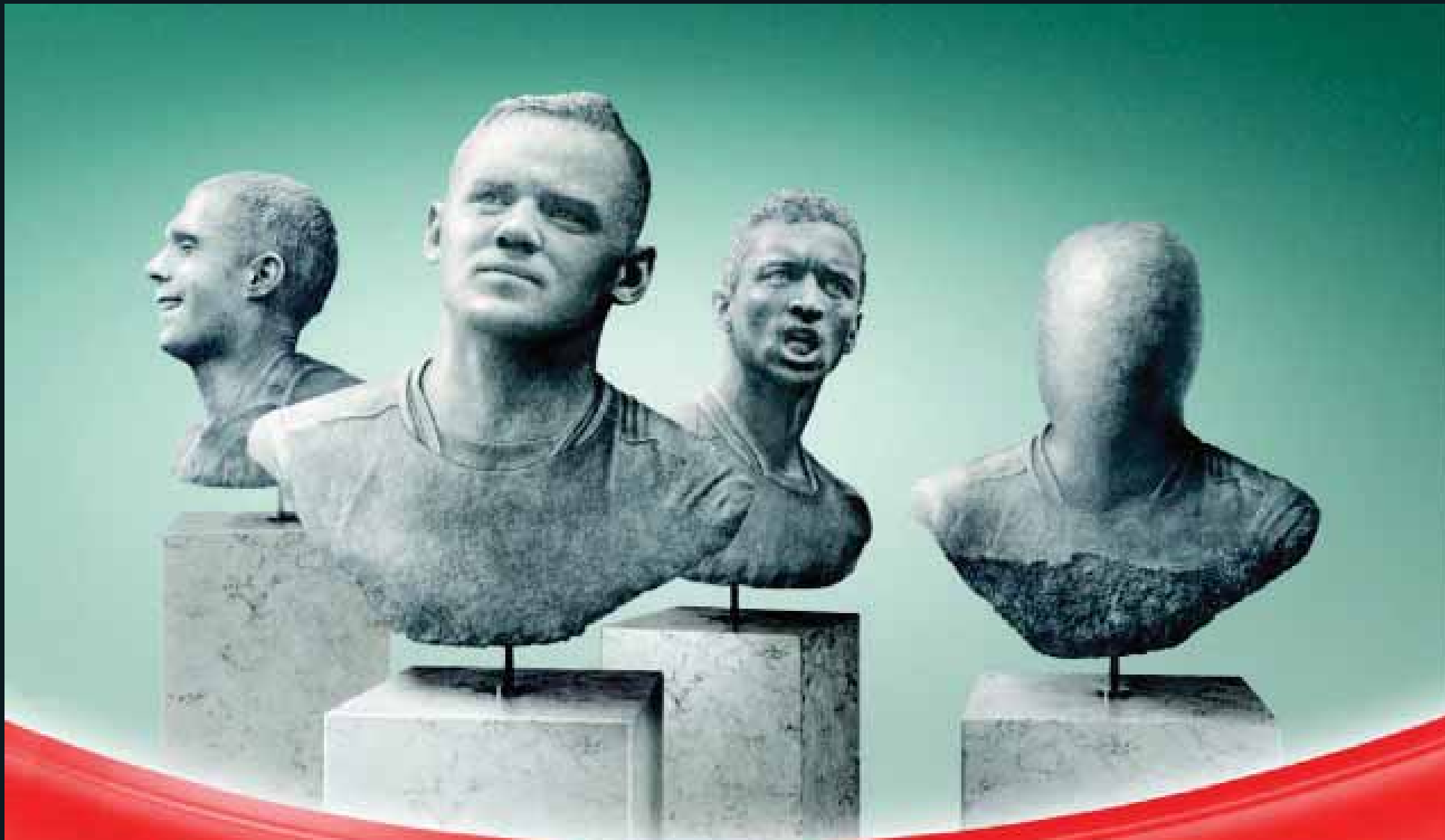
Creative: Russell Barrett, Yohan Daver, Rajshekar Patil and Manish Darji
Management: Russell Barrett, Shishir Khandelwal and Monish Debnath



■ Agency: **BBH India**
■ Brand: **Airtel**

Creative: Russell Barrett, Kunal Sawant, Vinod Sudheer and Sushma Joseph

Management: Subhash Kamath, Partha Sinha, Royston Netto, Mandar Shete and Alvin Ferrao



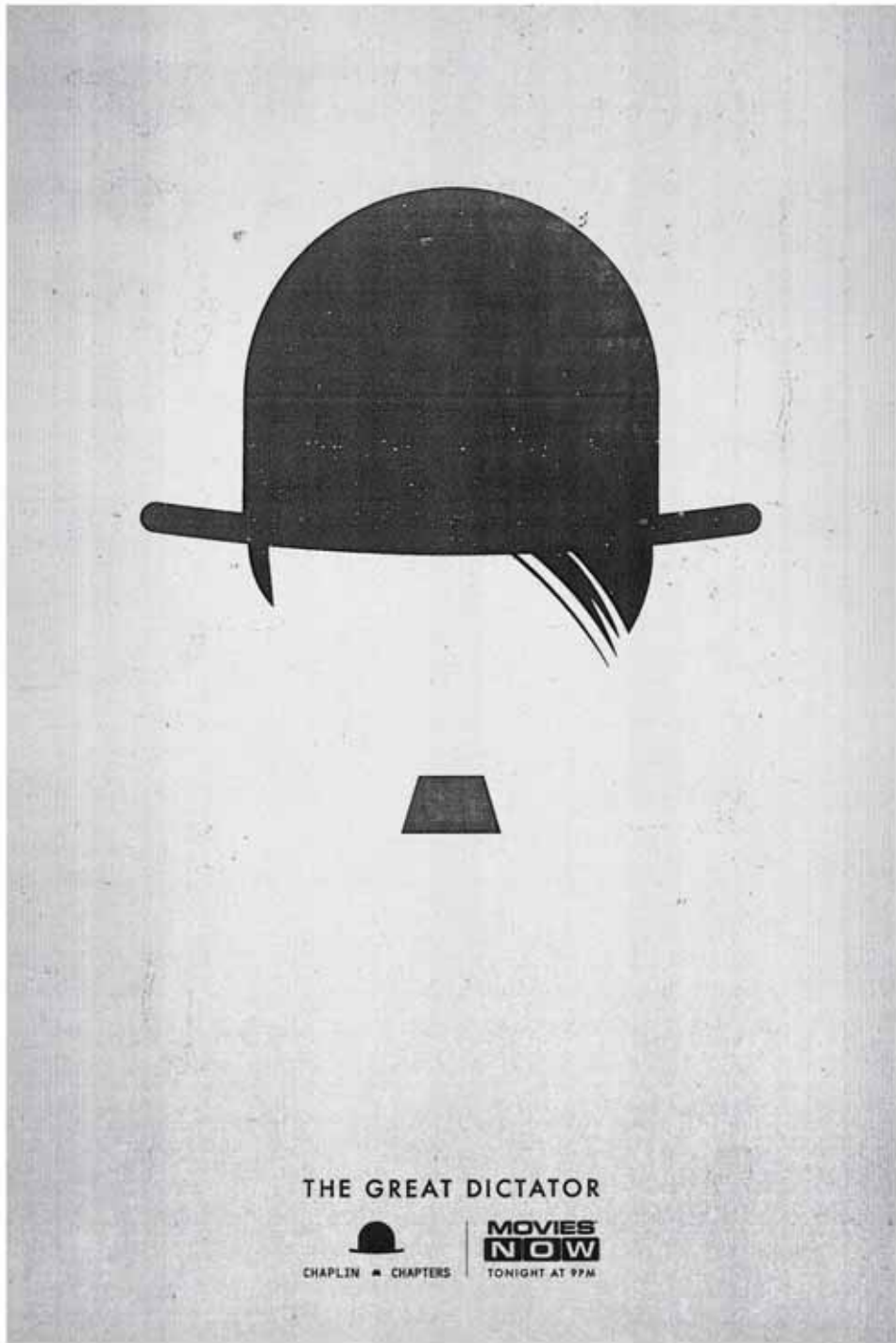
next, you.

become an airtel **RISING STAR** and learn to play the United way.

Register: facebook.com/airtelsocket

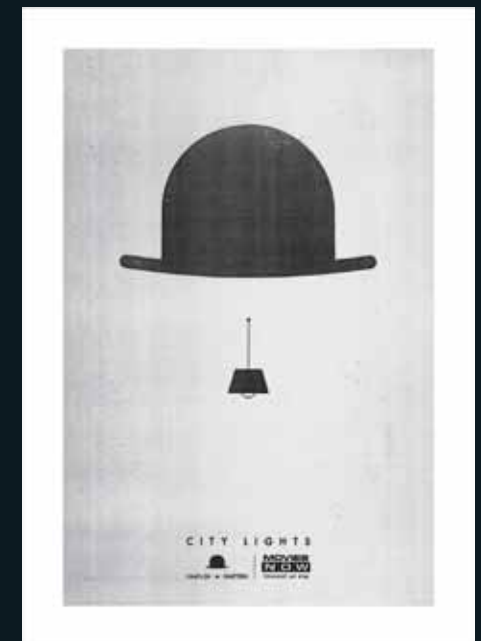
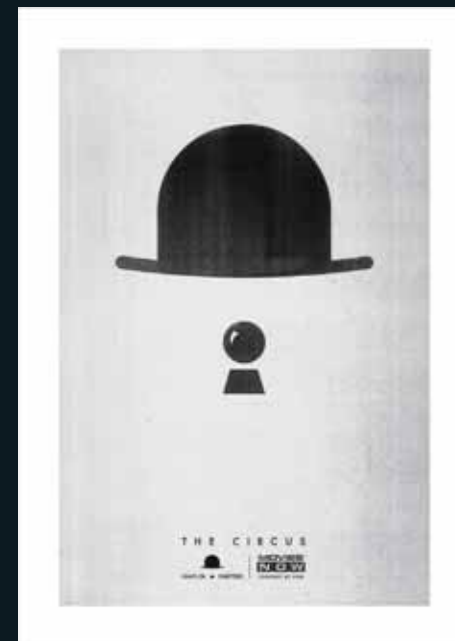
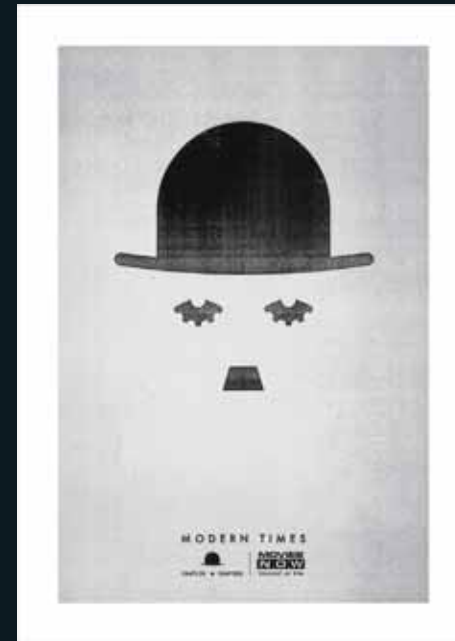
Audition details: 4th & 5th August, 2012, St. Xavier's Football Ground, Parel, Mumbai.





- Agency: **BBH India**
- Brand: **Movies Now**

Creative: Russell Barrett, Ajmal Giasuddin Mohammad and Rajshekar Patil
Management: Russell Barrett, Partha Sinha, Subhash Kamath, Yousuf Rangoonwala, Abhishek Razdan, Anirban Mukherjee, Nafisa Alvares and Vishal Wadhvani



Beehive Communications



Shyamashree D'Mello

Century Mattresses

Having enjoyed over two decades of consumer loyalty and systematically working towards creating a distinct advantage for its products, Century Mattresses was in a celebratory mood in 2012. Perfectly timed with these festivities, was the launch of a slew of highly innovative products.

Chevrolet

Onam is the most celebrated festival in Kerala and on this day, a Pookalam is designed in front of every home to welcome King Mahabali. With this ad Chevrolet greeted its customers for Onam in a subtle style way and also drove home the fact that the Beat was the vehicle that added to the festivities.

MAAC

India was banned from the Olympics and MAAC had a script writing contest coming. No points for guessing what followed. Conclusion, an animation institute can be such a fun client!

■ Agency: Beehive Communications

■ Brand: Centuary Mattresses

Creative: Shyamashree D'Mello and Amit Malik



Celebrating **25 years**
of manufacturing quality sleep solutions.



25
years



A mattress so comfortable,
you won't need to toss and turn.



For further information contact: +91-40-27845586, 27811568 or write to us at info@centuaryindia.com © 2011-2018





Celebrating **25 years**
of manufacturing quality sleep solutions.



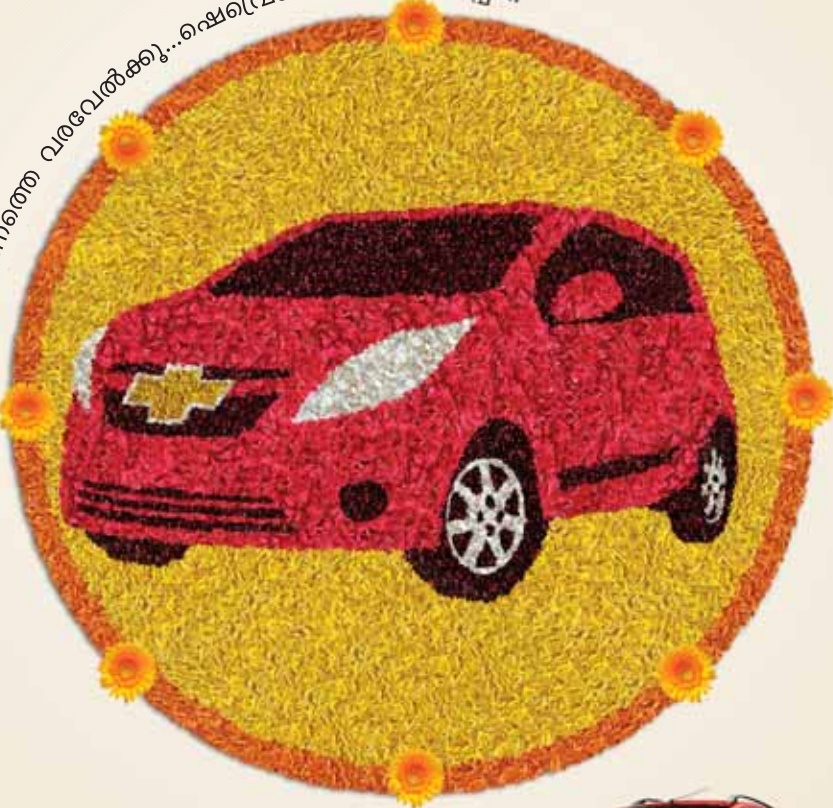

■ Agency: **Beehive Communications**
 ■ Brand: **Chevrolet**

Creative: Vijayan Jacob, Jaleel PC and Rahul
 Management: Terry Joev and Thirloch KM



CHEVROLET


ഓണമാസം!






ഈ ഓണത്തെ വരവേൽക്കൂ...ഷെഡ്രാവലെ ബീറ്റിനൊപ്പം!

BEAT DIESEL starts from ₹4.55 Lakhs*


3 YEARS CHEVROLET PROMISE
 ■ Warranty for 3 years/1,00,000 km**
 ■ Assured low maintenance cost

India's Most Fuel Efficient Car
25.44 kmpl

 Dual Airbags
  60:40 Split Seats
  Tilt Steering
  Auto AC
  Anti-Lock Breaking System

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 CALICUT | KANNUR | KASARAGOD | MALAPPURAM | WAYANAD

*Conditions Apply

English Copy

Bring home the Chevrolet Beat this Onam!

BOLLYMPICS

VIRAL VIDEO SCRIPT contest

DEADLINE: 28 Dec, 2012



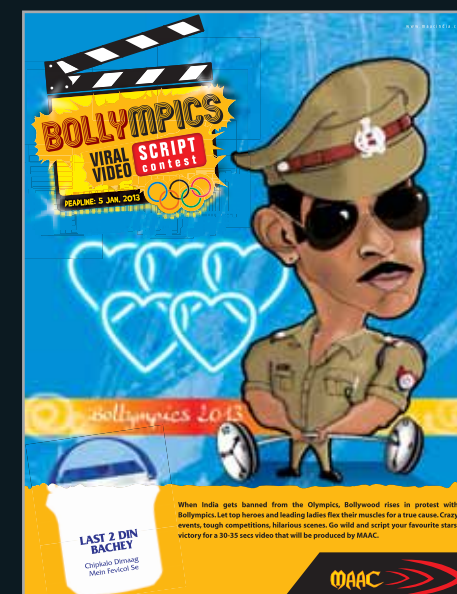
When India gets banned from the Olympics, Bollywood rises in protest with Bollympics. Let top heroes and leading ladies flex their muscles for a true cause. Crazy events, tough competitions, hilarious scenes. Go wild and script your favourite stars' victory for a 30-35 secs video that will be produced by MAAC.



Agency: Beehive Communications

Brand: MAAC

Creative: Shyamashree D'Mello, Swagata Banerjee and Amit Malik



Contract Advertising



Salil Sojwal

Jockey

Jockey as a brand does not settle for the next best thing. Neither should its consumers. “That was the premise of the campaign”.

Agency: Contract Advertising

Brand: Jockey

Creative: Ravi Deshpande, Raj Nair, Salil Sojwal, Kaushik Roy, Malobi Dasgupta, Priya Vig, Arpan Bhattacharya, Abhay Ramakrishnan and Prasad Naik.

Management: Jayanth Govindaraj, Anitha Krishnan, Ponnappa K A and Haroon Badhusha



Creativeland Asia



Raj Kurup

Cafe Coffee Day

A month prior to launching the 'Sit-down' campaign, Café Coffee Day (CCD) launched its first-ever print ad that captures the chain's story to date and its role in defining Indian café culture. The ad, created by Creativeland Asia, uses modern typography and product snapshots interestingly to convey the key communication 'A lot can happen over coffee'. In telling this story, the ad subtly weaves in the café's unique offerings while also establishing CCD as the Indian youth's favourite hangout.

Cinthol

Alive is Awesome

Over the last decade the domestic personal grooming segment has witnessed an overhaul with the entrance of international brands and new product extensions like deos and shower gel. The Cinthol team at Godrej Consumer Products Ltd. revamped its packaging and designed product extension along with new variants to make it relevant to the young consumer's demands. In order to launch its new identity, it needed an equally unconventional marketing campaign. Hence, Creativeland Asia conceptualized 'Alive is Awesome' philosophy for the brand and created a 360 degree campaign around the philosophy. The print ad translates this philosophy showcasing enthusiastic young explorers bathing in several unlikely, improbable parts of the world.

WHEN **Café Coffee Day**

FIRST BEGAN.



A CAPPUCCINO SOUNDED LIKE A CHARACTER IN THE GODFATHER,

you didn't mix your **NIMBU PAANI** WITH **ICE AND TEA,**

you ate your toast **NOT CHEESE,**

a **COLD COFFEE** WAS **COFFEE** THAT WAS NO LONGER HOT.

and you were more likely TO WHIP **DONKEYS** THAN **CREAM.**



SO YEAH, A LOT CAN HAPPEN OVER COFFEE



AT **Café Coffee Day,**

YOU'LL **NEVER** RUN OUT OF **reasons** TO **HANG OUT.**



COMBO DEALS starting at

₹49

DESSERT Shots at **₹20**



a LOT can happen over coffee

- Agency: Creativeland Asia
- Brand: Cafe Coffee Day
- Credit: Team Creativeland Asia

■ Agency: Creativeland Asia

■ Brand: Cinthol

Credit: Team Creativeland Asia



**WHEN I'M OUT
IN THE WILD
AND FEEL
LIKE A CHILD,
IT'S AWESOME.**

Feel alive with the premium range of Cinthol Soaps, Deos, Shower Gels and Talcs. Because feeling alive is truly awesome.

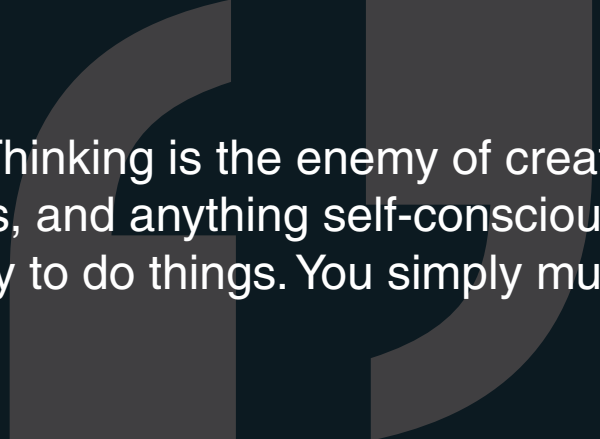


CINTHOL

ALIVE IS AWESOME

Creativeland Asia





Don't think. Thinking is the enemy of creativity. It's self-conscious, and anything self-conscious is lousy. You can't try to do things. You simply must do things

Ray Douglas Bradbury

Curry Nation



Priti Nair

18 Again

18 Again is a vaginal tightening gel. A very sensitive product for women. It needed to be treated as sensitively. We visualized a simplistic known Indian device - the flower blooming. And reversed it to show the product benefit.

Nirlep Diablo (Diablo Devil)

Here the product is the idea itself. The inherent design of the product helps in the positioning of the product. The devilishness of the design had to be leveraged in advertising and that is what this piece of communication does.

Nirlep Diablo (Diablo Goddess)

India is a land of powerful goddesses. We turned the mother into one and used the Diablo as her weapon of power. The incongruity is that of a devil shaped snack maker empowering the mother as god.

Krishna Thulasi (Ayurvedic Soap)

Most idols of deities in the temples of India are given a Thulasi water bath because it is considered pure & cleansing. We latched onto this .

The uniquely Indian insight that 'having a bath with Krishna Thulasi' is like having a daily abhishekham was unearthed. And simple bathing cleansing activity was elevated to purification.



18 Again™

Vaginal tightening & rejuvenating gel.
Now in India.



Modern active lifestyles demand products that keep up with them. 18 Again is one such revolutionary innovation made specially for today's woman. It is India's first natural vaginal tightening and rejuvenating gel. It is made for those women who take extra care of not just how they look on the outside but how healthy they feel on the inside.

This product is for women of all age groups, from puberty to post menopause. This unique product is suitable for anyone who wants improved vaginal toning and elasticity. It is made from an amazing combination of natural ingredients like extracts of woodfordia floribunda, centella asiatica, punica granatum, almond, vitamin e, aloe vera & gold. Renowned Gynaecologist Dr. R.M. Sraoogi says, "The 18 Again formula has been clinically tested for its efficacy and safety. Till date, there is no product other than 18 Again that addresses all these needs without any surgical intervention".

Here are some of the many benefits of 18 Again

- Removes dry cells from vagina, thus replacing them with new cells
- Improves blood circulation
- Maintains healthy pH level which makes the vagina less vulnerable to infections
- Keeps vagina hydrated
- Masks foul odour
- Improves the muscle tone, thus making the vagina tighter
- Works as an antiseptic to heal internal wounds

So go ahead. Get ready to feel 18 Again.
SMS <18AGAIN>56767 or log on to www.18again.com

Available at all leading Medical Stores



For distributor & trade enquiries please call on 022 27892736 / 022 27893361 / 022 27891441

- Agency: Curry Nation
- Brand: 18 Again

Creative: Priti Nair, Darshan Choudhari, Vaibhav Rane and Satish Bansode
Management: Nagesh Pannaswami and Cedric D'Souza



Agency: Curry Nation

Creative: Priti Nair, Anoop Konath and Saiprasad Nandgiri

Brand: Nirlep Diablo

Management: Nagesh Pannaswami and Ankul Singh

NIRLEP

She's got the power

New Nirlep Diablo Round Snack Maker

The superhero's power just got even more super. With Nirlep Diablo watch how this devil turns your sandwich into a healthy yet irresistible snack. And turns your little devil into an angel.

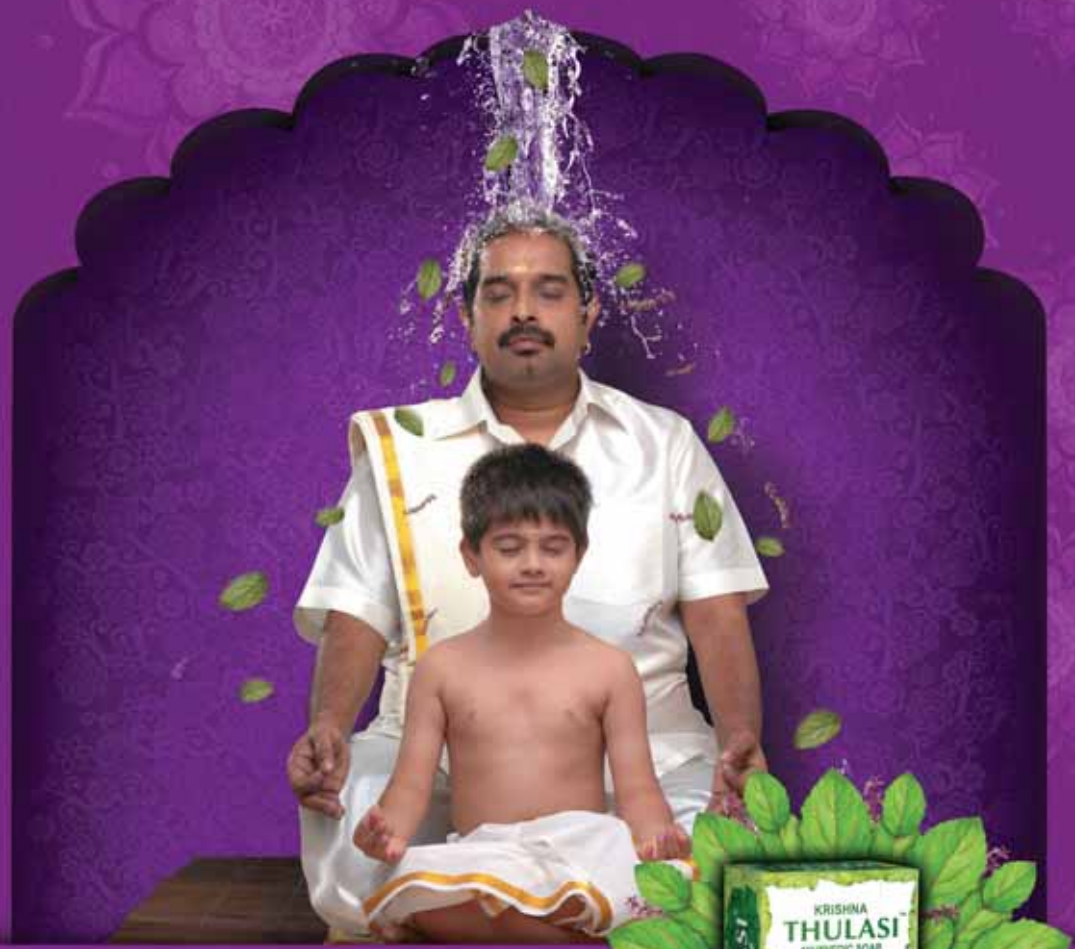
Pick the Nirlep Diablo today or gift it to a superhero like you and she is sure to thank you all the way.

NIRLEP

SOME DEVILS ARE CREATED BY GOD

NEW NIRLEP DIABLO ROUND SNACK MAKER

നിത്യവും സംശുദ്ധമായ അഭിഷേകം



ഇതുവരെയുള്ള നിത്യവും നിങ്ങൾക്ക് നൽകിയത് ശാരീരിക ശുചിത്വം മാത്രമായിരുന്നു. ഇനി അതോ സന്താനശേഷവും പരിശുദ്ധിയുടെ അനുഭൂതി ആസ്വദിക്കു. അവതരിപ്പിക്കുന്നു കൃഷ്ണ തുളസി ആയുർവേദിക് സോപ്പ്. ഇതിലുണ്ട് തുളസിയുടെ നന്മ, ഓരോരുത്തരുടെയും ആത്മീയമൂല്യങ്ങളുടെയും, ലോകമെമ്പാടും ഔഷധഗുണങ്ങളുടെയും പ്രതീകമാണ് തുളസി. ദിവസം ആരംഭിക്കൂ സംപൂർണ്ണ പരിശുദ്ധിയോടെ.



|| കൃഷ്ണ തുളസി ആയുർവേദിക് സോപ്പ് || സംപൂർണ്ണ ശുദ്ധി ||

- Agency: Curry Nation
- Brand: Krishna Thulasi
- Creative: Priti Nair, Anoop Konath and Saiprasad Nandgiri
- Management: Nagesh Pannaswami and Cedric D'Souza

English Copy

Daily Abhishekam of Purity. Until today, you cleansed your body. Now feel purified with every bath. Introducing Krishna Thulasi Ayurvedic Soap. Made with the goodness of Thulasi leaves – known for its spiritual values in Indian homes and recognized for its medicinal properties world over. Start the day with complete purification.

DDB Mudra Group

Sonal Dabral



BBC (Knowledge Magazine)

BBC Knowledge, the magazine for young, inquisitive minds, had a special issue coming – The Ultimate Book of Answers. The first question begging for an answer (from both, parents and kids): how much do kids actually know? The answer: not enough. And so, the campaign.

BenQ

People hunt animals and then put up their heads on walls as trophies. We turned this into a visual pun to connote the life-like picture quality of BenQ GH 600.

Coffee Gold

The creatives for Coffee Gold also draw on real life events. The ads utilise the simple insight that coffee helps keep people alert. However, this straightforward insight is executed in a rather elaborate and complicated manner - each of the three ads bears a complicated pictorial description of a series of events that begin due to one person's lack of alertness and end in a catastrophe. Disasters such as the New York Blackout, Armenian Internet Shutdown and Great Fire of London are depicted in the ads and attributed to lack of alertness, something that could've been avoided with Coffee Gold.

Electrolux

To show the power of Electrolux Washing Machines, we showed a drain hole placed in the middle of a stain. The stain on the cloth was shown in liquid form. So it would actually seem as if the stain is going down the drain. Thus showing the ease with which stains are removed with Electrolux Washing Machines.

Indus Pride

India's got taste

We Indians have a very discerning taste and we love all things premium, specially in the last few years we have started admiring and acquiring everything that symbolizes good taste; fashion, art, music, lifestyle, holiday destinations, automobiles, gadgets, the list is endless. We have regained our lost glory of pre-British India and now have once again got back our taste for all the finer things in life. This campaign conveys India has taste and also communicates through the visuals that finally a beverage that has the great taste of uniquely brewed Indian spices.

Lonely Planet

Lonely Planet, being the global traveller's bible that it is, has been championing the cause of travel off the beaten path to tourists, hoping to show them the travellers' way. Accordingly, the campaign executions for the magazine inspired, provoked and enlightened would-be travellers to 'Travel well.'

Agency: DDB Mudra Group

Brand: BBC

Creative: Sonal Dabral, Radhika Sukthakar, Jayesh Raut, Vinayak Gaikwad, Girish Narayandass and Ayesha Bedi

www.knowledgemagazine.in

A Worldwide Media Publication

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EVEN SAND.
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THE ULTIMATE BOOK OF ANSWERS.

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THERE'S MORE TO EVERYTHING.
EVEN POTATOES.
KNOW YOUR STUFF.

THE ULTIMATE BOOK OF ANSWERS.

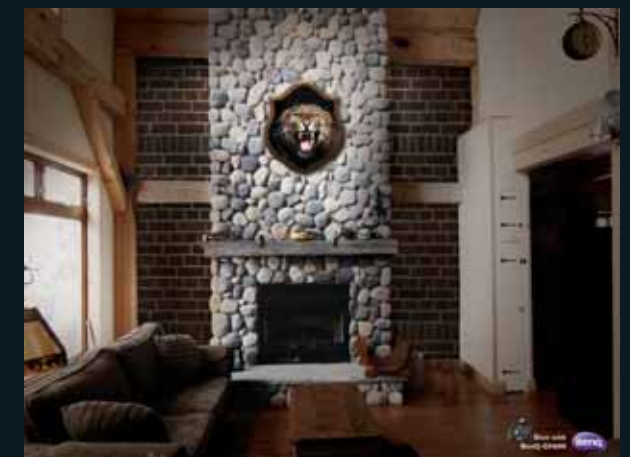
2nd anniversary issue.
On stands now.

Test your knowledge quotient and win exciting prizes. To participate in the quiz, log on to facebook.com/knowledgemagazineindia
To subscribe, sms KNOWSUB to 58888 or visit mags.timesgroup.com | Also available on zinio.com & magzter.com | Follow us on [f](https://facebook.com/knowledgemagazineindia) and [t](https://twitter.com/knowledgemagazineindia) Knowledge Magazine India

■ Agency: DDB Mudra Group

■ Brand: BenQ

Creative: Sonal Dabral, Louella Rebello, Hanoz Mogrelia, Sidhesh Telang, Pankaj Mishra, Kashyap Joshi and Ravindra Ambavkar



Agency: DDB Mudra Group

Brand: Coffee Gold

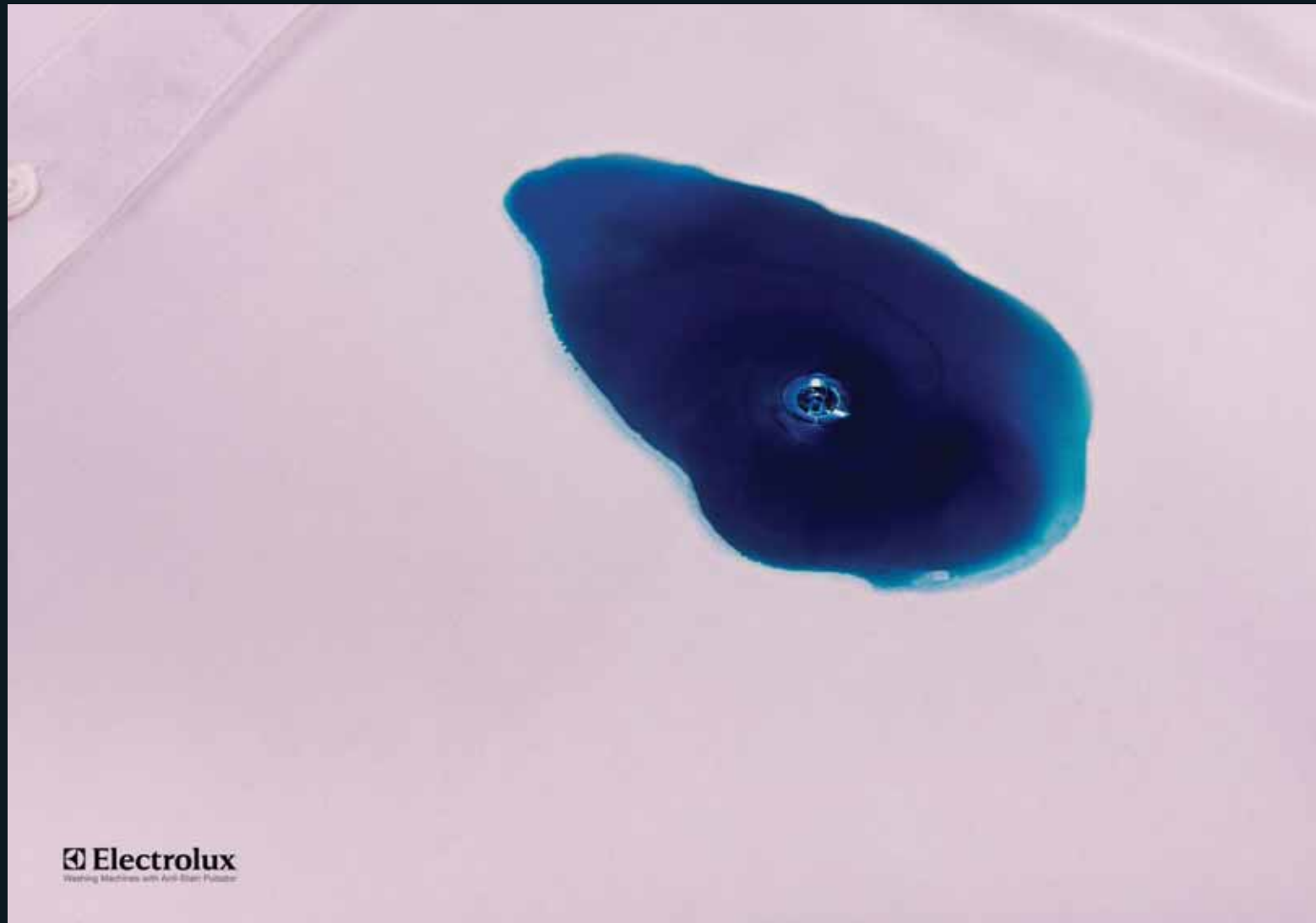
Creative: Sonal Dabral, Sachin Kamble, Vivek Jadhav, Shreedavy Babuji and Dipen Bankim Shah



■ Agency: DDB Mudra Group

■ Brand: Electrolux

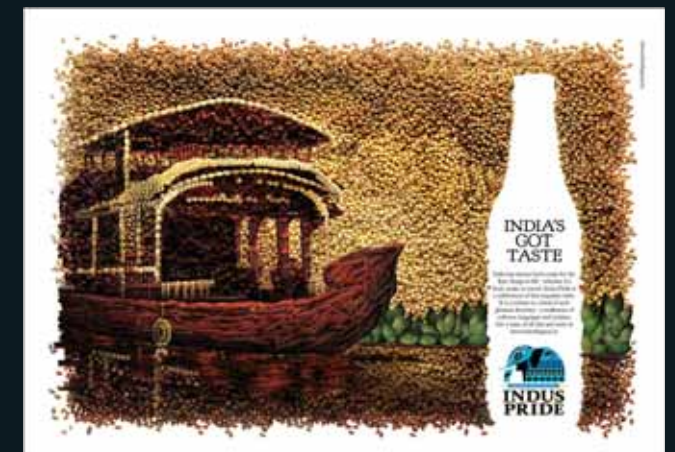
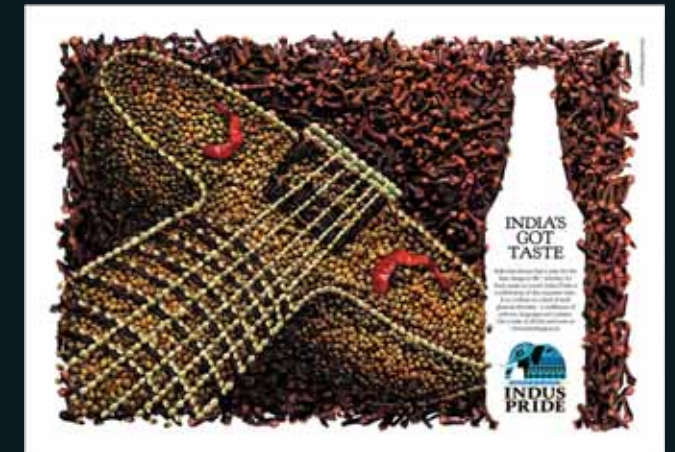
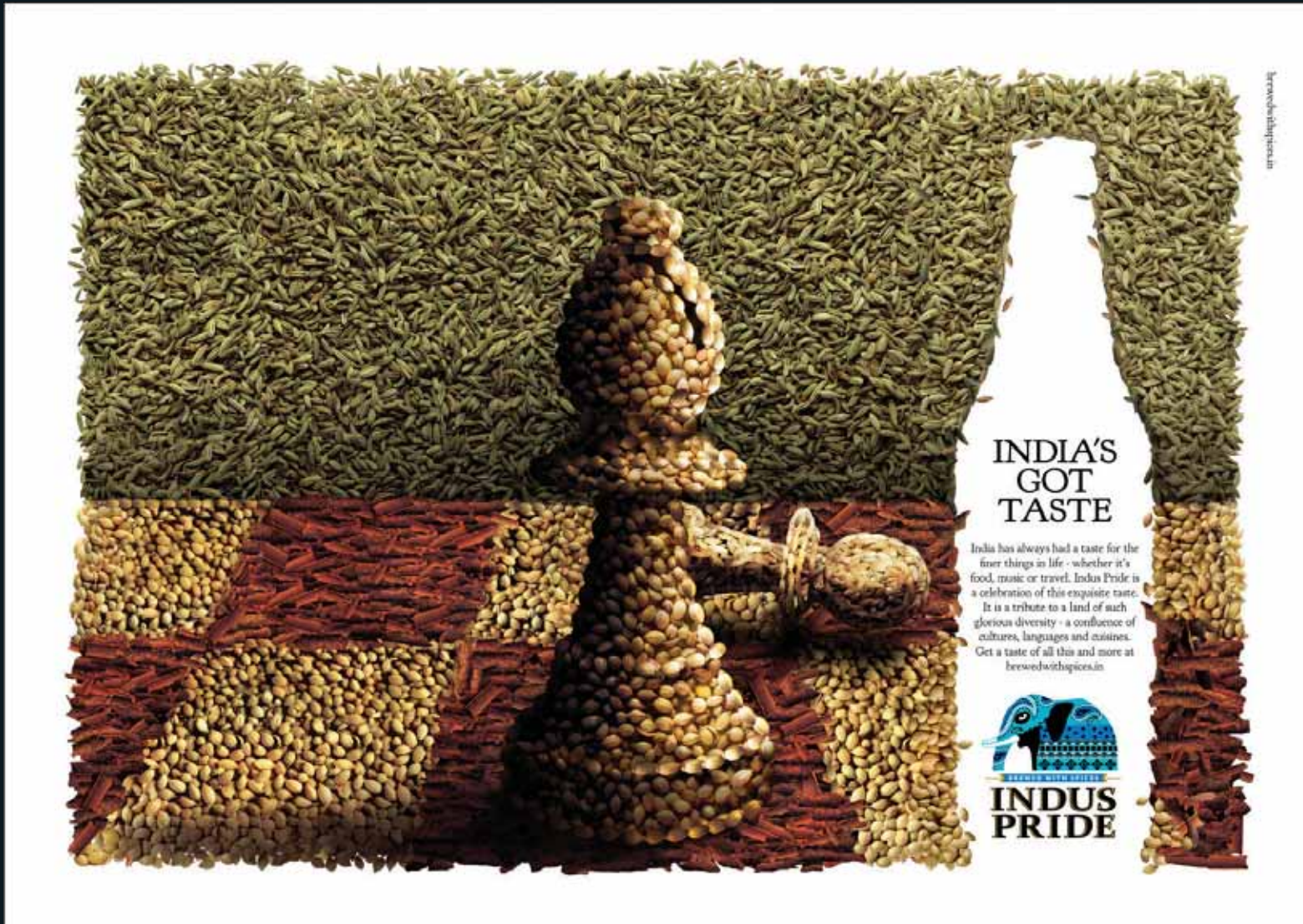
Creative: Vinayak Gaikwad



■ Agency: DDB Mudra Group

■ Brand: Indus Pride

Creative: SonalDabral, Vipul Thakkar, Deepak Singh, Manoj Bhagat, Aneesh, Jayaraj Jayachandran and Karthik Venkat



■ Agency: DDB Mudra Group

■ Brand: Lonely Planet

Creative: Sonal Dabral, Preeti Verma, Diya Sarkar, Venkatagiri Rao S and Karan Sridharan

AND FOR THAT
ONE MOMENT
YOU ARE ONE WITH
THE UNIVERSE.

lonely planet
EASY WINTER
travel

TRAVEL WELL

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THE SEASONS, THE TIDES,
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YOU MAKE THE CONNECTION.

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YOU DON'T COME HERE
TO CATCH UP
ON YOUR SLEEP.

lonely planet
EASY WINTER
travel

TRAVEL WELL

lonely planet
MAGAZINE
INDIA

Agency: DDB Mudra Group

Brand: Sanctuary

Creative: Sonal Dabral, Vipul Thakkar, Deepak Singh and Aneesh Kumar

Spare us is a plea on behalf of all the endangered species to mankind. A unique design execution, this print campaign created for Sanctuary magazine by DDB Mudra, Bangalore portrays helpless mammals begging for mercy. This heart-wrenching 4 ad campaign has bagged the coveted Gold in Print Category at Ad Club's Goa fest in 2012.

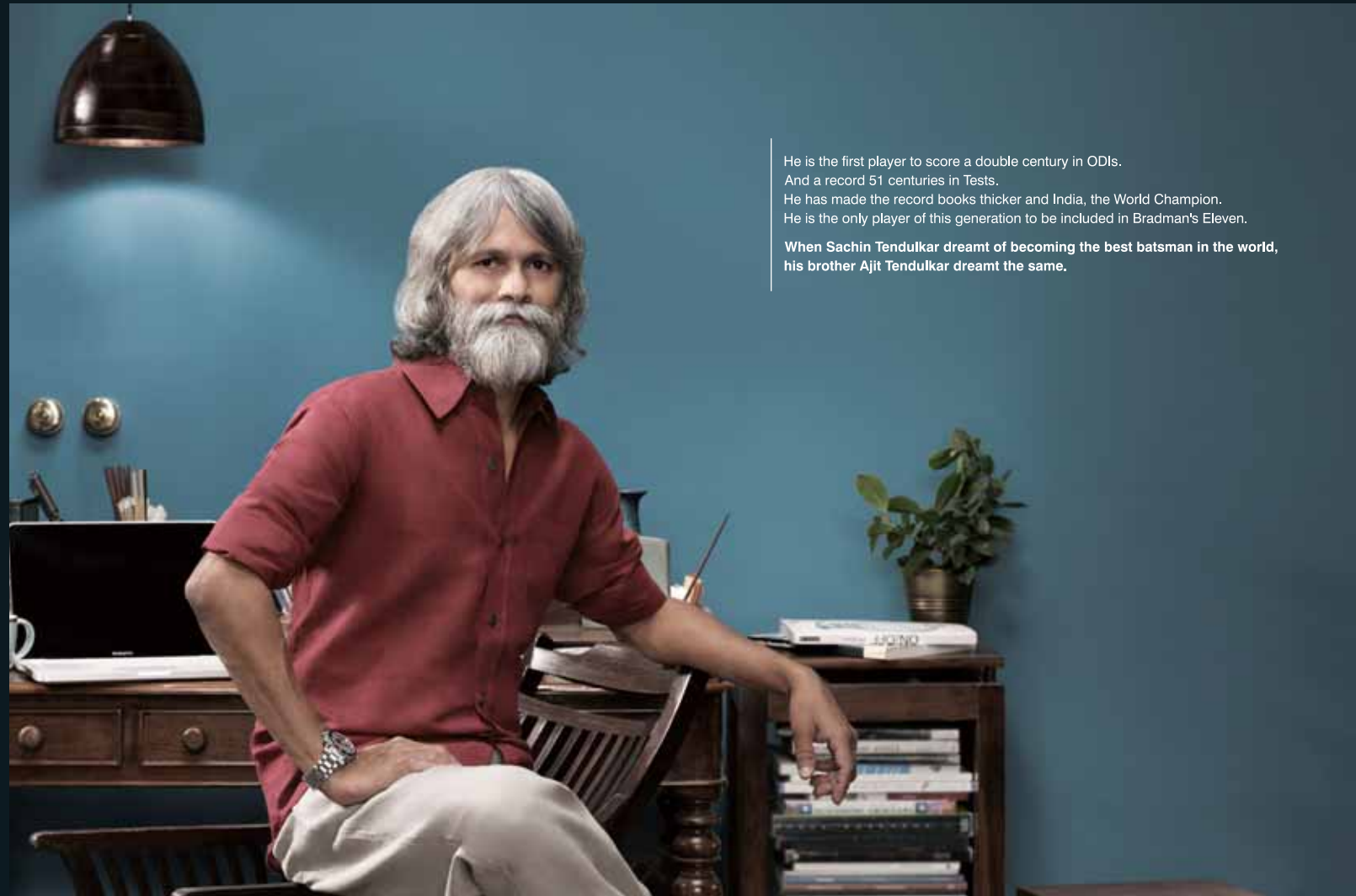


■ Agency: DDB Mudra Group

■ Brand: Union Bank of India

Creative: Sonal Dabral, Aman Mannan, Ashish Phatak, Mahesh Karande and Faraz Alam

Union Bank of India undertook a successful brand overhaul, demonstrating a commitment to shared dreams with the line 'Your Dreams Are Not Yours Alone.' The Bank took the conversation further by bringing alive stories of shared success. The campaign drew on inspiring stories of iconic Indians with a twist by showcasing the unsung people who enabled our icons' success.



He is the first player to score a double century in ODIs.
And a record 51 centuries in Tests.
He has made the record books thicker and India, the World Champion.
He is the only player of this generation to be included in Bradman's Eleven.
**When Sachin Tendulkar dreamt of becoming the best batsman in the world,
his brother Ajit Tendulkar dreamt the same.**

Your dreams are not yours alone

यूनियन बैंक ऑफ इंडिया  Union Bank of India



She is the first grandmaster from India and the reigning World Chess Champion.
She is one of the six players ever to break the 2000 mark.
And is the first sportsperson to win the Padma Vibhushan.
**When Vishwanath Anand dreamt of becoming the best chess player in the world,
his wife Anura Anand dreamt the same.**

Your dreams are not yours alone

यूनियन बैंक ऑफ इंडिया  Union Bank of India



In 2009, she was named one of the most influential people in the world.
She has won a record 27 Grammy Awards.
2 Oscars, 2 Ghanymas, 1 Brit and 1 Golden Globe.
**When A.R. Rahman dreamt of becoming the best composer in the world,
his mother Saranya Rahman dreamt the same.**

Your dreams are not yours alone

यूनियन बैंक ऑफ इंडिया  Union Bank of India

■ Agency: DDB Mudra Group

■ Brand: Volkswagen

Creative: Sonal Dabral, Raylin Valles, Rajit Gupta, Satyam Patel, Radhika Kapur and Satyam Patel

Brief: To promote the Attention Assist System especially designed by Volkswagen to keep drivers alert at all times.

Idea: Dreams will be shorter. Results: 63% more enquiries at Volkswagen showrooms across Indian cities. 47% more test drives. 15% more VW cars sold.

Themes: Every dream theme is a mixture of two elements because dreams almost always bring together disconnected, unrelated images.

Characters: They're fantastical creatures belonging to an unreal, dream world. Like the themes, they too are a mixture of two elements.

Colours: We've saturated the colours to the maximum as well as used gradients to make the images more surreal.

The colours are dreamily translucent and include ethereal bursts of lights.

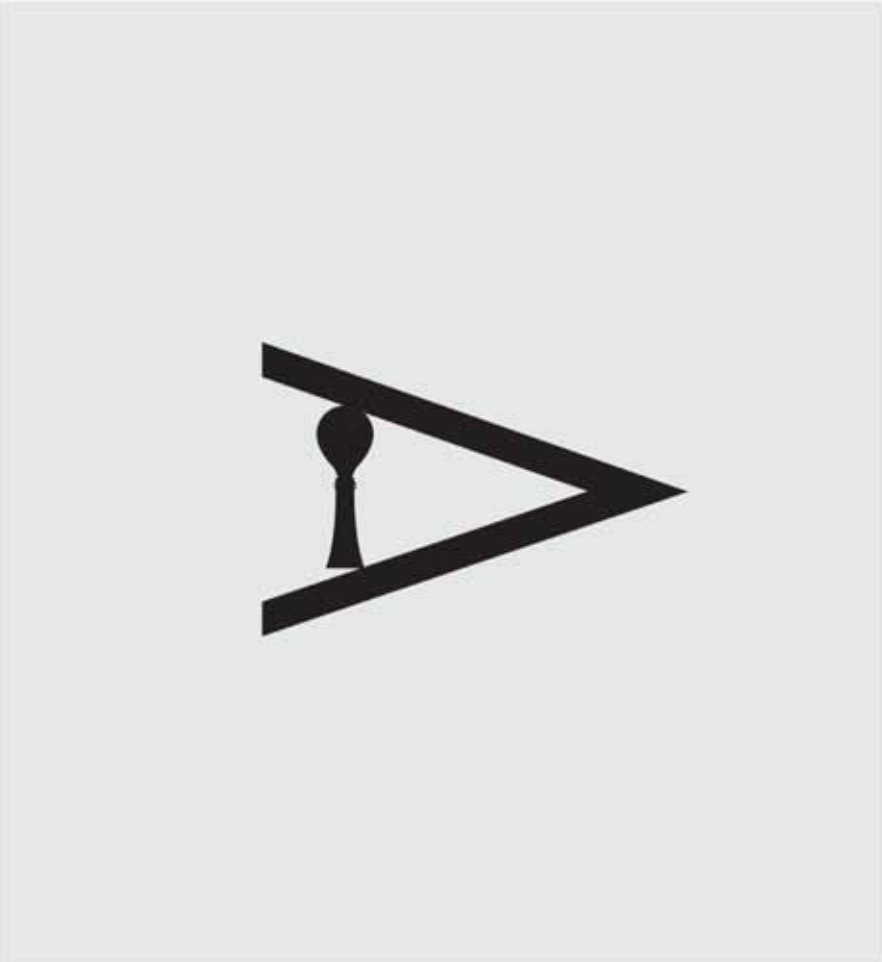
Background: Everything surrounding the dream is in a minimalistic style, so as to bring out the vibrant craziness of the dream. The black of the background doesn't just connote the night, but also serves to bring the dream into sharp focus.



■ Agency: DDB Mudra Group


■ Brand: Volkswagen

Creative: Sonal Dabral, Louella Rebello, Manish Darji and Archit Gadiyar



www.volkswagen.co.in

Attention Assist.
Standard on the Volkswagen Passat.



Volkswagen. Das Auto.

Terms and conditions apply. Let's make life safe by obeying traffic rules.

The Volkswagen Passat with Attention Assist

Driver fatigue is a major contributor to automobile accidents. The new Passat comes with Attention Assist. What this system does is that it closely monitors the driver's steering pattern. When it detects an aberration in this pattern, the driver is alerted with an audible alarm. To communicate the same, we created a press campaign using graphics. The graphic demonstrates that if the driver were to doze off, the closing of eyes would produce the sound so as to alert the driver.



www.volkswagen.co.in

Attention Assist.
Standard on the Volkswagen Passat.



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Attention Assist.
Standard on the Volkswagen Passat.



Volkswagen. Das Auto.

Terms and conditions apply. Let's make life safe by obeying traffic rules.


Agency: DDB Mudra Group

Brand: Volkswagen

Creative: Sonal Dabral, Louella Rebello, Mandar Khatkul, Saurabh Sankpal, Archit Gadiyar and Anand Vyas

The Volkswagen Passat with Park Distance Control

Every Volkswagen Passat is equipped with Park Distance Control; innovative technology that gives out an audible warning if the car approaches an obstacle while reversing. To communicate the same, we used common objects that produce noise and are kept right under the rear wheel. So if the Passat were to reverse even a little bit more, a noise would be produced. The device further communicates the simplicity and beauty of the technology.




www.volkswagen.co.in


The Passat, with Park Distance Control.



Volkswagen. Das Auto.

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The Passat, with Park Distance Control.


Volkswagen. Das Auto.



The Passat, with Park Distance Control.


Volkswagen. Das Auto.

■ Agency: DDB Mudra Group

■ Brand: Volkswagen

Creative: Sonal Dabral, Louella Rebello, Umesh Juwatkar, Amey Mone and Sidhesh Telang

Volkswagen Rear View Camera (Multiple objects)

The only way to reverse a car is by guessing the distance of the objects behind. Even a slight misjudgment results in dents in the car. We used this uncertainty faced by drivers to convey the importance of the Volkswagen Vento Rear View Camera.

www.volkswagen.co.in



No more guessing. The Vento with Rear View Camera.

Call (Toll-free 24x7): 1800 102 0909 / 1800 209 0909



Volkswagen. Das Auto.

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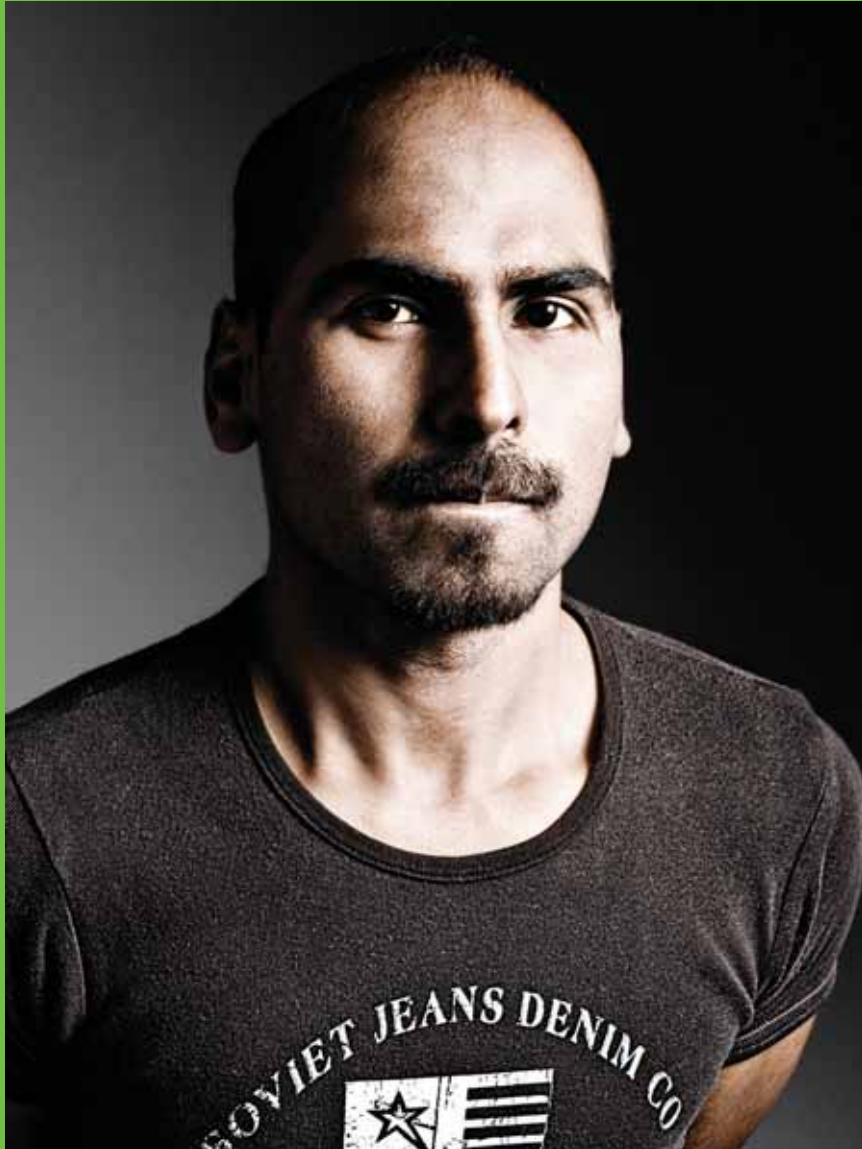
Volkswagen. Das Auto.



The essential part of creativity is not being afraid to fail

Edwin H. Land

Dentsu India Group



Titus Upputuru

Canon IXUS

LIVE. WITH IT.

We had to up the brand imagery of a very stylish looking product. So we pushed the envelope by turning a functional product like a Camera into a pure accessory. We created the aura of luxury and crafted a unique world of IXUS, signing off with a statement that said 'Live. With it'.

Canon PIXMA

Can a printer print love. Can a printer print Wow? This campaign leverages Pixma's creative software like Creative Park, and morphs the printer from being a machine to a tool of delight, where printouts become imprinted emotions.

Cannon Power Shot

If today's youth had the patience to look through a dictionary, they would probably say that everything from an aardvark to a zyzzyva inspires them to take a photograph. What they do, actually, is to create their own A-Z list that inspires them. In short, anything and everything. That's what makes us click. The print ads encapsulate the fun moments of summers and road trips, and an unrehearsed life where anything and everything interesting becomes a subject for the camera.

Chingles (April Fool's Day)

"Aaj Lee Kya?" a brand asked a nation whose youth was taking itself too seriously in all aspects of life, including entertainment, as seen with all the weeping, wailing, contesting, competing in the Talk and Reality Shows for eg. The TVCs launched the brand with the LEE brothers. But a brand that decided to kill mundane-ness in life by bringing out the prankster inside, thought it most appropriate to play a prank or two with the entire nation on April Fool's Day.

These ads were released on 1st of April. Hundreds of men called in to discover a sexy female voice at first welcoming them, flirting with them a bit (just like phone-in ads), only to call them 'bhaiya' at the end! Equally, a number of men called to find that the miracle solution for hair loss is a good laugh.

Honda Aviator

While class and élan comes naturally, style is something that can be tutored. That is why we have stylists.

We have positioned the new Aviator with this insight. Thus the communication makes Aviator as a must have in one's wardrobe and each ad gives tips on looking great. We shot this in a small budget inside the Honda factory itself, which goes on to prove that with a scooter like this, anything can look stylish.

Agency: Dentsu India Group

Creative: Titus Upputuru, Abhinav Karwal and Sumit Vashisth

Brand: Canon

Management: Harjot Singh Narang, Sunita Prakash, Sambit Burman, Priyanka K V and Kualanath Kaushik

Canon
Delighting You Always

LIVE. WITH IT.

IXUS

Wifi enabled
so you can share the wealth

12x zoom
because you love detail

For the closest Canon dealer, *SMS 'CAN' followed by location NAME / PINCODE to 53636. Eg. 'CAN CP' or 'CAN 110001'

Canon
Delighting You Always

IXUS

LIVE. WITH IT.

Wifi enabled
so you can share the wealth

12x zoom
because you love detail

For the closest Canon dealer, *SMS 'CAN' followed by location NAME / PINCODE to 53636. Eg. 'CAN CP' or 'CAN 110001'

Agency: Dentsu India Group
 Brand: Canon

Creative: Titus Upputuru, Jitendra Kaushik, Vishal Mittal, Aneesh Ayyappan and Himanshu Sharma
 Management: Harjot Singh Narang, Sunita Prakash, Sambit Burman and Nihar Khemani




CAN A PRINTER PRINT LOVE?

Introducing the new Canon PIXMA E Series with exclusive access to Creative Park Premium**.

Creating personalised cards, stunning 3D paper art, scrapbook designs, origami art and tons of other wonderful things is now child's play. Thanks to the affordable Canon PIXMA E Series featuring Creative Park. You see, a printout isn't a printout anymore.



PIXMA E500
 Compact Photo Printer with Ink Efficient Print
 Price per unit
 MRP: Rs 5,999/-
 Best Buy: Rs 5,895/-

◀ Cupid Dolls printed on PIXMA E500

The image shown is indicative of the final 3D output developed following Creative Park instructions.

SEARCH PIXMA | Canon Dealer Locator: SMS 'PIXMA' <LOCATION NAME/PINCODE> to 53636
 www.canon.com.in | CALL 39010101 OR 1800-180-3366 | Services available across 2367 cities in India

CREATIVE PARK
www.canon.com/c-park

• Wi-Fi* • Apple AirPrint* • Full HD Movie Print* • PIXMA Cloud Link* • Mobile Printing* • Fun Filter Effect* • Easy-WebPrint EX* • Direct Disc Print* • Intelligent Touch System*

**Features available on select PIXMA printers



PIXMA MG5370
Advanced Wireless All-In-One with 7.5cm TFT & Direct Disc Printing
MRP: Rs 11,125/- per unit
Best Buy: Rs 11,125/- per unit



PIXMA E600
Fax All-In-One Printer with Ink Efficient Print
MRP: Rs 8,795/- per unit
Best Buy: Rs 8,220/- per unit



PIXMA MG4170
Advanced Wireless All-In-One with 6.0cm TFT
MRP: Rs 8,195/- per unit
Best Buy: Rs 7,615/- per unit



PIXMA MG3170
Wireless Photo All-In-One with Auto Duplex Print
MRP: Rs 6,595/- per unit
Best Buy: Rs 5,185/- per unit



PIXMA MP287
Compact & Stylish Photo All-in-One
MRP: Rs 3,595/- per unit
Best Buy: Rs 3,360/- per unit

**Feature can be availed, subject to usage of Canon original ink cartridge and other terms and conditions as contained in the user manual.




CAN A PRINTER PRINT WOW?

Introducing the new Canon PIXMA E Series with exclusive access to Creative Park Premium**.

Creating personalised cards, stunning 3D paper art, scrapbook designs, origami art and tons of other wonderful things is now child's play. Thanks to the affordable Canon PIXMA E Series featuring Creative Park. You see, a printout isn't a printout anymore.



PIXMA E500
Compact Photo Printer with Ink Efficient Print
Price per unit
MRP: Rs 5,999/-
Best Buy: Rs 5,895/-

◀ Cupid Dolls printed on PIXMA E500

The image shown is indicative of the final 3D output developed following Creative Park instructions.

SEARCH PIXMA | Canon Dealer Locator: SMS 'PIXMA' <LOCATION NAME/PINCODE> to 53636
 www.canon.com.in | CALL 39010101 OR 1800-180-3366 | Services available across 2367 cities in India

CREATIVE PARK
www.canon.com/c-park

• Wi-Fi* • Apple AirPrint* • Full HD Movie Print* • PIXMA Cloud Link* • Mobile Printing* • Fun Filter Effect* • Easy-WebPrint EX* • Direct Disc Print* • Intelligent Touch System*

**Features available on select PIXMA printers



PIXMA MG5370
Advanced Wireless All-In-One with 7.5cm TFT & Direct Disc Printing
MRP: Rs 11,125/- per unit
Best Buy: Rs 11,125/- per unit



PIXMA E600
Fax All-In-One Printer with Ink Efficient Print
MRP: Rs 8,795/- per unit
Best Buy: Rs 8,220/- per unit



PIXMA MG4170
Advanced Wireless All-In-One with 6.0cm TFT
MRP: Rs 8,195/- per unit
Best Buy: Rs 7,615/- per unit

PIXMA MG3170
Wireless Photo All-In-One with Auto Duplex Print
MRP: Rs 6,595/- per unit
Best Buy: Rs 5,185/- per unit

PIXMA MP287
Compact & Stylish Photo All-in-One
MRP: Rs 3,595/- per unit
Best Buy: Rs 3,360/- per unit

**Feature can be availed, subject to usage of Canon original ink cartridge and other terms and conditions as contained in the user manual.

Agency: Dentsu India Group
 Brand: Canon

Creative: Soumitra Karnik, Abhinav Karwal and Sanjay Chakravorty

Management: Harjot Singh Narang, Sunita Prakash, Sambit Burman, Priyanka K V and Kualanath Kaushik



PowerShot

Canon
 Delighting You Always

SIZZLING SUMMER CHAUBIS INCH KAMAR SHIRTLESS DRUMMER
 AQUAMARINE POOLS BREAKING RULES ICE CREAM ON STICK
 ONE MESSY LICK ANYTHING EVERYTHING

What makes us
Click



PowerShot A2300
 16.0 MEGA PIXELS OPTICAL ZOOM 6.8" LCD DIGITALIS HD MOVIE
 ₹ 6,995/-



PowerShot A3400 IS
 16.0 MEGA PIXELS OPTICAL ZOOM 7.5" LCD TOUCH SCREEN HD MOVIE IS
 ₹ 9,995/-



PowerShot A4000 IS
 16.0 MEGA PIXELS OPTICAL ZOOM 8x 7.5" LCD TOUCH SCREEN HD MOVIE IS
 ₹ 11,995/-



PowerShot A2400 IS
 16.0 MEGA PIXELS OPTICAL ZOOM 6.8" LCD DIGITALIS HD MOVIE IS
 ₹ 7,995/-

Log on to <https://www.facebook.com/canonindia> & Win a PowerShot everyday*.



ROAD TRIPS OIL DRIPS BAG OF CHIPS LAZY FRIENDS
 CRAZY BENDS LIVING IN TENTS AMAZING SCENES
 TORN JEANS ANYTHING EVERYTHING

What makes us
Click

PowerShot A2300 ₹ 6,995/-
 PowerShot A3400 IS ₹ 9,995/-
 PowerShot A4000 IS ₹ 11,995/-
 PowerShot A2400 IS ₹ 7,995/-

EXPERIENCE THIS AD WITH AUGMENTED REALITY (AR)**: Download Times intARact App for free on your mobile from <http://intARact.mobi/oi> or SMS TOIAR to 58888. Through the App, capture the 'What makes us Click' logo and watch the TV Ad and more.

Canon Dealer Locator: *SMS 'CAN' followed by location NAME / PINCODE to 53636. E.g. 'CAN CP' or 'CAN 110001'. For more information visit Canon at www.canon.co.in or call 39010101 / 1800 180 3366. Available at all leading retail outlets in your city. Insist on warranty card issued by Canon India Pvt. Ltd. ^Contest open for a limited period only. Conditions apply. *SMS Charges upto ₹3/SMS. **Accessible on Mobile Phones with GPRS/Wifi connection. Terms & Conditions Apply.

CONSUMER TRUST AWARD FOR AUGMENTED REALITY (AR)**: Download Times intARact App for free on your mobile from <http://intARact.mobi/oi> or SMS TOIAR to 58888. Through the App, capture the 'What makes us Click' logo and watch the TV Ad and more. **Accessible on Mobile Phones with GPRS/Wifi connection. Terms & Conditions Apply.

Agency: Dentsu India Group
 Brand: Chingles

Creative: Titus Upputuru, Abhinav Karwal, Anish Nath and Sumit Vashisht
 Management: Sunita Prakash and Dhruv Lavania

Tomorrow it will be you versus the rest.

There's a little prankster hiding in all of us. And tomorrow he/she will show up like no other day. So let's pop in the new Chingles, refreshing mini gums that come in Nimbu, Mint and Saunf flavours, and pull legs, arms, more - of our friends, family and colleagues. And ask everyone just one thing. Aaj lee kya?

Here's how you can avoid getting pranked on April Fools Day:

1. The first one and the most important one; do not trust anyone.
2. You will get strange calls. Receive all, believe none.
3. Check water temperature before taking bath. You don't want to burn your parts.
4. Wear a belt. People have weird habit of pulling pants down.
5. All snakes, lizards and spiders are made of rubbers, unless you are camping out.



Introducing **PASSPASS™ chingles™**
 refreshing mini gums
AAJ LEE KYA?

dentsumarcom/dsgroup/0106/2012

April Fool Banaya!

Kya aapko gussa aaya? Bakiyon ko ta bada maza aaya. We hope you also had fun and played a prank on others. Like we did with the whole city. Thank you for calling our HOTLINE (01244960500) and HAIRLINE (01244905600). Let's not stop and wait for the next April Fools Day, after all there's a little prankster hiding in all of us. And it's amazing how a little prank can make our hearts go so merry! So let's pop in the new Chingles, refreshing mini gums that come in Nimbu, Mint and Saunf flavours, and pull legs, arms, and more - of our friends, family and colleagues. And ask everyone just one thing - Aaj lee kya?

Introducing **PASSPASS™ chingles™**
 refreshing mini gums
AAJ LEE KYA?

chingles™ Hotline

CALL ME

(I KNOW YOU WANT TO)

01244960500*

*Standard call charges apply.
 **This is only a promotional fun tool and this is not meant to hurt anyone's feelings intentionally or unintentionally.

dentsumarcom/dsgroup/0107/2012

Are others just fooling you?

We have the new revolutionary tested hair treatment.

- Revolutionary fun hair growth therapy.
- Tested on Indian skin.

Before Treatment

After Treatment

Introducing **chingles™ Hairline**
 Call us now
01244905600*

*Standard call charges apply.
 **This is only a promotional fun tool and this is not meant to hurt anyone's feelings intentionally or unintentionally.

Call us now and get the first session for free.

dentsumarcom/dsgroup/0108/2012

Agency: Dentsu India Group
 Brand: Honda

Creative: Titus Upputuru, Shekhar Sharma, Udayan Chakravarthy and Gaurav Bharadwaj

HONDA
The Power of Dreams

STYLE TIP#1

Don't drive too fast. That way, you're easier to photograph.

Our latest collection hits the road. Presenting the Aviator, with a great look and technology to match. Now every ride will be a fashion tour.

ECONOMY
If it's not cutting edge, it's out of style. The new 110cc Honda engine gives you great power with 15% more mileage* than the previous model.

ELEGANT & DYNAMIC FRONT
Add a dash of chrome to your ensemble. A muscular metallic look. A stylized halogen powered headlamp. The Aviator's new look is totally breathtaking.

FRONT DISC WITH COMBI BRAKE
Be the show stopper. A 190mm Front Disc Brake that provides excellent control. Combi brake technology that ensures a shorter braking distance with more stability. Now every show will have a great finish.

HONDA
सच कर देंगे सपने

AVIATOR
Live your style

*Based on internal Honda riding mode considering various simulated actual riding conditions. **Conditions apply. Accessories shown in the picture are not a part of the standard equipment.

HONDA
The Power of Dreams

STYLE TIP#3

For traffic-stopping looks, throw in a lot of chrome.

Our latest collection hits the road. Presenting the Aviator, with a great look and technology to match. Now every ride will be a fashion tour.

ECONOMY
If it's not cutting edge, it's out of style. The new 110cc Honda engine gives you great power with 15% more mileage* than the previous model.

ELEGANT & DYNAMIC FRONT
Add a dash of chrome to your ensemble. A muscular metallic look. A stylized halogen powered headlamp. The Aviator's new look is totally breathtaking.

FRONT DISC WITH COMBI BRAKE
Be the show stopper. A 190mm Front Disc Brake that provides excellent control. Combi brake technology that ensures a shorter braking distance with more stability. Now every show will have a great finish.

HONDA
सच कर देंगे सपने

AVIATOR
Live your style

HONDA
The Power of Dreams

STYLE TIP#2

Team up black with blazing red. Will look great in a blur.

Our latest collection hits the road. Presenting the Aviator, with a great look and technology to match. Now every ride will be a fashion tour.

ECONOMY
If it's not cutting edge, it's out of style. The new 110cc Honda engine gives you great power with 15% more mileage* than the previous model.

ELEGANT & DYNAMIC FRONT
Add a dash of chrome to your ensemble. A muscular metallic look. A stylized halogen powered headlamp. The Aviator's new look is totally breathtaking.

FRONT DISC WITH COMBI BRAKE
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HONDA
सच कर देंगे सपने

AVIATOR
Live your style

HONDA
The Power of Dreams

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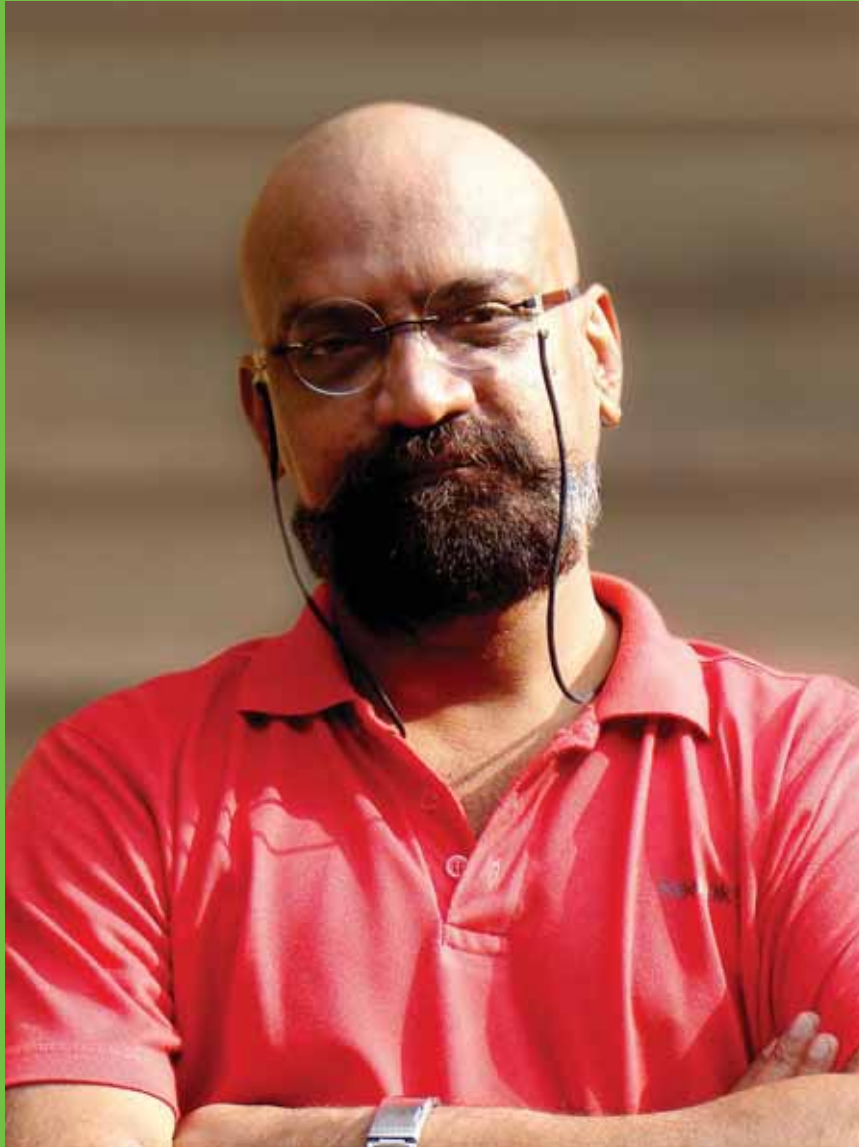
ELEGANT & DYNAMIC FRONT
Add a dash of chrome to your ensemble. A muscular metallic look. A stylized halogen powered headlamp. The Aviator's new look is totally breathtaking.

FRONT DISC WITH COMBI BRAKE
Be the show stopper. A 190mm Front Disc Brake that provides excellent control. Combi brake technology that ensures a shorter braking distance with more stability. Now every show will have a great finish.

HONDA
सच कर देंगे सपने

AVIATOR
Live your style

Draftfcb + Ulka



K. S. Chakravarthy

Amul Gold (Kundali)

Milk - the World's Original Energy Drink is a wonderful platform we launched with the Milk Girl TVC during the Olympics. This takes the position forward with tongue firmly in cheek

Amul Gold (Sleepin Boy)

Energy, 24x7 – that is what the world's original energy drink promises. Refreshingly, of course.

Anne French:

Unwanted hair? Eeks. That's the response we wanted. What we usually get is EEEEEKS.

Bausch & Lomb :

In today's appearance-obsessed world, an ugly pair of specs can take a life all of its own, till it takes over your whole life. That is the insight that drove this simple, yet powerful idea.

Tata Docomo (Prayer Service)

Call now, our very special customer service executives are waiting

Tata Docomo (Sex Ed)

A classic case of what you see is what you get. Or is it?

Agency: Draftfcb + Ulka

Brand: Amul Gold

Creative: K.S. Chakravarthy, Haresh Moorjani, Mehul Patil, Bhushan Pandit, Dattatray Gholkar and Varun Sharma



Energise your future with milk. The world's original energy drink. **Amul GOLD**

DRAFTFCB + ULKA 280836



■ Agency: **Dratfc + Ulka**

■ Brand: **Amul Gold**

Creative: K.S. Chakravarthy, Haresh Moorjani, Mehul Patil and Hemant Pandit

Milk. The world's original energy drink. **Amul GOLD**

■ Agency: Draftfcb + Ulka

■ Brand: Anne French

Creative: K.S. Chakravarthy, Haresh Moorjani, Mehul Patil, Bhushan Pandit, Aditi Khokhani and Varun Sharma



Don't let unwanted hair bug you

Anne
French®



■ Agency: **Draftfcb + Ulka**

■ Brand: **Bausch & Lomb**

■ Creative: Shiveshwar Raj Singh, Mukesh Sablania and Vishnu Nair

Why live with the load? **BAUSCH + LOMB**
CONTACT LENSES



■ Agency: **Draftfc9 + Ulka**

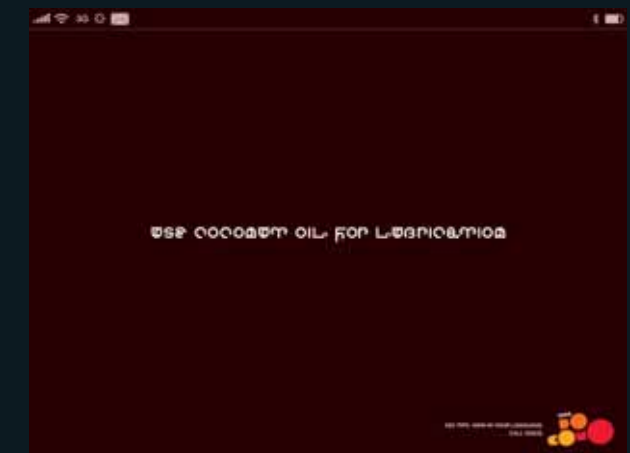
■ Brand: **Tata Docomo**

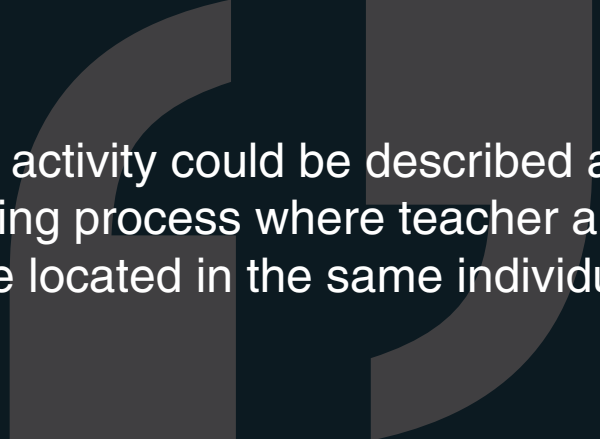
Creative: K.S. Chakravarthy, Haresh Moorjani, Mehul Patil,
Bhushan Pandit, Rhea Cravalho and Chaitanya Joshi

■ Agency: Draftfcb + Ulka

■ Brand: Tata Docomo

Creative: K.S. Chakravarthy, Kartik Smetacek, Devendra Mankame, Sandeep Urane and Himanshu Saxena





Creative activity could be described as a type
of learning process where teacher and pupil
are located in the same individual

Arthur Koestler

Grey India



Amit Akali & Malvika Mehra

Arshar Forte

Haemorrhoids is an embarrassing problem whose sensation is often described as 'a ring of fire'. The stark imagery of red-capped matchsticks displayed in a circle is a gripping reminder of the pain that people secretly suffer. Through empathy, the reader is led to the ready solution: Arshar Forte cream.

Dell

How do you demonstrate the powers of a touch screen in a print ad. This simple albeit unique innovation captures the essential feature, the touch screen, of the new Inspiron 15z laptop in the limited confines of the print medium. By employing an effective slide mechanism, it piques the users' curiosity and provides them with all they need to know in a matter of seconds.

Fortis

This campaign tackles the seriousness of morbid obesity with humour. Exaggerating the physical manifestation of obesity by juxtaposing the condition against everyday objects, the creatives throw new light on the problem, in a visually arresting manner.

Intex

Design is an often-neglected tool of communication that is not only extremely powerful, but one that also 'tells the story' in an instant. This campaign for Intex Mobiles is a visual stopper, creating as it does 'word pictures' that dramatize the predictive text feature tellingly.

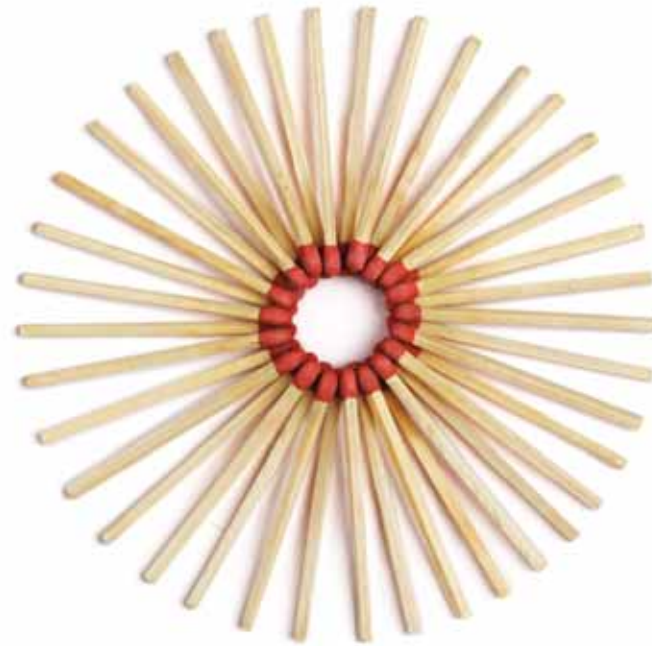
Killer

Killer Jeans launched its range of water saver jeans that saved 100 litres of water during manufacture. We began our print campaign by seeding a hashtag of "what would you do with 100L of water" on Twitter. In a true integration of print and digital, the 40000 responses we got were then used to create India's first user-generated press campaign.

■ Agency: Grey India

■ Brand: Arshar Forte

Creative: Malvika Mehra, Amit Akali, Amit Shankar, Uddalak Gupta, Vikash Ravi and Timothy Rufus



Soothes burning haemorrhoids



Agency: Grey India Creative: Malvika Mehra, Amit Akali, Sham Ramachandran, Ram Jayaraman, Ajith KS and Karthik Rajan
 Brand: Dell Management: Aditya Kaushik

THE POWER OF TOUCH



Magazines that featured our innovation on their December issue.

The Brief

On November 2012, Dell launched the Inspiron 15 z Ultrabook with a touchscreen. And the challenge was to demonstrate this touchscreen capability.

The Solution

We gave our print ad a touchscreen!

The screen of the laptop displayed on the page invited the readers to touch and slide the cardboard layer which formed the touchscreen. Upon sliding, the cardboard layer listed out the jaw-dropping features on the brand new Inspiron 15 z Ultrabook and made the reader experience the power of touch. Up close and personal.



The power to do more

■ Agency: Grey India
■ Brand: Fortis

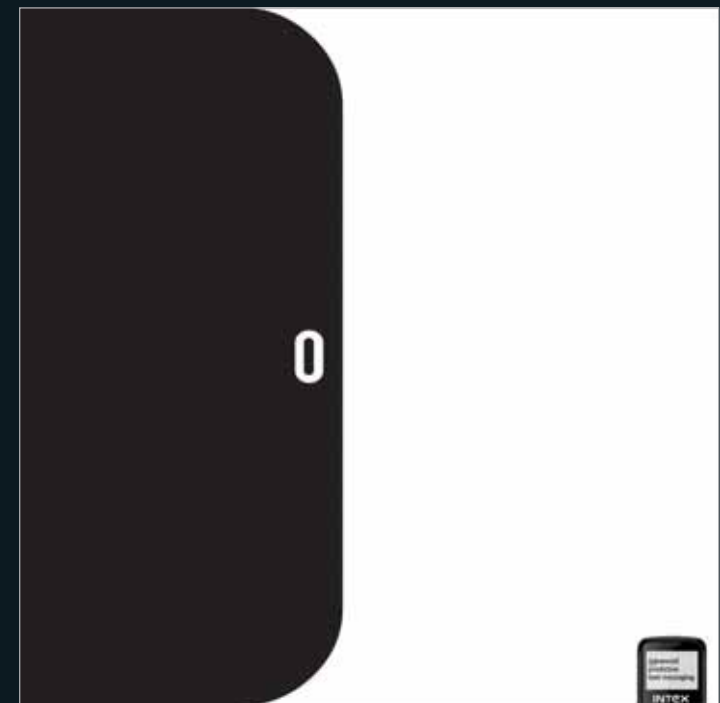
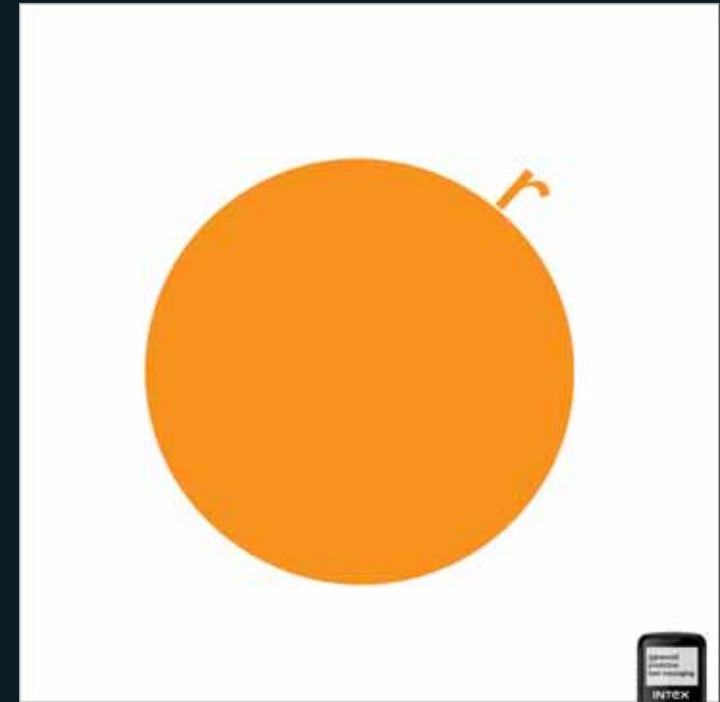
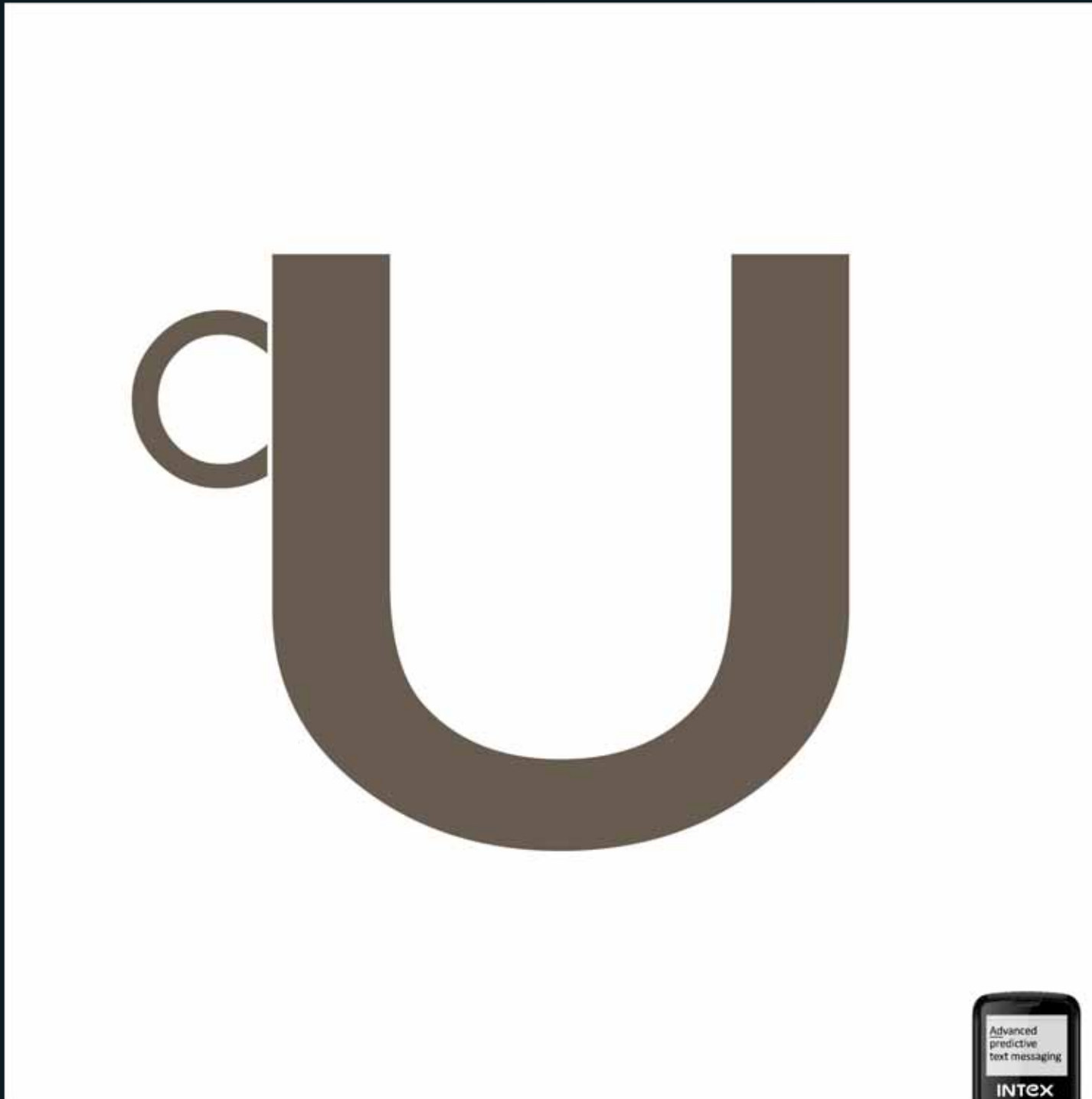
Creative: Malvika Mehra, Amit Akali, Sham Ramachandran, Vishnu Srivatsav,
Vinayak Thattari, George Sebastian and Subhash Koppula
Management: Vineet Singh



■ Agency: Grey India

■ Brand: Intex

Creative: Malvika Mehra, Amit Akali, Amit Shankar, Uddalak Gupta, Bodhisatwa Dasgupta and Dushyant Chopra



Happy Creative Services



Kartik Iyer and Praveen Das

Flipkart (Comic Con posters)

We had to come up with occasion specific communication for the Comic Con. The guys at Flipkart, not to mention all of us at the agency are all big fans of super heroes. And then we had to do something in line with the 'No Kidding. No Worries.' Campaign. We love the way it all came together, the awesomeness of each character and the simple straight forward message from Flipkart. The inside joke in it works only if you know the characters.

Flipkart (Happy Doors)

Delivering Happiness

Love the campaign for its simplicity. Beautiful doors that subtly signify the love and satisfaction of shopping with Flipkart. It was also very apt for the time when the brand was growing the e-commerce market. Hence it was very important to bring about the convenience of shopping from your doorstep.

Lee

We keep doing posters for promos and Sales which normally get boring. We have a brand language for Lee using denim. The art direction always takes these simple ideas to another level. Not to mention keeping the cultural relevance in a lee kind of way.

MTV

MTV Act is an initiative to make young people aware of the world they live in and to urge them to bring about a positive change. The communication had to be true to the MTV spirit – RAW. The message takes a stand of shocking people to stop abusing their mother. Nature. The copy is hard hitting while the visuals are honest and factual.

WHATEVER THE COMIC. WHATEVER THE ODDS.

FLIPKART MAN WILL DELIVER.

BOOKS, MOBILES, MUSIC, MOVIES, GAMES AND EVEN ELECTRONICS.

EVER RELIABLE AND READY TO SERVE.

30 DAY REPLACEMENT GUARANTEE
CASH ON DELIVERY

flipkart.com
The Online Megastore

Agency: Happy Creative Services

Brand: Flipkart

Creative: Kartik Iyer, Praveen Das, Naren Kaushik M, Gopi Krishnan and Vipin Das

BATMOBILE!
THE ONE WHO WHEELS AND
ROARS AND DELIVERS!

30 DAY
REPLACEMENT
GUARANTEE
NO KIDDING. NO WORRIES!

flipkart.com
The Online Megastore

AND AFTER A SPIKE OF
ADVERTISED BY COURIER
ATTACKS, THE BOY OF STEEL
WAS GRIPPING A BIT WORRY.

YOU SHOULD
BE HAPPY BE CAUSE
I AM YOU.

ORIGINAL PRODUCTS.
ORIGINAL
WARRANTY.
NO KIDDING. NO WORRIES.

flipkart.com
The Online Megastore

HONEY,
THANKS THE FLIPKART
GUY TO HERE.

CASH ON
DELIVERY
NO KIDDING. NO WORRIES!

flipkart.com
The Online Megastore



Delivering happiness



■ Agency: Happy Creative Services
■ Brand: Flipkart

■ Creative: Kartik Iyer, Praveen Das, Carl Savio, Shatrughan and Ramakrishna Gounder



Delivering happiness



**CRACKER OF
AN OFFER**
SHOP FOR ₹3499/- & GET A HEADPHONE FREE*

Lee

*Conditions Apply

■ Agency: Happy Creative Services

■ Brand: Lee

Creative: Kartik Iyer, Praveen Das, Sukumar N, Athul Chathukutty and Vinayachandran

**THE END
OF SEASON SALE**

Lee

**CELEBRATING
SHARP SHOPPERS.**

**BUY FOR ₹3999 & GET A
SHIRT WORTH ₹1499 FREE** **Lee**

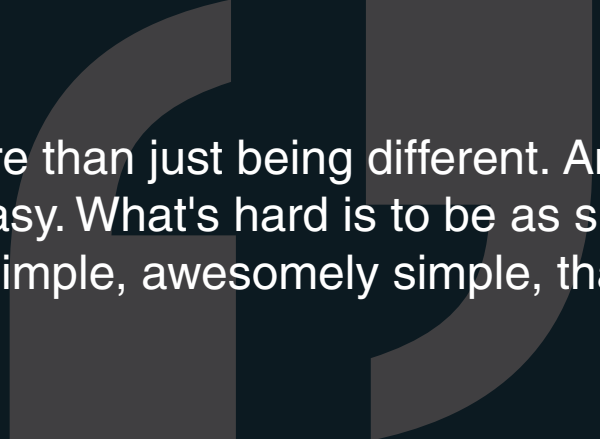
LEE WISHES YOU A PROSPEROUS MUSSEHMA

■ Agency: Happy Creative Services

■ Brand: MTV

Creative: Kartik Iyer, Praveen Das, Vijay Joy, Rahul Bhatia and Bob Surrao





Creativity is more than just being different. Anybody can plan weird; that's easy. What's hard is to be as simple as Bach. Making the simple, awesomely simple, that's creativity

Charles Mingus

Havas Worldwide India



Satbir Singh

iDiva.com

iDiva is a place for ladies and we wanted it to be clear. Which is what the campaign saying 'it's a woman thing' does. Each ad is an insight from the world of the fairer sex.

Indiatimes.com

Indiatimes is a treasure chest of content and you'll be surprised at how much you can find there. We wanted to graphically represent this richness and variety of stuff.

Zigwheels.com

This campaign speaks about the specialization and expertise with which Zigwheels approaches the world of automobiles.

*Yes, we're independent.
No, we will not go to a restroom alone.*



iDIVA.com
It's a woman thing.

Health • Style & beauty • Work & life • Entertainment • Relationships

Agency: Havas Worldwide India
Brand: iDiva.com

Creative: Satbir Singh, Ravi Raghavendra and Vijay Raj T.A.
Management: Kunal Bharadwaj and Praveen Karki

*Women are never wrong,
so we'll never apologise. Sorry.*



iDIVA.com
It's a woman thing.

Health • Style & beauty • Work & life • Entertainment • Relationships

*Dear men,
'am I looking fat'
is not a multiple choice
question.*



iDIVA.com
It's a woman thing.

Health • Style & beauty • Work & life • Entertainment • Relationships

*Size does matter:
Especially when it
comes to heels.*



iDIVA.com
It's a woman thing.

Health • Style & beauty • Work & life • Entertainment • Relationships

*A full wardrobe
usually means we have
nothing to wear.*



iDIVA.com
It's a woman thing.

Health • Style & beauty • Work & life • Entertainment • Relationships

9 876543210 1234567

DON'T RUN AWAY FROM ISSUES. SIMPLY FLY.

GOD! SO MUCH BAGGAGE.

FASHION

LEISURE

PERCEPTION

REALITY

MENTAL MALFUNCTIONS

DRIVE SLOW THINK FAST

THE NEW **indiatimes.com**

LIFE & STYLE

IT'S TRENDY. IT'S BUZZY. IT'S YOU.

RELATIONSHIPS

beauty

MUSIC

TRY THE YOGIC POSITION NEXT

CELIBATE. NOT BY CHOICE.

THE NEW INDIATIMES.COM. IT'S NOT ONLY RICHER IN CONTENT, IT'S ALSO THE SINGLE DESTINATION FOR EVERYTHING THAT'S TRENDING. BE IT SNIPPETS FROM OTHER WEBSITES OR LINKS TO THE HOTTEST PAGES. LOG IN. CHILL OUT.

THEY'LL ALL THINK I'VE READ IT.

EURO RSCG/INDIATIMES/09991112

Agency: Havas Worldwide India
 Brand: Indiatimes.com

Creative: Satbir Singh, Ravi Raghavendra and Tarun Kumar
 Management: Kunal Bharadwaj and Praveen Karki

I DON'T LIP SYNC

AF-AIRS

WHAT'S THE SCOOP

THE NEW **indiatimes.com**

MOVIES & ENTERTAINMENT

IT'S TRENDY. IT'S BUZZY. IT'S YOU.

MULTIPLEX

FIRST LOOK

VIDEOS

TOP 10

BOLLY HOLLY

EVENTS

FASHION & SPORTS

REACH WORK FASTER

THE NEW **indiatimes.com**

SPORTS

IT'S TRENDY. IT'S BUZZY. IT'S YOU.

CHAMPIONS

PLAYERS

FITNESS

TOP 1 2 3 4 5 6 7 8 9

HTTPS://WWW

MOBILE

TECH & AUTO

IT'S TRENDY. IT'S BUZZY. IT'S YOU.

RPM

GEEK

NOT A 4 LETTER WORD

THE NEW **indiatimes.com**

IT'S TRENDY. IT'S BUZZY. IT'S YOU.

LOG IN. CHILL OUT.

MOVIES & ENTERTAINMENT

TOP LISTS

Agency: Havas Worldwide India
 Brand: Zigwheels.com

Creative: Satbir Singh, Ravi Raghavendra, Prakhar Jain and Vijay Raj T.A.
 Management: Kunal Bharadwaj and Praveen Karki

ANY MORE
 KNOWLEDGE
 ABOUT
 VEHICLES AND
 WE'D HAVE TO
 GIVE AWAY
 DIPLOMAS.


ZIGWHEELS.com
 THE NO. 1 AUTO PORTAL IN INDIA

HavasWW

Source: comScore India, June - September 2012

**CURVY,
 WAXED, FAST
 AND OTHER
 HIGH-
 MAINTENANCE
 MODELS.**


ZIGWHEELS.com
 THE NO. 1 AUTO PORTAL IN INDIA

**FOR
 THE FAST
 AND THE
 CURIOUS.**


ZIGWHEELS.com
 THE NO. 1 AUTO PORTAL IN INDIA

**TWO WHEELERS.
 FOUR WHEELERS.
 WITHOUT THE
 WHEELER-DEALERS.**


ZIGWHEELS.com
 THE NO. 1 AUTO PORTAL IN INDIA

**EXPECTEDLY,
 THE TOPLESS ONES
 ARE ALSO THE
 FAST ONES.**


ZIGWHEELS.com
 THE NO. 1 AUTO PORTAL IN INDIA

**COMPARING CARS?
 WE'VE ALREADY
 DONE IT FOR YOU:
 PERFORMANCE TO
 PERFORMANCE,
 FEATURE TO FEATURE,
 KITNA DETI HAI
 TO KITNA DETI HAI.**


ZIGWHEELS.com
 THE NO. 1 AUTO PORTAL IN INDIA



Zarvan Patel

Groupon

The craziest deals in town. A concept whose execution demanded what comes easily to us-madness. The result was the elevation of what was the number 9 deal site in India to the number 1 spot.

Jumjoji (The Parsi Diner)

The eccentric Bawa.

Portraying quintessentially Parsi quirks, rare culinary traditions and their love of all things rustled to perfection, using famous/infamous and little known icons from the community.

Rustomjee

Childhoods Available. Remember the days when you grew up with trees, gardens and pet caterpillars? When childhoods weren't encroached on by concrete jungles or violated by parking lots? Shouldn't kids in Mumbai?



Designer Watches
FOR JUST ₹ 1299

THE CRAZIEST DEALS IN TOWN

GROUPON
INDIA

groupon.co.in

150 MILLION DAILY USERS ACROSS THE WORLD.

■ Agency: ideas@work

■ Brand: Groupon

Creative: Zarvan Patel, Prashant Godbole, Manoj Gorde, Ram Mandale, Ahana Chaudhuri, Shahan Karanjia and Ashiya Mc Reynolds

Management: Richa Jinagouda



Honeymoon Packages
FOR JUST ₹ 17,999

THE CRAZIEST DEALS IN TOWN

GROUPON
INDIA

groupon.co.in

150 MILLION DAILY USERS ACROSS THE WORLD.



Bangkok Holidays
FOR JUST ₹ 17,999

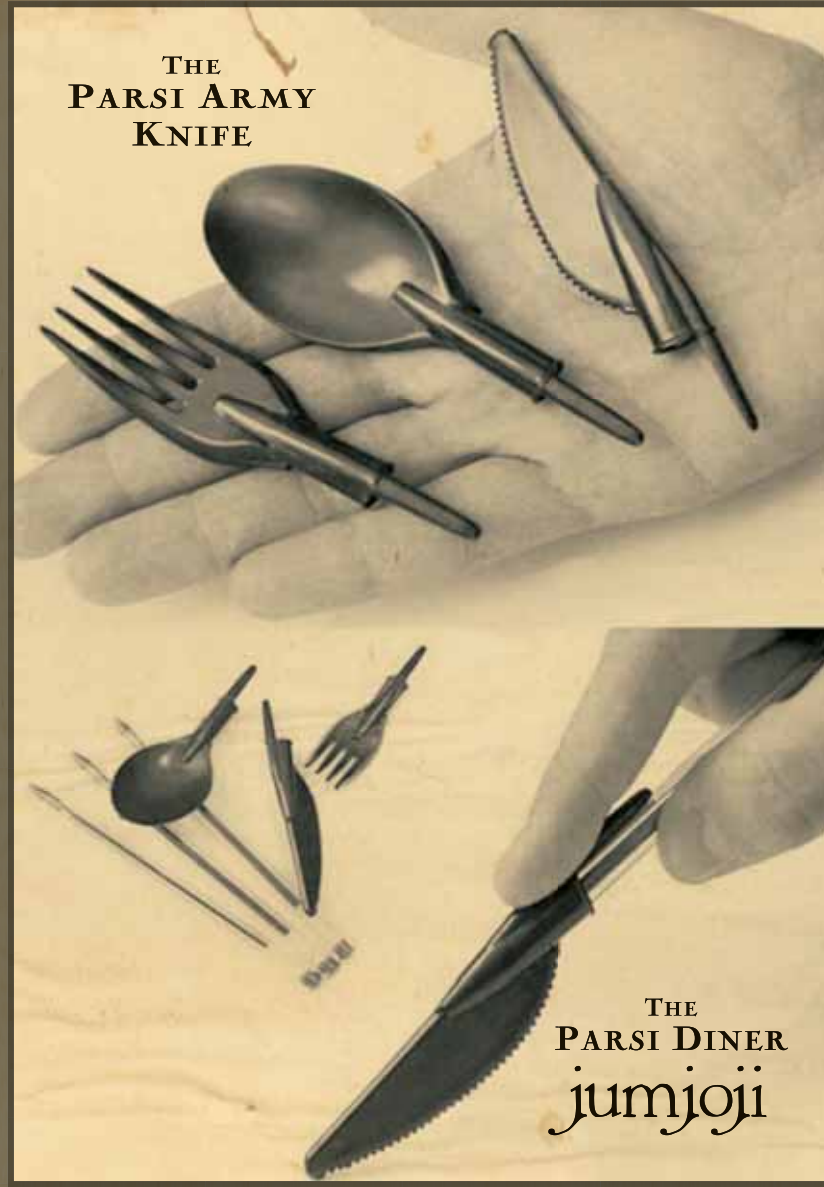
THE CRAZIEST DEALS IN TOWN

GROUPON
INDIA

groupon.co.in

150 MILLION DAILY USERS ACROSS THE WORLD.

THE
PARSI ARMY
KNIFE



THE
PARSI DINER
jumjoji

An endeavour to introduce the world to our rich culinary heritage and to keep our dwindling community alive and cooking.

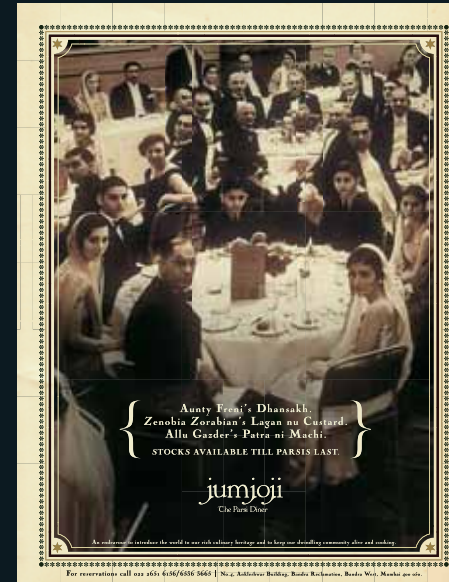
For reservations call 022 2651 6156/6536 3665 | No.4, Ankleshwar Building, Bandra Reclamation, Bandra West, Mumbai 400 050.

Agency: ideas@work

Brand: Jumjoji The Parsi Diner

Creative: Zarvan Patel, Prashant Godbole, Manoj Gorde, Ram Mandale, Dominic Braganza, Shahan Karanjia and Ahana Chaudhuri

Management: Nadia De Almeida and Ritwik Saha



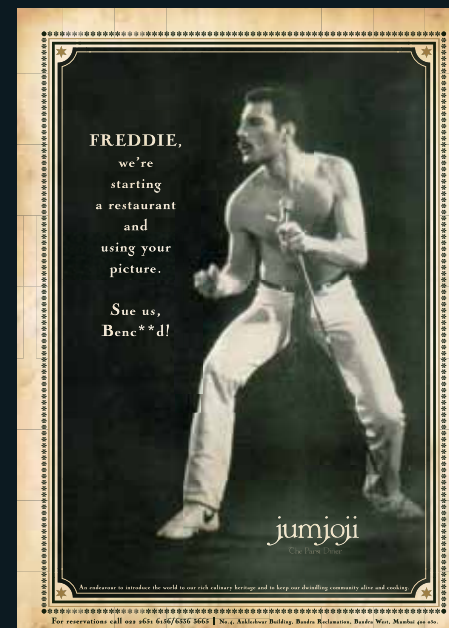
Auntie Esmat's Dhansak,
Zeenob Zorabian's Legan nu Custard,
Allu Casdar's Patra ni Machi.

STOCKS AVAILABLE TILL PARSIS LAST.

jumjoji
The Parsi Diner

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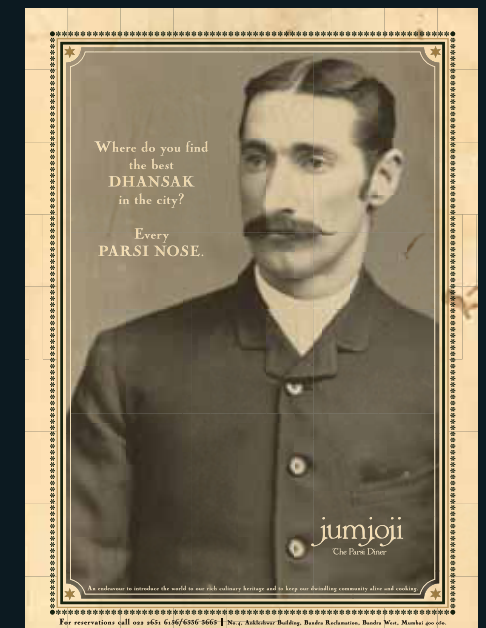
FREDDIE,
we're
starting
a restaurant
and
using your
picture.

Sue us,
Benc**d!

jumjoji
The Parsi Diner

An endeavour to introduce the world to our rich culinary heritage and to keep our dwindling community alive and cooking.

For reservations call 022 2651 6156/6536 3665 | No.4, Ankleshwar Building, Bandra Reclamation, Bandra West, Mumbai 400 050.



Where do you find
the best
DHANSAK
in the city?

Every
PARSI NOSE.

jumjoji
The Parsi Diner

An endeavour to introduce the world to our rich culinary heritage and to keep our dwindling community alive and cooking.

For reservations call 022 2651 6156/6536 3665 | No.4, Ankleshwar Building, Bandra Reclamation, Bandra West, Mumbai 400 050.

Agency: ideas@work
Brand: Rustomjee

Creative: Zarvan Patel, Prashant Godbole, Manoj Gorde, Ram Mandale, Ahana Chaudhuri and Shahan Karanjia
Management: Nadia De Almeida and Ritwik Saha



KIDS SHOULDN'T GROW UP BELIEVING:
PLAY IS A BUTTON ON THE REMOTE.
HIDE-N-SEEK IS A BISCUIT.
CRICKET IS A MULTI-PLAYER GAME ON XBOX.
AND RUN IS A WINDOWS COMMAND.

CHILDHOODS AVAILABLE | IT'S THOUGHTFUL. IT'S **Rustomjee**

Discover a world beyond the concrete jungle where kids can explore trees, gardens, pools, play areas, music and colours. Where the carpet area of childhood isn't measured in square feet.



FIFA IS NOT REAL FOOTBALL.
KINECT TENNIS IS REAL TENNIS.
FIFA CRICKET IS NOT REAL CRICKET.
NO COMPETITION.

CHILDHOODS AVAILABLE | IT'S THOUGHTFUL. IT'S **Rustomjee**



THE CRICKET FIELD - 2:00 PM - 4:00 PM
THE TENNIS COURT - 4:00 PM - 6:00 PM
THE DRINKING FOUNTAIN - 6:00 PM

ACCORDING TO NEW FOOT THE KIDS FINISH THEIR HOMEWORK.

CHILDHOODS AVAILABLE | IT'S THOUGHTFUL. IT'S **Rustomjee**

Law & Kenneth Communications



Charles Victor

Barista (Milano Collezioni)

Passion, creativity and coffee. Milano Collezioni is the first of its kind menu in India. A theme-inspired menu developed in collaboration with the leading international designer, Rina Dhaka; it beautifully merges the two things Italy is best known for. The hub of fashion and home to the finest coffee, Lavazza.

Omkar (Alta Monte)

Real estate advertising is saturated beyond compare. Real estate ads are a blind spot and it has been a monologue from clients making unrealistic 'Luxurious' claims. So we decided to answer the very basic question homebuyers are asking themselves, 'why can't I live life full of indulgences if I am paying so much amount of money?' The client trusted us completely when we expressed the need to do a photo shoot for Omkar Alta Monte Campaign. The campaign is an example of a great 360 exercise, with more than 45 hoardings, 10 radio spots, 4 radio channels, 7/8 different publications and numerous press insertions, great online presence. The campaign is proving extremely effective and even in this shaky market inquiries are pouring in from all sides.

Agency: Law & Kenneth Communications

Creative: Charles Victor, Parul Arora, Shalini Singh, Prayas Gupta, Twisha Sharma, Sainal Khan and Aniket Sen

Brand: Barista

Management: Sanjeev, Kapil Vohra and Kumar Sivam

HERE COMES THE SHOWSTOPPER!

Ever wondered why Milan is the fashion capital of the world? We like to believe it is because of the country's spirit. The Italians are a passionate bunch of people who have a lot to offer. From their food to their art and culture, everything about them oozes exuberance.

Rina Dhaka, a world renowned fashion designer has come together with Barista Lavazza to make the two worlds collaborate seamlessly. Rina Dhaka, who is known for her bold fashion statements the world over, has designed this year's theme for Barista Lavazza.

It's always been about emotions. Be it a standing ovation received at the end of a fashion show or the lingering taste of a cup of coffee at Barista Lavazza.

Creativity, Coffee and High fashion are a few elements which appeal to us at an emotional level. Here I have joined the dots and created a 'Collezioni' which brings these elements together beautifully.

This innate passion is what Barista Lavazza stands for. They give you the finest coffee the world has to offer. Maintaining standards that are at par internationally, so that you can visit them anywhere around the world and be sure to experience the same authentic taste of the finest Italian coffee. And yet be stimulated by something new.

Like their latest collection, Milano Collezioni.

Coffee, and the conversations that follow, touches people on a very personal level. People share their best moments over a cup of coffee. This makes Barista Lavazza a very important part of their lives. They have added several delectable flavours of shakes, coffees and bites that are sure to mesmerise your taste buds. All this ensures that you enjoy every visit as much as the last one.

MILANO COLLEZIONI
INSPIRED BY RINA DHAKA'S CREATIONS

Featured items: Candy Spice Cava, Amaretto Strawberry Delice, Cappuccino, Caramel Roll Up, Double Cream Honey Cello.



Agency: Law & Kenneth Communications
 Brand: Omkar

Creative: Charles Victor, Amit Achrekar, Pradeep Yeragi, Deepa Rao, Sadanand Warpe, Shreyas Manjrekar, Ram Wagh, Abhishek Shrivastav, Vaidehi Surotia, Natasha Nair and Ajit John
 Management: Siddharth Matalia, Rahat Edenwala, Debarjyo Nandi and Sanghamitra Khatu

omkar.com

omkar
Alta Monte

WHY CAN'T I RUN WITH THE CLOUDS?

ELEVATED JOGGING TRACK

Questioning the norm is good because it pushes you to live a life that goes beyond the conventional. Introducing Omkar Alta Monte - conveniently located on the Western Express Highway at Malad East. Here residences overlook the Sanjay Gandhi National Park and the most unbelievable conveniences and amenities perch themselves gracefully at your doorstep, in abundance. Making every moment of your life a moment of joy; of discovery; of ease and ethereal beauty. So why can't you walk into this marvelous place and indulge in life rather than just live it?
 Now you can.

Omkar Alta Monte – An indulgence called life.

☎ 1 800 212 8888 **SMS** 'AM' TO 54242

- Luxury residences on W. E. Highway, Malad (E)
- Scenic infinity pool - Energizing aqua gymnasium
- Exclusive pet crèche - Vertical garden sky lounge

LAW & KENNETH 0093272

omkar.com

omkar
Alta Monte

WHY CAN'T I TOUCH THE HORIZON?

SCENIC INFINITY POOL

Questioning the norm is good because it pushes you to live a life that goes beyond the conventional. Introducing Omkar Alta Monte - conveniently located on the Western Express Highway at Malad East. Here residences overlook the Sanjay Gandhi National Park and the most unbelievable conveniences and amenities perch themselves gracefully at your doorstep, in abundance. Making every moment of your life a moment of joy; of discovery; of ease and ethereal beauty. So why can't you walk into this marvelous place and indulge in life rather than just live it?
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- Exclusive pet crèche - Vertical garden sky lounge

omkar.com

omkar
Alta Monte

WHY CAN'T I BE WEIGHTLESS FOREVER?

ENERGIZING AQUA GYMNASIUM

Questioning the norm is good because it pushes you to live a life that goes beyond the conventional. Introducing Omkar Alta Monte - conveniently located on the Western Express Highway at Malad East. Here residences overlook the Sanjay Gandhi National Park and the most unbelievable conveniences and amenities perch themselves gracefully at your doorstep, in abundance. Making every moment of your life a moment of joy; of discovery; of ease and ethereal beauty. So why can't you walk into this marvelous place and indulge in life rather than just live it?
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omkar.com

omkar
Alta Monte

WHY CAN'T I DEFY GRAVITY?

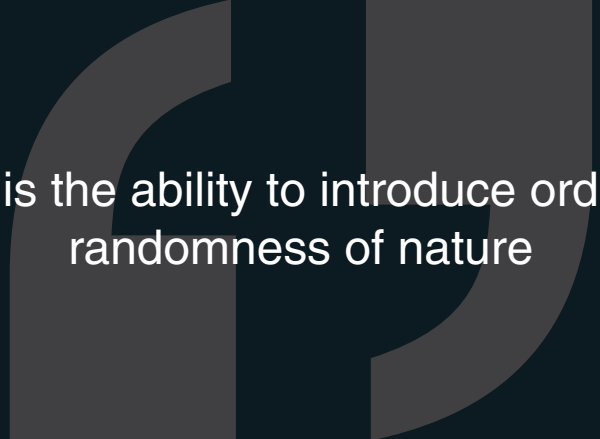
VERTICAL GARDEN SKY LOUNGE

Questioning the norm is good because it pushes you to live a life that goes beyond the conventional. Introducing Omkar Alta Monte - conveniently located on the Western Express Highway at Malad East. Here residences overlook the Sanjay Gandhi National Park and the most unbelievable conveniences and amenities perch themselves gracefully at your doorstep, in abundance. Making every moment of your life a moment of joy; of discovery; of ease and ethereal beauty. So why can't you walk into this marvelous place and indulge in life rather than just live it?
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- Elevated jogging track - Scenic infinity pool
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Creativity is the ability to introduce order into the
randomness of nature

Eric Hoffer

Leo Burnett



Nitesh Tiwari

Getty images

Powerful pictures stay long in your mind and with just two words when that image comes in your mind, the idea works. An idea that gets the words run for the picture.

Tata Capital

The Tata Capital Home Loans 'Memories' campaign taps on a raw, emotional insight that is universally true. As humans we end up getting attached to our homes, whether we live in them for a few months or years. Hence 'Memories cannot be shifted' is the retrospective human emotion the campaign addresses, empowering viewers to own a home with Tata Capital Home Loans. In a category that is mainly transactional, the Memories campaign sets itself apart with beautiful, emotional human stories. Lastly, the fact that the idea seamlessly lends itself across all mediums testifies its bigness and is the reason the campaign has resonated so well.

Tide

This piece of work stands out in a category which is cluttered. A fresh idea with fresh execution is always welcome. It is an idea that demonstrates a print ad can tell an engaging story and the product benefit at the same time.

■ Agency: Leo Burnett

■ Brand: Getty Images

Creative: K V Sridhar, Nitesh Tiwari, Ashwiny Iyer Tiwari, Brijesh Parmar, Mustafa Shaikh and Nikhil Mehrotra

sailor kiss

gettyimages
what you see isn't always what you get

vulture somaliandkid

man fourtanks

gettyimages

Agency: Leo Burnett

Creative: K V Sridhar, Nitesh Tiwari, Ashwiny Iyer Tiwari, Deepti Gera, Neeraj Singh, Nikhil Mehrotra and Pranjal Choudhary

Brand: Tide

Management: Gaurav Lalwani and Sharan Sabhachandani



Lowe Lintas & Partners



Arun Iyer & Amer Jaleel

The Economic Times

Everybody at some point has an entrepreneurial idea. But owing to inertia or a lack of conviction, mostly these ideas die precisely where they were conceived; in one's mind. Therefore the thought behind the campaign – Free your idea from your mind, and by doing so, give your idea new life.

Hindustan Times

On the 18th of April 2012 Hindustan Times launched, "You Read They Learn". Under the initiative, Hindustan Times would donate 5 paise for every copy sold in Delhi/NCR to CRY, Pratham and other NGOs working to help under-privileged children go to school. For the launch, Hindustan Times printed a textbook inside the newspaper. It was a textbook HT's readers could cut out, clip together and hand over to a child who had never seen a textbook before.



Woodland (Bio degradable)

One of the biggest issues facing our planet today is the disposal of the various products that have lived their usage cycles. The shoes we normally wear and dispose at a later date are made from a number of materials that are harmful to the environment and also difficult to dispose. Hence, Woodland launched a range of shoes made exclusively from materials that are bio-degradable and easy to dispose.

Woodland (Explorer)

Over the years, Woodland, a manufacturer of out-door and exploration gear, has been inspired by the great explorers this world has seen. This advertisement was Woodland's salute to Neil Armstrong, one of the greatest explorers to have walked on this planet and beyond. It was released a day after the great man's demise.

Your idea is feeling lonely in the confines of your mind. Set it free.



Just as you begin to think about your idea, something or the other always intervenes. Meanwhile, your idea waits for a life outside your mind. So, throw a rope down and set it free. Bring it to The Power of Ideas where you will be provided business tools that have been specially created to help convert your idea into a sound business plan. Deserving ideas will be groomed by the country's most experienced mentors. Once chiseled to perfection, you will get to present your plan to leading investors for generous funding and cash grants. It's an opportunity that your idea deserves, to make an entrepreneur out of you.

Give your idea a new life. Last date for entries: June 25, 2012

Registrations open for anybody with a business idea, even those who already have a business.

Fill the business summary form on www.ideas.economicstimes.com Or write to us at atlideas@indiatimes.com To know more, SMS ETPI +space+ your email id to 58888



Facebook: [facebook.com/ideaswef](https://www.facebook.com/ideaswef)
Twitter: twitter.com/ideaswef

Agency: **Lowé Lintas & Partners**
Brand: **The Economic Times**

Creative: Arun Iyer, Akash Das, Ameya Kovale, Rajesh Doraiswamy, Nikhil Phadke, Pankaj Kharode, Vitthal Kusumkar and Shalini Avadhani

Management: Shantanu Sapre, Sujay Rachh, Sneha Nair, Shweta Iyer and Sachin Sahu



■ Agency: Lowe Lintas & Partners
■ Brand: Hindustan Times

Creative: Amer Jaleel, Sriram Iyer, Shayondeep Pal, Mohit Arora, Manzoor Alam, Mustafa Rangwala, Ira Gupta, Ipshita Bose, Prachi Sharma, Snigdha Malhotra, Anshul Nagpal and Nitin Rao Kumbhlekhar
Management: John Thangaraj, Tanul Bhartiya, Gangotri Deb, Abhinav Deodhar and Harsh Agrawal

On 18th April 2012 Hindustan Times launched, "You Read They Learn". An initiative to help underprivileged children go to school by contributing 5 paise for every copy sold in and around New Delhi.



April 19 2012:
The day a newspaper turned into a textbook

Launch Idea:
Turn an entire newspaper into a textbook.



On 19th April, 2012 Delhi woke up to a newspaper with a text book inside.



Every page of the newspaper had a page of a beginner's textbook printed inside.



The reader could clip the pages together and cut them out to get a readymade textbook.



And eventually give it to a child who had never seen a textbook before. Over 1 million textbooks were distributed to children all across Delhi.

■ Agency: **Low Lintas & Partners**
■ Brand: **Woodland**

Creative: Amer Jaleel, Sriram Iyer, Shayondeep Pal, Manzoor Alam and Shahjahan

Management: Akashneel Dasgupta, Ashwarya Wadhwa and Niyati Sharma

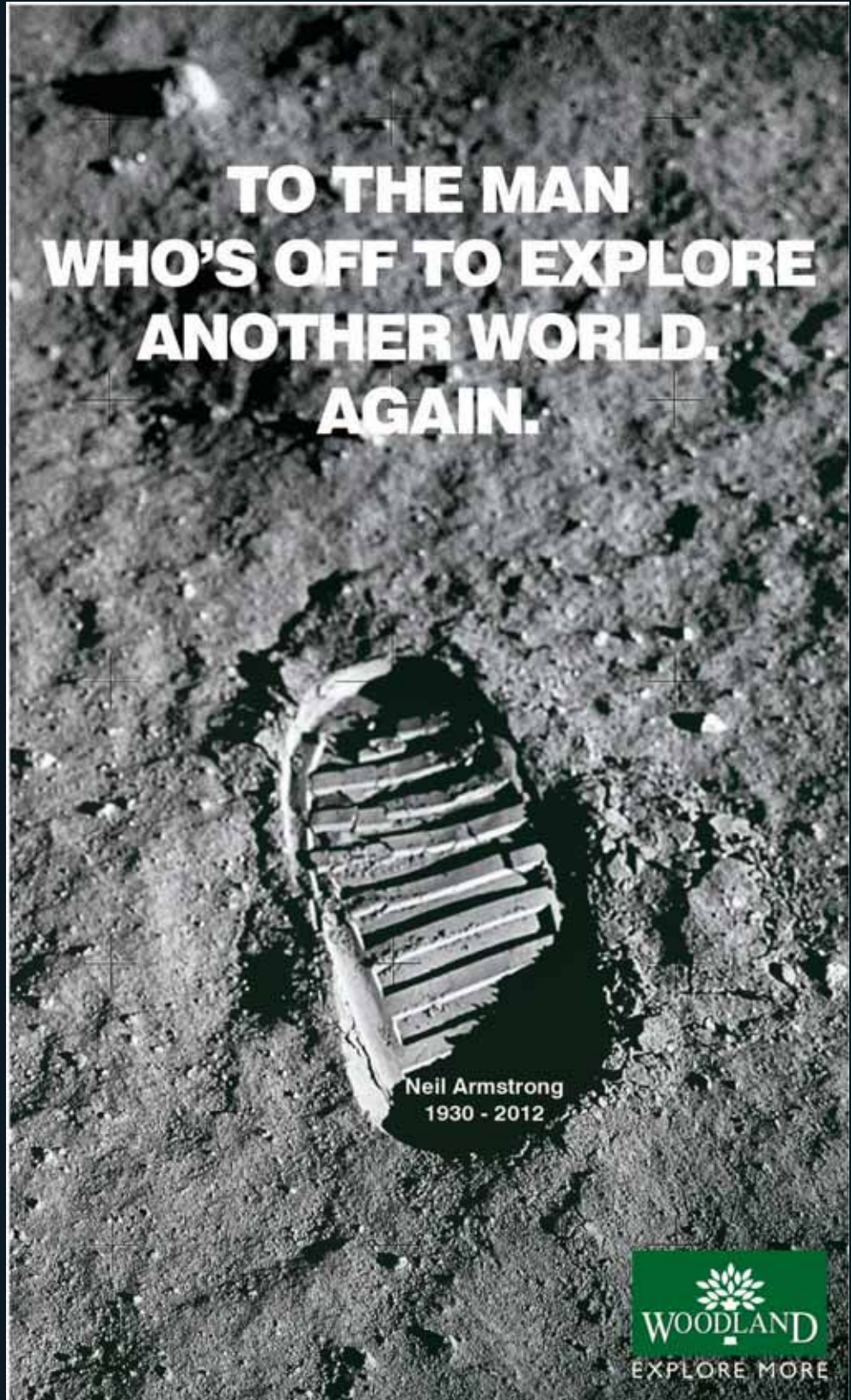
ProPlanet



BIODEGRADABLE SHOES



WOODLAND




■ Agency: Lowe Lintas & Partners

■ Brand: Woodland

Creative: Amer Jaleel, Sriram Iyer, Shayondeep Pal, Manzoor Alam and Mustafa Rangwala

Management: Akashneel Dasgupta, Ashwarya Wadhwa and Niyati Sharma



Creativity involves breaking out of established patterns in order to look at things in a different way

Edward de Bono



Prasoon Joshi

ATSS (Knotted bank building)

Graphic. Relevant. Convincing

Big Babol

Boy - Love the wicked humour in a bubble. Captures a very basic human frailty in a frail bubble.

Britannia (Healthy Start- Dad)

The design wit is unmissable. A refreshing, charming way to look at the mundane.

Dish TV (Child lock)

Cock & Pussy- So simple, even a kid can get it, yet won't get it.

Nirlep (Non Stick)

Love the way it makes a still picture convey motion. And the benefit.

SaReGaMa

Saregama Pandit Ravi Shanker. Brilliant art using a relevant medium. Captures the essence of classical music.

Videocon

So unbelievable. Yet so believable. Impeccably executed

■ Agency: **McCANN**

■ Brand: **ATSS**

Creative: Praseon Joshi, Anshumani Khanna, Denzil Machado, Saurabh Dubey and Harshik Suraiya



■ Agency: **McCANN**
■ Brand: **Big Babol**

Creative: Prason Joshi, Rahul Mathew, Akshay Kapnadak, Trishay Kotwal, Kevin Lobo and Deepak Jage



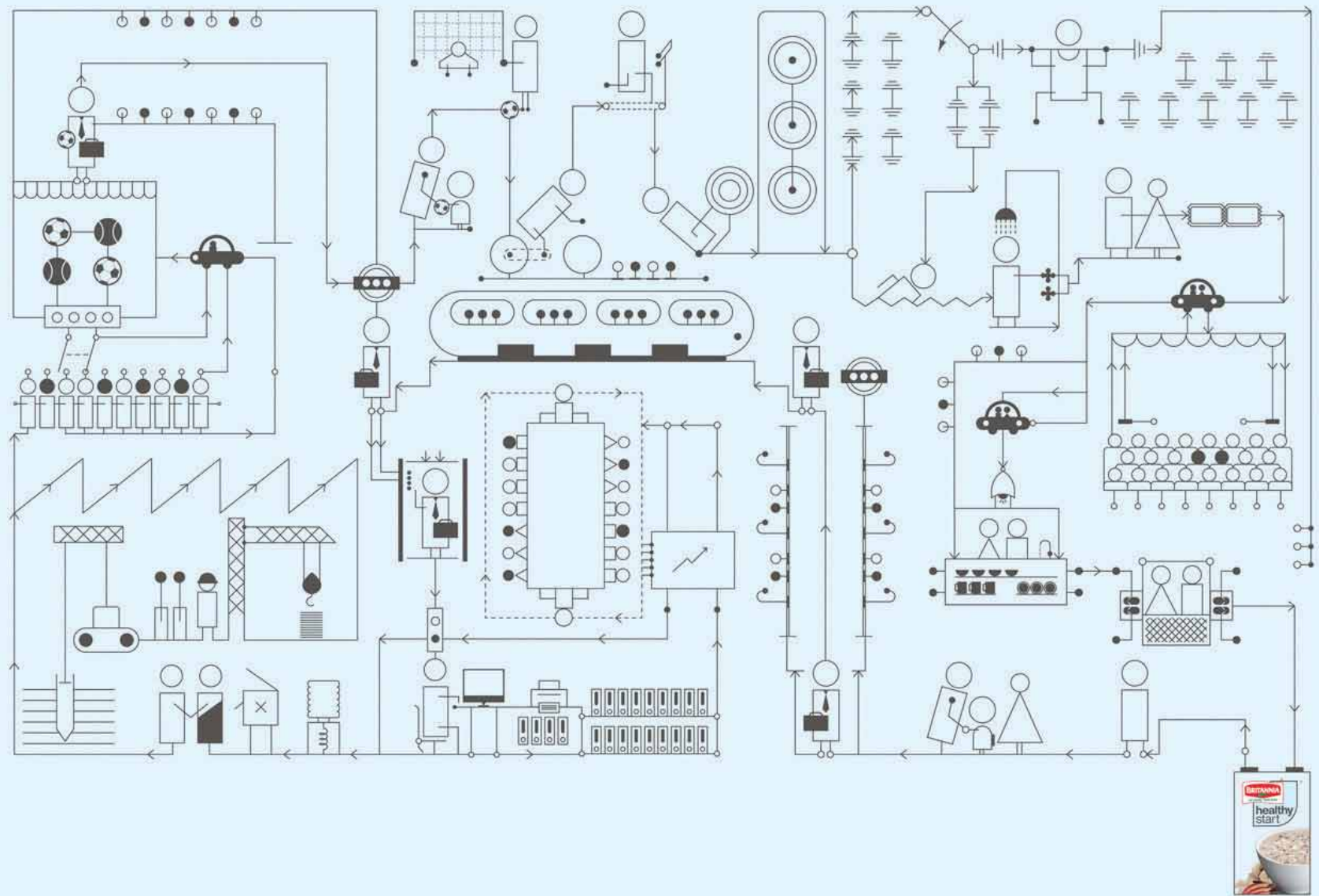
The bubble that never bursts.



■ Agency: McCANN

■ Brand: Britannia

Creative: Prasoon Joshi, Anil Thomas, Vinod Lal and Neel Roy



■ Agency: McCANN

■ Brand: Dish TV

Creative: Praseon Joshi, Ashish Chakravarty, Vineet Mahajan, Nitin Pradhan, Rupesh Sahay, Aneesh Ayyappan and Manoj Sharma



dishtv
DTH with child lock

■ Agency: **McCANN**

■ Brand: **Nirlep**

Creative: Praseon Joshi, Anil Thomas, Mansoor Jamaal and Jayanarayan Karkarra



■ Agency: McCANN

■ Brand: SaReGaMa

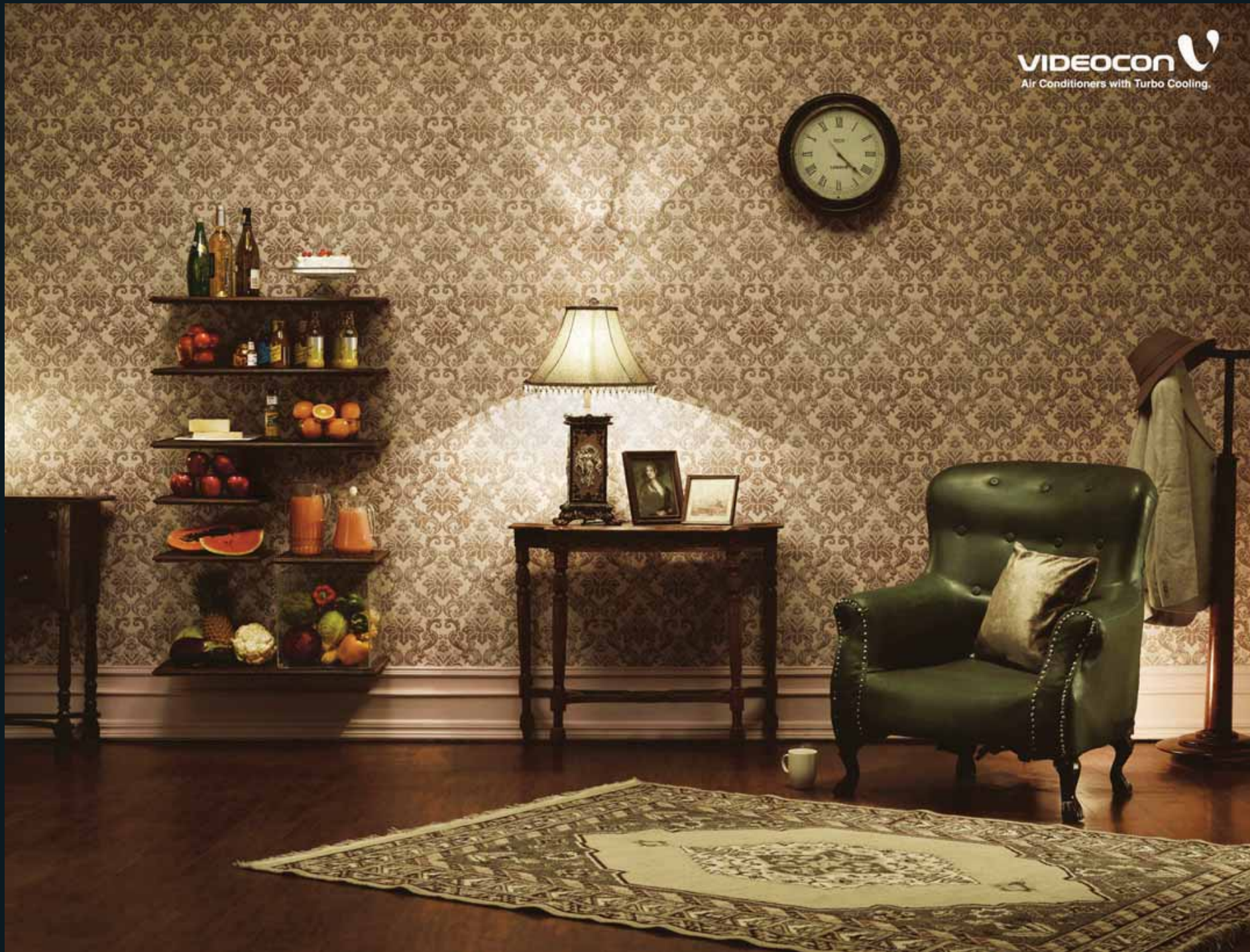
Creative: Prasoon Joshi, Denzil Machado, Abhinav Tripathi, Kunal Mhabadi and Ketan Mhabadi



■ Agency: **McCANN**

■ Brand: **Videocon**

Creative: Praseon Joshi, Ashish Chakravarty, Vineet Mahajan, Natwar Singh and Denzil Machado



Metal Communications



Probir Dutt

ATS.

The Better Way Home

ATS enjoys a special niche in real estate—their projects are known for excellent quality of life and for having very happy residents. This unusual corporate campaign reflects the brand's differentiated image. It emphasises the unique relationship that people have with their homes, and that understanding these bonds helps ATS create exceptional residences.

Berkshire

People think that buying insurance is a complicated task best left to insurance agents. We helped Berkshire Insurance break this myth through a witty campaign that compares buying insurance to the easiest of things. The topical and engaging campaign was created for the launch in Bengaluru.

Platinum

'Very rare. Very you'

The desire for Platinum is extremely strong amongst women today, especially younger working women. They view platinum as a symbol of love, greater self-esteem and fulfillment of their achievements and personal style. The current jewellery campaign plays on the brand theme of 'Very rare. Very you' in order to own 'rare' as a differentiating attribute for platinum compared to gold and thereby lend itself to justify value to the modern woman. The campaign was shot by world-renowned photographer Late Prabuddha Dasgupta.

Agency: Metal Communications
 Brand: ATS

Creative: Probir Dutt, Siddharth Prasad and Jyotirmoi Sarmah
 Management: Probir Dutt and Rajeev Parashar

Home is where one starts from. T. S. Eliot



Member
CREDAI

ATS GREENS I
INDIA

ATS GREENS II
INDIA

ATS VILLAGE
INDIA

ATS PARADISE
GREATER NOIDA

ATS GOLF MEADOWS
GRAND PRAIRIE

ATS ADVANTAGE
GRAND PRAIRIE

ATS ONE HAMLET
INDIA

www.atsgreens.com +91-9658948000



People usually are too happy at home. ~~~~~



Member
 ATS

I don't want to live someone else's idea of how to live. ~~~~~



Member
 ATS

Good homes are still the best source of good humor. ~~~~~



Member
 ATS

■ Agency: Metal Communications
■ Brand: Berkshire

Creative: Probir Dutt, Siddharth Prasad, Priti Jhunjunwala, Vikrant Bisht and Nikhil Oberai

Management: Probir Dutt, Ambarish Ray, Ankur Agha and Varun Seth

EASIER THAN
Finding a techie in any
random gathering



Getting insurance
online at
Berkshire
INSURANCE.COM

1800 1800 220

Facebook, Twitter, LinkedIn, Pinterest icons

EASIER THAN
Bumping into a startup owner



Getting insurance
online at
Berkshire
INSURANCE.COM

1800 1800 220

Facebook, Twitter, LinkedIn, Pinterest icons

EASIER THAN
Seeing more software parks
than public parks



Getting insurance
online at
Berkshire
INSURANCE.COM

1800 1800 220

Facebook, Twitter, LinkedIn, Pinterest icons

EASIER THAN
Loving Namma Bengaluru
unconditionally



Getting insurance online at
Berkshire
INSURANCE.COM

1800 1800 220

Facebook, Twitter, LinkedIn, Pinterest icons

EASIER THAN
Wishing everyone was as cool
as Bangalore weather



Getting insurance online at
Berkshire
INSURANCE.COM

1800 1800 220

Facebook, Twitter, LinkedIn, Pinterest icons

■ Agency: Metal Communications

Creative: Probir Dutt, Narayan Kumar, Cyrus Sahiar and Trilokjit Sengupta

■ Brand: Platinum

Management: Probir Dutt and Aditi Rungachary



“যাকে সারা বিশ্ব বলে দুর্লভ, তা আমার কাছে অমূল্য।”

প্ল্যাটিনাম। দুষ্প্রাপ্য। আপনারই মতন।


PLATINUM
PURE - RARE - ETERNAL
www.preciousplatinum.in

LOOK FOR THE PLATINUM MARK
Pt 950

English Copy

“What the world calls rare,
my heart finds precious.”

PLATINUM
VERY RARE. VERY YOU



প্রিয়তম, এতকালও পোষাওঁতে চুপচাপ চুপে।


PLATINUM
www.preciousplatinum.in



“দুনিয়া जिसे दुर्लभ कहती है,
मेरा दिल उसे अमूल्य मानता है.”

প্লেটিনাম।
অত্যন্ত দুর্লভ। বিশেষত্ব জায় তৈরি।


PLATINUM
www.preciousplatinum.in

Ogilvy & Mather



Rajiv Rao

Comfort

Clothes maketh the man. Whether historically or in popular imagery, people with a mean disposition have invariably worn clothes that reflect their vitriolic temperament. And those of a peaceful nature have gravitated to the lighter softer fabrics. We took this insight and created this campaign for Comfort Fabric Conditioner. Our campaign proposes the theory that a good soak in Comfort Fabric Conditioner can bring out a remarkable change in your clothes, and perhaps your disposition too.

Hot wheels

Hot wheels Vintage collection is a classic example of simplicity in print work. No wire frame drawings. No major system work. But yet, it has the power to stop you and bring a smile on your face.

Nataraj

We needed to highlight the strength of the lead in Nataraj Pencils. So we used the oft experienced 'bummer moment' - when your lead gives way while you are sketching. We added a bit of drama and wit in a series of situations to bring alive the moment.

World For All

Like kids, dogs distract you from the worries of the world and keep you grounded to the basics – like enjoying life. In a sense, dogs are great mood-lifters. And there are many lonely people out there who could do with some great company and unconditional love. So we saw a good and fresh angle there for our dog adoption campaign.

The illustrative style highlights the darkness that people feel when they are lonely and depressed. And in the end leaves the reader with a positive feeling.



■ Agency: Ogilvy & Mather

■ Brand: Comfort

Creative: Abhijit Avasthi, Rajiv Rao, Anup Chitnis, Sumanto Chattopadhyay, Anuraag Khandelwal, Satish Desa, Krishma Shah and Nishikant Palande

Management: Prakash Nair and Jennifer Desai



■ Agency: **Ogilvy & Mather**
■ Brand: **HotWheels**

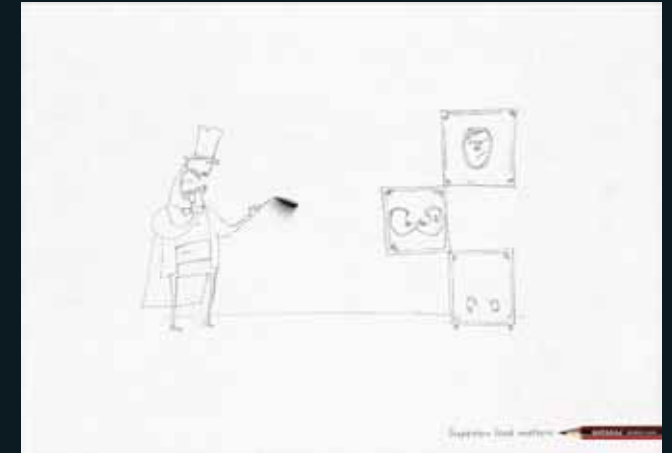
Creative: Abhijit Avasthi, Rajiv Rao, Sukesh Kumar Nayak, Vinit Sanghvi,
Pratheeb Ravi, Swaroop Sankar and Sean Eng

Management: Kankana Ghosh, Devasmita Halder, Rahul Bhowmik and Ajay Mehta



■ Agency: Ogilvy & Mather
■ Brand: Natraj

Creative: Rajiv Rao, Abhijit Avasthi, Sreram Athray, Elizabeth Dias, C.V.Saju and Rohan D'Souza



■ Agency: Ogilvy & Mather
■ Brand: World for All

■ Creative: Rajiv Rao, Abhijit Avasthi, Sreram Athray, Elizabeth Dias, Sanket Wadwalkar, Rohan D'Souza and Sushant Khomne

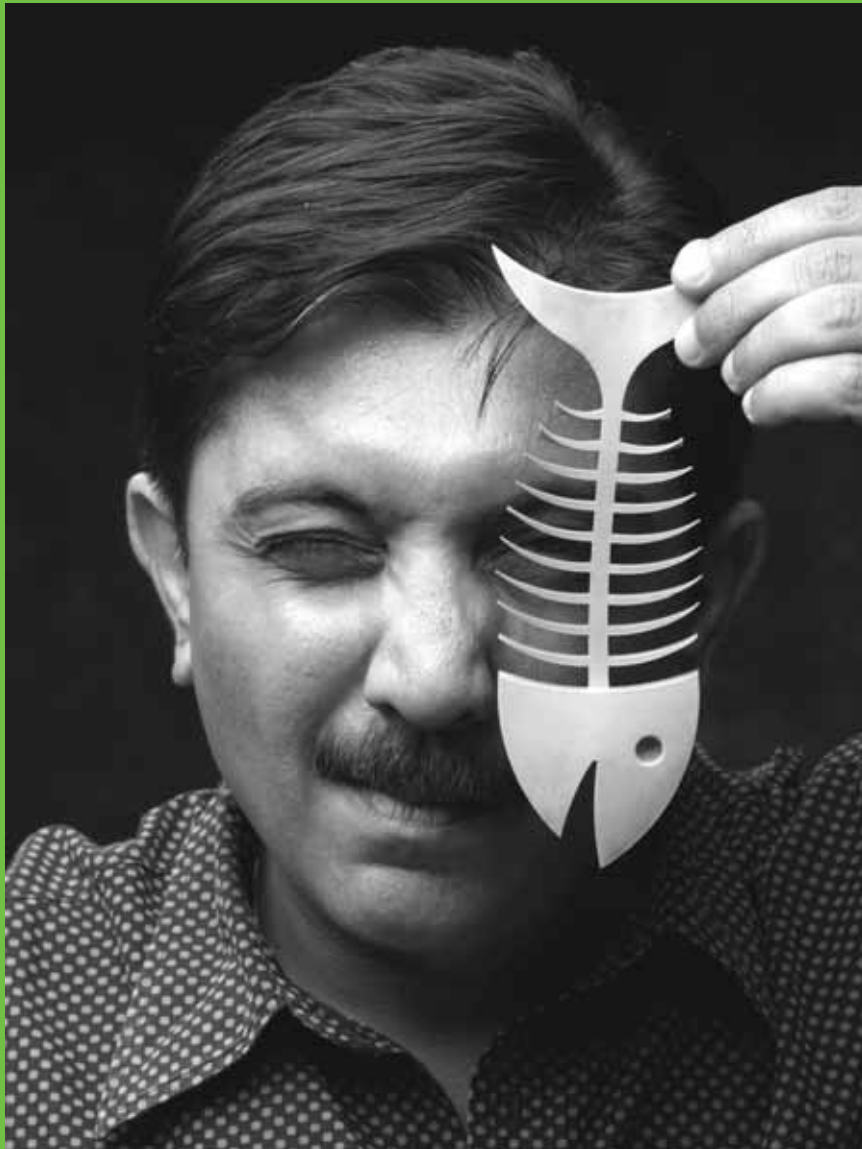




Creativity comes from a conflict of ideas

Donatella Versace

Out of the Box



Viral Pandya

Adiva (Be a work of Art)

How do we talk about aesthetic treatments without patronizing or putting off women? Aesthetically, of course.

Haldiram's

Haldiram's came to us with a clear mandate - to give them a complete brand makeover. And that's exactly what we did. They wanted us to cover all the important festivals, and we did it in a way that is memorable and clutter-breaking.

Presidium ('Teacher's Touch')

What started as an initiative was turned into a festival of celebration that honours teachers, who play a vital role in the lives of all children. Conceptualised by us, the two-month long activation was launched across 50 branches of Mother's Pride and Presidium schools, as an effort to thank over 2500 teachers for years of selfless dedication. The result, in one word, was overwhelming.

**BE A WORK
OF ART.**

Aesthetic surgery by **ADIVA**
Business. Aesthetics. In special.

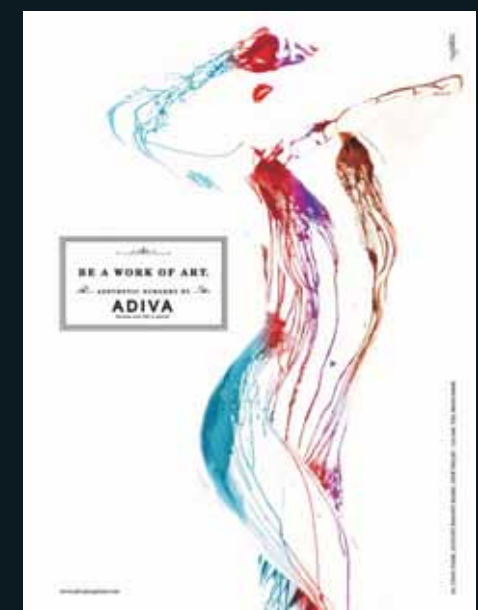
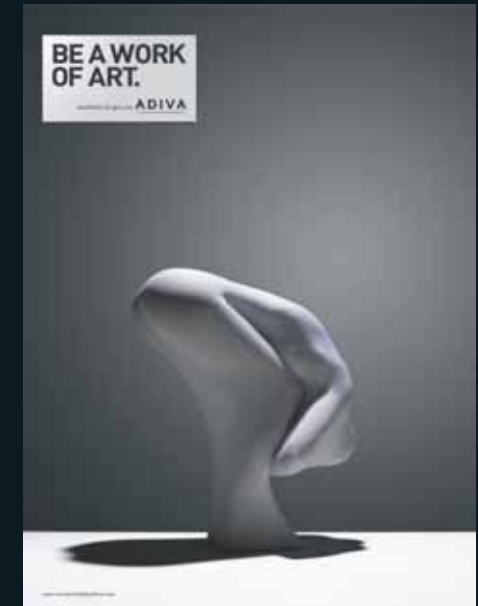


www.womanhoodbyadiva.com

■ Agency: **Out of the Box**

■ Brand: **Adiva**

Creative: Viral Pandya, Sabu Paul, Guneet Pandya, Komal Tandon, Arvind Yadav, Vaibhav Pandey, Prachi Grover, Heena Sayal, Ajay Yadav, Sunil Singh, Ravinder Soni and Devender Singh



On Diwali,
homes are lit-up and decorated to welcome Goddess Lakshmi.
To welcome Lord Ganesh, our sweets are enough.

श्री लक्ष्मी
वपुः



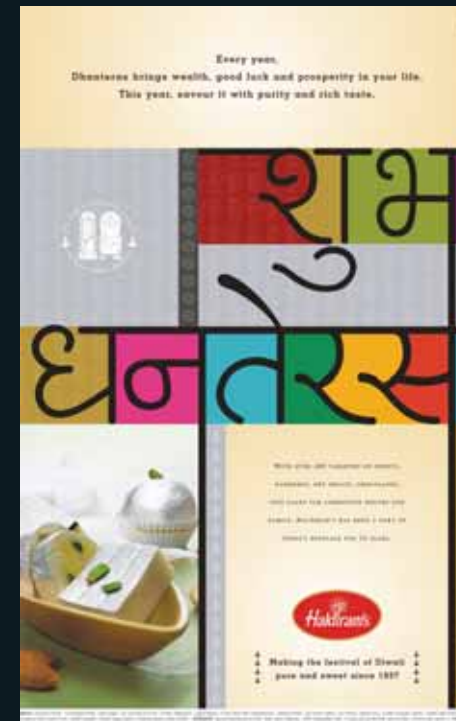
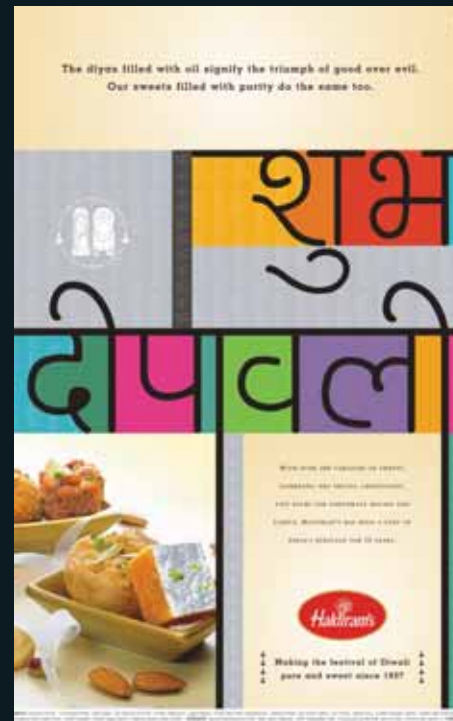
WITH OVER 200 VARIETIES OF SWEETS,
NAMKEENS, DRY FRUITS, CHOCOLATES,
GIFT PACKS FOR CORPORATE HOUSES AND
FAMILY, HALDIRAM'S HAS BEEN A PART OF
INDIA'S HERITAGE FOR 75 YEARS.

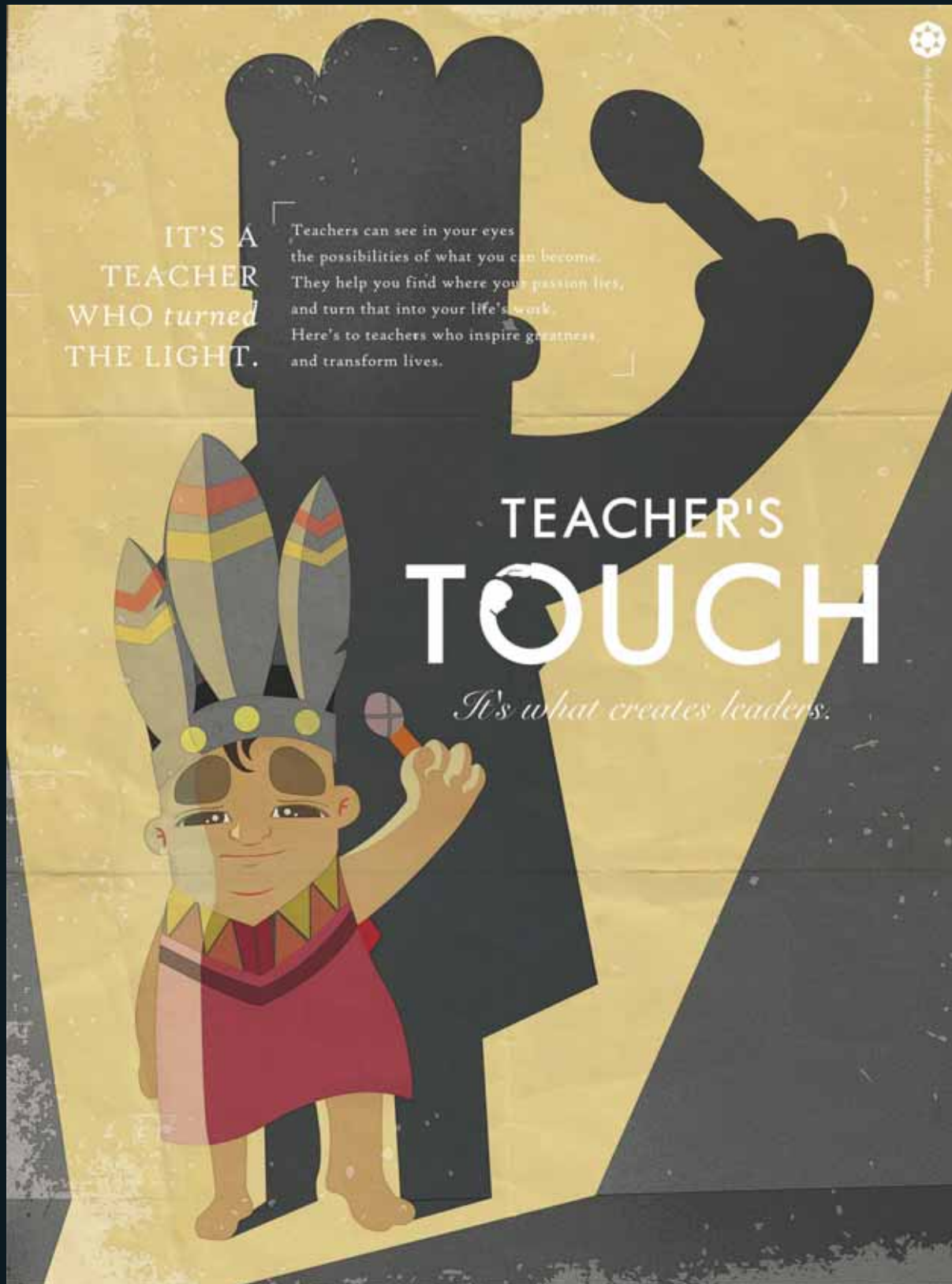


↓ Making the festival of Diwali ↓
↓ pure and sweet since 1937 ↓

Agency: Out of the Box
Brand: Haldirams

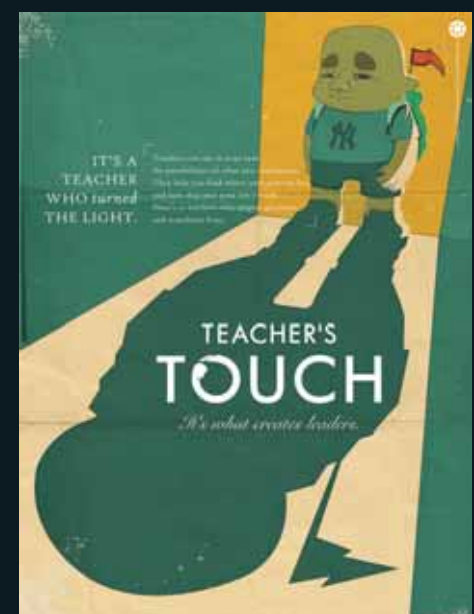
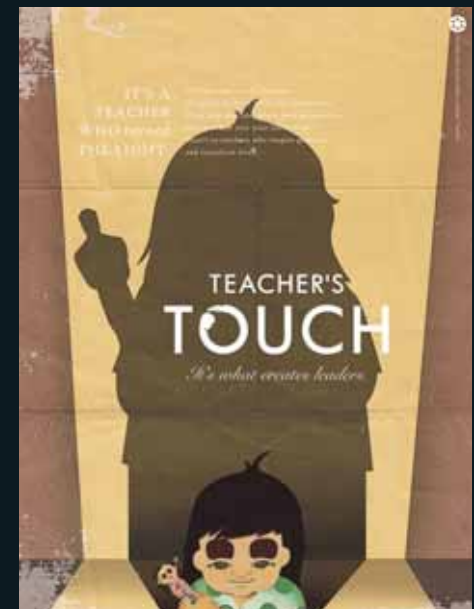
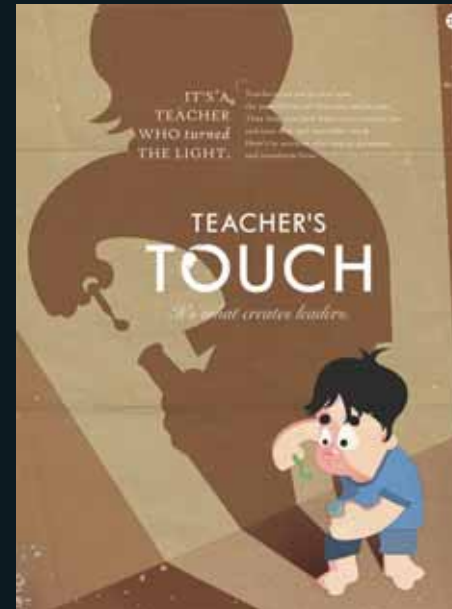
Creative: Viral Pandya, Sabu Paul, Guneet Pandya, Komal Tandon, Arvind Yadav, Vaibhav Pandey, Prachi Grover, Heena Sayal, Ajay Yadav, Uttam Sinha, Sunil Singh, Ravinder Soni and Devender Singh





Agency: Out of the Box
Brand: Presidium

Creative: Viral Pandya, Sabu Paul, Guneet Pandya, Shailesh Singh, Komal Tandon, Arvind Yadav, Vaibhav Pandey, Prachi Grover, Heena Sayal, Ajay Yadav, Sunil Singh, Ravinder Soni and Devender Singh



THANK THE PERSON WHO WHO FIRED YOU.

An Initiative by Presidium to Honour Teachers

No, we don't mean the gentleman who said he had to let you go.

We mean the person who ignited your passion, stoked your inner fire. Who saw the potential in you, and opened your eyes to possibilities.

Who taught you to dream, and inspired you to pursue it. Who is the sherpa who helped you conquer your private Mount Everest.

Without whom you wouldn't be where you are today. Without whom your life wouldn't have taken a turn for the better.

The person could be your best friend, your parent, your boss, your significant other, or your schoolteacher. It could even be the chap who sacked you.

But it's someone who played the role of a teacher in your life.

This Teacher's Day, pay a tribute to the individual who has been your greatest influence, and let the world know.



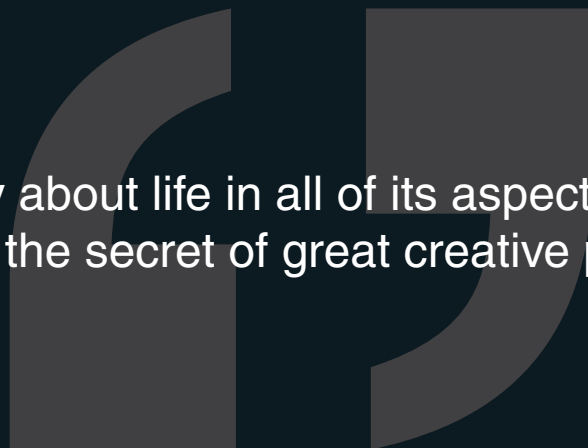
Join us and share your gratitude for your teacher, if you too have ever experienced the magical touch!

[f/teachers_touch](#) [t/teachers_touch](#)

- Agency: Out of the Box
- Brand: Presidium

Creative : Viral Pandya, Sabu Paul, Guneet Pandya, Komal Tandon, Arvind Yadav, Vaibhav Pandey, Prachi Grover, Heena Sayal, Ajay Yadav, Sunil Singh, Ravinder Soni and Devender Singh





Curiosity about life in all of its aspects, I think,
is still the secret of great creative people

Leo Burnett

Percept/H

Ryan S Menezes

DB Golf Links

Classic typography, elegant copy, nice illustrations. A rarity in print these days, even rarer in realty ads.

Ditto TV (Launch Ad)

We had to popularize Ditto TV, and we had just one ad and one shot at making this work. The ad had to be noticed, which called for a controversial approach. So I wrote the ad 'Screw the couch, now you can do it everywhere', and we were ready to run it, when at the last moment, the client decided to run a cover gatefold. So I had to write a prelude to the ad, which appeared on the front page, with the ad appearing on the next. The bold typography complemented the cheeky copy, the ad was noticed, and now everybody's doing it everywhere.

Life Care

These ads talk directly to the addicted, and so the copy is empathetic and empowering, rather than preachy and the illustration style is graphic, stark and minimal.

Ms. Peri Peri Skinwear

We developed this campaign for the brand's saucy youth skinwear range – Miss Peri Peri – where every woman is a pin-up model a la the 1940s. Highlighting the kind of girl "every guy would like to meet, but would not take home to meet the folks". A girl too good to be true, or rather, too bad. She was brought to life with a blend of photography and illustration, so that she could be half real, half fantasy, and all woman.

Sunburn (Sunburnitis Ad)

This ad was created to celebrate the massive success of Sunburn 2011, and announce the fact that the festival was going international. We coined the term 'Sunburnitis' to describe the strange symptoms of the EDM afflicted, and the pandemic spread of the dance virus. Naturally, we used a parody of a medical poster, with irreverent copy. The ad was printed with a special ink that infected those exposed to it with Sunburnitis, causing them to raise their hands at inopportune moments and jump repeatedly. Seriously.

Sunburn (Results Ad)

Created to tom-tom the impressive numbers behind the Sunburn festival, and attract sponsors for the next one. It could have been a boring financial ad, but quirky infographics and hidden gems in the copy (The owner also dances here) led to demands for copies, so we made it into posters as well.



A BIT OF ADVICE:

Allow the boss

TO WIN THE GAME

before showing

HIM YOUR HOME.



Discover a life above par at

Luxurious 3, 3.5, 4 & 4.5 BHK apartments & penthouses

DB GOLF LINKS

SAGAR ROAD - PUNE

■ Agency: Percept/H

■ Brand: DB Golf Links

Creative: Ryan S Menezes, Vinod Sivan, Hayden Scott and Milind More

Management: Monica Bamzai, Rajiv Sobhani and Govind Agarwal

In golf,



RESTRAINT AND SELF-CONTROL

is vital.

OUR HOMES, HOWEVER, ARE KNOWN

to inspire

QUITE THE OPPOSITE REACTION.

Discover a life above par at

DB GOLF LINKS

SAGAR ROAD - PUNE

Our homes are
NAMED AFTER A
game famous for
BEING EXCLUSIVE
and elitist.

HOW APT



Discover a life above par at

DB GOLF LINKS

SAGAR ROAD - PUNE

Agency: Percept/H

Creative: Ryan S Menezes, Arun Balagopal and Prasad Venkatraman

Brand: Ditto TV

Management: Kenneth Rodrigues

Front page

Bombay Times

I'm so bored of doing it on the couch. We should be able to do it anywhere! Like in the lift. Or outside, on the verandah. The terrace. So what if the neighbours want to watch. The more the merrier. Or in the park. On the swing. Under a tree. In a tree. At the bus stop. In the train. The taxi. The coffee shop. And the office. In your cubicle. In your boss' cabin. He can watch too, I'm sure he'd enjoy it! On the conference room table. Or under it, during a meeting! At the dentist's. In his chair. Or at the super market. The gym. The beauty salon. The kitty party. Anywhere but that **DAMN COUCH!**

Inside page



SCREW THE COUCH. NOW YOU CAN DO IT EVERYWHERE.

Starting today, you can watch TV everywhere. In public places, in the street or even on the potty. You can now get Live TV on your phone, tablet, laptop or PC. Thanks to Ditto TV, an over-the-top TV that allows you to watch your favourite programs on the go. Just download the Ditto TV app and watch TV anytime, anywhere.



To watch Ditto TV on your device, SMS DITTO to 57575. For help, SMS DITTOHELP to 57575.

TAKING TV PLACES!

The challenge:

Get the maximum possible consumers to download the Ditto TV app and subscribe after seeing the launch ad. So we had to convince consumers that they could watch TV anywhere and not just at home.

The solution:

The idea was to create a gatefold press ad that in a tongue-and-cheek manner builds intrigue and arouses curiosity about the Ditto TV app. We wanted to get the maximum consumers into the store for subscriptions in the morning of the app's launch. And as more people read newspapers in the morning than watch TV, we placed the ad in the front page of the newspapers in major cities. We used the double entendre of "Doing it anywhere" to play on the inherent naughtiness in the consumer. Using humour, we managed to be clutter-breaking and create the desired impact.

Results:

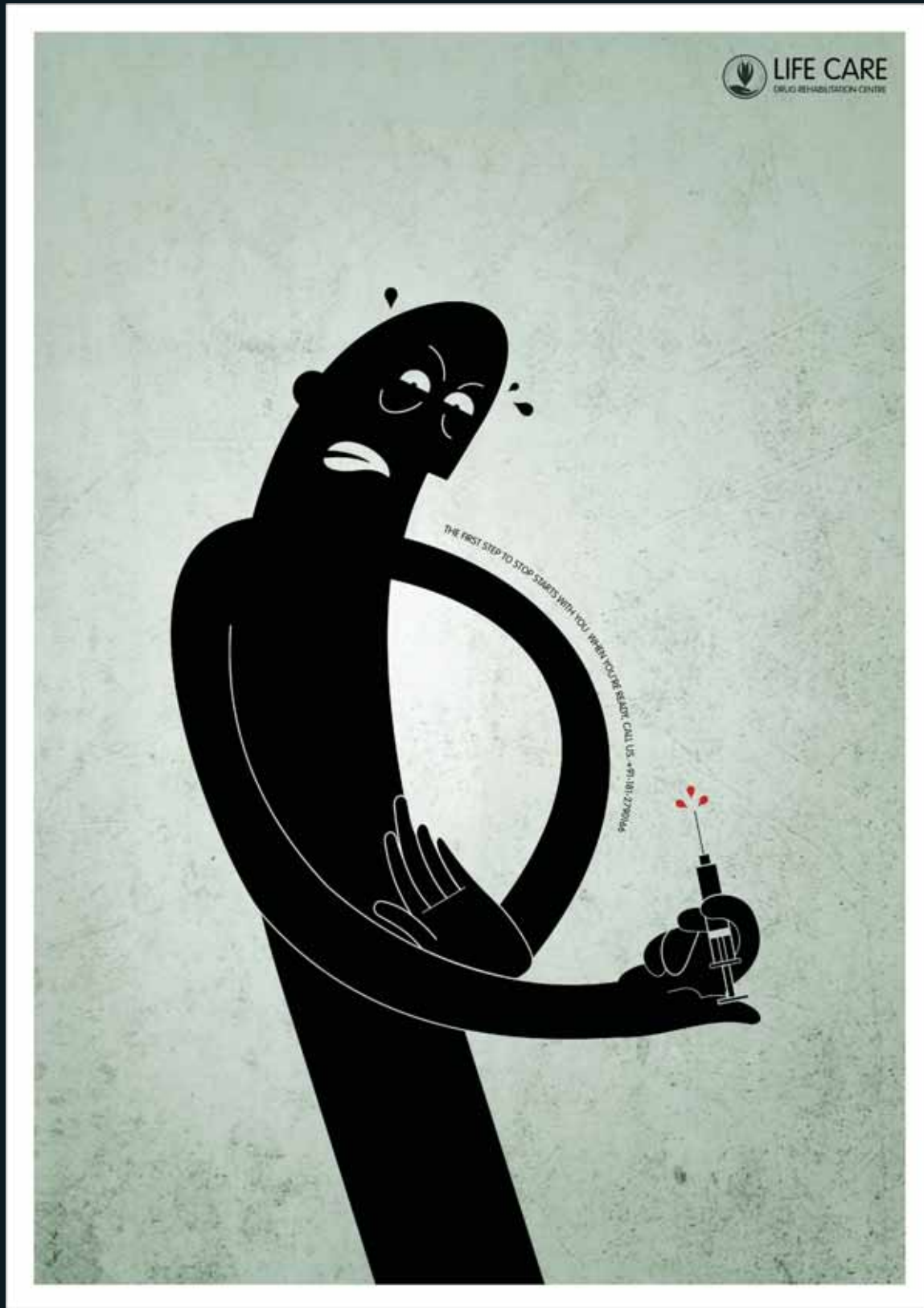
IN 3 HOURS WE HAD 3000 SUBSCRIPTIONS

100,000 DOWNLOADS IN 1 MONTH

IN 1 WEEK WE BECAME THE #1 FREE TOP TRENDING APP ON ITUNES STORE

CURRENTLY WE ARE RANKING BETWEEN ANGRY BIRDS & FACEBOOK

APPEARS ON THE TOP 10 SEARCHES ON GOOGLE FOR WATCH TV ON MOBILE



■ Agency: Percept/H
 ■ Brand: Life Care

Creative: Ryan S Menezes, Yash Deb and Prasad Venkatraman



*Less sugar.
More spice.*

Miss **Peri Peri**™ by
PERI PERI
SKINWEAR

For details please write to feedback@periperiskinwear.com
The model is wearing Miss Peri Peri Push Up Bra PU 0008 and Bikini SL 0008.

■ Agency: Percept/H
■ Brand: Ms. Peri Peri Skinwear

Creative: Ryan S Menezes, Vinod Sivan, Yusuf Lokhandwala, Prathamesh Ghate, Siddhartha Bindra and Manoj Jadhav

Management: Dharmendra Singh and Zoheb Maqba

*Not the girl you
bring home to
meet your momma.*

Miss **Peri Peri**™
PERI PERI
SKINWEAR

The model is wearing Peri Peri Push Up Bra PU 0008 and Bikini SL 0008.

*Good girls go to heaven.
She goes where she
damn well pleases.*

Miss **Peri Peri**™
PERI PERI
SKINWEAR

The model is wearing Peri Peri Push Up Bra PU 0008 and Bikini SL 0008.

The hysteria rages around the world

SUNBURNITIS

WHAT IT IS, HOW IT SPREADS
AND WHY IT'S MORE ADDICTIVE THAN VINDALOO

sun-burn-itis [sun.burn.ay.tis]
 means a sudden explosion of joy causing
 subject to jump and dance without reason.
 origin 2007-11 = Sunburn Music Festival

On 10th December 2011, the World Organization for Handling Outbreaks Diseases (WHO) put out a report confirming that 100% of people across 26 countries have been affected by the Sunburnable virus. A WHO report goes on to state "This is a global crisis and WHO is fully prepared to combat it. There is no need to panic." before collapsing in a haze of uncontrollable laughter.



By 11
*Over our next
 12, 13, 14*

WHAT IS SUNBURNITIS? SHOULD YOU BE WORRIED?
 Researchers define Sunburnitis as a chronic case of happiness without any discernible stimuli. Brain mapping has revealed that someone once reacting to an imaginary line causing the subjects to break out in a spontaneous dance, even at inappropriate moments like funerals, funeral ceremonies and court appearances. So should you be worried you might get happy? More on that later.



By 12 | *Be calm*

WHERE DID SUNBURNITIS BEGIN? AND HOW?
 It is believed that Candolin Beach in Goa is Ground Zero where Sunburnitis originated. It was first noticed among participants at the Sunburn Music Festival held during the last week of December. Behavioral experts believe a heady cocktail of the balmy Goa air, powdery white beaches, the blue waters of the Arabian Sea and the presence of the world's biggest DJs combined to create a fertile condition where the happiness virus grew. The experts were last seen entering a beach shack.



By 13 | *Don't be with
 the world*



NEPHERA
 PONSILLOUS
WIDE-UTER
 JOYFUL BEGG
ACIDIC (CORROSI)
STROMASTICUS WINDS
(not of Japan)
GREEN JIN CARBONIC SWILL
WYD-GRIND
(the wheel that never)
INFLAMER LARVUS
(the 17 sleeping body)

SUNBURNITIS IS VERY CONTAGIOUS.
(Just thinking about it is enough to get it.)

MAP OF WORLDITIS

OTHER SYMPTOMS, WHICH SPREADS PRIMARILY THROUGH WORDS, MIGHT NOT BE THE USE OF WORDS. UNDER NO CIRCUMSTANCES SHOULD IT BE TRANSMITTED THROUGH AIR. AGAIN, REMEMBER: SHOW, DON'T TELL. TELEPHONE CALLS, THROUGH AIRBORN AND TELEPHONE CONTACT, MAY BE THE NEXT STEP IF YOU SUSPECTED AS THE NEXT STEP. PUBLIC HEALTH EMERGENCY OVER THE HARBORING WARS IN THE 90s. WHO HAS AFFECTED OVER 100 MILLION PEOPLE WORLDWIDE?

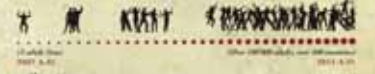
WHAT CAN YOU DO IF YOU HAVE SUNBURNITIS?

- Mild Sunburnitis usually disappears in a few days by subjecting patient to gradually decreasing doses of dance music.
- Moderate Sunburnitis requires moderate treatment. Patients should be isolated to watch cricket matches from the India-Australia series. Good humor quickly disappears and frustration takes over, signaling a return to normalcy.
- Acute Sunburnitis lasts forever. Such people will remain in a state of perpetual bliss. Smile back kindly at them and avoid their attempts to embrace you (or keep your leg).

By 14 | *Get your eye of a person affected by Sunburnitis*



SUNBURNITIS. YOU CAN RUN BUT YOU CAN'T HIDE.
 A kibbutz in Israel. Sheep farms in New Zealand. Frozen wastelands of Siberia. Golf courses in Japan. The truth is Sunburnitis has the potential to reach any place on earth (except Greece where people can't afford to travel anywhere). Over 100,000 participants from 26 countries attended the Sunburn Music Festival. Each of them has the potential to transmit the virus to at least 100 friends via social media, who in turn... look, you can do the math yourself. The bottom line is actually at the bottom of this page.



By 15 | *Remember me / Sunburn*

HOW TO AVOID GETTING SUNBURNITIS

- Don't leave home. Remember no place is completely free of contamination.
- Boost the suspension to read the words "Sunburn Music Festival". There you go, do it.
- If you feel yourself near anyone affected by Sunburnitis close your eyes, ears, nose and mouth tightly. Breathe occasionally if necessary or possible.



THE SUNBURN MUSIC FESTIVAL IS MOVING ON TO RAIL, FATTAYA AND COLOMBO... YOU HAVE BEEN WARNED.
 It is Asia's largest Electronic Dance Music Festival already. At the rate it's growing, it will soon be the universe's largest. That means more DJs. More people. More happiness. And more Sunburnitis.



DESIGNED IN PUBLIC INTEREST BY PERCEPT, THE ORGANIZERS OF THE SUNBURN MUSIC FESTIVAL. © The Management of the Sunburn Music Festival. All rights reserved. Sunburnitis and how to get it are not to be taken too seriously.

Agency: Percept/H
 Brand: Sunburn

Creative: Ryan S Menezes, Vinod Sivan, Tannaz Daver, Siddhartha Bindra and Sandeep Jaiswar



PEARL PERFORMERS

1	THE BANGGALS
2	CHINHO GARCIA & THE CREAM
3	INJENEX CASTLE
4	BEATFUL PIONEERS
5	THE FALLEN
6	LEONOR LIMA-DE
7	PIRE ASSASSIN
8	ATRO
9	PAUL THOMAS
10	TRICK TRICK
11	LOUIS BUNIMORE
12	SHYDRA
13	SPARTANUS
14	WRECK
15	DAVE THOMAS & DAVID ANDERSON
16	LEONOR LIMA-DE
17	LADYBIRD JAZZMAN
18	WOLFE PINEAU
19	CHOCOLATE
20	CLUB 8
21	SHARLET BARNETT
22	MIAMI SOUND
23	FRANCOIS ROBERT
24	BO
25	BRP-D
26	BLANK
27	LOUIS BUNIMORE
28	DAVID & DAVID
29	CLUB 8
30	CLUB 8
31	MENTAL MATHS
32	WOLFE PINEAU
33	FRANCOIS ROBERT
34	FRANCOIS ROBERT
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100	FRANCOIS ROBERT



THE NUMBERS SING FOR THEMSELVES



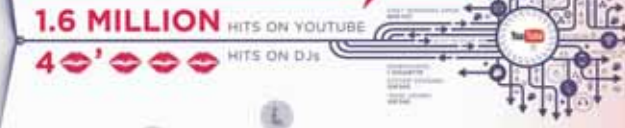
"I AM SO PROUD TO PRESENT THE RESULTS OF THE SUNBURN MUSIC FESTIVAL HELD IN GOA BETWEEN 27TH - 29TH OF DECEMBER, 2011. HIGH-SIX WERE UP BY 76%. THE NUMBER OF PARTICIPANTS SHOT UP BY 298%. BUT THE BIGGEST WINNER WAS HAPPINESS LEVELS WHICH WENT UP A WHOPPING 413% OVER THE LAST YEAR."



LET'S HEAR IT FOR THE SOCIAL MESSENGERS



1.6 MILLION HITS ON YOUTUBE
4 HITS ON DJ's



27 ECSTATIC SPONSORS



Agency: Percept/H
Brand: Sunburn

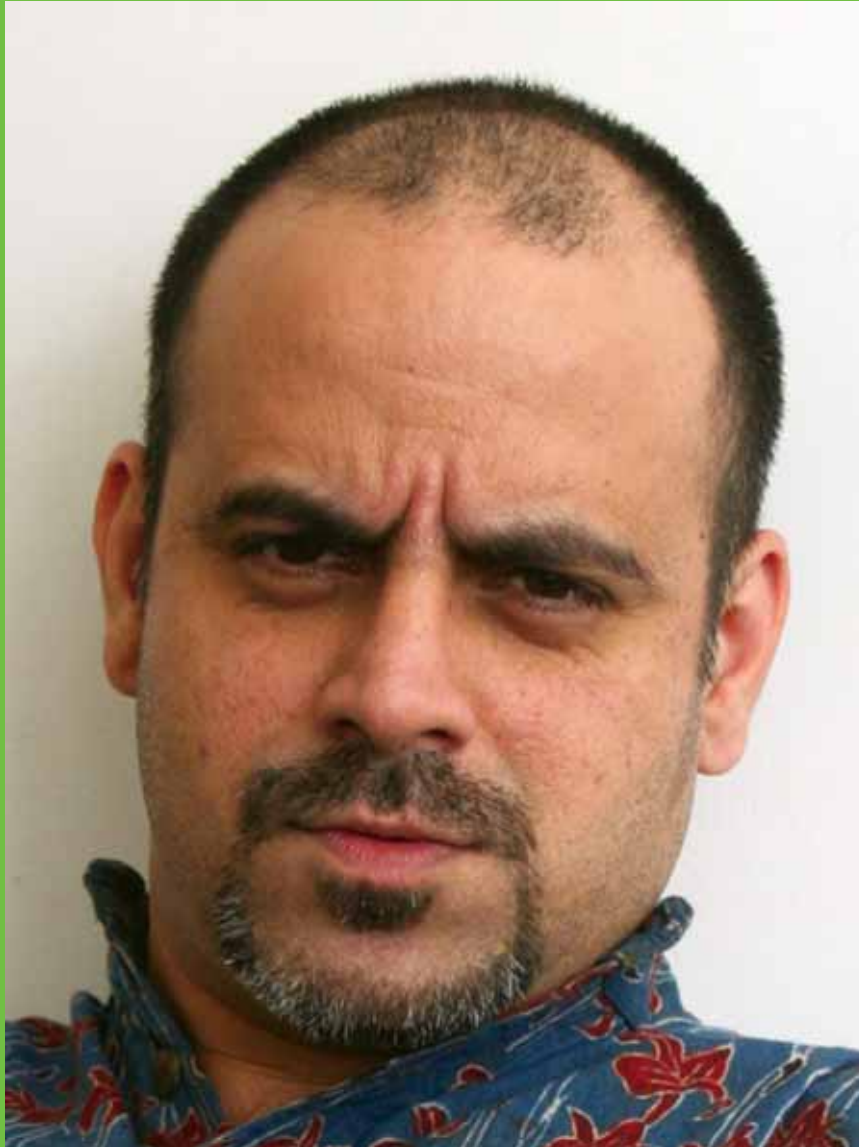
Creative: Ryan S Menezes, Vinod Sivan and Siddhartha Bindra



But out of limitations comes creativity

Debbie Allen

Publicis Ambience



Ashish Khazanchi

Indiapicture.com

A stark and simple way to showcase that there's one place where you can find all kinds of images. Even if it no longer exists. The red show picture cross is very easily identifiable and brings a smile to your face.

Movie Junction

This ad plays on the observation that in case of horror movies even if you're afraid to watch, you simply can't but help take a peek. And it's that act of taking a sneak peek which has been executed in a novel and original way.

Nerolac

This campaign was devised as a small space ad in the classifieds section. It was an intelligent and smart way to capture an audience that was already looking for cooling solutions. The vintage look was created keeping the idea and the placement in mind.

Rajkot Traffic Police

This campaign wasn't gory or too emotional. It simply yet cleverly showed what happens when you drink and drive – you land up behind bars. The bars being depicted by different car grilles. The execution is dark and depressing to reinforce the bleak end that awaits those who drink and drive.

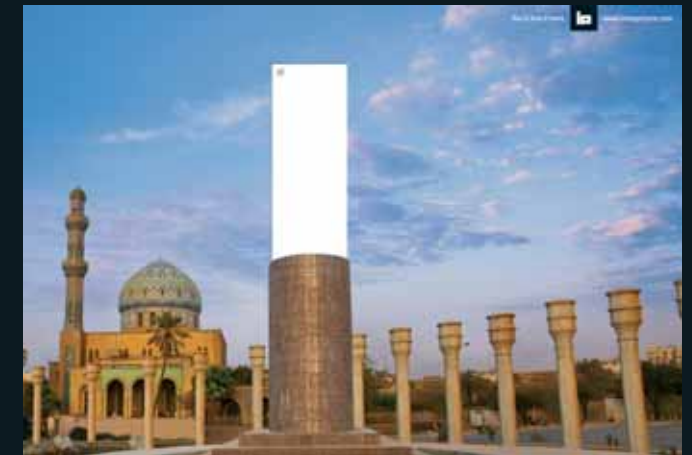
VU

We've seen a lot of work done for slim TVs. The Thin Line campaign took a completely different and fresh approach. The Art Direction was minimalistic, simple and yet took away nothing from the newness of the idea. It added to the charm by focusing only on the idea.

Agency: Publicis Ambience

Brand: Indiapicture.com

Creative: Ashish Khazanchi, Ferzad Variyava, Anant M Singarwadi and Sreeja Gopalakarishnan



■ Agency: Publicis Ambience

■ Brand: Movie Junction

Creative: Ashish Khazanchi, Ferzad Variyava and Suketu Gohel



FOR SALE



PORTABLE & POWERFUL,
3 SPEED MOTOR,
HUMIDITY CONTROL,
EVEN OPERATES ON
INVERTER,
IMMACULATE CONDITION
BARELY USED.

MADE REDUNDANT BY
Excel Exterior Paints
that keep your home 5⁰ cooler.

NEROLAC

Brokers excuse Call: 24934001

FOR SALE



1.5 TON SPLIT AC ,
DIRT DETECTION,
MILD DRY COOLING,
AUTO COMFORT,
AIR PURIFYING SYSTEM
WITH PATROL SENSOR
BARELY USED.

MADE REDUNDANT BY
Excel Exterior Paints
that keep your home 5⁰ cooler.

NEROLAC

Brokers excuse Call: 24934001

FOR SALE



SUPERFAST,
TECHNIX DECORATIVE,
(PEARL IVORY) 1200 MM
AIR DELIVERY 235 CMM
LOW POWER
CONSUMPTION,
BARELY USED.

MADE REDUNDANT BY
Excel Exterior Paints
that keep your home 5⁰ cooler.

NEROLAC

Brokers excuse Call: 24934001

■ Agency: Publicis Ambience

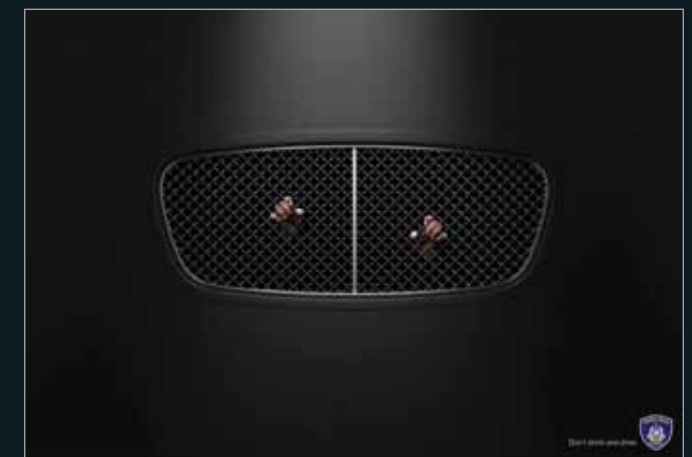
■ Brand: Nerolac

■ Creative: Ashish Khazanchi, Ferzad Variyava, Samrat Rane and Manan Pandya

■ Agency: Publicis Ambience

■ Brand: Rajkot Traffic Police

Creative: Ashish Khazanchi, Ferzad Variyava, Anant M Singarwadi and Sreeja Gopalakarishnan



■ Agency: Publicis Ambience

■ Brand: VU

Creative: Ashish Khazanchi, Ferzad Variyava, Anant M Singarwadi and Sreeja Gopalakarishnan



RK Swamy BBDO

Sangeetha N



LIC Nomura

Mutual fund brands are sought out for their values, good performance, a tradition of innovation and whether they enjoy a leadership position. Thus when LIC NOMURA Mutual Fund was launched with the coming together of the LIC of India and Nomura of Japan, what better way to project it than to showcase the great values and traditions common to the two great Eastern cultures.

Pedigree (Betrayal Campaign)

We based the idea around the insight that the human race is known for betraying. And created the communication around the fact that dogs are the most loyal species in the world, and connecting with the famous dictum, 'A dog is a man's best friend'.

Pedigree (Giving Life Campaign)

We based the idea on the insight that dog owners are like proud parents who want to see their child appreciated and admired. With a poster inspired by the classic 'Creation of Adam' painting of Michelangelo, we made pet owners feel that their dog could be seen as God. After all, giving blood is giving life.

Shriram

Transport Finance Company

Real customers. Real stories. Real ads
-When Shriram Transport Finance company a pioneer in used truck financing needed a brand campaign, all that the agency had to do was to hold a mirror to the feelings of its customers – Small truckers and cleaners who had no other place to turn to for help and their joy and pride at having their lives transformed by the timely support from and empowerment by the company.



Innovation

When ideation and application come together

LIC Mutual Fund and Nomura Asset Management come together to form LIC Nomura Mutual Fund. Now, one of India's leading asset management companies and Japan's leading fund managers have joined hands to offer a perfect combination of experience and expertise. A balanced approach to investment, backed by strong research and carefully developed investment techniques. A rock solid Indian brand with countrywide reach, combined with a reputed global brand with worldwide presence. Add to this the trust reposed by people in India and across the world and you can have full confidence that you are with the right partner for your finance related choices.



Risk Factors: Mutual Funds and Securities Investments are subject to market risks and there is no assurance and guarantee that the objectives of the Schemes will be achieved. As with any investment in securities, the NAV of the units issued under the Schemes may go up or down depending on the various factors and forces affecting the capital markets and money markets. Past performance of the Sponsor/Investment Manager/Mutual Fund does not indicate the future performance of the Schemes and may not necessarily provide a basis of comparison with other investments. The Sponsor is not responsible for or liable to any loss resulting from the operations of the scheme beyond their initial contribution of ₹2 Cr towards the setting up of the Mutual Fund. Please read the Scheme Information Documents carefully before investing.

Statutory Details: Sponsor: Life Insurance Corporation of India. Trustee: LIC Nomura Mutual Fund Trustee Company Private Ltd. Investment Manager: LIC Nomura Mutual Fund Asset Management Company Ltd.

World-class asset management • Access to global research • Enhanced offerings of services & products

R K SWAMY BBDO 21929

- Agency: RK Swamy BBDO
- Brand: LIC Nomura

Creative: Sangeetha N, Gautam Pandit and Devendra Singh
 Management: Sasidharan KV

Performance

When knowledge and practice come together

LIC Mutual Fund and Nomura Asset Management come together to form LIC Nomura Mutual Fund. Now, one of India's leading asset management companies and Japan's leading fund managers have joined hands to offer a perfect combination of experience and expertise. A balanced approach to investment, backed by strong research and carefully developed investment techniques. A rock solid Indian brand with countrywide reach, combined with a reputed global brand with worldwide presence. Add to this the trust reposed by people in India and across the world and you can have full confidence that you are with the right partner for your finance related choices.

Risk Factors: Mutual Funds and Securities Investments are subject to market risks and there is no assurance and guarantee that the objectives of the Schemes will be achieved. As with any investment in securities, the NAV of the units issued under the Schemes may go up or down depending on the various factors and forces affecting the capital markets and money markets. Past performance of the Sponsor/Investment Manager/Mutual Fund does not indicate the future performance of the Schemes and may not necessarily provide a basis of comparison with other investments. The Sponsor is not responsible for or liable to any loss resulting from the operations of the scheme beyond their initial contribution of ₹2 Cr towards the setting up of the Mutual Fund. Please read the Scheme Information Documents carefully before investing.
Statutory Details: Sponsor: Life Insurance Corporation of India. Trustee: LIC Nomura Mutual Fund Trustee Company Private Ltd. Investment Manager: LIC Nomura Mutual Fund Asset Management Company Ltd.
 World-class asset management • Access to global research • Enhanced offerings of services & products

Perfection

When vision and precision come together

LIC Mutual Fund and Nomura Asset Management come together to form LIC Nomura Mutual Fund. Now, one of India's leading asset management companies and Japan's leading fund managers have joined hands to offer a perfect combination of experience and expertise. A balanced approach to investment, backed by strong research and carefully developed investment techniques. A rock solid Indian brand with countrywide reach, combined with a reputed global brand with worldwide presence. Add to this the trust reposed by people in India and across the world and you can have full confidence that you are with the right partner for your finance related choices.

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Statutory Details: Sponsor: Life Insurance Corporation of India. Trustee: LIC Nomura Mutual Fund Trustee Company Private Ltd. Investment Manager: LIC Nomura Mutual Fund Asset Management Company Ltd.
 World-class asset management • Access to global research • Enhanced offerings of services & products

Champion

When preparation and implementation come together

LIC Mutual Fund and Nomura Asset Management come together to form LIC Nomura Mutual Fund. Now, one of India's leading asset management companies and Japan's leading fund managers have joined hands to offer a perfect combination of experience and expertise. A balanced approach to investment, backed by strong research and carefully developed investment techniques. A rock solid Indian brand with countrywide reach, combined with a reputed global brand with worldwide presence. Add to this the trust reposed by people in India and across the world and you can have full confidence that you are with the right partner for your finance related choices.

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 World-class asset management • Access to global research • Enhanced offerings of services & products

■ Agency: RK Swamy BBDO

■ Brand: Pedigree

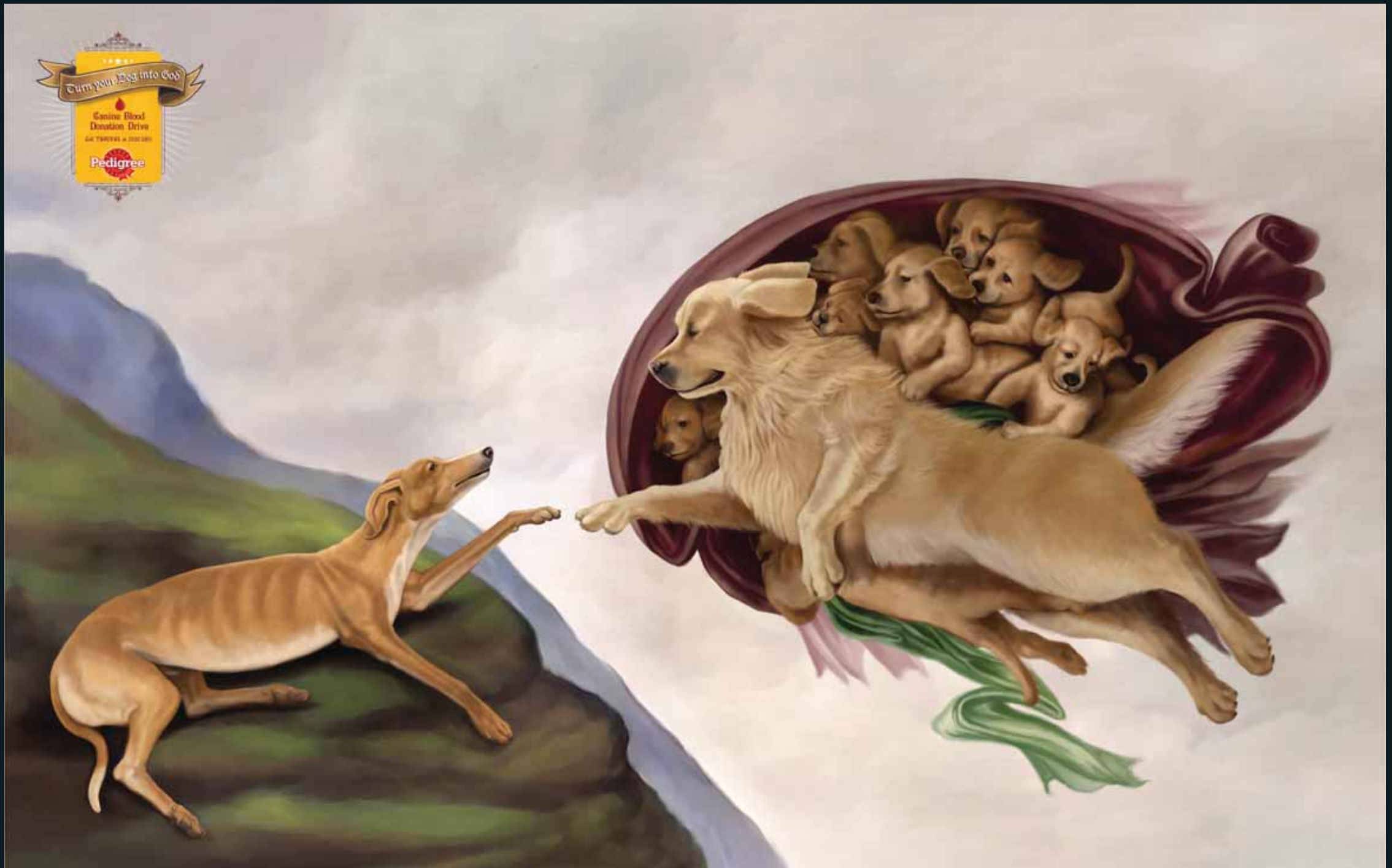
■ Creative: Navneet Virk, Premkumar Prasad and Arun R Kumarasamy



■ Agency: RK Swamy BBDO

■ Brand: Pedigree

Creative: Navneet Virk, Premkumar Prasad and Arun R Kumarasamy



Agency: RK Swami BBDO

Creative: Sangeetha N, Mukesh Anand and Tapas Pal

Brand: Shriram

Management: S Narasimhan

“When all the other doors were shut to me, Shriram came forward and gave me a loan in just 2 days. Now sitting at the wheel of my own truck, I know I can rewrite my destiny!”

When I decided to strike out on my own I was high on confidence, but low on funds. Even family and friends were hesitant to help. Then someone suggested that I go to Shriram Transport Finance.

They not only empathised with me but even gave me important tips to make my plans really work for me. They had no unnecessary

questions. Or tedious documentation.

A simple procedure and my loan was sanctioned in just 2 days. And then

there was no looking back.



- Transforming the lives of over 8,50,000 people across the country*
 - AUM of ₹ 40,307 Crores**
 - Net NPA of 0.45%**
 - Network of 502 branches*
- * Figures as on March 31, 2012.
** Unconsolidated figures as on March 31, 2012.



Raghunath Patil, Nashik

TRUCK FINANCE



FINANCE FOR: TRUCKS • PASSENGER VEHICLES • MULTI UTILITY VEHICLES • THREE WHEELERS • TRACTORS • CONSTRUCTION EQUIPMENT OTHER SERVICES: TYRE LOAN • ENGINE REPLACEMENT LOAN • FREIGHT BILL DISCOUNTING • CREDIT CARDS • AUTOMALLS • NEW LOOK • ONE STOP Corp. Office: Shriram Transport Finance Company Limited, Wockhard Towers, 3rd Floor, West Wing, C-2, G Block, Bandra-Kurla Complex, Bandra (East), Mumbai 400 051. Tel: 4095 9595.

India's Largest Asset-Financing NBFC#

Report titled "Commercial Vehicle Finance - A Comparative Study, June 2012" by Dun & Bradstreet.

www.stfc.in

Shriram Transport Finance Company Limited, ("Company"), is proposing a public issue of non-convertible debentures and has filed the Prospectus with the Registrar of Companies, Chennai, Tamil Nadu, SEBI, the National Stock Exchange of India Limited, ("NSE") and the BSE Limited ("BSE"). The Prospectus is available on the website of the NSE, the BSE, the Company and the websites of the Lead Managers. Investors are urged to take any decision to invest in the said debt securities pursuant to and solely on the basis of the disclosures made in the Prospectus. Please see the section entitled "Risk Factors" on page 14 of the Prospectus for the risks in this regard.

R K SWAMI BBDO STFC 23621/IT



“While most other companies are concerned solely about loan recovery, Shriram has concerned itself with truckers' families - offering us 'Family Protection Plan'.”



In most other companies the people who give the loans are rarely the ones dealing with the recovery. So at the slightest delay in payment they don't hesitate to seize one's vehicle.

And then there's Shriram Transport Finance, who are mainly concerned about the welfare of my business and my family. That's why they advised me to take 'Family Protection Plan' - which means that during the tenure of the loan, apart from my truck even I am covered by insurance.

So should something happen to me, not only does the rest of my truck loan gets waived off, my family also gets possession of the truck. With 'Family Protection Plan' I can go about my business without the nagging worry about my family.

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India's Largest Asset-Financing NBFC#

“Earlier, my day used to begin with pleading for fuel at the petrol pump. No more. I now carry a credit card from Shriram with the confidence and respect that comes with it.”



Life has its ups and downs for most transporters. There are days when one's pockets are full and days when one is hard put to fill them in one's vehicle. So of course there is the embarrassment of asking the petrol pump for a temporary loan for the fuel every day.

No longer. Today everything has changed with the credit card from Shriram Transport Finance. I just swipe my card, fill the tank and am ready to go! I would not hesitate to say that Shriram has completely changed my station in life!

- Transforming the lives of over 8,50,000 people across the country*
 - AUM of ₹ 40,307 Crores**
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India's Largest Asset-Financing NBFC#

“When I started out with my own truck 15 years ago, only one company stood up for me. Now, when I have my own fleet of 10 trucks, the same company stands by me - Shriram Transport Finance.”



I all started with a dream - to have a truck of my own. But then who dares to help out newcomers? And then one day I happened to go to Shriram Transport Finance's office. They didn't just help me realize my dream, they encouraged me to think big. And before I knew it I was a fleet owner!

Today when I need to upgrade my fleet I still turn to Shriram Transport Finance. At their Automall I am able to sell my old trucks at good rates and buy newer ones at fair prices. All with complete transparency. After all who understands the importance of relationships better than them!



FINANCE FOR: TRUCKS • PASSENGER VEHICLES • MULTI UTILITY VEHICLES • THREE WHEELERS • TRACTORS • CONSTRUCTION EQUIPMENT OTHER SERVICES: TYRE LOAN • ENGINE REPLACEMENT LOAN • FREIGHT BILL DISCOUNTING • CREDIT CARDS • AUTOMALLS • NEW LOOK • ONE STOP Corp. Office: Shriram Transport Finance Company Limited, Wockhard Towers, 3rd Floor, West Wing, C-2, G Block, Bandra-Kurla Complex, Bandra (East), Mumbai 400 051. Tel: 4095 9595.

India's Largest Asset-Financing NBFC#

“Undoubtedly Shriram gave me timely truck and tyre loans. But what they truly gave me was the belief that I had it in me to take my business forward.”



Scrutiny of bank statements? Mortgage land to get a loan? I had none of that with the friendly people at Shriram Transport Finance. They not only understood my predicament, they even gave me advice that doubled my confidence. And as for the loan, it was sanctioned in just 2 days!

Even today as and when the need arises, I simply get a tyre replacement loan in a jiffy from them. Sure, the wheels of my truck keep it going, but it's Shriram that keeps my life going!



FINANCE FOR: TRUCKS • PASSENGER VEHICLES • MULTI UTILITY VEHICLES • THREE WHEELERS • TRACTORS • CONSTRUCTION EQUIPMENT OTHER SERVICES: TYRE LOAN • ENGINE REPLACEMENT LOAN • FREIGHT BILL DISCOUNTING • CREDIT CARDS • AUTOMALLS • NEW LOOK • ONE STOP Corp. Office: Shriram Transport Finance Company Limited, Wockhard Towers, 3rd Floor, West Wing, C-2, G Block, Bandra-Kurla Complex, Bandra (East), Mumbai 400 051. Tel: 4095 9595.

India's Largest Asset-Financing NBFC#



Creativity is contagious, pass it on

Albert Einstein

Saatchi & Saatchi



Ashutosh Karkhanis

Ariel

Some garments are very special to us because they have memories associated with them, and these memories will never fade away.

These memories make us love our clothes even more. Therefore the creative objective was to invite people to share the stories of their loved clothes.



This saree was a gift from him on our honeymoon.

15 years later, he still remains awestruck when I wear it. He's not really romantic but when I wear this saree he keeps complimenting me the entire day. My wish becomes his command.

Saree, that keeps the romance alive

This saree keeps the romance alive in our marriage. Which is why, I use Ariel to keep it looking like new.

MY STORY MY ARIEL

Share the story of your favourite garment and get a free Ariel hamper!

To share your stories give us a missed call.

07 666 363636

Or go online [f ariel india](https://www.facebook.com/arielindia)

Agency: Saatchi & Saatchi
Brand: Ariel

Creative: Ramanuj Shastry, Ashutosh Karkhanis, Mithun Mirji, Vihar Patkar, Rahul Jagtap and Zara Zaki
Management: Priyanka Chatterjee, Diana Wadia, Alolika Mazumder

I was 8 months old when my mother made this blanket for me. Four days, sleeping without it has been impossible. This blanket holds memories of my childhood. Like how she would sing me to sleep while covering me with it or when angry, I would wrap it around me and all in my father's lap.

A long story woven in a small blanket...

Share the story of your favourite garment and get a free Ariel hamper!

To share your stories give us a missed call.

07 666 363636

Or go online [f ariel india](https://www.facebook.com/arielindia)

My first pair of jeans. In 1982, when I had decided to be a doctor, my father bought me a pair of jeans. I wore it to college. It was a bit tight, but I wore it with pride. It was the first time I felt like a man. I wore it to college. I wore it to college. I wore it to college.

JEANS THAT KEEPS COLLEGE MEMORIES FRESH

Share the story of your favourite garment and get a free Ariel hamper!

To share your stories give us a missed call.

07 666 363636

Or go online [f ariel india](https://www.facebook.com/arielindia)

Saints and Warriors



Pushpinder Singh

Elf

Targeted at the youth, the ad reflects their determination to overcome the odds and endless energy. Shahid Kapoor personifies these attributes perfectly in addition to his immense popularity among the youth. He infuses energy and excitement into the brand, reinforcing its positioning as the 'Bike Oil for Winners'.

Faaso's

Giving Faaso's a distinct identity; the ad aggressively challenges the dominant trend of ordering western fast food on every occasion. 'Badal do order' as a creative hook, syncs with the rebel attitude of today's youth. A hard-hitting headline gives the creative its rebellious streak and its lasting impression.

Fiat

What better way to establish Fiat's technological prowess than to talk about the fact that its engines power cars made by several manufacturers across the world? Simple execution, sharp copy, and focus on Fiat's Multijet and Common Rail Direct Engine technology, effectively enhanced consumer's trust in Fiat.

India TV

India TV wanted its leadership in the Hindi News genre reinforced, while also communicating its countrywide reach and varied viewership. A powerful insight into the rural-urban differences, "Bharat se India tak" served to achieve both. Two words that have come to emphasize these contrasts are cleverly linked here to underline the similarities between the two, with India TV as one such common denominator.

Kings XI Punjab

No better way to enjoy cricket than to see it live! It's the proposition that drove the ticketing campaign for the Kings Eleven Punjab IPL team. The Punjabi love for fun fits in fantastically and leads to a vibrant creative that grabs eyeballs just as easily as the people could grab the tickets.

Lokmat

Lokmat, a leading Marathi daily, in terms of circulation, in Maharashtra and Goa tasked us with a campaign to reinforce its leadership. A sprawling creative that etches the daily's name across Maharashtra's landscape is a fitting assertion of its position at the top. Supported by a copy that highlights its dominance, it's an effective communication of the attributes that make Lokmat a market leader.

■ Agency: Saints and Warriors

■ Brand: Elf

Credit: Team Saints and Warriors




**WESTERN DOMINATION WAS
BEATEN WITH HUNGER STRIKES**




**NOW, IT WILL BE WHEN
HUNGER STRIKES!**

A satisfied tummy makes for a good revolution. So, why not change the order by calling for our fresh desi wraps. Try our Paneer Tikka, Sizzling Paneer, Cheesy Corn Salsa, Chicken Bhuna, Green Chicken, BBQ Chicken and many more wraps.

FAASO'S®
BADAL DO ORDER

 www.faasos.com

 facebook.com/faasos

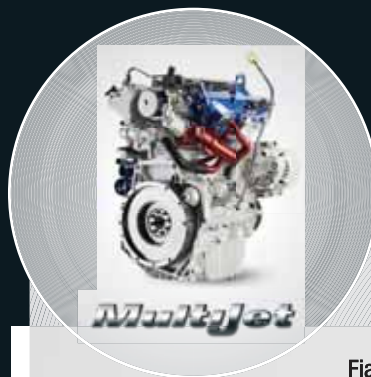
 twitter.com/faasos

- Agency: Saints and Warriors
- Brand: Faaso's

Credit: Team Saints and Warriors

WHAT'S COMMON BETWEEN COMMON RAIL DIESEL TECHNOLOGY AND US ?

FOR STARTERS, WE INVENTED IT.



Common Rail Direct Injection Technology invented by Fiat is used by all modern day diesel cars. We improved on it to develop the award winning MultiJet Diesel Technology* which is trusted by millions of car owners worldwide. Sitting at the heart of the Fiat Linea and Fiat Punto, it offers the perfect balance of power, fuel efficiency and less emissions. Go ahead, drive the cars from the inventors of MultiJet Diesel.



www.fiat-india.com | 

- Agency: Saints and Warriors
- Brand: Fiat

Credit: Team Saints and Warriors



दिव्या गुप्ता



Divya Gupta

- Agency: Saints and Warriors
- Brand: India TV
- Credit: Team Saints and Warriors

Which India do you want to reach out to?

From the corepatis of Haryana to the wealthy Delhiites. From the prosperous ones of Rudrapur to their counterparts in Mumbai, India TV, year after year has proved itself by reaching the right audience. People with purchasing power and people aspiring for newer lifestyles with new found incomes. Think about it.



Bharat se India tak!



प्रताप बोस

Pratap Bose



विरम सहजा

Viram Sahuja

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Bharat se India tak!

■ Agency: Saints and Warriors

■ Brand: Kings XI Punjab

Credit: Team Saints and Warriors



**Stadium mein catch
na pakda, toh match
kya dekha?**

**KINGS
XI
PUNJAB**

Aay hoi na gal!

The graphic features three individuals with surprised expressions against a red background with a subtle pattern. On the right, the Kings XI Punjab logo is displayed, which includes a shield with a lion's head, the text 'K.J.P.H.' at the top, 'KINGS XI PUNJAB' in the center, and a cricket bat and ball at the bottom. The slogan 'Aay hoi na gal!' is written below the logo.

■ Agency: Saints and Warriors
■ Brand: Lokmat

Credit: Team Saints and Warriors



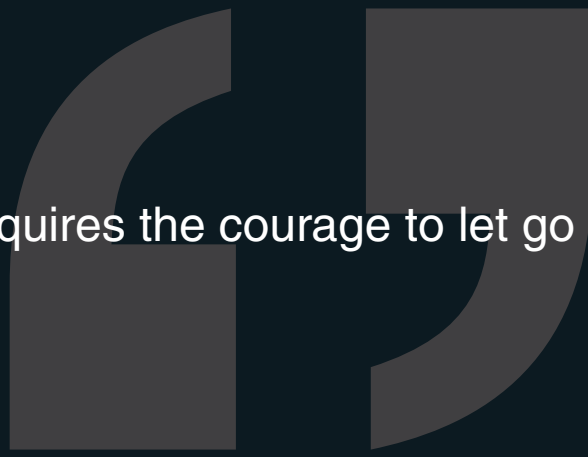
From the blue waters of the Konkan to the orange orchards of Nagpur. From the bustle of Mumbai to the calming sands of Goa. Our 75.9 lakh* readers across Maharashtra and Goa have always trusted us, making Lokmat a household name.

जिथे मराठी, तिथे **लोकमत**



From the orange orchards of Nagpur to the blue waters of the Konkan. From the calming sands of Goa to the bustle of Mumbai. Our 75.9 lakh* readers across Maharashtra and Goa have always trusted us, making Lokmat a household name.

जिथे मराठी, तिथे **लोकमत**



Creativity requires the courage to let go of certainties

Erich Fromm

Salt Brand Solutions



Minakshi Achan

BSE

In a country where everyone buys physical gold, the daunting task was to motivate people to buy Gold in an electronic form - ETF. How do you sell a functional financial instrument and make it the talking point for socialites and the subject of coffee table conversations? In a radical departure from typical financial services advertising, we created communication like one would for a traditional jewellery ad . The dissonance was in seeing the ornaments on paper, worn like jewellery. It goes without saying: the response was terrific!!!

Himalayan

When nature inspires fashion, you can expect the best of both worlds. When renowned fashion designer, Wendell Rodrigues decided to pay a tribute to the Himalayan Live natural philosophy, nature moved to the ramp walks of the Lakme Fashion Week. It was a celebration of all things natural with an eco-friendly collection of clothes, draped in the colours of India's most loved natural water brand. And what else could the communication do except wrap the philosophy on the bottle, but naturally!

■ Agency: Salt Brand Solutions
■ Brand: BSE

Creative: Anisha Sarin, Sanket Pathare, Appa Rao, Sreejith Tholath, Vijay Subramani and Sharon Nayak
Management: Shiv Chitkara and Sidharth Singh

Introducing Paper Jewellery

When you invest in Gold ETFs on BSE, you invest in the amazing potential of gold. Minus the making charges and risks of storing gold physically. What's more, you save on taxes and have the option of buying and selling anytime you need. Invest in smart gold today.

BSE
INVESTORS' PROTECTION FUND
www.bseindia.com/etf



Seems to me that you can't do anything naturally anymore.

You nip, tuck, dye, lift, pull, push and massage your way out of ageing.

You make apples redder, spinach greener and stunt trees so they fit into your living room.

You'd rather have conversations on e-mail instead of across a table.

From where I come, from 12000 feet above sea level in the Shivalik ranges of the Himalayas, naturally is the only way things are done.

Rain gave birth to me. And depending on the whims of the sun, I flowed to swiftly or sinuously down the foothills where I lay.

As years passed, I gathered natural minerals in their pristine form.

Minerals that will rejuvenate and refresh your tired body and, dare I say, jaded soul.

If I were you, I'd take a long sip.

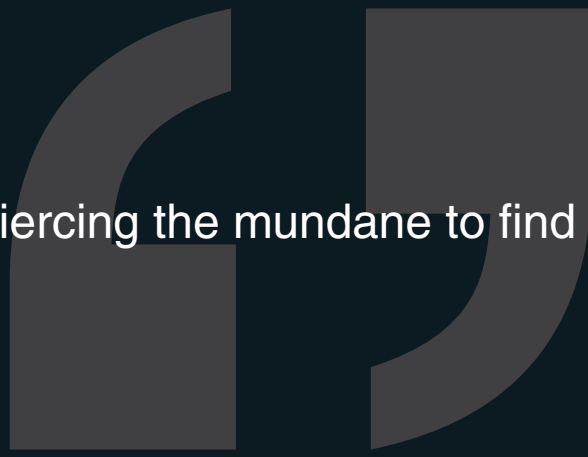
Live Natural

Himalayan
The natural mineral water

■ Agency: Salt Brand Solutions
■ Brand: Himalayan

Creative: Minakshi Achan, Anisha Sarin, Sanket Pathare, Appa Rao, Sreejith Tholath and Vijay Subramani

Management: Sidharth Singh and Shiv Chitkara

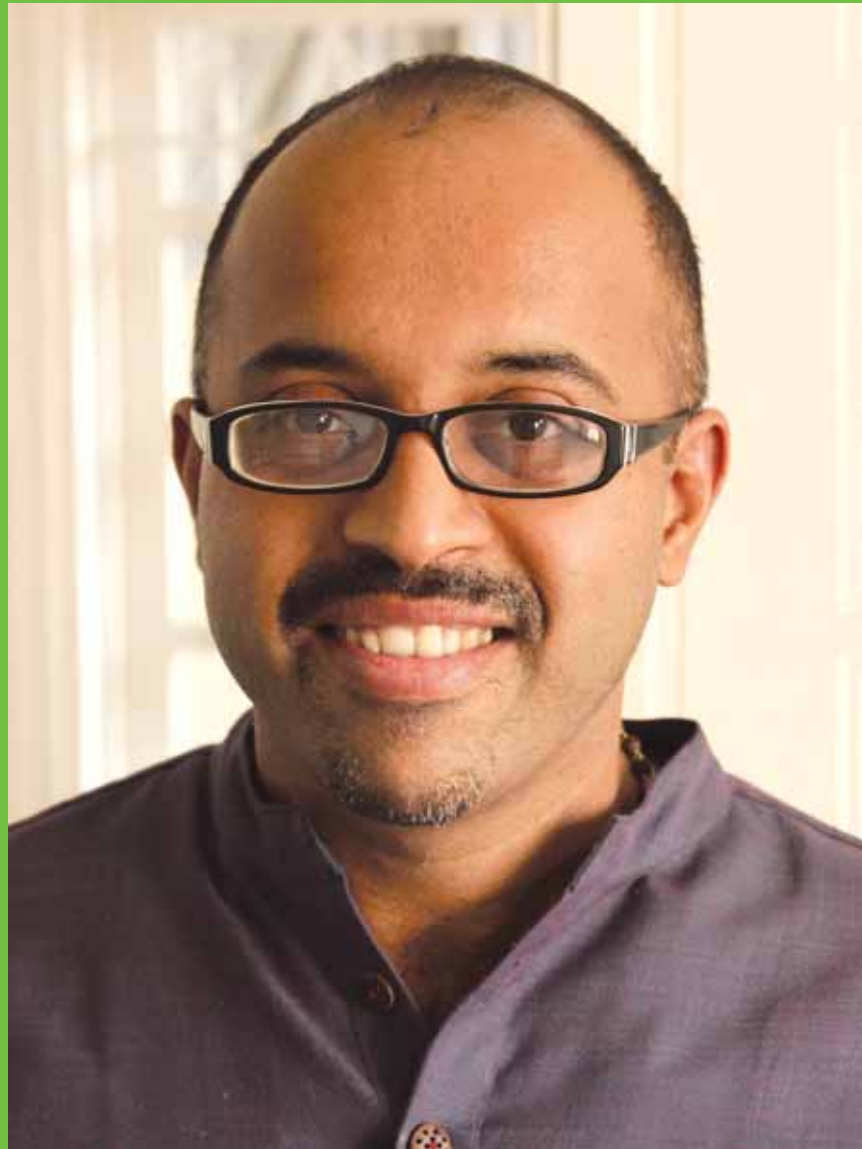


Creativity is piercing the mundane to find the marvelous

Bill Moyers

Scarecrow

Raghu Bhat



Anchor

While launching AVE (Italian Feather-touch Switches), the client wanted to position the range such that it creates a wave in the Luxury Modular Switches segment. A premium product demanded a premium ad. We thought the best way to attract the crème de la crème was to position the product as an indulgence, only they could afford. The one way to boost their ego was to make them believe in the fact that they deserve to be pampered. And so came the solution- hard-hitting copy that definitely gave them no reason to escape indulging in the luxury of the product, specially designed for them!

DNA (Doctor's Day)

How many times have you told your doctor that he is special? Here was an opportunity to honour and wish our life saver. But how do you encourage readers to step forward and thank their doctors? The diktat was clear. An interesting visual play of Michelangelo's painting with a striking headline gently reminding them of the next deity after god. The disruptive ad was effective, and how. The Doctor's day saw millions of 'thank you' wishes and prescriptions of joy and happiness with active contest participation and wins.

DNA (Principles First)

When a young restless media label tries to amplify the sound with its principles first attitude, you know you are about to do something rebellious. With DNA, our focus was to make an hard-to-forget impact on the readers without coming across as holier than thou. This campaign does exactly that. And does it with unprecedented elegance.

DNA (World Heritage Day)

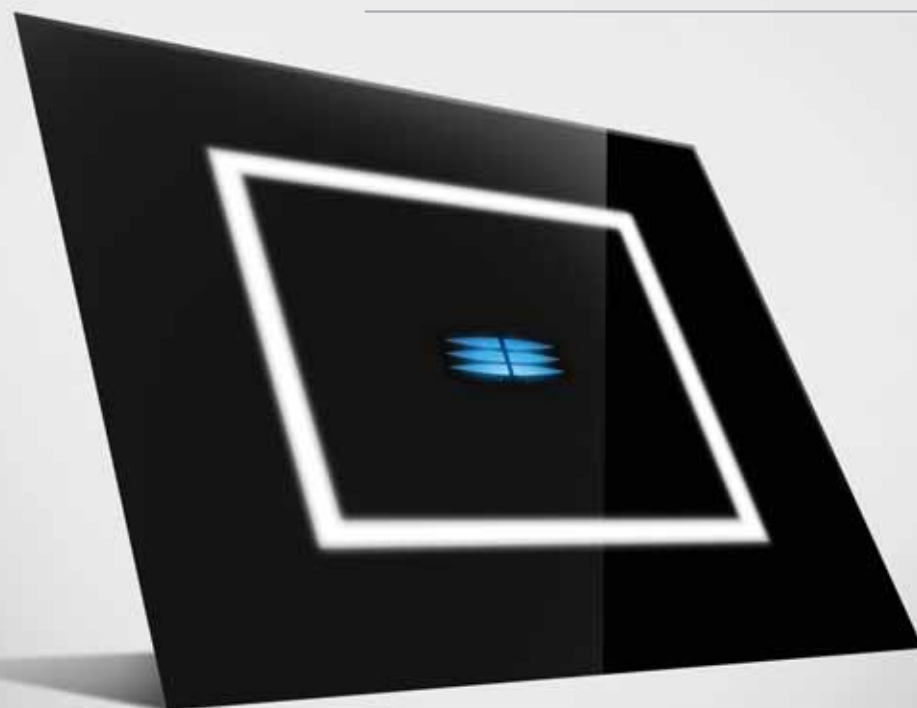
Mumbai's heritage too obvious to be noticed. One has to look at it that way to realize what a marvel the city actually is. The structures are more than mysterious. This series brought each facet out in the open. The World Heritage Day ad was really monumental and is dearly treasured.

Just Books

Just Books - India's first and largest community library - is a technology driven, new-age enterprise for book aficionados. Needless to mention, with the ever-changing lifestyle of the 21st century, the reading culture has dipped by the day. We decided to tackle this uniquely. We launched a campaign where we created a real character – Kartik Karuturi. A young boy, not the cherubic kinds, but one with the much poignant attitude, every book aficionado could associate with. He represented the class of readers who are witty and well-read, thus making them distinguishingly respectable and impressive. His astute charm was the hook to push more readers to associate with him and therefore with the brand.

ANCHOR
by Panasonic

AUSTERITY
IS FOR MONKS.



Luxury switches from Italy.

ave
PAMPER YOURSELF

For more info, sms ANCH AVE to 57333 | www.anchor-world.com

scarecrow/anchor/12/07/016

■ Agency: Scarecrow

■ Brand: Anchor

Creative: Kapil Tammal, Ankit Dembla and Raghu Bhat

Management: Arunava Sengupta and Mansi Choudhary

ANCHOR
by Panasonic

YOU HAVE DONE A GREAT JOB
OF ARRIVING IN LIFE.
NOW DO AN EQUALLY GREAT JOB
OF ANNOUNCING IT.



 Luxury switches from Italy.

ave
PAMPER YOURSELF

For more info, sms ANCH AVE to 57333 | www.anchor-world.com

scarecrow/anchor/12/07/016

■ Agency: Scarecrow

■ Creative: Kapil Tammal, Gagandeep Singh, Lalit Sakurkar, Prasad Ramachandran, Raghunath, K.N Rajesh, Vijay Assudani and Kunal Parkar

■ Brand: DNA

■ Management: Arunava Sengupta, Amitabh Sreedharan and Riddhi Gandhi



NO ONE CAN PLAY GOD. BUT LET'S ACKNOWLEDGE THE BEST SUPPORTING ACTOR.

scarecrow/dna/12/06/667

Today is Doctor's Day. Take this opportunity to call your doctor and say thank you. Also take a quiz to test your knowledge about health and fitness in tomorrow's DNA and stand a chance to win gift vouchers. Grab your copy of DNA tomorrow.



Agency: Scarecrow
Brand: DNA

Creative: Kapil Tammal, Gagandeep Singh, Lalit Sakurkar, Prasad Ramachandran, Raghu Bhat, K.N Rajesh, Vijay Assudani and Kunal Parkar
Management: Arunava Sengupta, Amitabh Sreedharan and Riddhi Gandhi

LEADERSHIP MAKES US TOUGH. TOUGH WITH OURSELVES FIRST.

AT DNA,
EVERY ACTION OF OURS IS GUIDED BY AN INVIOABLE
CODE OF ETHICS.

Our Constitution, protecting freedom of expression, guarantees to the people through our press a constitutional right, and places on journalists, like us, a particular responsibility. Journalism demands of its practitioners not only industry knowledge but also the pursuit of a standard of integrity proportionate to the journalist's singular obligation. To this end DNA sets forth this code of Ethics as a standard encouraging the high ethical and professional performance.

i. Responsibility

The primary purpose of gathering and distributing news and opinion is to serve the general welfare by informing the people and enabling them to make judgements on the issues of the time.

Journalists who abuse the power of their profession for selfish motives or unworthy purposes are faithless to that public trust. The press is intended not just to inform or just to serve as a forum for debate, but also to bring an independent scrutiny to bear on the forces of power in the society, including the conduct of official power at all levels of government. It also scrutinises the high and mighty in all walks of life including business leaders.

ii. Freedom of the press

Freedom of the press belongs to the people. It must be defended against encroachment or assault from any quarter, public or private. Journalists must be constantly alert to see that the public's business is conducted in public. They must be vigilant against all who would exploit the press for selfish purposes.

iii. Independence

Journalists must avoid impropriety and the appearance of impropriety as well as any conflict of interest or appearance of conflict. They should neither accept anything nor pursue any activity that might compromise or seem to compromise their integrity.

iv. Truth and Accuracy

Good faith with the reader is the foundation of good journalism. Every effort must be made to assure that the news content is accurate, free from bias and context, and that all sides are presented fairly. Editorials, analytical articles and commentary should be held to the same standards of accuracy with respect to facts as news reports. Significant errors of fact, as well as errors of omissions, should be corrected promptly and prominently.

v. Impartiality

To be impartial does not require the press to be unquestioning or to refrain from the editorial expression. Sound practice, however, demands a clear distinction for the reader between news report and opinion. Articles that contain opinion or personal interpretation should be clearly identified.

vi. Fair play

Journalists should respect the rights of people involved in the news, observe the common standards of decency and stand accountable to the public for the fairness and accuracy of their news reports. Persons publicly accused should be given the earliest opportunity to respond. Pledges of confidentiality to news source must be honoured at all costs, and therefore should not be given/taken lightly. Unless there is clear and pressing need to maintain confidences, sources of information should be identified.

These principles are intended to preserve, protect and strengthen the bond of trust and respect between DNA Journalists and the people of this country. A bond that is essential to sustain the grant of freedom entrusted to both by the nation's founders.

Journalistic integrity and independence is the heart and soul of the newspaper enterprise. In other words, it is an essential prerequisite for success in the news and information business that our customers believe us to be telling them the truth. If we are not telling them the truth – or even if they, for any valid reason, believe that we are not – then DNA cannot prosper.

PRINCIPLES FIRST



ADVERTISING IS NOT FREE. BUT THE CHOICE TO ADVERTISE SHOULD BE.

From luring the brands with incentives to no-escape clauses in their advertising contracts, the industry is stooping to newer lows for gaining advertising revenue. However, at DNA, we still hold a torch to some old-fashioned traditional values. Our principles guide us.

i. No exclusive clause

We have no qualms if you choose to advertise in other publications along with DNA. While advertising with us, you are also free to choose any other vehicle or publication, so as to best serve your brand's communication needs.

ii. No spend-share clause

You are free to decide how much of your communication budget you want to spend with us. We won't compel you to spend a certain share of your budget with us.

iii. No 'first us' clause

With whom do you want to advertise first is absolutely your call.

There is no compulsion for you to publish your ads with us first.

iv. No minimum lock-in period

There is no clause to lock-in your ads with us for any particular duration of time. You have the freedom to alter your media plans and spends as per your needs.

v. No interference with your ownership patterns

The ownership pattern of your company is exclusively your domain and is most sacrosanct to us. We are not going to barter the ad space in DNA for stakes in your company's ownership.

vi. No penalising clause

In the event of you not being able to meet your advertising commitments with us, there are no penalising tactics in the form of issuing debit notes or the like. We are most open to reworking the advertising plans with you, in case there are any changes in your business conditions.

DNA - Responsible Leadership

PRINCIPLES FIRST



■ Agency: Scarecrow

■ Creative: Kapil Tammal, Gagandeep Singh, Lalit Sakurkar, Prasad Ramachandran, Raghu Bhat, K.N Rajesh, Vijay Assudani and Kunal Parkar

■ Brand: DNA

■ Management: Arunava Sengupta, Amitabh Sreedharan and Riddhi Gandhi

DNA MUMBAI
DAILY NEWS & ANALYSIS HERITAGE
WEEK



What does Mumbai owe to Frederick William Stevens?

Unravel Mumbai's hidden secrets with DNA's week long World Heritage Day Celebrations. Take an exciting journey through the long forgotten treasures of Mumbai's history. Also look forward to win some exciting prizes the following week by answering questions on Mumbai's heritage sites. **Keep discovering more with DNA.**

DNA
DAILY NEWS & ANALYSIS



MEET KARTIK KARUTURI. THE MOST WELL-READ KID ON EARTH.

He has an IQ of 213.

He read T.S. Eliot's *The Wasteland* at the age of 4.

He is the only person on earth who has recited entire passages from books such as *Oroonoko*, *Tamburlaine* and *The Countess of Pembroke's Arcadia*.

Yes, he loves books.

To all book lovers such as him, he offers the hand of friendship.

To the ill-read, he offers, well, pure scorn. And that's putting it mildly.

Want to connect with him? Call us or visit the JustBooks library at Jubilee Hills.

📞 98497 48117

📍 1st Floor, Usha Jubilee Town 36
(Above Cream & Fudge, Opp. Reliance Digital).

Tip: Don't ever refer to him as KK. It boils his blood to share the same initials as Kim Kardashian, who isn't exactly his type.

JUST BOOKS etc™
— RENT • READ • RETURN —
India's largest community library chain



■ Agency: Scarecrow

■ Brand: Just Books

Creative: Kapil Tammal, Prasad Ramachandran, Natasha Girotra, Raghu Bhat and Sumi Mathai

Management: Arunava Sengupta and Riddhi Gandhi

Soho Square



C. Ravikumar & Manoj Jacob

Himalaya (Laxatea)

A herbal tea that's a fast-acting laxative. This campaign hinges on a very basic human trait: when a person has to go, he has to go. Which is communicated subtly and humorously. We were never asked to 'make the logo bigger', as it was integrated within the ideas themselves.

Himalaya (Protein Hair Cream)

Strong hair ads for are nothing new. Through the ages we've seen several executions. Some use negative cues (fallen hair on pillows, sinks, etc.), others cornily exaggerate the benefit (pulling trucks with hair etc.).

This campaign does neither. It simply and refreshingly depicts the product's benefit - strongly rooted hair.

■ Agency: Soho Square
■ Brand: Himalaya

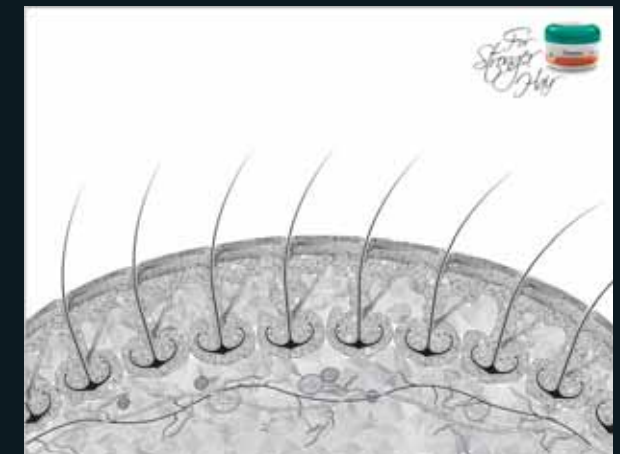
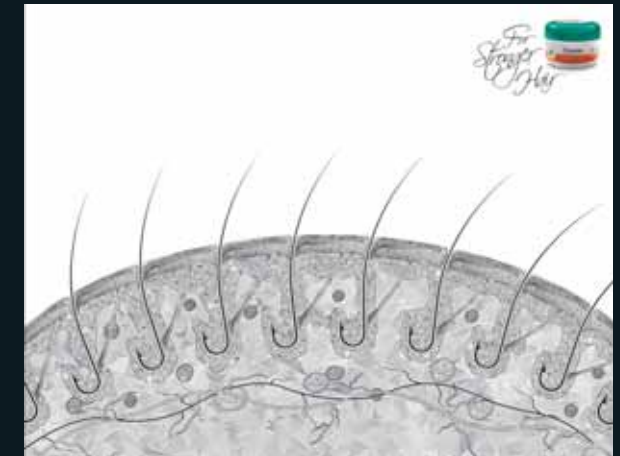
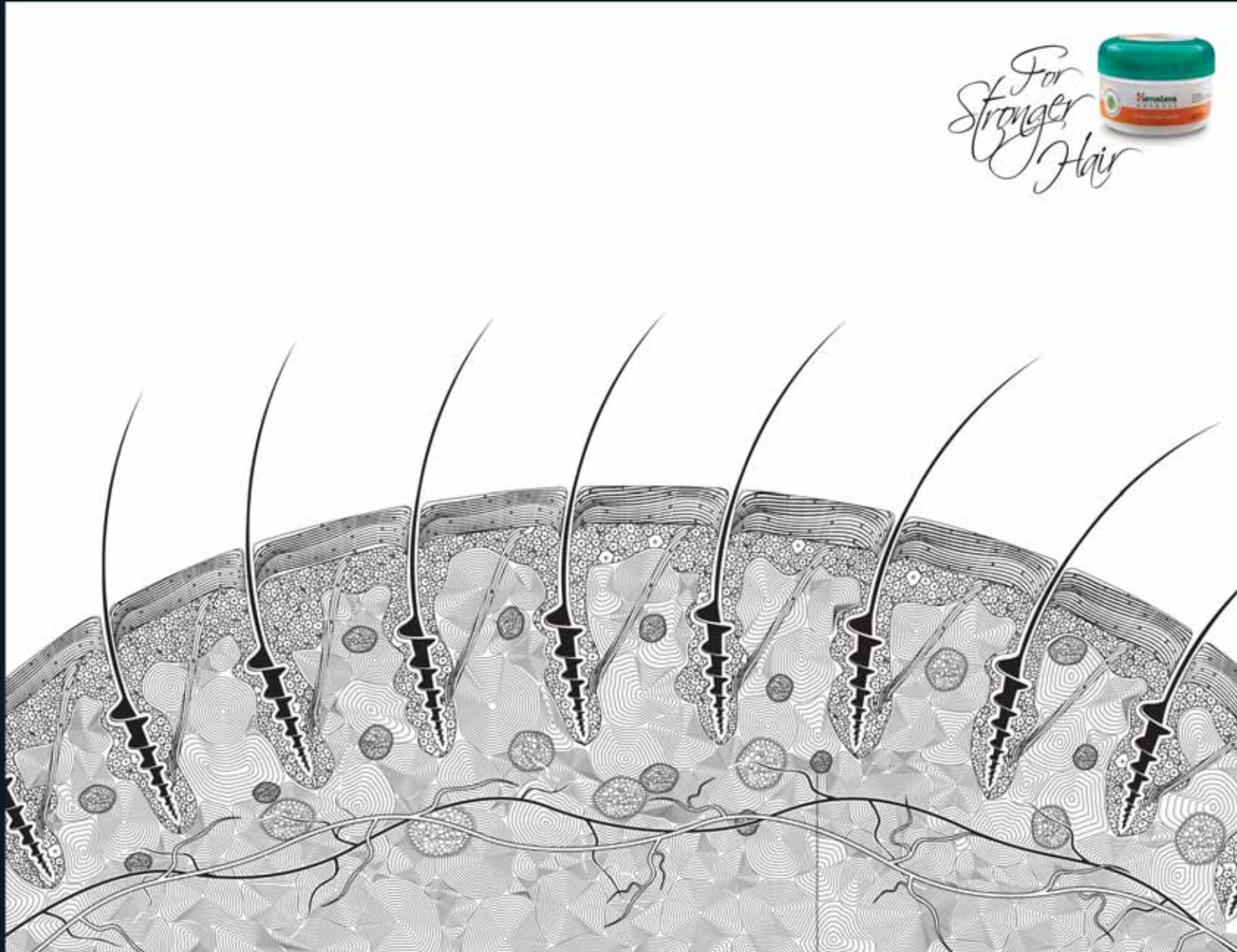
Creative: Manoj Jacob, C. Ravikumar, Smiju K and Vaishnav Balasubramaniam

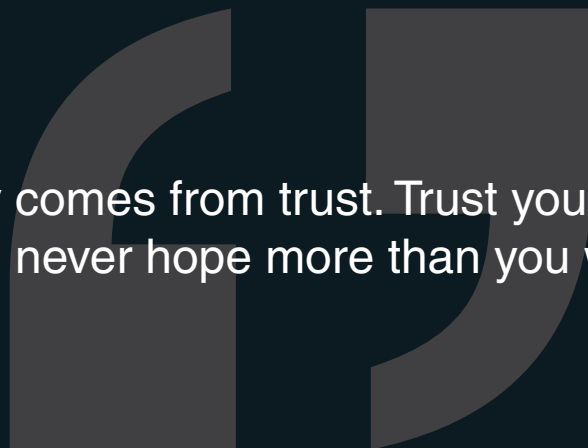


■ Agency: Soho Square

■ Brand: Himalaya

Creative: Manoj Jacob, C. Ravikumar, Smiju K and Vaishnav Balasubramaniam





Creativity comes from trust. Trust your instincts.
And never hope more than you work

Rita Mae Brown

Taproot India



Santosh Padhi

FOX Movies

Subtitles have forced people to read, rather than watch movies. This print ad highlights that, advising people to try movies dubbed in their regional language instead.

Nirma Bartan

With exquisite illustrations of filthy settings, Nirma Bartan exclaims just how lemony fresh the aroma of its utensil cleaning bar is.

Save Our Sisters

A meticulously designed print campaign that asks an important question: With violence against women rampant in our country, are our goddesses safe?

Srujan

Disturbing stories that explain how obesity is as much a mental condition as it is physical, and how it traps its victims in a vicious circle.

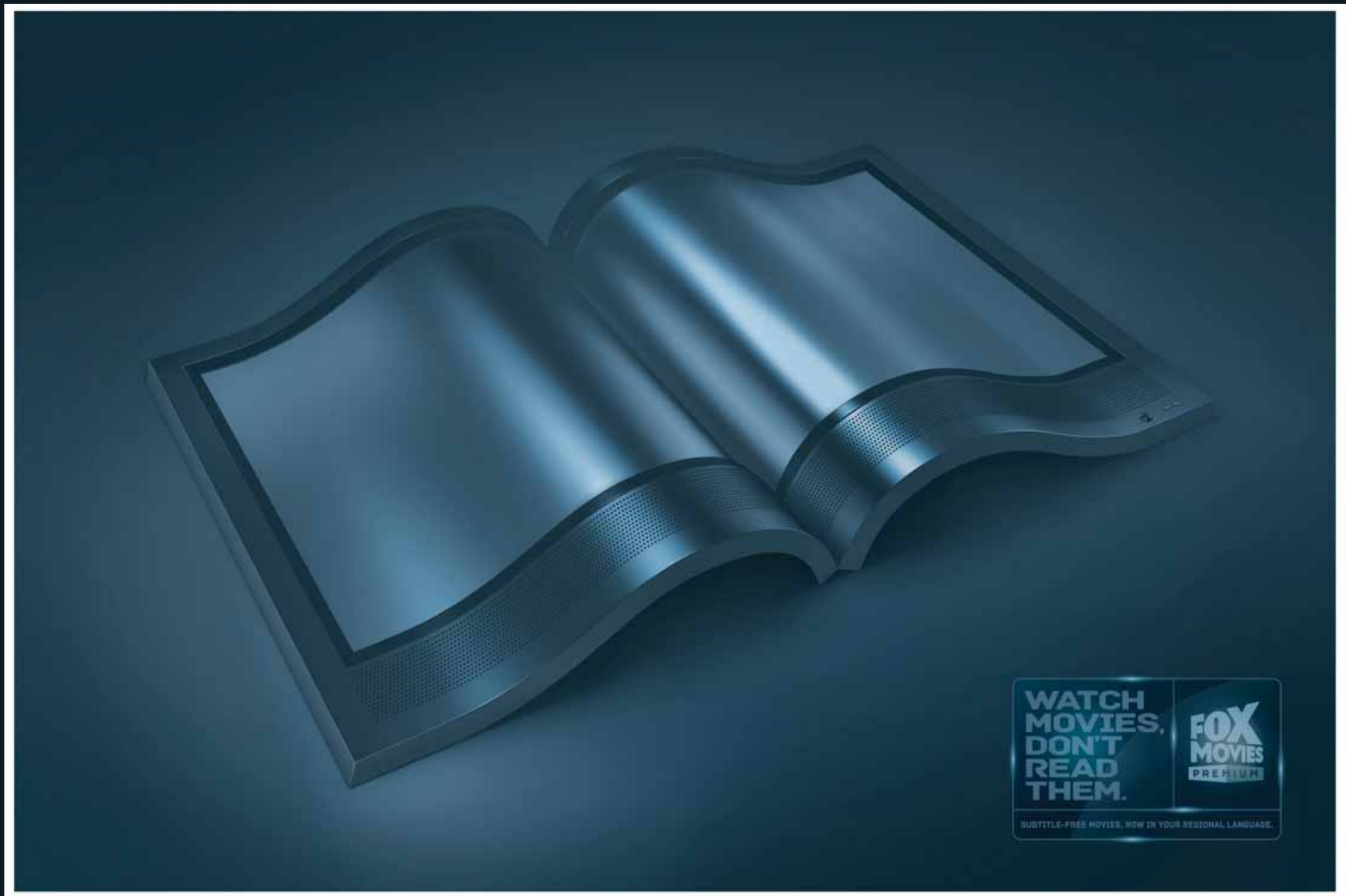
The Times of India (Chennai)

With this print campaign, The Times of India boasted of its dynamic news content, and why readers in Chennai should no longer put up with substandard, dreary reporting.

■ Agency: Taproot India

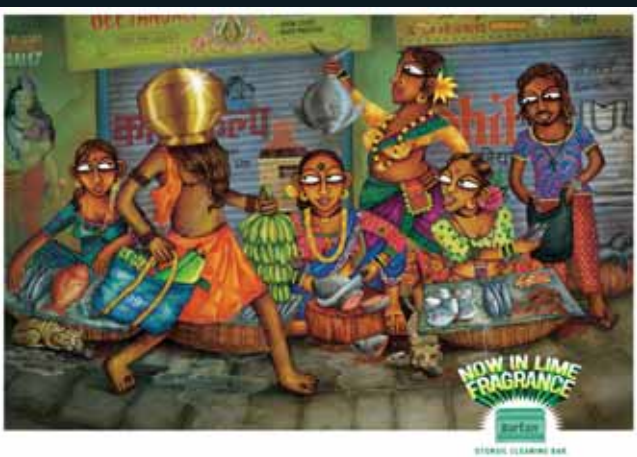
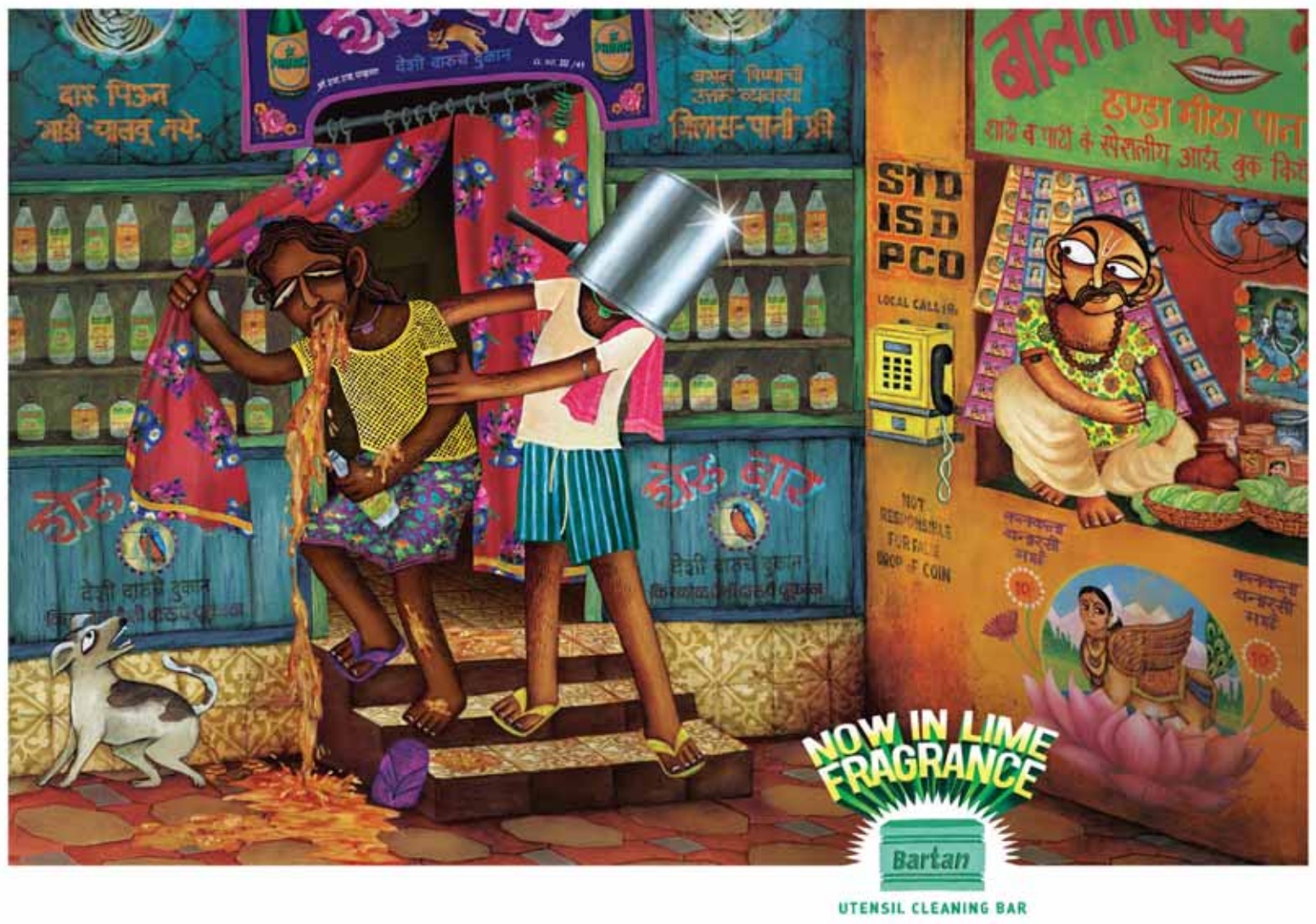
■ Brand: Fox Movies

Creative: Santosh Padhi, Agnello Dias, Pranav Bhide and Vaibhav Kedari



■ Agency: Taproot India
■ Brand: Nirma Bartan

Creative: Santosh Padhi, Agnello Dias and Ajinkya Bane





Pray that we never see this day.
 Today, more than 68% of women in India
 are victims of domestic violence. Tomorrow,
 it seems like no woman shall be spared.
 Not even the ones we pray to.

Save Our Sisters
 To report, dial 022-2652 0601/02.
www.saveour sistersindia.org

- Agency: Taproot India
- Brand: Save our Sisters

Creative: Santosh Padhi, Agnello Dias, Pranav Bhide,
 Chintan Ruparel, Amol Jadhav and Siddhesh Rane



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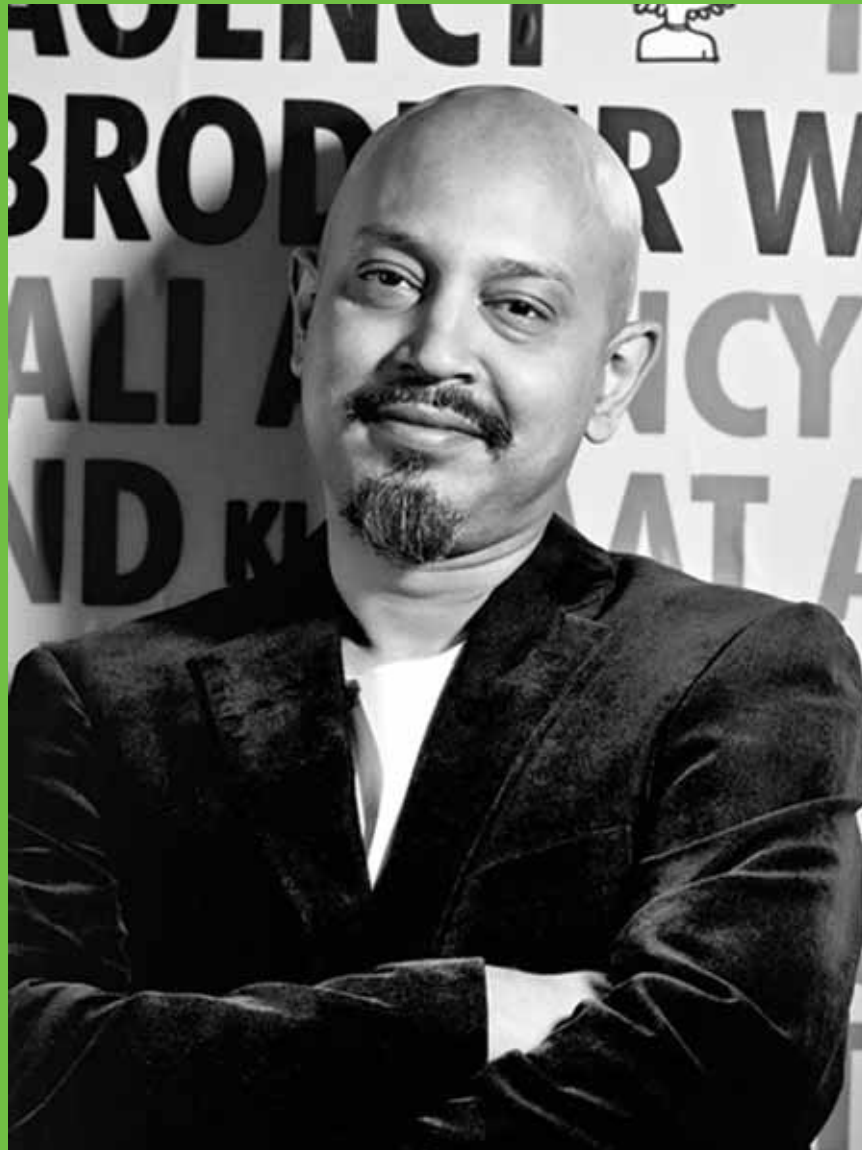
Agency: Taproot India
 Brand: The Times Of India

Creative: Santosh Padhi, Agnello Dias and Amol Jadhav



Boring, long-drawn articles about the unchanging water situation. Dull stories about ribbon-cuttings and factory launches. Tedious reports on police drills and political rallies. Why start your day with a newspaper that lacks the dynamism of our constantly changing world? Get news that keeps pace with it. Wake up to the Times of India. **THE TIMES OF INDIA**





Rahul Sengupta

Nissan

The Insight: The Nissan Evalia is a 7-seater that beat the conventions of big, 7-seater vehicles. Namely, drivability, maneuverability and fuel efficiency. In effect, it was car that embodies the flow of music.

The Creative Idea: A car that moves like music. And the execution brought alive how the Nissan Evalia brings alive this musicality in the world of driving.

Selva Ridge Estate

The Insight: In a real estate landscape where every developer was talking features and amenities, one real estate property had a unique thing to say. Marvel Selva Ridge Estate. A property in the middle of a reserve forest.

The Creative Idea: Use the fauna to visually communicate the proportion of the homes in the forest.

■ Agency: TBWA\India

■ Creative: Rahul Sengupta, Rahul Ghosh, Siddharth Deo, Souvik Dutta and Lishoy George

■ Brand: Nissan

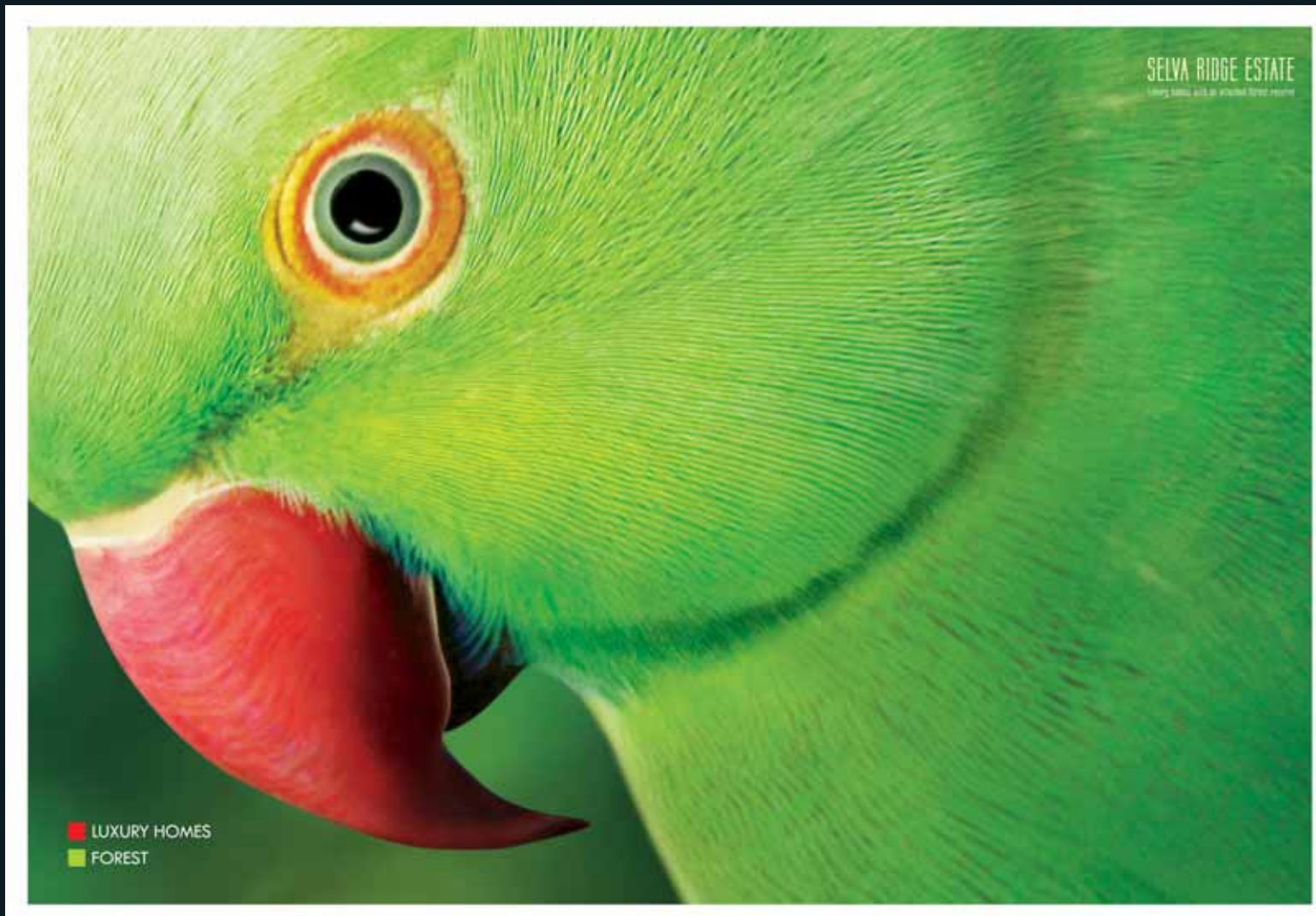
■ Management: Bodhaditya Deb, Zoheb Maqba and Trisha Satra




■ Agency: TBWA\India
■ Brand: Selva Ridge Estate

Creative: Rahul Sengupta, Rahul Ghosh, Siddharth Deo, Satyajeet Kadam, Kimberly Flanagan and John Karol

Management: Meenakshi Chohan, Sharmistha Nagarkatti and Ankit Mehta





Many a small thing has been made large
by the right kind of advertising

Mark Twain

A DIFFRENT POINT OF VIEW



CVL Srinivas

Chief Executive Officer - South Asia, GroupM



Lara Balsara

Executive Director, Madison World



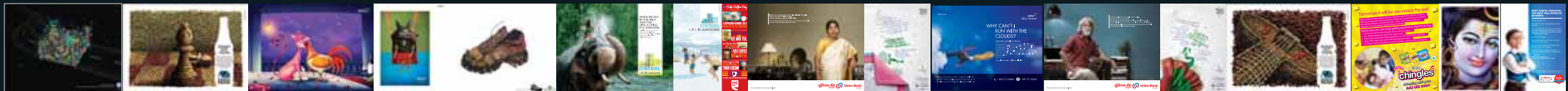
Mallikarjunadas CR

Chief Executive Officer, Starcom MediaVest



Shripad Kulkarni

Chief Executive Officer, Percept Media





Top 5 choices

Manish Vyas

Vice President - Marketing, VIP Industries Ltd.

A great initiative to bring together some of the best work in the industry. I am sure it will inspire many greater campaigns in the future.



**Nataraj
Ogilvy & Mather**

Reasons for choosing - Very creatively explains the product feature, an uncomplicated way to sell the product and therefore the brand. Also, the pencil drawings help to connect with the category and breaks the clutter. As always, branding could have been a bit stronger.

Page-106



**Woodland
Lowe Lintas & Partners**

Reasons for choosing - As they say a picture is better than thousand words. The creative clearly establishes woodland as rugged outdoor and adventure friendly shoes in a very simple way. Also, I admire the creative as it is consistent with the past work on the brand, thus reinforcing the brands care positioning.

Page-88



**Rustomjee
ideas@work**

Reasons for choosing - A real estate ad without pools and buildings is really refreshing. The single minded focus on kids (family) and the gap in their lifestyle is beautifully illustrated. Overall the format is very refreshing and not boring like most of the real estate ads.

Page-76



**Volkswagen
DDB Mudra Group**

Reasons for choosing - Single minded focus on one feature at a time. Absolutely clear on the message and benefit. Hardworking, but a series of such feature selling ads helps the brand to differentiate from others in the category.

Page-41



**MTV
Happy Creative Services**

Reasons for choosing - The creative connects with its TG in its language. Helps build the "responsible" dimension for the brand MTV.

Page-67



Top 5 choices

Manisha Lath Gupta

Senior Vice President and Chief Marketing Officer, Axis Bank

This book is a great study, as there is so much to learn from this collection of print ads. Many of them inspire marketers to think differently and take more risky decisions on creative.



Fortis
Grey India

Reasons for choosing - The use of star, attention grabbing visuals make the creative stand out. Also, the message is easy to understand and the branding has not been compromised upon.

Page-60



Mother Earth
Happy Creative Services

Reasons for choosing - Bold use of headline brings attention to an otherwise commonly seen visual. The creative drives home the message and forces you to stop and take notice.

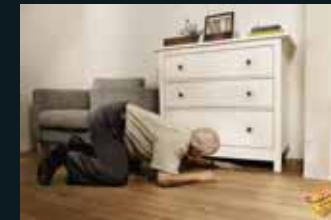
Page-67



Getty Images
Leo Burnett

Reasons for choosing - What stands out in this creative is the absence of the product itself! Yet the messaging is crystal clear and very powerful.

Page-82



HotWheels
Ogilvy & Mather

Reasons for choosing - The visual builds curiosity and catches the attention of the viewer. You quickly draw a link between vintage cars and elderly people. There is an "Aha!!" moment as soon as you see the creative.

Page-105



Rajkot Traffic Police
Publicis Ambience

Reasons for choosing - Although this cause has been advertised so many times, this approach is very different. The link with luxury cars is quite interesting as they tend to be the offenders most of the time.

Page-127



Top 5 choices

Santosh Desai

Managing Director and Chief Executive Officer, Future Brands Ltd.

Its a good initiative but needs more real work to become truly meaningful.



Tide
Leo Burnett

Reasons for choosing -
The ad speaks in the voice of the brand. It also creates an open-ended story in an engaging way.

Page-84



Comfort
Ogilvy & Mather

Reasons for choosing -
This ad is clean, communicative, precise and economical

Page-104



Nataraj
Ogilvy & Mather

Reasons for choosing -
This ad is a great idea executed with finesse. It is also clever and meaningful.

Page-106



DishTV
McCANN

Reasons for choosing -
A great execution, the real benefit communicated precisely.

Page-95



Movies Now
BBH India

Reasons for choosing -
A simple ad, doing nothing more than what was needed

Page-14

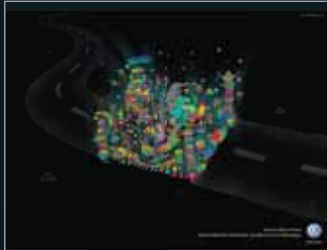


Top 5 choices

CVL Srinivas

Chief Executive Officer - South Asia, GroupM

Hats off to Dainik Bhaskar for continuing this initiative. This compilation is adequate proof that print as a medium can be as effective as any other.



Volkswagen
DDB Mudra Group

Reasons for choosing - Great way of translating a very technical feature like "attention assist system" into a customer benefit. The visual depiction of the shorter dreams given this context is fabulous.

Page-38



Indus Pride
DDB Mudra Group

Reasons for choosing - Rich and colorful use of the product to communicate the message. Great example of how print can bring alive something as mundane as spices, if used imaginatively.

Page-34



Dish TV
McCANN

Reasons for choosing - Cheeky and attention grabbing.

Page-95



Comfort
Ogilvy & Mather

Reasons for choosing - A very clear demonstration of brand benefit. The sharp contrast of characters not only brings out the benefit but highlights the brand superiority.

Page-104



Woodland
Lowe Lintas & Partners

Reasons for choosing - Simple yet impactful.

Page-88



Top 5 choices

Lara Balsara
Executive Director, Madison World

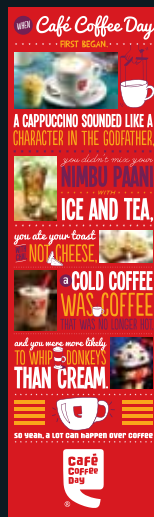
Great idea to further the cause of print.
Can become a collector's item.



Cinthol New Launch (Snow)
Creativeland Asia

Reasons for choosing -
A brilliant relaunch of an old established brand. A very inviting creative that makes you believe you are right there.

Page-23



Cafe Coffee Day
Creativeland Asia

Reasons for choosing -
Great campaign for India's first coffee chain. Has a leadership positioning and a nice youth positioning.

Page-22



Union Bank of India
DDB Mudra Group

Reasons for choosing -
From the 100's of bank ads, I remember this one. It has a nice emotional appeal.

Page-37



Ariel
Saatchi & Saatchi

Reasons for choosing -
Stands out, is interesting and engaging with the consumer.

Page-136



Omkar Law & Kenneth Communications

Reasons for choosing -
A super launch. It got the whole Mumbai city talking about it. Although many property ads take a different route, this one stood out.

Page-79



Top 3 choices

Mallikarjunadas CR

Chief Executive Officer, Starcom MediaVest



Cinthol
Creativeland Asia

Reasons for choosing -
This is an extremely vibrant campaign. The freshness of the product comes through brilliantly. Hard not to feel the energy!!

Page-23



Union Bank of India
DDB Mudra Group

Reasons for choosing -
Awesome use of celebrities by not using them!! Almost a Zen way of doing things. And the entire tonality of the communication is in sync with Union Bank of India's values. Superb!

Page-37



Ariel
Saatchi & Saatchi

Reasons for choosing -
Touches as a nice insight that with some of the most important occasions in our lives, clothes have a connect. And the ad renders it beautifully!

Page-136



Top 5 choices

Shripad Kulkarni

Chief Executive Officer, Percept Media

An excellent initiative which can probably be taken to a higher plane and level to address the serious concern of lack of support to print from 'creatives' in a more holistic manner.



**Indus Pride
DDB Mudra Group**

Reasons for choosing -
The layout is a natural extension of the creative idea that India has a taste for finer things in life and seamlessly meshes in the copy.

Page-34



**Chingles
Dentsu**

The campaign I thought, connects with the 'screenagers' with a 'new age media' like a rendition of the 'aaj lee kya' idea.

Page-47



**Tata Docomo
Draftfcb + Ulka**

Reasons for choosing -
A very simple yet classical depiction of prayer service where just the picture says it all!

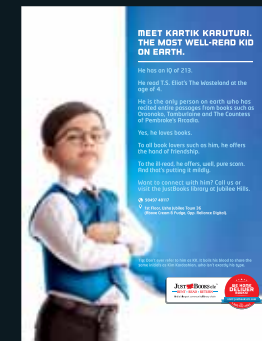
Page-54



**Ariel
Saatchi & Saatchi**

Reasons for choosing -
For the FMCG category, print needs to be relevant and interactive. And this is a superb rendition correctly complementing TV while using print strength.

Page-136



**Just Books
Scarecrow**

Reasons for choosing -
An engaging and action oriented piece of work which demonstrates and uses the strong points of print.

Page-154

Print Work at

Dainik Bhaskar Group

44.2 MILLION INDIANS READ US. EVERY DAY EVERY MINUTE MANY MORE EXPERIENCE US.

It's not just our readership that makes us India's largest newspaper. It is the number of lives we have impacted. From carrying out social audits of projects to conducting comprehensive surveys to customize our content. From empowering women to encouraging thousands to save water. From protecting endangered birds to planting trees. The Dainik Bhaskar Group is at the forefront of carving the path to economic and social empowerment.



Source: IRS 2013, Q3



Dainik Bhaskar Group - India's Largest Newspaper Group.
13 States | 65 Editions | 4 Languages



दैनिक भास्कर | दिव्य भास्कर | दिव्य मराठी | बिज़नेस भास्कर | DNA | dainikbhaskar.com

- Agency: Dentsu Communications Pvt. Ltd.
- Brand: Dainik Bhaskar Group

Credits: Team Dentsu Communications Pvt. Ltd.

READ IN FOUR LANGUAGES. EMPOWERING CRORES OF INFORMED CHOICES.

Intensive research, Journalistic foresight. A range of perspectives. The Dainik Bhaskar Group leaves no stone unturned when it comes to providing its readers with an unparalleled width of information. The Dainik Bhaskar Group provides content that empowers its readers to always make right and informed decisions.



Dainik Bhaskar Group - India's Largest Newspaper Group.
13 States | 65 Editions | 4 Languages

Dainik Bhaskar GROUP

दैनिक भास्कर | दिव्य भास्कर | दिव्य मराठी | बिज़नेस भास्कर | DNA | dainikbhaskar.com

REACHING ACROSS 13 STATES TODAY. IMPACTING LAKHS OF THOUGHT LEADERS OF TOMORROW.

The Dainik Bhaskar Group believes in providing the right inputs to young and fertile minds to help them script the future of our nation. From innovative scholarship programmes to creative platforms to explore and enrich their knowledge, creativity and talent, the Dainik Bhaskar Group encourages the young scholars of today to exponentially boost the progress of our tomorrow.



Dainik Bhaskar Group - India's Largest Newspaper Group.
13 States | 65 Editions | 4 Languages

Dainik Bhaskar GROUP

दैनिक भास्कर | दिव्य भास्कर | दिव्य मराठी | बिज़नेस भास्कर | DNA | dainikbhaskar.com

Agency: Soho Square Advertising and Marketing Communications Pvt. Ltd

Brand: Dainik Bhaskar Group

Creative: Anuraag Khandelwal, Satish deSa, Manoj Bhagat and Adarsha Deshbhratar

Management: Samrat Bedi

द्वार खुलते हैं या नहीं? यह जानने को उतावला है अमेरिका

हरेक की नजर टिकी है भारत की अगली चाल पर। कुछ चिंतित हैं, खास नीतियों पर भारत की दुविधापूर्ण स्थिति से, तो कुछ भयभीत हैं, हमारे द्वारा प्रकट औद्योगिक इरादों से। कुछ भरोसे और उम्मीद के साथ इंतजार करते हैं, तो कुछ प्रेरणादायी के रूप में हम पर गौर करते हैं। ...और दैनिक भास्कर ऐसा विश्वसनीय स्रोत है, जिसमें आप ये सब पढ़ सकते हैं।

इसमें आपको मिलेगा, वैश्विक दृष्टिकोण से स्थानीय स्तर पर असरदार निष्पक्ष अंतर्दृष्टि और गहराई से किया गया विश्लेषण। आपके साथ, पूरी दुनिया की आंखें इस समय भारत पर गड़ी हैं...


दैनिक भास्कर

भारत का बजट
2013

दुनिया देख रही है


Dainik Bhaskar
GROUP


दिव्य लास्य


दिव्य मराठी


बिज़नेस भास्कर


DNA
DAILY NEWS & ANALYSIS


94.3
MY FM

dainikbhaskar.com

Headline

Open doors, or not? America is keen to know.

Body Copy

Everybody has an eye on India's next move. Some look on anxiously as India dithers on certain policies, while others look on with dread as we reveal our industrial intent. Some wait with hope & optimism, while a few even look to us for inspiration. And Dainik Bhaskar is one trusted source where you can read it all.

Get unbiased insights and in-depth analyses, of the local impact from a global perspective. The world has its eyes glued on India, along with you.

Headline

China is watching our industrial intension with interest and dread.

Body Copy

Everybody has an eye on India's next move. Some look on anxiously as India dithers on certain policies, while others look on with dread as we reveal our industrial intent. Some wait with hope & optimism, while a few even look to us for inspiration. And Dainik Bhaskar is one trusted source where you can read it all.

Get unbiased insights and in-depth analyses, of the local impact from a global perspective. The world has its eyes glued on India, along with you.

भारत के औद्योगिक इरादों पर है चीन की तीखी नज़र

हरेक की नजर टिकी है भारत की अगली चाल पर। कुछ चिंतित हैं, खास नीतियों पर भारत की दुविधापूर्ण स्थिति से, तो कुछ भयभीत हैं, हमारे द्वारा प्रकट औद्योगिक इरादों से। कुछ भरोसे और उम्मीद के साथ इंतजार करते हैं, तो कुछ प्रेरणादायी के रूप में हम पर गौर करते हैं। ...और दैनिक भास्कर ऐसा विश्वसनीय स्रोत है, जिसमें आप ये सब पढ़ सकते हैं।

इसमें आपको मिलेगा, वैश्विक दृष्टिकोण से स्थानीय स्तर पर असरदार निष्पक्ष अंतर्दृष्टि और गहराई से किया गया विश्लेषण। आपके साथ, पूरी दुनिया की आंखें इस समय भारत पर गड़ी हैं...


दैनिक भास्कर

भारत का बजट
2013

दुनिया देख रही है


Dainik Bhaskar
GROUP


दिव्य लास्य


दिव्य मराठी


बिज़नेस भास्कर

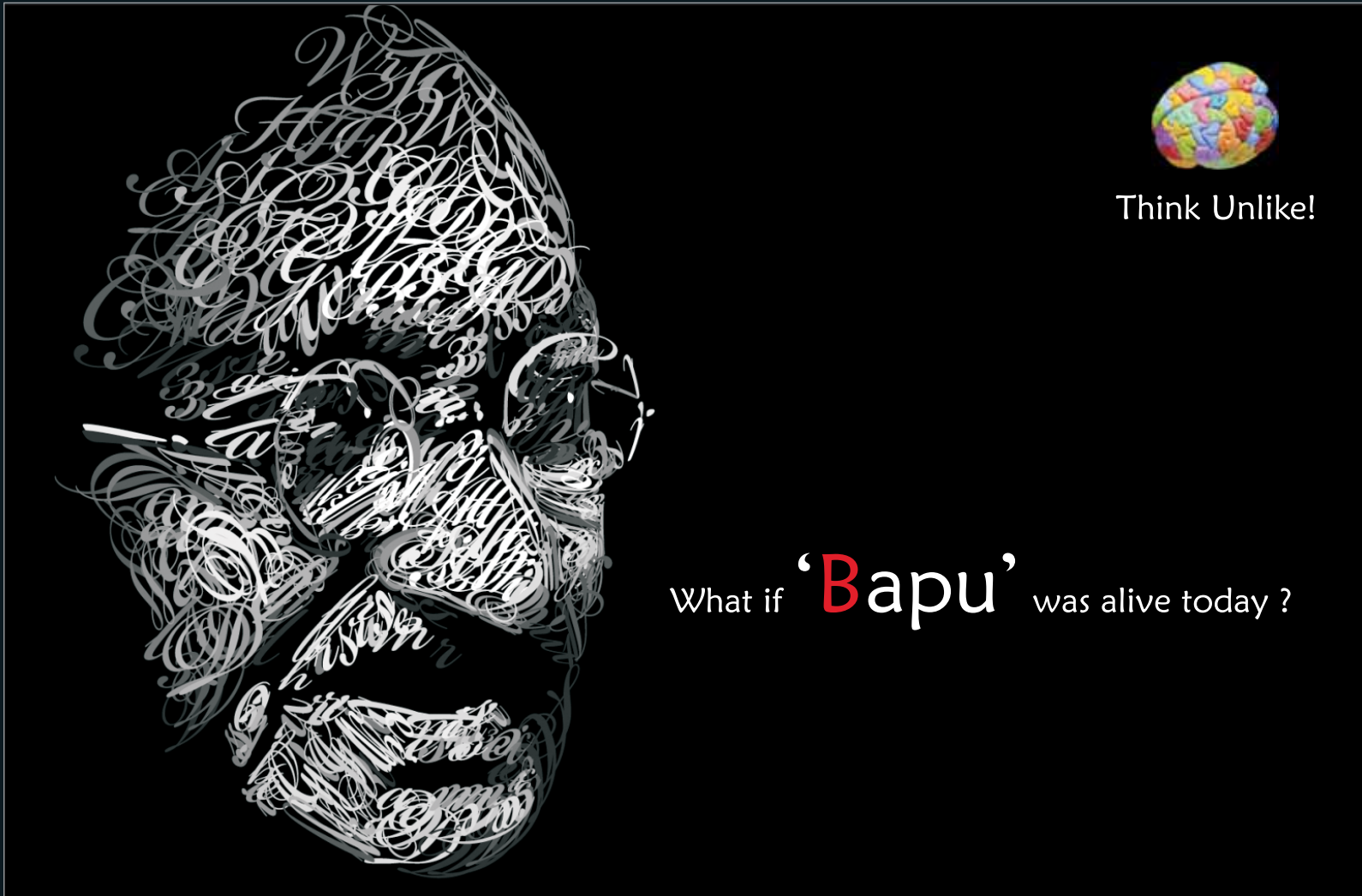

DNA


94.3
MY FM

dainikbhaskar.com

Agency: Dainik Bhaskar Studio
 Brand: Dainik Bhaskar Group

Credit: Team Dainik Bhaskar Studio



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What if 'Bapu' was alive today ?



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The quest for wonder kids!

VS

Battle Of Brains

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to know more, must read tomorrow's

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असूत खुनिया	Experientia the fact!	हनाएं अपने नियम
Visualize the Unseen!	सफर रोगों से भरा	Be UnEven !

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Agency: OrageComm

Creative: Amit K., Ashish Basya and Firoz Shaikh

Brand: Dainik Bhaskar Group

Management: Chayan Rahatekar

दैनिक भास्कर
समूह

गर्म कपड़ों का तोहफा
किसी को ज़िन्दगी
दे सकता है

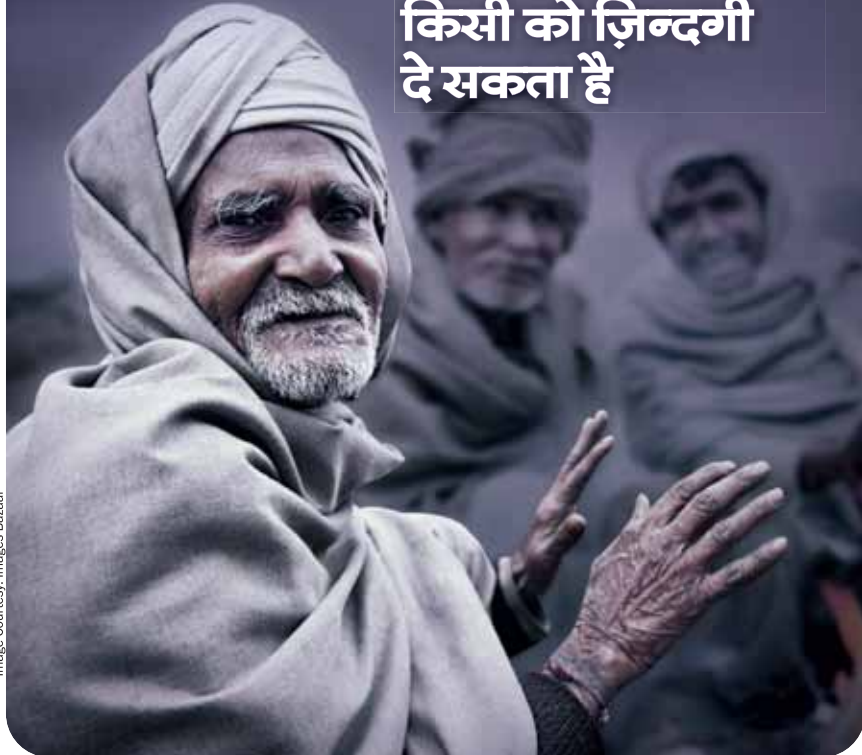


Image Courtesy: Images Bazaar

दैनिक भास्कर
देने का सुख
वस्त्रदान

कड़ाके की सर्दियों में ठिठुरते शरीर पर गर्म कपड़े जीवन का वरदान बन सकते हैं और ठिठुरती ज़िन्दगियों में भर सकते हैं खुशियों की मुस्कान। आपके द्वारा दिए गए वस्त्र पहुंचेंगे उन लोगों के द्वार जिन्हें है इसकी दरकार।

दैनिक भास्कर द्वारा वस्त्रदान के विशेष कलेक्शन काउंटर लगाए गए हैं, जहाँ आप गर्म कपड़े जैसे स्वेटर, शॉल, दरताने, कंबल आदि दान कर सकते हैं।

इस अभियान में शामिल होने एवं अधिक जानकारी के लिए संपर्क करें:
88782 97597

thinkorange.in

दैनिक भास्कर
समूह

कंपकपाते होठों को दीजिए
गर्माहट की मुस्कान



Image Courtesy: Images Bazaar

दैनिक भास्कर
देने का सुख
वस्त्रदान

कड़ाके की सर्दियों में ठिठुरते शरीर पर गर्म कपड़े जीवन का वरदान बन सकते हैं और ठिठुरती ज़िन्दगियों में भर सकते हैं खुशियों की मुस्कान। आपके द्वारा दिए गए वस्त्र पहुंचेंगे उन लोगों के द्वार जिन्हें है इसकी दरकार।

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88782 97597

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दैनिक भास्कर हिंदी भास्कर दिव्य मराठी बिज़नेस भास्कर PNA दैनिक भास्कर काउन्डेशन
India's Largest Newspaper Group | 13 States | 65 Editions | 4 Languages

दैनिक भास्कर हिंदी भास्कर दिव्य मराठी बिज़नेस भास्कर PNA दैनिक भास्कर काउन्डेशन
India's Largest Newspaper Group | 13 States | 65 Editions | 4 Languages

English Copy

Headline:

A gift of warm clothes can give a warm life to someone

Body Copy:

Under severe cold conditions giving warmth to shivering bodies is like giving happiness to those shivering lives. All the clothes contributed by you will be distributed among people who really need it.

Dainik Bhaskar has set up various collection counters wherein you can contribute clothes, warm clothes, shawls, blankets, etc. For more information please contact: 88782 97597

आज मनेगी सार्थक दीपावली



आइए, अंधेरे घरों को भी रोशन करें

आज दीपावली पर खुशियां मनाने के साथ उन्हें बांटने के लिए भी बढ़ाएं हाथ। अपने घरों के साथ उन दो-चार घरों को भी रोशन करें जहां अंधेरा हो। मिठाई, फल, नए कपड़े, पटाखे आदि देकर ऐसे घरों में भी फैलाएं रोशनी।

आपकी संवेदनशीलता आज दीयों के रूप में हजारों घरों को रोशन करेगी। आपके सुविचारों की मिठास आज कई जिंदगियों में चुलेगी और आपके प्रयासों से आज कई चेहरों पर मुस्कानों की फुलझड़ियां बिखरेंगी।

शुभ सार्थक दीपावली
आपके और हमारे प्रयासों की

Agency: OrangeComm
Brand: Dainik Bhaskar Group

Creative: Amit K., Ashish Basya and Firoz Shaikh

Management: Chayan Rahatekar

English Copy

Headline:

This Diwali lets light some faces with happiness

Body Copy:

This Diwali in addition to enjoying happiness lets lend a helping hand to share happiness. In addition to our homes let's light some houses that are doomed in darkness and share light of happiness with them. Let's share sweets, clothes, crackers, etc. with them and make their Diwali auspicious.

Your efforts and contribution will give light to several homes. Your goodwill for others will mix as sweetness in many lives. It is through your efforts, smiles will spread over many faces.

Happy & Prosperous Sarthak Diwali of your and our efforts.

English Copy

Headline:

This Diwali lets light some faces with happiness

Body Copy:

This Diwali in addition to enjoying happiness lets lend a helping hand to share happiness. In addition to our homes let's light some houses that are doomed in darkness and share light of happiness with them. Let's share sweets, clothes, crackers, etc. with them and make their Diwali auspicious.

Let's celebrate Sarthak Diwali.

इस दीपावली
आइए करें कुछ चेहरे रोशन

इस दीपावली खुशियां मनाने के साथ उन्हें बांटने के लिए भी बढ़ाएं हाथ। अपने घरों के साथ उन दो-चार घरों को भी रोशन करें जहां अंधेरा हो। मिठाई, फल, नए कपड़े, पटाखे आदि देकर ऐसे घरों में भी फैलाएं रोशनी। आइए, हम मनाएं सार्थक दीपावली।

आइए, अंधेरे घरों को भी रोशन करें

इस दीपावली
आइए करें कुछ चेहरे रोशन

इस दीपावली खुशियां मनाने के साथ उन्हें बांटने के लिए भी बढ़ाएं हाथ। अपने घरों के साथ उन दो-चार घरों को भी रोशन करें जहां अंधेरा हो। मिठाई, फल, नए कपड़े, पटाखे आदि देकर ऐसे घरों में भी फैलाएं रोशनी। आइए, हम मनाएं सार्थक दीपावली।

आइए, अंधेरे घरों को भी रोशन करें



Eplilogue

The term MOSAIC conjures a cohesive image made up of diverse elements. It is the culmination of individual thoughts and ideas that are brought together to reflect a vibrant pattern. MOSAIC 2012 is one such pattern of the Best in Print in India. An indelible impression of excellence in Print advertising in India.

Evolving from the first edition in 2011, MOSAIC 2012 features many more brands and agencies. afaqs! has been our link and connect with the creative fraternity. The Marketing team at Dainik Bhaskar Group and afaqs! have left no stone unturned to make this truly a collector's edition.

Participation in Mosaic has been by invitation only, from agencies with known creative capabilities and those that had made last year's grade for their Print work. A screening committee checked for consistency in quality of the final collection. This means we had to drop a few of the entries and showcase some additional work.

The compendium of MOSAIC 2012 has a total of 31 Agencies with 121 campaigns across 106 brands. 3 of the agencies featured last year are not part of this edition. 2 of them missed the deadline and 1 agency withdrew as they found no work suitable to include in this edition. As a special case, DDB Mudra features with 12 camapigns whereas in general we have stuck to a limit of 5 campaigns per agency.

We believe MOSAIC 2012 is just a trailer and fair enough representation of print work in India. Your suggestions and feedback will add to make it better year after year. Please do write to us at mosaic@dainikbhaskargroup.com . Picture abhi Baki hai Dost.

Regards

Sanjeev Kotnala

Vice President - Dainik Bhaskar Group

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