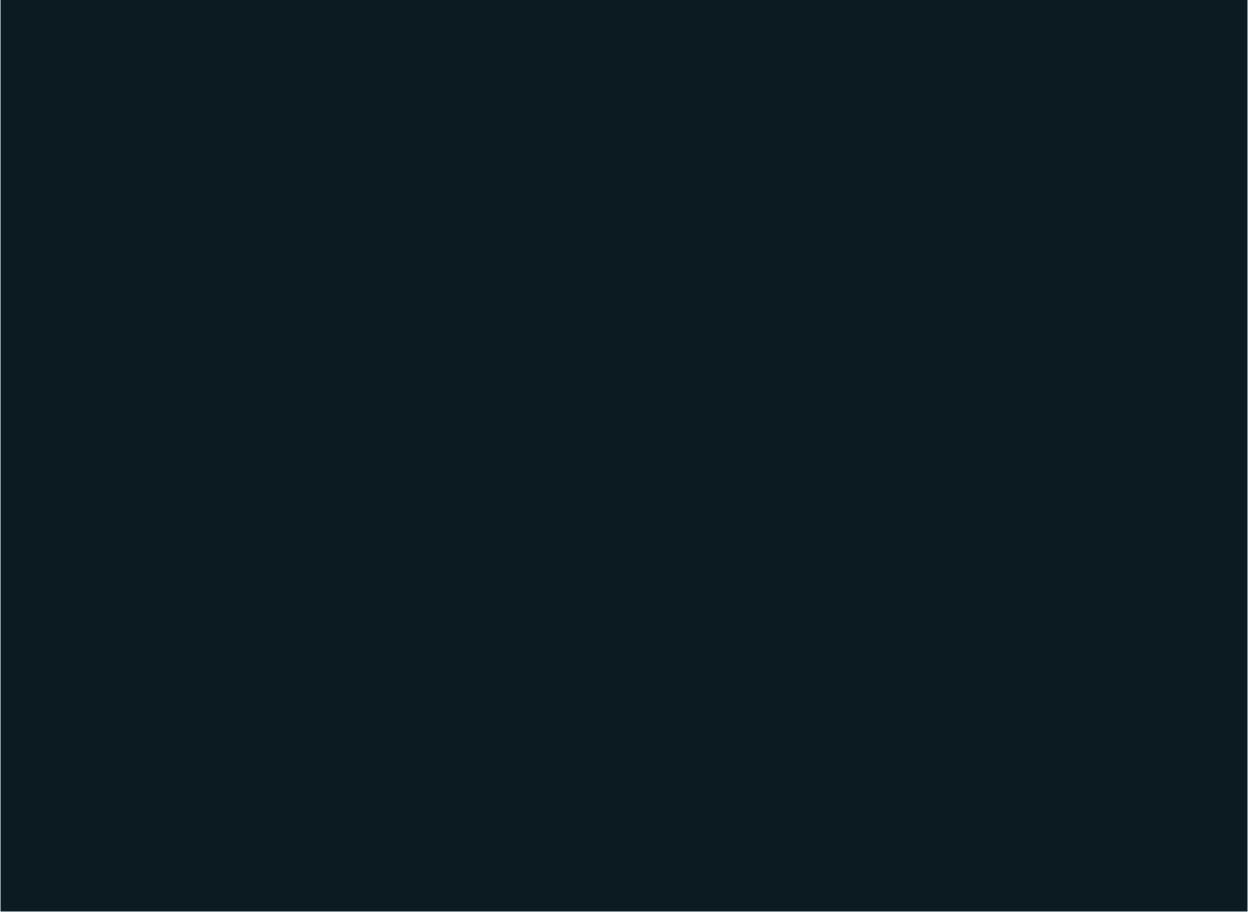


# MOSAIC India's Best in Print 2012







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

Project team

Sanjeev Kotnala Neha Mavani Gauri Sashittal

Facilitated by

afaqs!

Supported by

acb & ABP News

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Ravi Bajpai

Printed by

M P Printers (D. B. Corp Ltd.), Noida

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MOSAIC®



'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

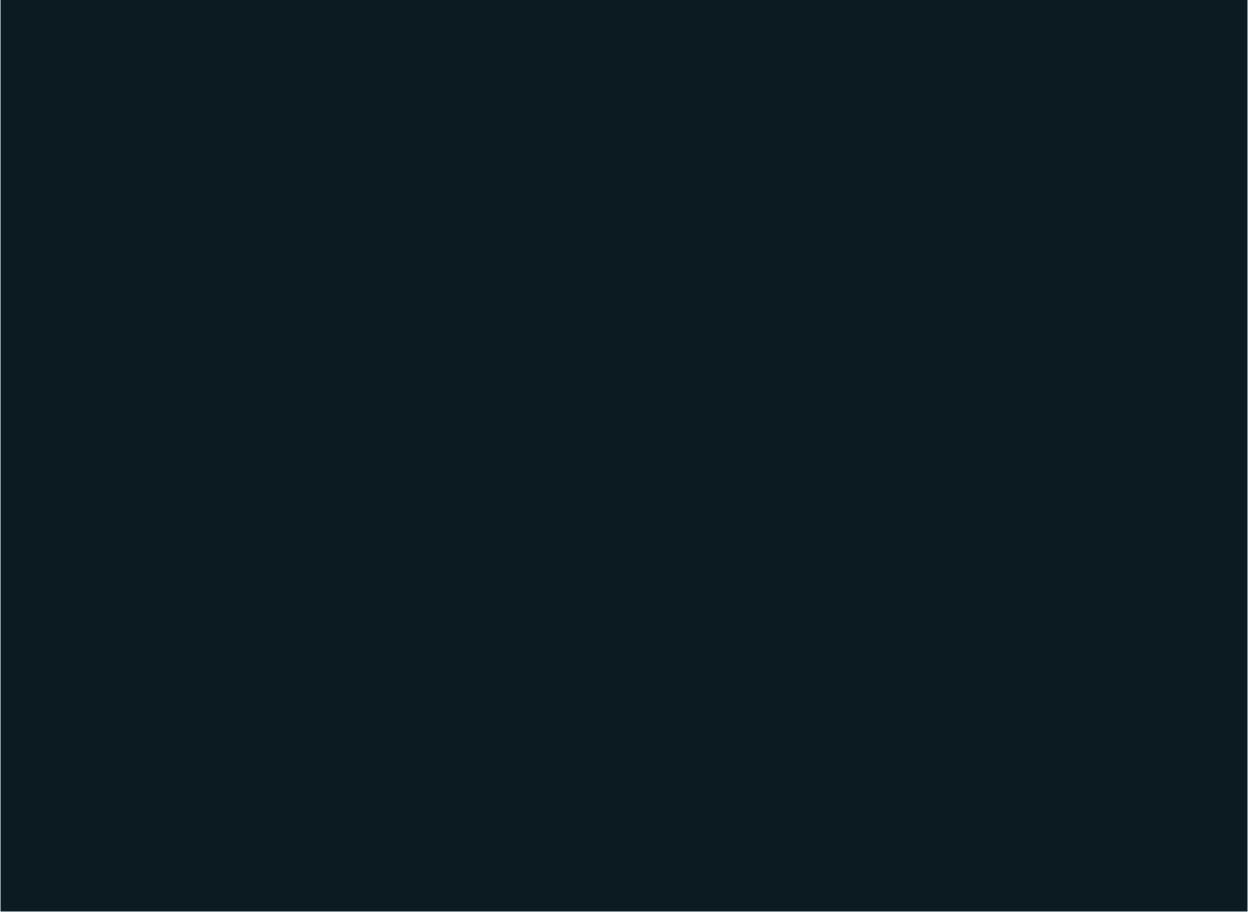
Doing something for the first time is always the most challenging in any corporate initiative, but when we considered launching MOSAIC 2011: compendium of 'BEST IN PRINT' last year, we were quite sure that it was just the right time for it. The response has certainly validated our belief. Not only have 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 Creative: Souvik Misra, Arjun Mukherjee, Nabendu Saha and Rupamanjari Mitra

■ Brand: ABP Ananda Management: Abeer Chakravarty, Soumya Chowdhury and Rajashree Sarkar

#### Interpretation of the Ad

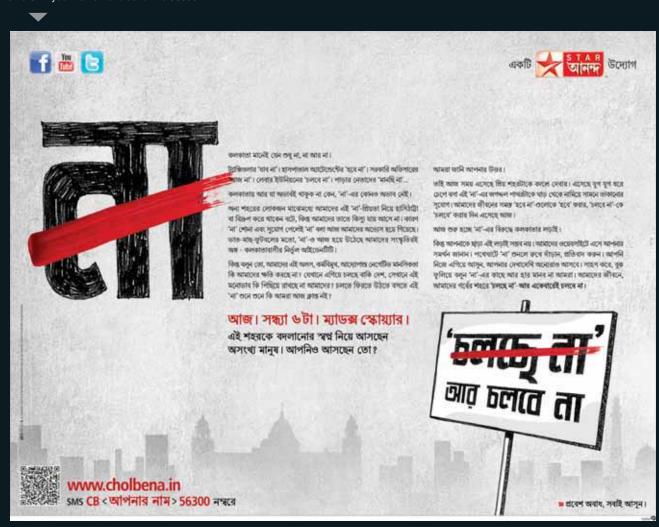
The city wakes up to a pledge in the press ad, with NO scratched out

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

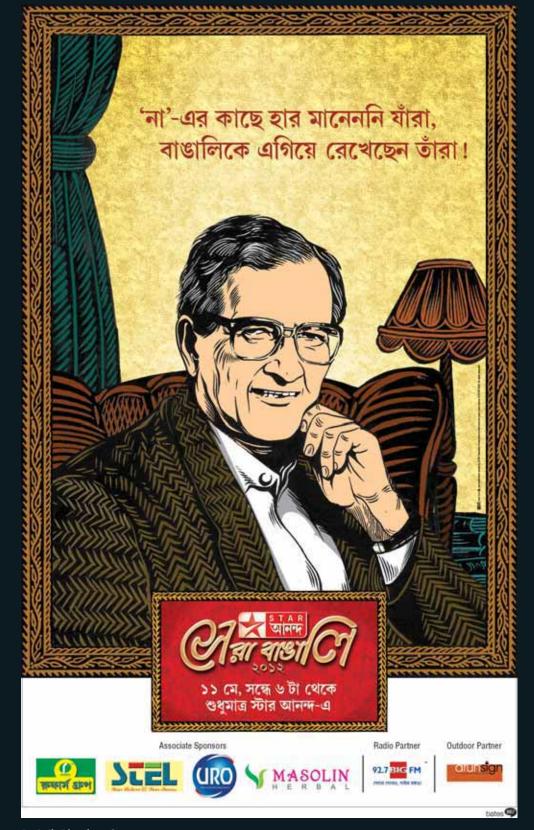
Can't happen won't happen anymore
Sure you too are tired listening to won't go from taxi drivers in the night in Kolkata
Come let's change this culture of unnecessary 'No' in Kolkata
Take a pledge at www.cholbena.in
sms CB <your name> and send it to 56300





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



Agency: Bates AsiaBrand: ABP Ananda

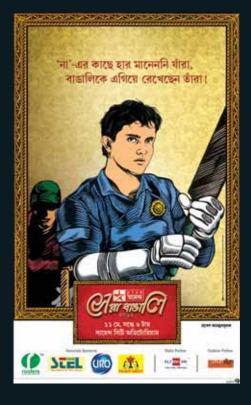
Creative: Souvik Misra, Arjun Mukherjee,

Nabendu Saha and Rupamanjari Mitra

Management: Abeer Chakravarty, Soumya Chowdhury and

Rajashree Sarkar





#### **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 Creative:

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

■ Brand: ABP Ananda

Management: Abeer Chakravarty, Soumya Chowdhury and Rajashree Sarkar







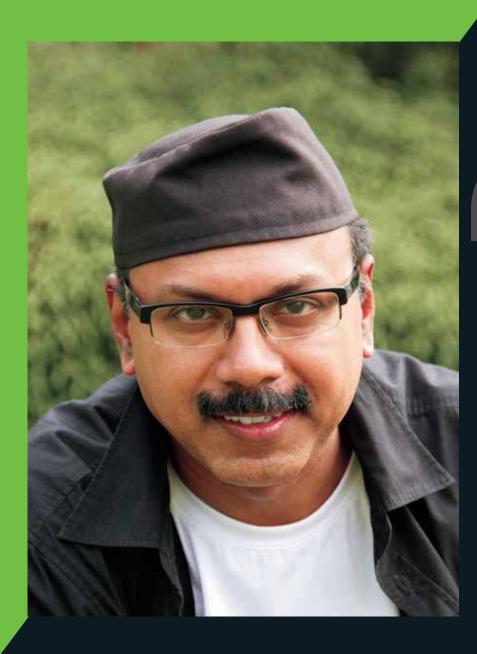
#### **English Copy**

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 Hippie**

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.

BBDO India Agency:

DHL ■ Brand:

Josy Paul, Rajdeepak Das, Sandeep Sawant, Vikrant Yadav, Arun Viswanath, Jayakumar and Twinson Cheung (Imagerom)

Management: Prashant Solomon





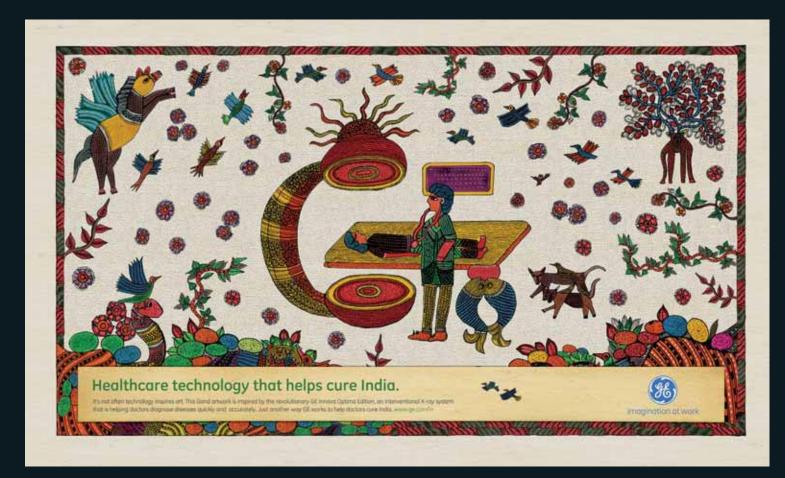
Agency: BBDO India

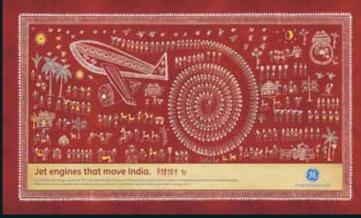
Creative: Josy Paul, Sandipan Bhattacharyya, Bharat Khare and Arjuna Gaur

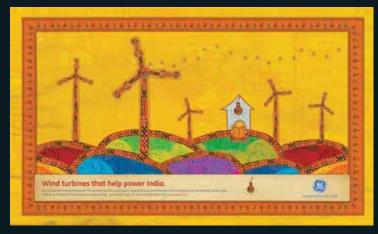
■ Brand:

GE

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 DLY 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.



Dainik Bhaskar Group

■ Agency: BBDO India

Creative: Josy Paul, Rajdeepak Das, Sandeep Sawant and Yohan Daver

■ Brand: White Collar Hippie

Management: Keegan D'mello





How To Make A Nuclear Reactor At Home

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

Anton Erhenzweig

### 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

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.

# **BBH India**

#### **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

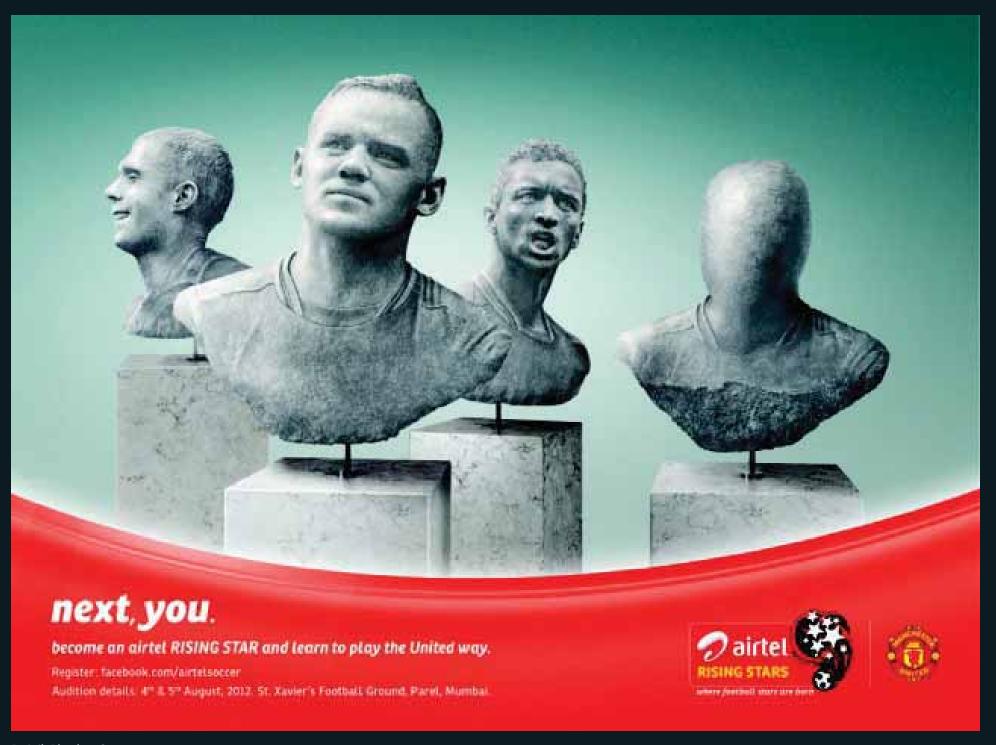


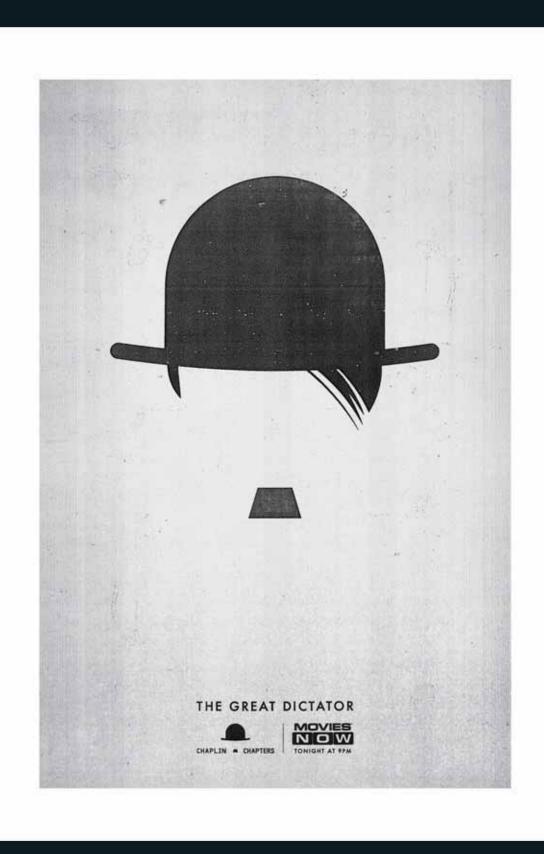


■ Agency: BBH India

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

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



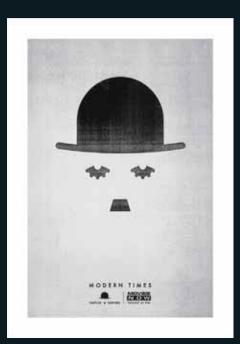


■ Agency: BBH India

■ Brand: Movies Now

Creative: Russell Barrett, Ajmal Giyasoddin Mohammad and Rajshekar Patil

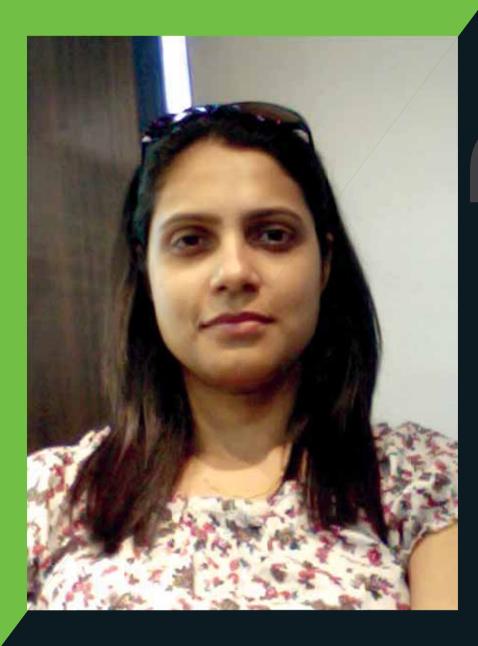
Management: Russell Barrett, Partha Sinha, Subhash Kamath, Yousuf Rangoonwala, Abhishek Razdan, Anirban Mukherjee, Nafisa Alvares and Vishal Wadhwani







# **Beehive Communications**



#### **Shyamashree D'Mello**

#### **Centuary Mattresses**

Having enjoyed over two decades of consumer loyalty and systematically working towards creating a distinct advantage for its products, Centuary 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





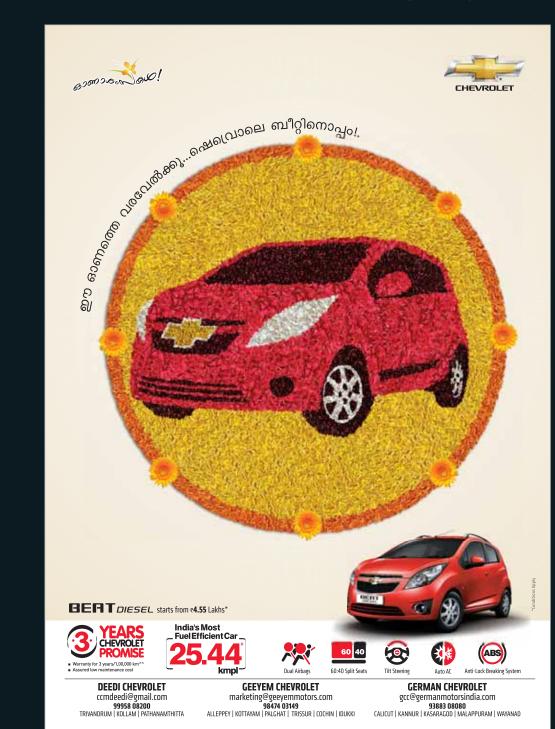


■ Agency: Beehive Communications

■ Brand: Chevrolet

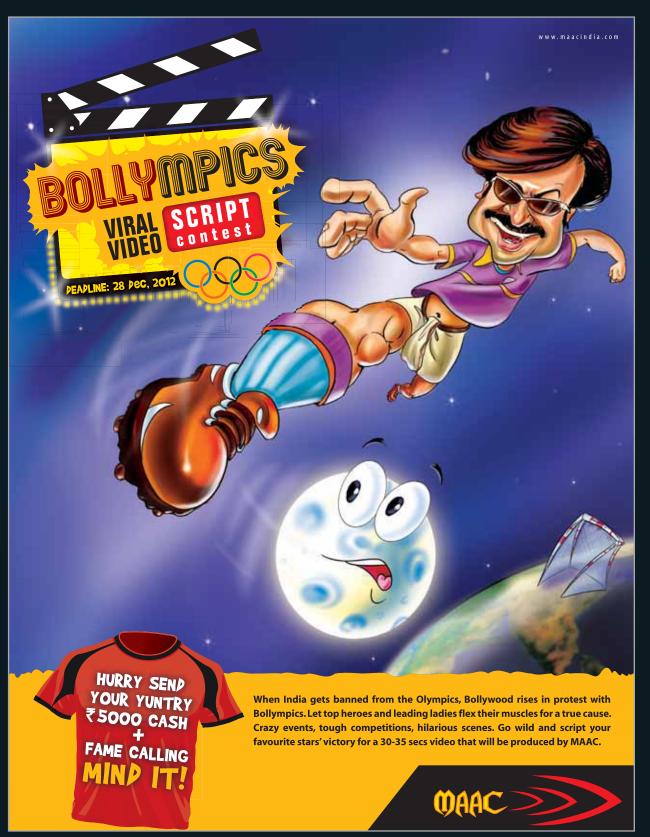
Creative: Vijayan Jacob, Jaleel PC and Rahul

Management: Terry Joev and Thriloch KM



**English Copy** 

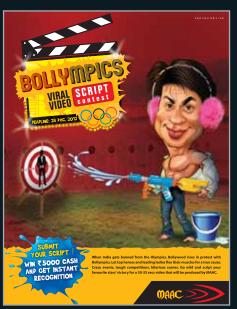
Bring home the Chevrolet Beat this Onam!

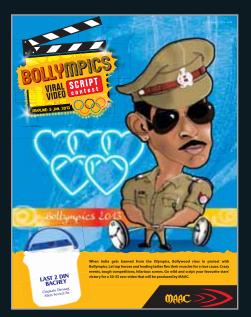


■ Agency: Beehive Communications

■ 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".

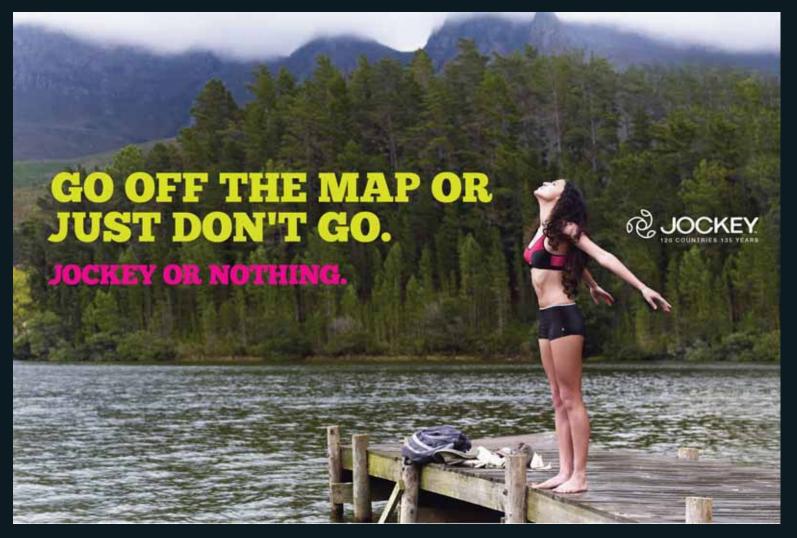


**Contract Advertising** Agency:

Jockey ■ Brand:

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

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.





Agency: Creativeland Asia

■ Brand: Cafe Coffee Day

Credit: Team Creativeland Asia

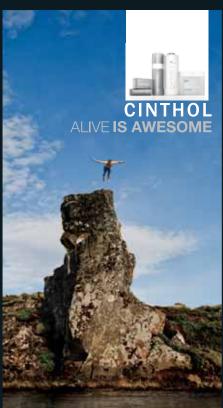
Dainik Bhaskar Group

■ Agency: Creativeland Asia

■ Brand: Cinthol Credit: Team 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.





Figain de rejun

Vaginal tightening & rejuvenating gel. Now in India.



Modern serive 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 material 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 ago groups, from puberry to post menopause. This unique product is suitable for anyone who wants improved vaginal toning and clasticity. It is made from an amazing combination of natural ingredients like extracts of woodfordia floriburula, centella asiatica, punica granatum, almood, vitamin e, aloe vera & gold. Renowned Gynaecologist Dr. R.M. Saraogi 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 stry 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 threfluing & trade enquires please call on 022 27/02736 / 022 27/03/04 / 022 27/04445

■ Agency: Curry Nation

■ Brand: 18 Again

Creative: Priti Nair, Darshan Choudhari, Vaibhav Rane and Satish Bansode

Management: Nagessh Pannaswami and Cedric D'Souza





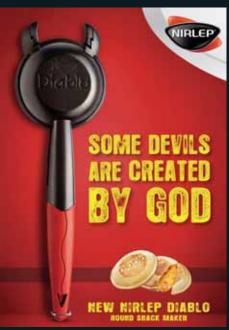
■ Agency: Curry Nation

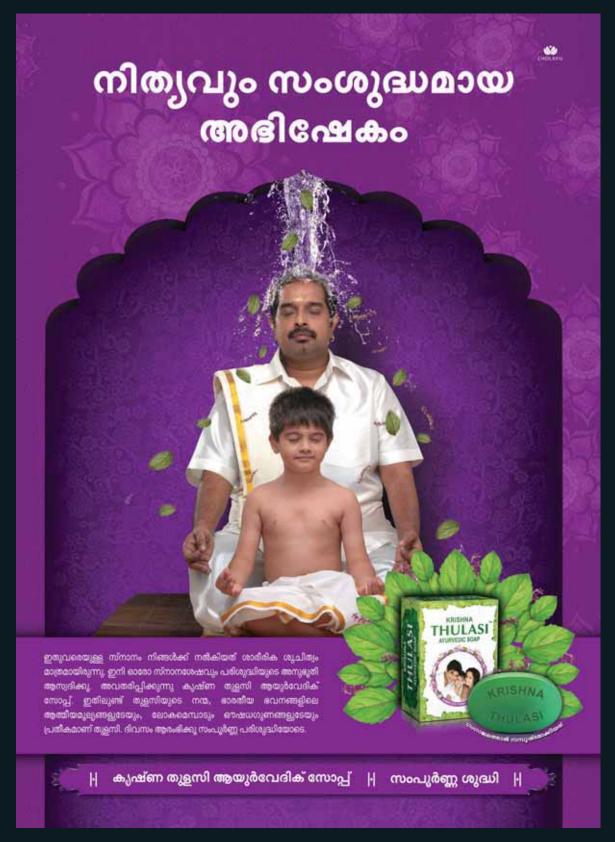
Creative: Priti Nair, Anoop Konath and Saiprasad Nandgiri

■ Brand: Nirlep Diablo

Management: Nagessh Pannaswami and Ankul Singh







28

■ Agency: Curry Nation

■ Brand: Krishna Thulasi

Creative: Priti Nair, Anoop Konath and Saiprasad Nandgiri

Management: Nagessh 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.

Dainik Bhaskar Group

# **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**

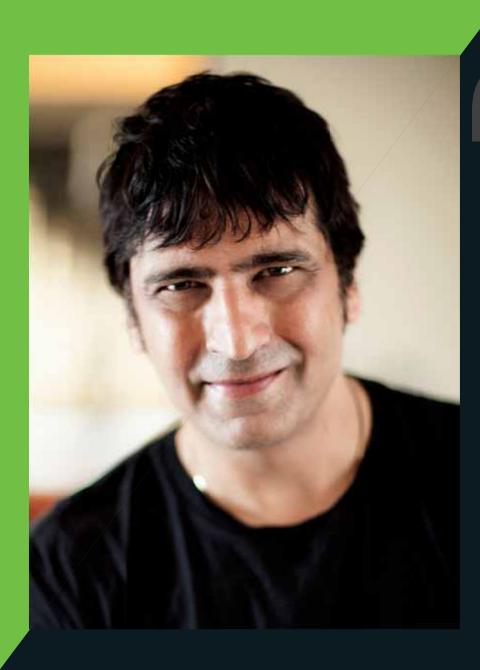
India's got taste

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.

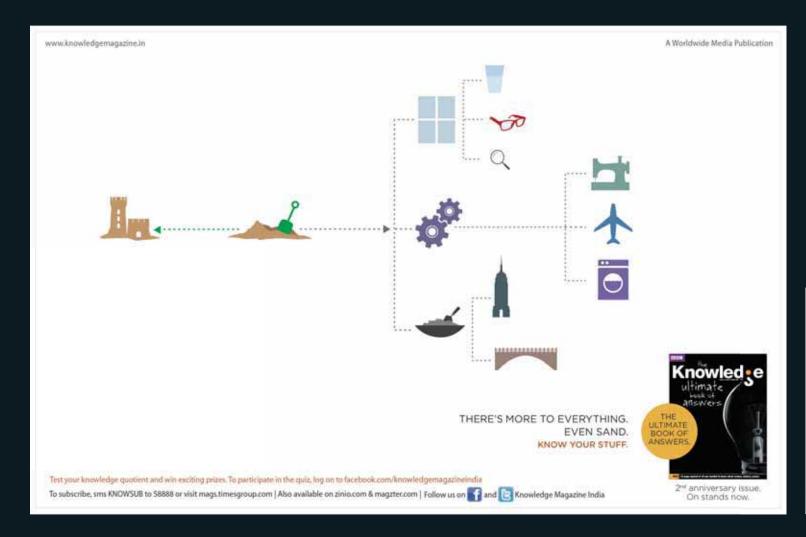
Accordingly, the campaign executions for the magazine inspired, provoked and enlightened would-be travellers to 'Travel well.'

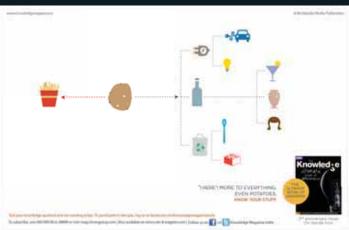


■ Agency: DDB Mudra Group

■ Brand: BBC

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





■ Agency: DDB Mudra Group

■ Brand: BenQ

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

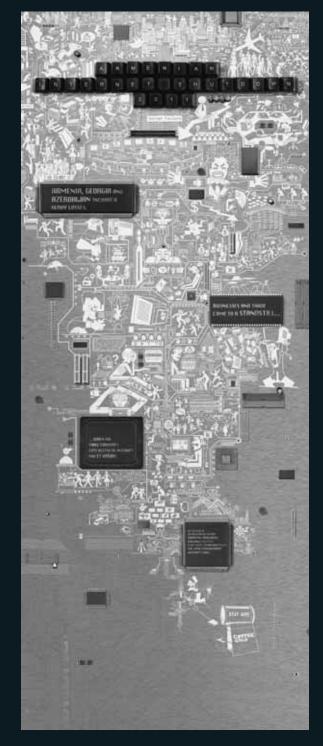






- Agency: DDB Mudra Group
- Brand: Coffee Gold

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







■ Agency: DDB Mudra Group

■ Brand: Electrolux Creative: Vinayak Gaikwad

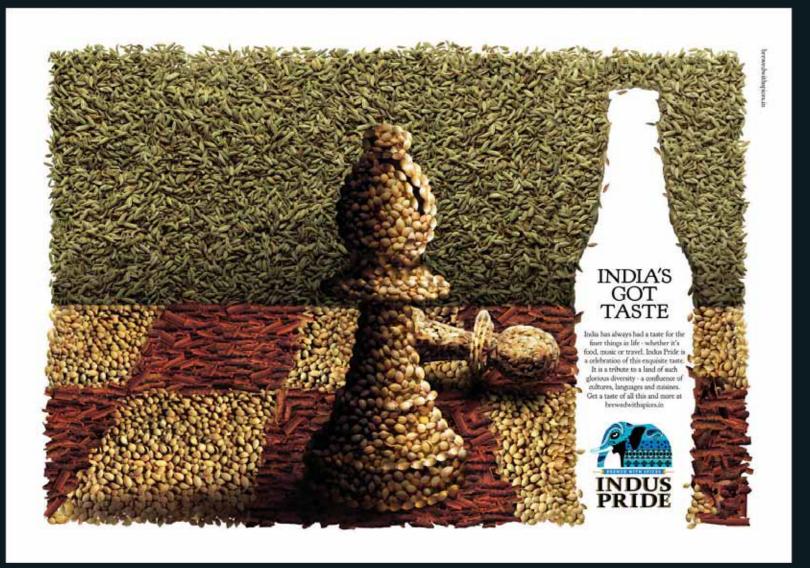




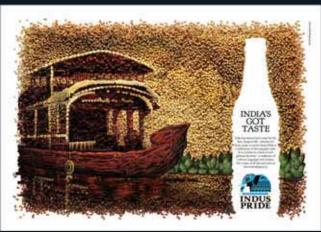


- Agency: DDB Mudra Group
- Brand: Indus Pride

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







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.



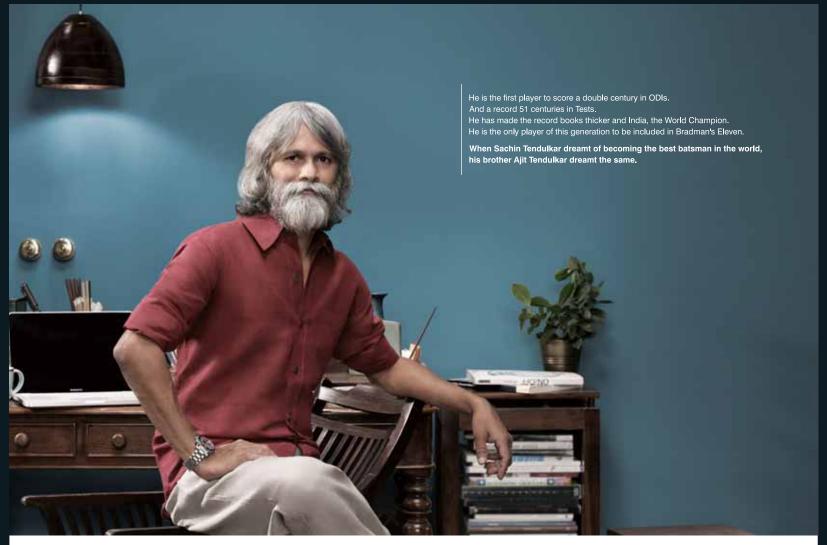




■ Agency: DDB Mudra Group

■ 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.









Your dreams are not yours alone

**DDB Mudra Group** Agency:

Volkswagen ■ Brand:

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.

## 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.





Standard on the Volkswagen Passat.

Terms and conditions apply. Let's make file safe by obeying maffic rules.

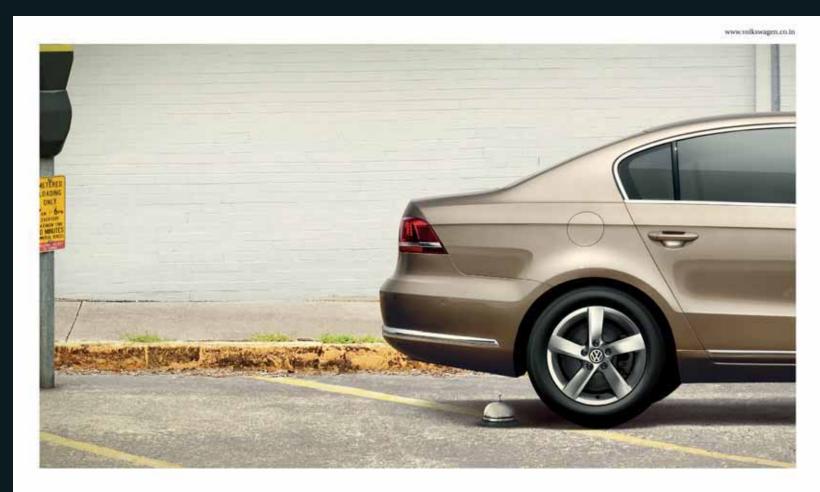
Volkswagen. Das Auto.

- 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

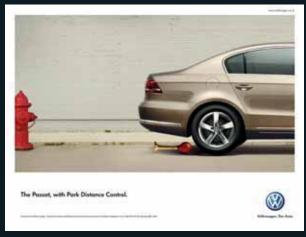
Every Volkswagen Passat is equipped with Park Distance Control; innovative technology that gives out an audible warning if the car approaches an obstacle while reversing. To communicate the same, we used common objects that produce noise and are kept right under the rear wheel. So if the Passat were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



The Passat, with Park Distance Control.

Terms and conditions apply. Accesseries shown and frutures mentioned may not be part of standard equipment. Let's make life safe by obeying traffic rubs.





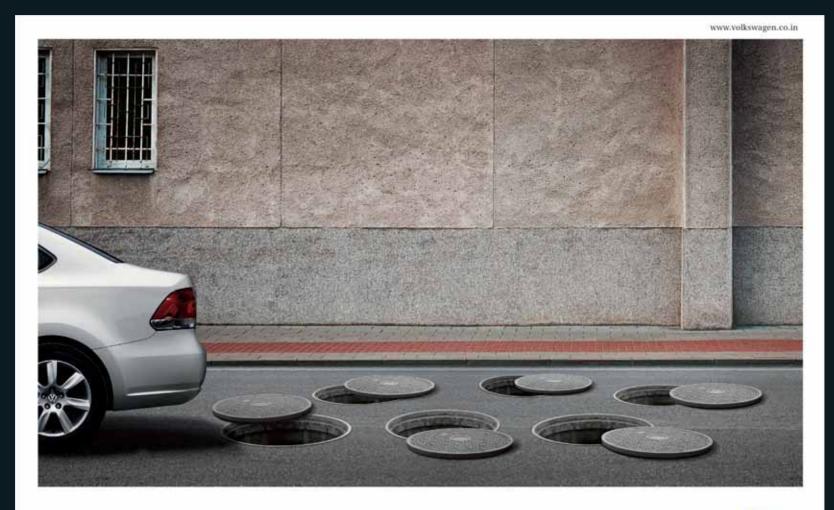


■ Agency: DDB Mudra Group

■ 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.



# No more guessing. The Vento with Rear View Camera.

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

Volkswagen, Das Auto.

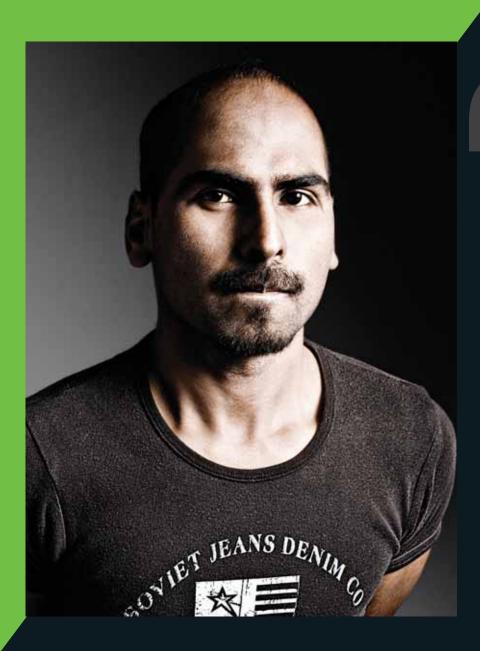
Special offers for doctors, select corporates, CSD and government employees. Terms and conditions apply, Accessories shown and features mentioned may not be part of standard equipment. Please visit your nextest authorised Volkswagen dealer for further details. Let's make life safe by obeying traffic rules.



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 eq. 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.

■ Brand: Canon Management: Harjot Singh Na

Creative: Titus Upputuru, Abhinav Karwal and Sumit Vashisth

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





Freative:

Titus Upputuru, Jitendra Kaushik, Vishal Mittal, Aneesh Ayyappan and Himanshu Sharma

■ Brand: Canon

Management: Harjot Singh Narang, Sunita Prakash, Sambit Burman and Nihar Khemani



MRP: Rs 8,195/- per unit Best Buy: Rs 7,615/- per unit

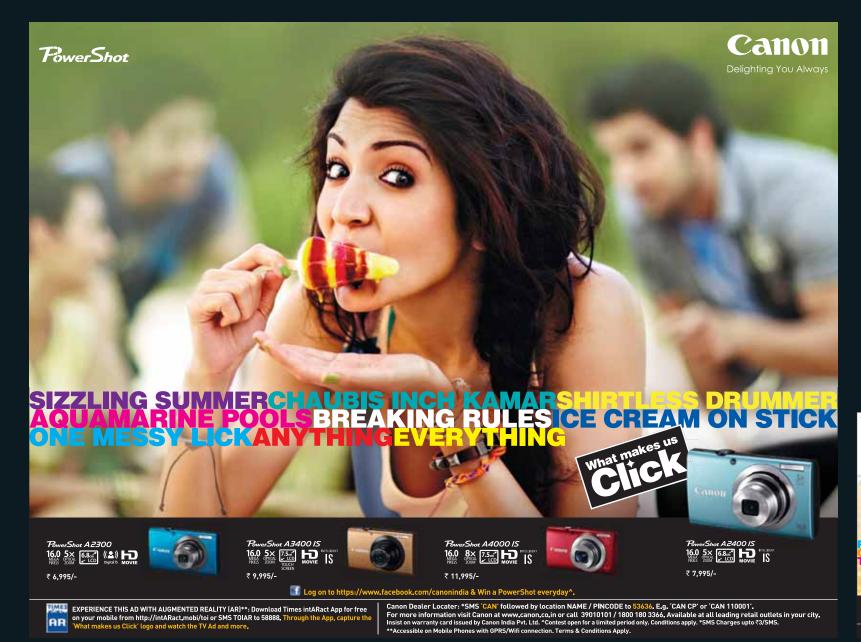


MRP: Rs 6,595/- per unit Best Buy: Rs 5,185/- per unit MRP: Rs 3,595/- per unit Best Buy: Rs 3,360/- per unit

Creative: Soumitra Karnik, Abhinav Karwal and Sanjay Chakravorty

■ Brand: Canon

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





Brand: Chingles

Creative: Titus Upputuru, Abhinav Karwal, Anish Nath and Sumit Vashisht

Management: Sunita Prakash and Dhruv Lavania









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









# **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

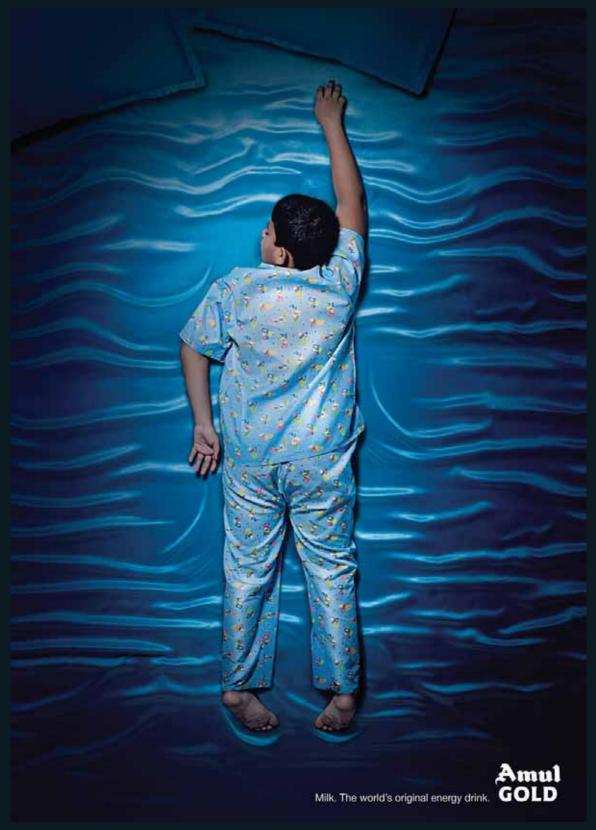
# Tata Docomo (Sex Ed)

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



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





■ Brand: Amul Gold

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

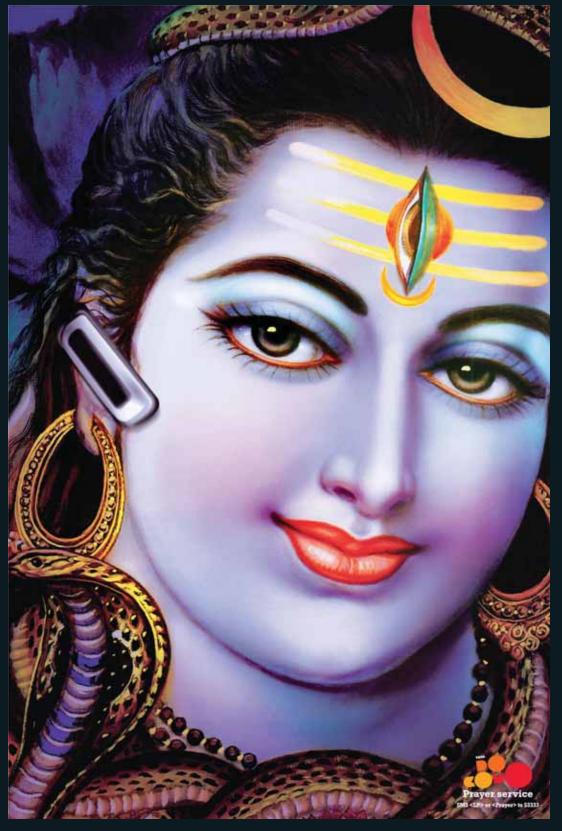
■ Brand: Anne French Creative: K.S. Chakravarthy, Haresh Moorjani, Mehul Patil, Bhushan Pandit, Aditi Khokhani and Varun Sharma





■ Brand: Bausch & Lomb

Creative: Shiveshwar Raj Singh, Mukesh Sablania and Vishnu Nair



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Agency: Draftfcb + Ulka

■ Brand: Tata Docomo

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

Dainik Bhaskar Group

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



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









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.



Agency: Grey India

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

■ Brand: Fortis Management: Vineet Singh





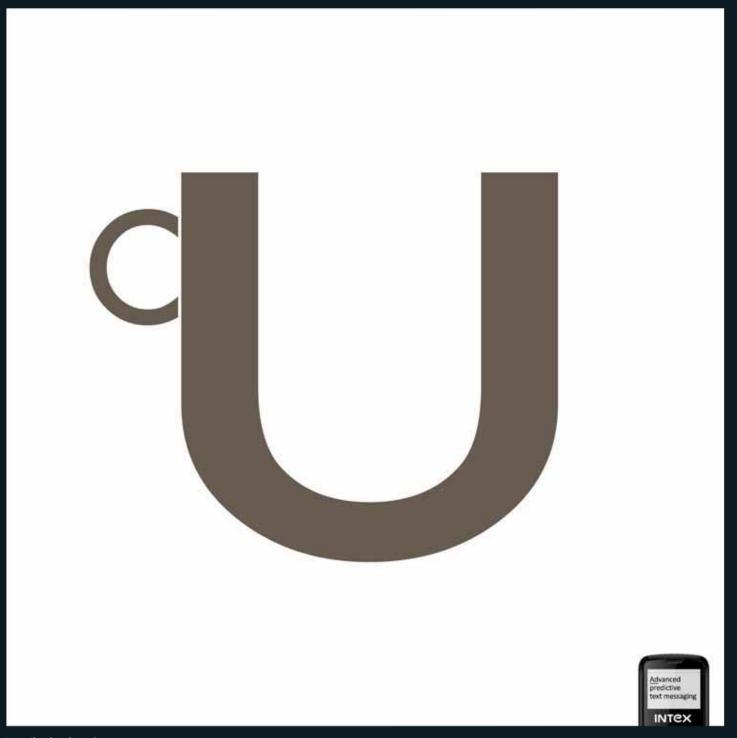


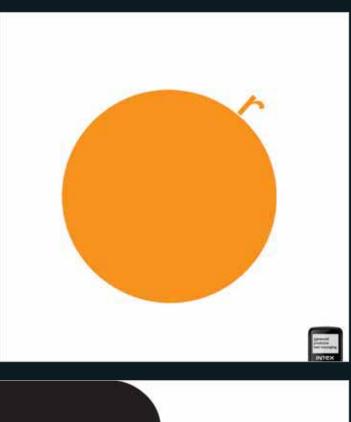
Dainik Bhaskar Group

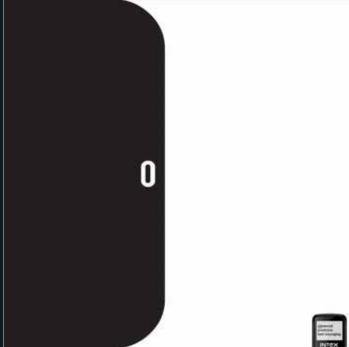
■ Agency: Grey India

■ Brand: Intex

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







■ Agency: Grey India

■ Brand: Killer Creative:

reative: Amit Akali, Malvika Mehra, Karan Rawat, Rohit Malkani, Shiv Parameswaran, Arjun Kumar and Suhaas Panchal







# **Happy Creative Services**



# **Kartik lyer 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

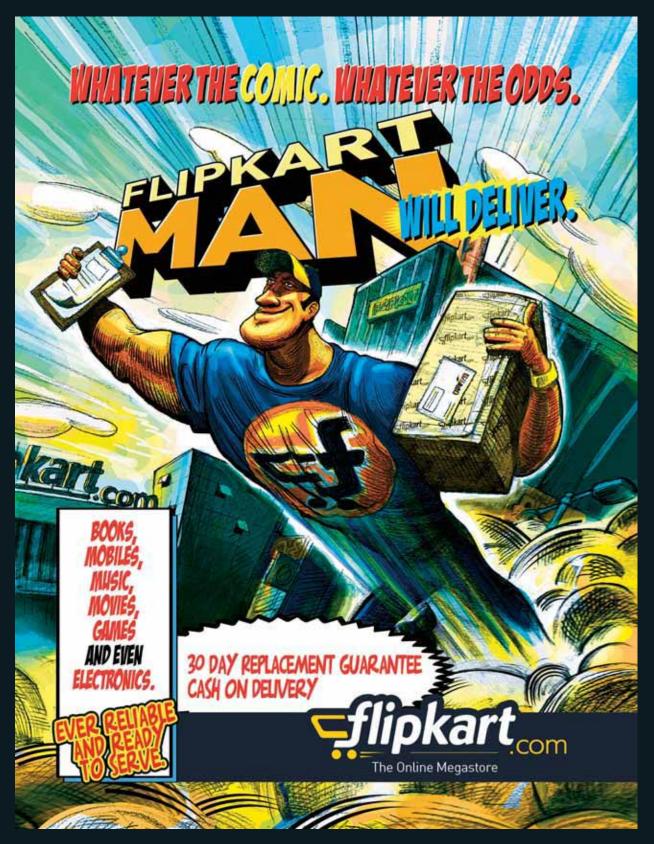
Love the campaign for its simplicity. Beautiful doors that subtly signify the love and satisfaction of shopping with Flipkart. It was also very apt for the time when the brand was growing the e-commerce market. Hence it was very important to bring about the convenience of shopping from your doorstep.

#### 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.



Happy Creative Services Agency:

Flipkart ■ Brand:

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







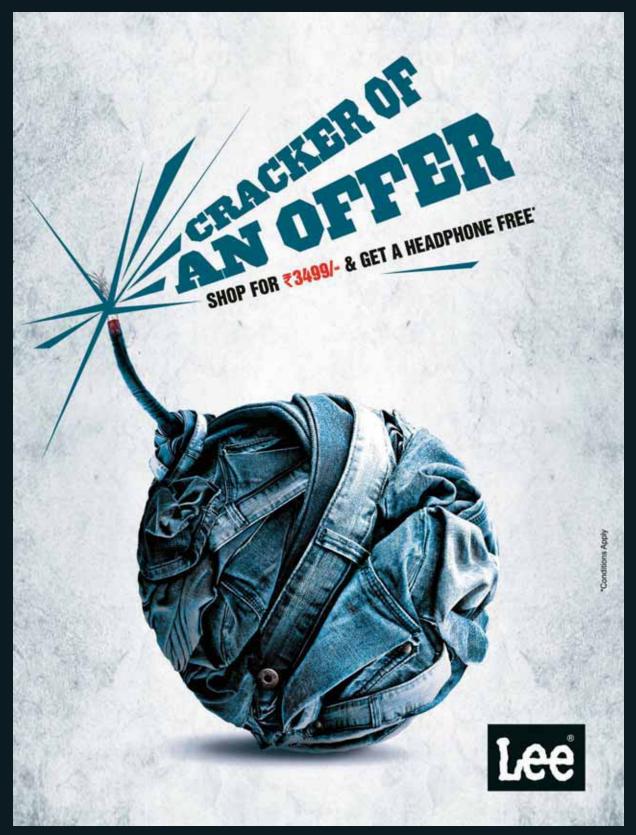


Happy Creative Services Agency:

Flipkart ■ Brand:

Kartik Iyer, Praveen Das, Carl Savio, Shatrughan and Ramakrishna Gounder





■ Agency: Happy Creative Services

■ Brand: Lee

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

Vinayachandran





■ 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.



■ Agency: Havas Worldwide India

■ Brand: iDiva.com

Creative: Satbir Singh, Ravi Raghavendra and Vijay Raj T.A.

Management: Kunal Bharadwaj and Praveen Karki











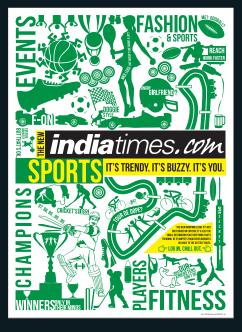
Havas Worldwide India Agency:

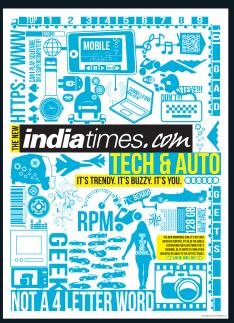
Indiatimes.com ■ Brand:

Creative: Satbir Singh, Ravi Raghavendra and Tarun Kumar

Management: Kunal Bharadwaj and Praveen Karki









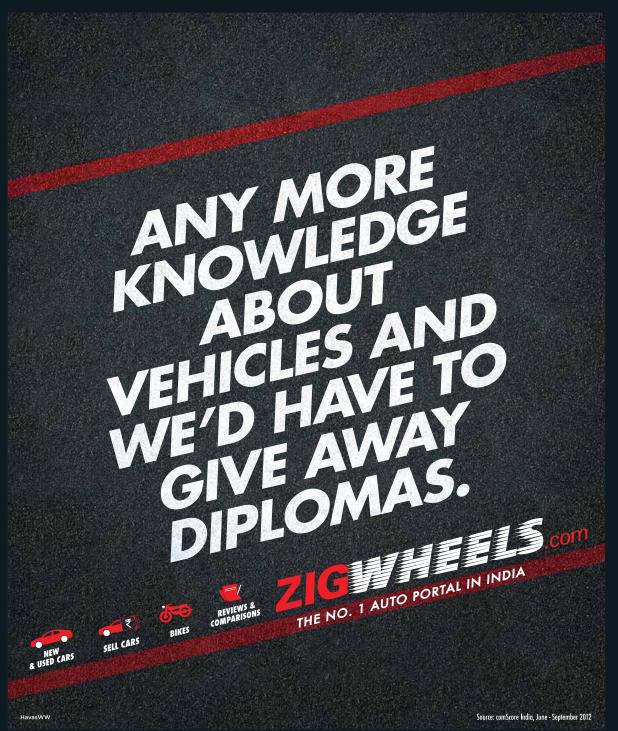
Agency: Havas Worldwide India

■ Brand: Zigwheels.com

Creative: Satbir Singh, Ravi Raghavendra, Prakhar Jain

and Vijay Raj T.A.

Management: Kunal Bharadwaj and Praveen Karki

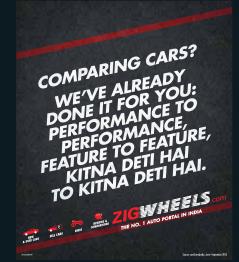












# ideas@work



#### **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?





ideas@work Agency:

Groupon ■ Brand:

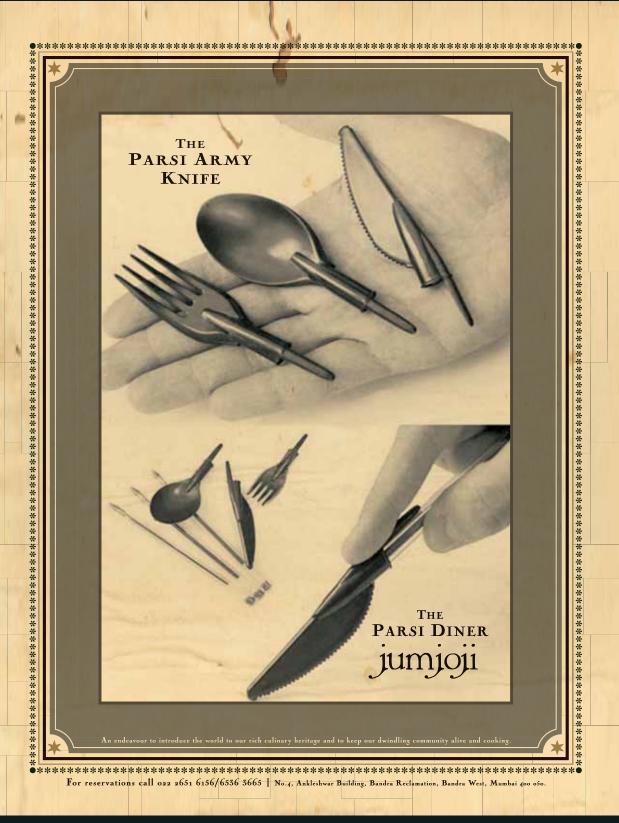
Zarvan Patel, Prashant Godbole, Manoj Gorde, Ram Mandale, Ahana Chaudhuri, Shahan Karanjia and Ashiya Mc Reynolds

Management: Richa Jinagouda





Dainik Bhaskar Group



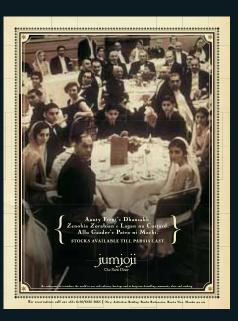
■ Agency: ideas@work

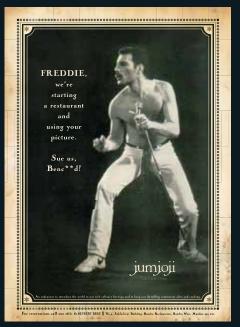
■ Brand: Jumjoji The Parsi Diner

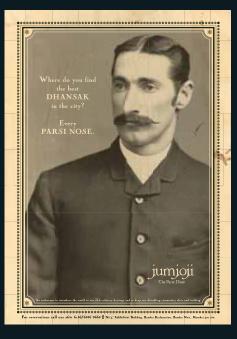
Creative: Zarvan Patel, Prashant Godbole, Manoj Gorde, Ram Mandale,

Dominic Braganza, Shahan Karanjia and Ahana Chaudhuri

Management: Nadia De Almeida and Ritwik Saha





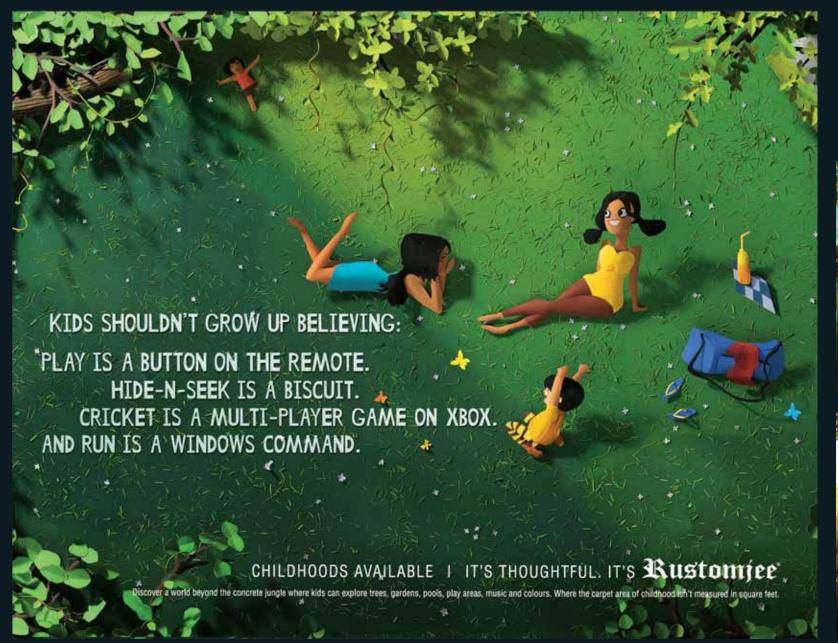


■ Agency: ideas@work

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

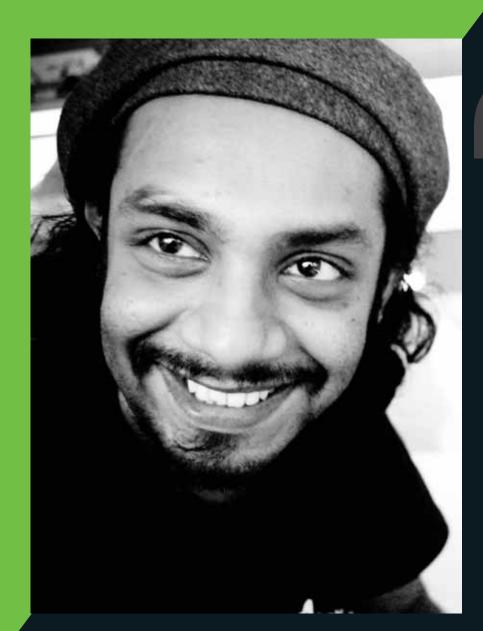
■ Brand: Rustomjee

Management: Nadia De Almeida and Ritwik Saha









# 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

■ Brand: Barista

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

Management: Sanjeev, Kapil Vohra and Kumar Sivam











Dainik Bhaskar Group

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







Dainik Bhaskar Group

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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





Leo Burnett Agency:

K V Sridhar, Nitesh Tiwari, Ashwiny Iyer Tiwari, Brijesh Parmar, Devang Patel and Akshay Seth

Tata Capital ■ Brand:

Management: Suvadip Ghosh and Manish Somani

### That white window

man was man place to a fit was not the soon for within an input, by spire of being an input, any concomplexy using the freshold of spaces. To this observed in the desired distribution from \$1.00 ft. marker's feeder give health down as set I could water index plus halfall dame is self-sold for the feed designed. The backer plus has considered as of the optimizer in a pack from I seem per in squared. My four has the appears the replice I most qualification and grown the replice I most qualification areas, in it was also the sea and

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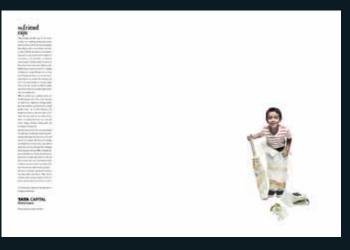
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At the Earth or selected the imprison of

#### TATA CAPITAL

Home Loans







■ 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 lyer & 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**

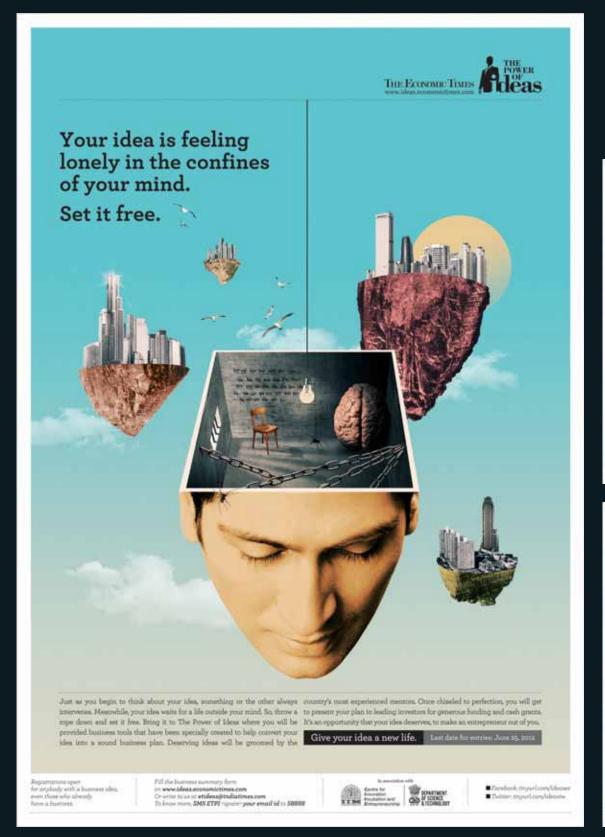
On the 18th of April 2012 Hindustan Times launched, "You Read They Learn". Under the initiative, Hindustan Times would donate 5 paise for every copy sold in Delhi/NCR to CRY, Pratham and other NGOs working to help under-privileged children go to school. For the launch, Hindustan Times printed a textbook 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.



Lowe Lintas & Partners Agency: The Economic Times ■ Brand:

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







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 Kumbhlekar

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.

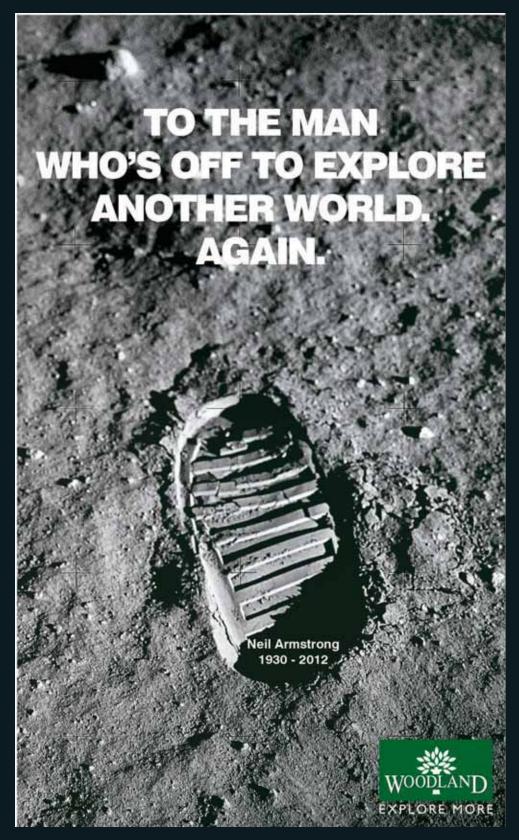
■ Agency: Lowe Lintas & Partners

OWE Lintas & Partners Creative: Amer Jaleel, Sriram lyer, Shayondeep Pal, Manzoor Alam and Shahjahan

■ Brand: Woodland

Management: Akashneel Dasgupta, Ashwarya Wadhwa and Niyati Sharma





■ 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

# **McCANN**



#### **Prasoon Joshi**

#### ATSS (Knotted bank building)

Graphic. Relevant. Convincing

#### **Big Babol**

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



■ Brand: ATSS Creative: Prasoon Joshi, Anshumani Khanna, Denzil Machado, Saurabh Dubey and Harshik Suraiya



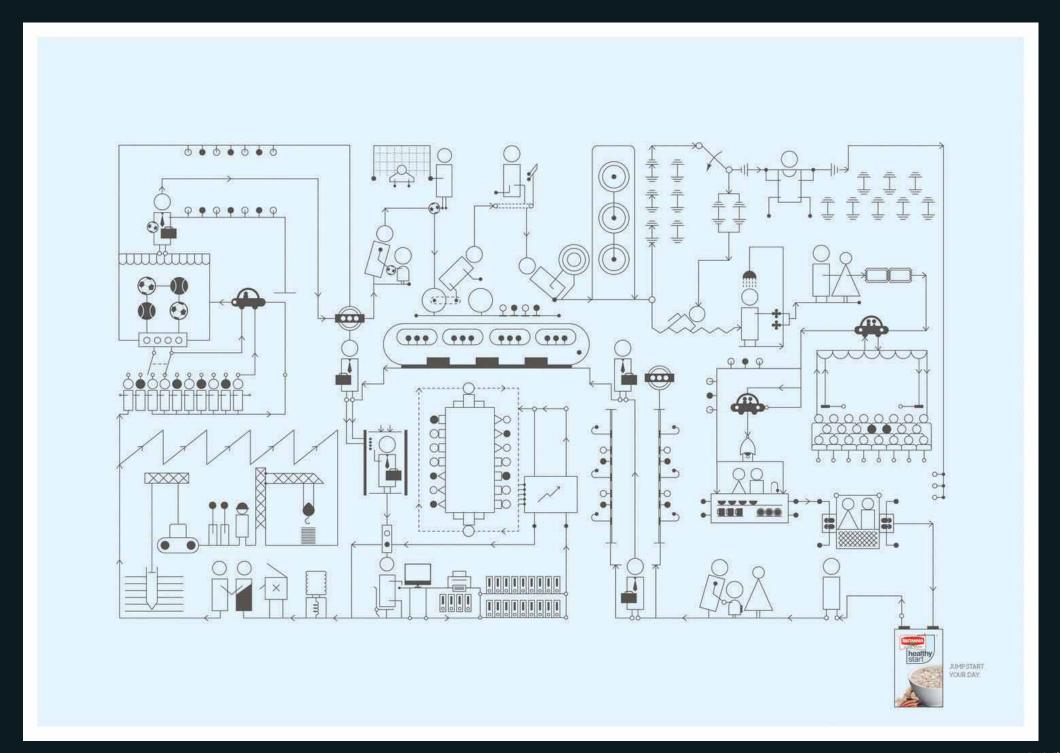


McCANN Agency:

Big Babol Brand:

Prasoon Joshi, Rahul Mathew, Akshay Kapnadak, Trishay Kotwal, Kevin Lobo and Deepak Jage

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



■ Brand: Dish TV Creative: Prasoon Joshi, Ashish Chakravarty, Vineet Mahajan, Nitin Pradhan, Rupesh Sahay, Aneesh Ayyappan and Manoj Sharma



■ Brand: Nirlep Creative: Prasoon Joshi, Anil Thomas, Mansoor Jamaal and Jayanarayan Karkarra



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Agency:

McCANN

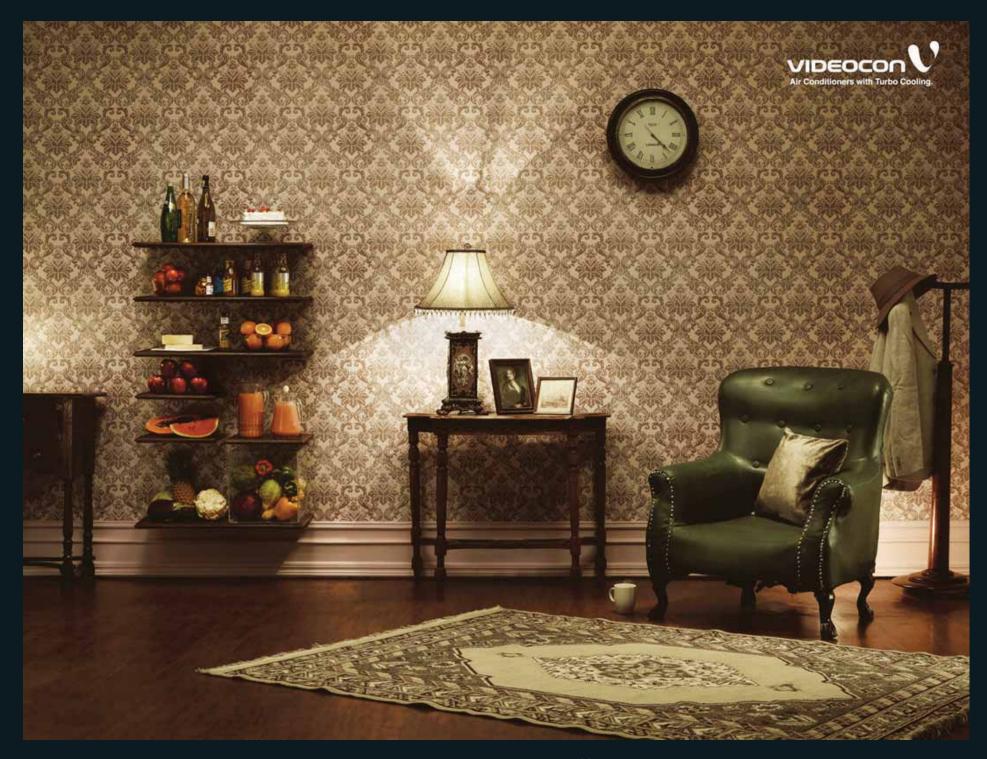
Brand:

SaReGaMa

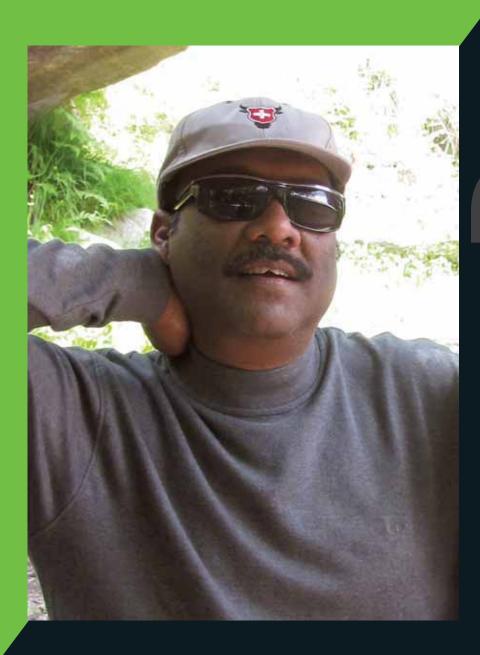
Creative: Prasoon Joshi, Denzil Machado, Abhinav Tripathi, Kunal Mhabadi and Ketan Mhabadi



■ Brand: Videocon Creative: Prasoon 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

Creative: Probir Dutt, Siddharth Prasad and Jyotirmoi Sarmah

Management: Probir Dutt and Rajeev Parashar

■ Brand: ATS





CREDA

ATT CATEND I

ATE GREEN

1N4.15 A

ATT VILLAGE

ATS PARADISO CREATIA MODA ATT GOLF HEXDOW

AGE ATTORNE

www.atsgreens.com +91-96549480









**Metal Communications** Agency:

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

Berkshire ■ Brand:

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







**EASIER THAN** Loving Namma Bengaluru unconditionally



**EASIER THAN** Wishing everyone was as cool as Bangalore weather



Getting insurance online at

∩500 ∩500 J≥0 ( 1800 1800 220 ( 9 € 0

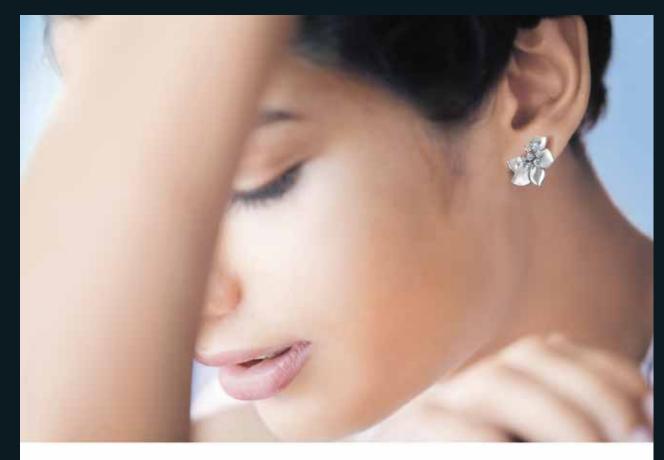
■ Agency: Metal Communications

Creative:

Probir Dutt, Narayan Kumar, Cyrus Sahiar and Trilokjit Sengupta

■ Brand: Platinum

Management: Probir Dutt and Aditi Rungachary



''যাকে সারা বিস্থা বলে দুর্লভ, তা আমার কাছে অমূল্য।''

### প্ল্যাটিনাম। দুষ্প্রাপ্য। আপনারই মতন।





### **English Copy**

"What the world calls rare, my heart finds precious."

PLATINUM VERY RARE. VERY YOU







Dainik Bhaskar Group

# **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.

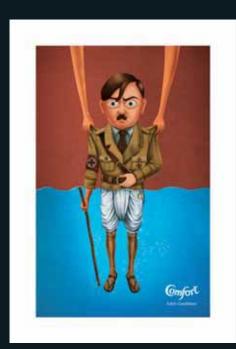


Ogilvy & Mather Agency:

Comfort ■ Brand:

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

Management: Prakash Nair and Jennifer Desai



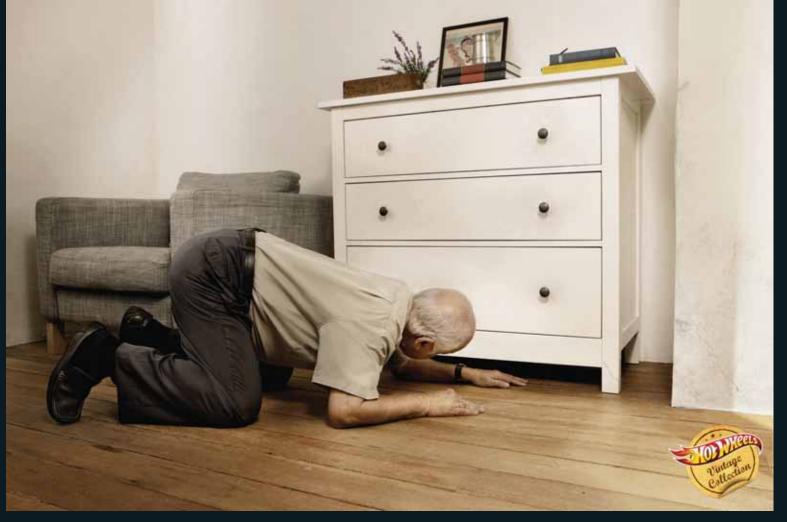


Ogilvy & Mather Agency:

HotWheels Brand:

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





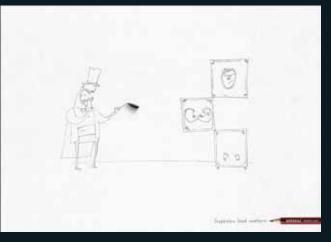


■ Agency: Ogilvy & Mather

■ Brand: Natraj

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









■ Agency: Ogilvy & Mather

■ Brand: World for All Creative: Rajiv Rao, Abhijit Avasthi, Srreram Athray, Elizabeth Dias, Sanket Wadwalkar, Rohan D'Souza and Sushant Khomne



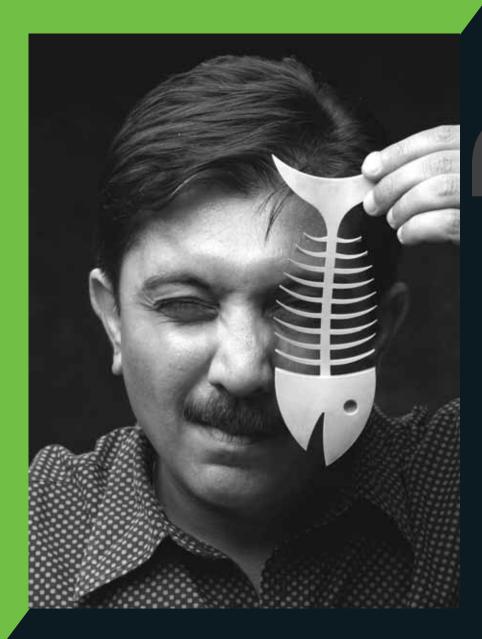




Creativity comes from a conflict of ideas

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.



Out of the Box Agency:

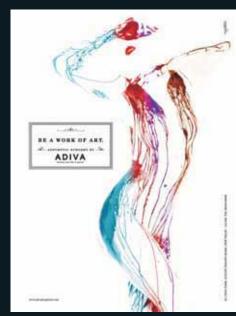
Adiva Brand:

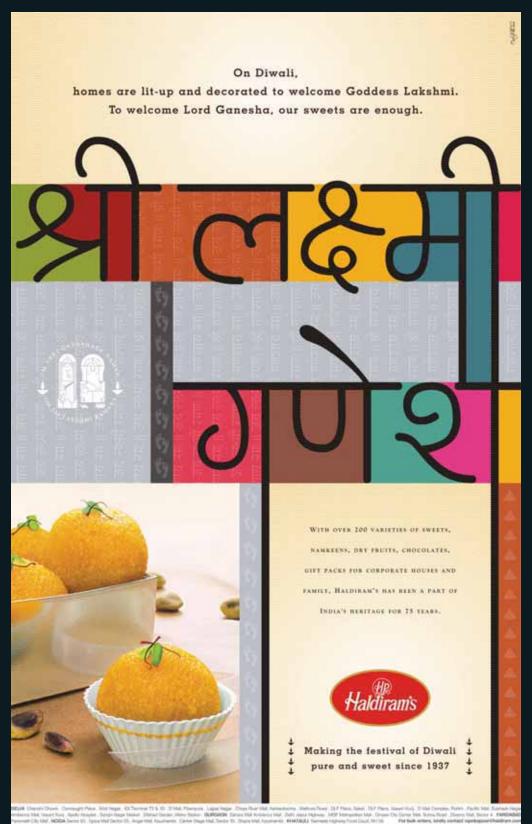
Viral Pandya, Sabu Paul, Guneet Pandya, Komal Tandon, Arvind Yadav, Vaibhav Pandey, Prachi Grover, Heena Sayal, Ajay Yadav, Sunil Singh, Ravinder Soni and Devender Singh









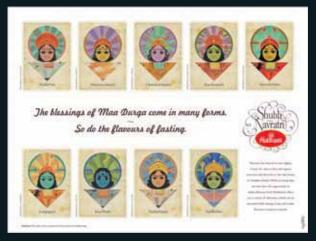


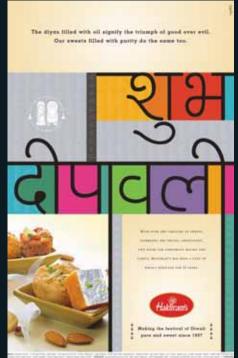
■ Agency: Out of the Box

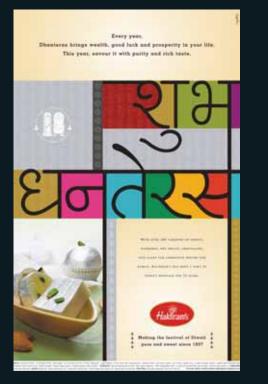
■ Brand: Haldirams

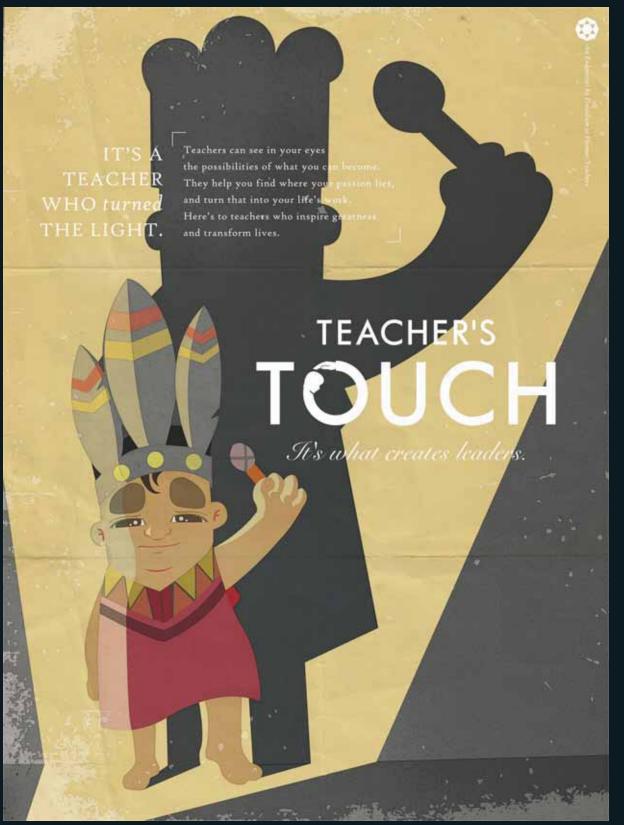
Creative: Viral Pandya, Sabu Paul, Guneet Pandya, Komal Tandon, Arvind Yadav, Vaibhav Pandey, Prachi Grover, Heena Sayal, Ajay Yadav, Uttam Sinha, Sunil Singh,

Ravinder Soni and Devender Singh







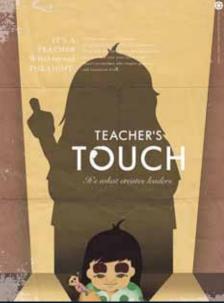


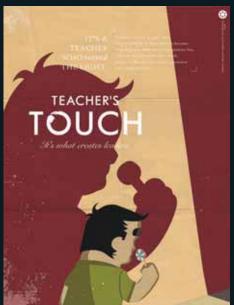
Out of the Box Agency:

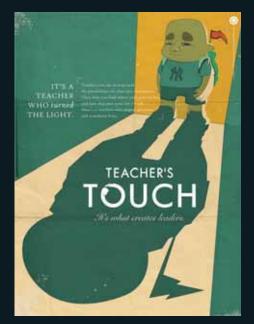
Presidium ■ Brand:

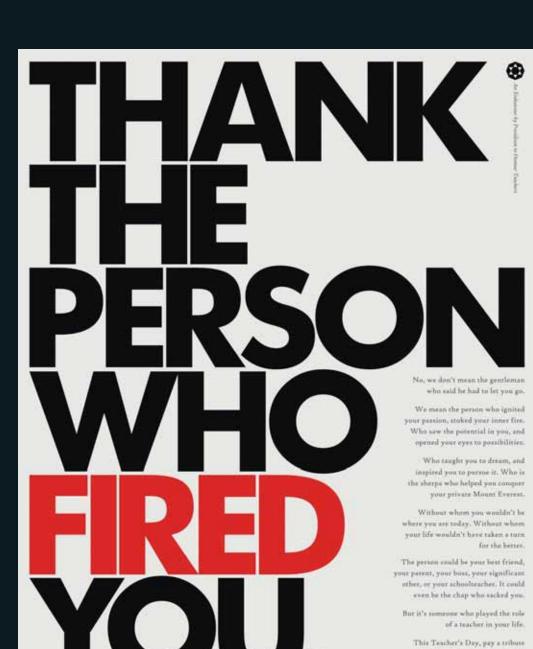
> Viral Pandya, Sabu Paul, Guneet Pandya, Shailesh Singh, Komal Tandon, Arvind Yadav, Vaibhav Pandey, Prachi Grover, Heena Sayal, Ajay Yadav, Sunil Singh, Ravinder Soni and Devender Singh Creative:











Out of the Box Agency:

Presidium Brand:

> Creative: 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









to the individual who has been your greatest influence, and let the world know.

Join on and share your gravitude for your tracker, if you too have ever experienced the magical touch? f/teachers\_touch \$ /teachers\_touch

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

# <u>before</u> showing

HIM YOUR HOME.



Discover a life above par at

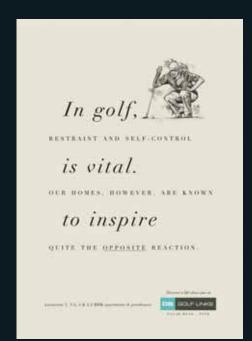
Luxurious 3, 3.5, 4 & 4.5 BHK apartments & penthouses

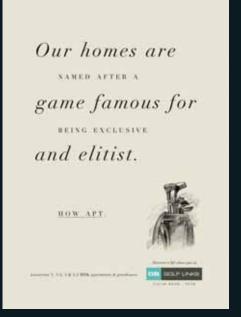


Agency: Percept/H

■ Brand: DB Golf Links

Creative: Ryan S Menezes, Vinod Sivan, Hayden Scott and Milind More Management: Monica Bamzai, Rajiv Sobhani and Govind Agarwal





Agency:

Brand:

Percept/H

Ditto TV

Creative: Ryan S Menezes, Arun Balagopal and Prasad Venkatraman

Management: Kenneth Rodrigues



### **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 clutterbreaking and create the desired impact.

### Results:









Inside page



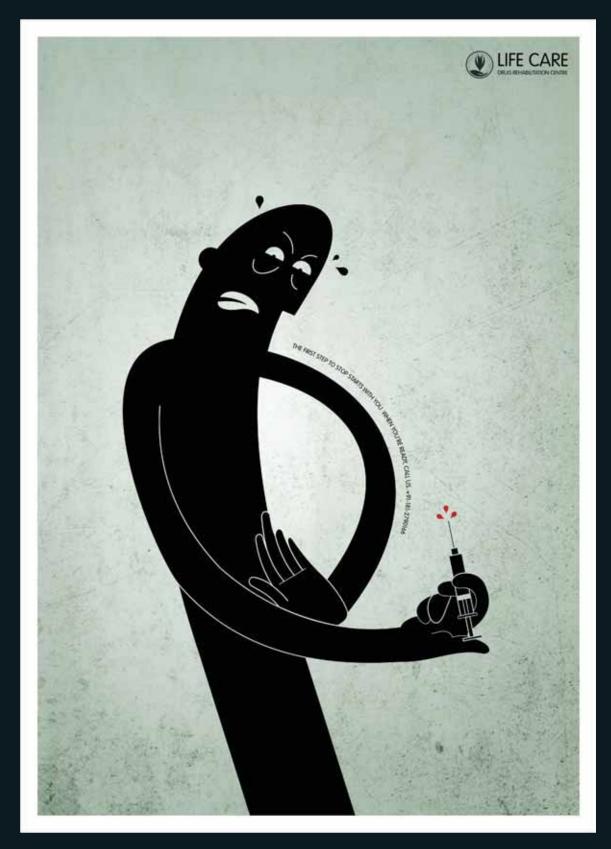


### Front page

# **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!

stating floory, you can water it inverywhere, in justice places, in the street or even or the potty. Not can now get Live TV on your plotes, tablet lightly or PG Transis to Deto TV, an over-the-log TV that sillows you to watch your terveurite programs on the go\_Just download the Ditto TV any and watch TV anytime, anywhere. dittö Go Rosming TV



■ Agency: Percept/H

■ Brand: Life Care

Creative: Ryan S Menezes, Yash Deb and Prasad Venkatraman







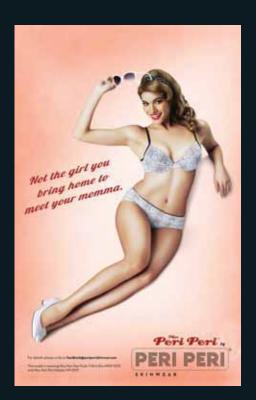
■ Agency: Percept/H

■ Brand: Ms. Peri Peri Skinwear

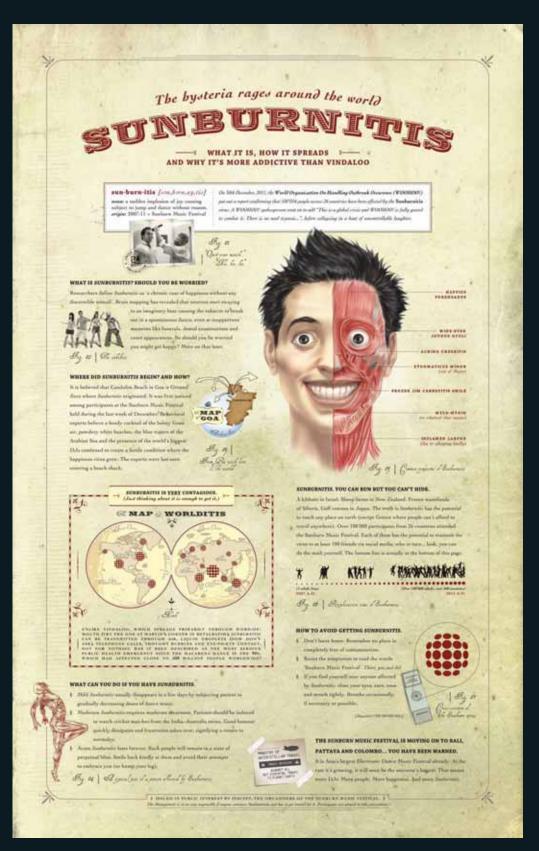
Creative: Ryan S Menezes, Vinod Sivan, Yusuf Lokhandwala,

Prathamesh Ghate, Siddhartha Bindra and Manoj Jadhav

Management: Dharmendra Singh and Zoheb Maqba







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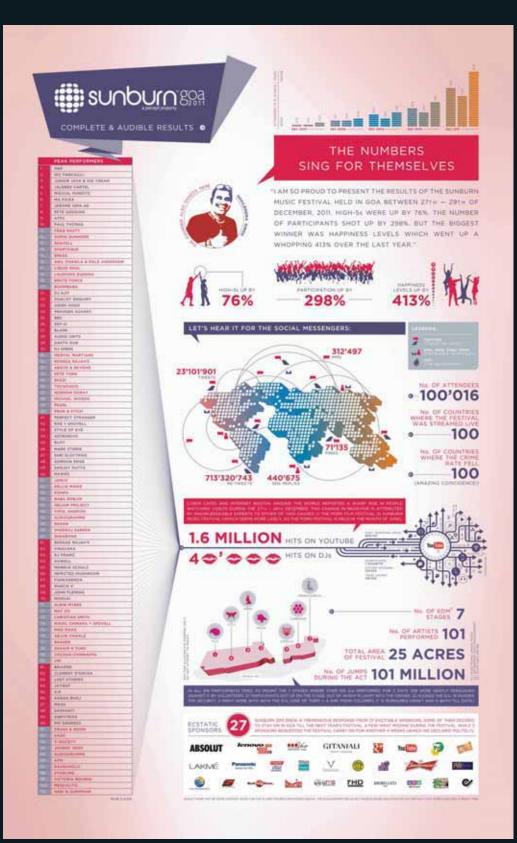
Agency: Percept/H

■ Brand: Sunburn

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

and Sandeep Jaiswar

Dainik Bhaskar Group



Dainik Bhaskar Group

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.

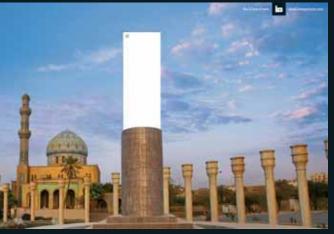
### VU

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





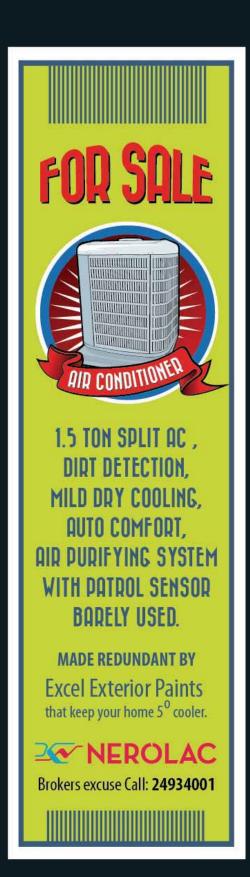


■ Agency: Publicis Ambience

■ Brand: Movie Junction Creative: Ashish Khazanchi, Ferzad Variyava and Suketu Gohel









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■ Agency: Publicis Ambience

■ Brand: Nerolac

Creative: Ashish Khazanchi, Ferzad Variyava, Samrat Rane

and Manan Pandya

Dainik Bhaskar Group

■ 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.



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 \$\frac{7}{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







■ Agency: RK Swamy BBDO

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







Dainik Bhaskar Group

Agency: RK Swamy BBDO

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



■ Agency: RK Swami BBDO

■ Brand: Shriram

Creative: S

Sangeetha N, Mukesh Anand and Tapas Pal

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

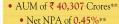


questions. Or tedious documentation.

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







• Network of 502 branches\*

\*Figures as on March 31, 2012. \*\*Unconsolidated figures as on March 31, 2012.

Jeena issi ka naan hai!

Raghunath Patil, Nashik

SHRIRAM Commercial Vehicle 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: Shrimm Transport Finance Company Limited, Wockhardt Towers, Jay Floor, West Wing, C.2, G Block, Bandra (East), Mumbai 400 51. Tel.: 4095 9595.

### India's Largest Asset-Financing NBFC#

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

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 KSWAM BBOO STRC 28821117\*\*

\*\*R KSWAM BBOO STRC 28821117\*\*

\*\*R KSWAM BBOO STRC 2882117\*\*

\*\*R KSWAM BBO





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

It all started with a dream - to have a true

ed me to think big. And before I knew it I was a fleet

Today when I need to unerade my fleet I still turn to Shriram Transport Fit

I am able to sell my old trucks at good rates and buy newer ones at fair prices

newcomers? And then one day I happened

Creativity is contagious, pass it on

Albert Einstein

# Saatchi & Saatchi

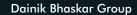


### **Ashutosh Karkhanis**

### 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.





■ 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





### **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







■ 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.

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www.fiat-india.com | |

■ Agency: Saints and Warriors

■ Brand: Fiat

Credit: Team Saints and Warriors

Dainik Bhaskar Group





■ Agency: Saints and Warriors

■ Brand: India TV

Credit: Team Saints and Warriors

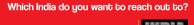
# Which India do you want to reach out to?

From the crorepatis 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!





From the crospasis of Hargera to the wealthy Debhase, from the properties once of Rudaper to the coursepants in Marriau. India TV, your than your has proved toolf by reaching the right audience. Propwith purchasing power and proofs appring for never lifestyles with new found incomes. These about

Bharat se India tak



Which India do you want to reach out to?

From the correpose of Haryana to the wealthy Delinites. From the prosperous ones of Rudropur to their counterparts in Municia, India TV, year other year has proved itself by reading the right audience. People



Bharat se India tak!

■ Agency: Saints and Warriors

■ Brand: Kings XI Punjab Credit: Team Saints and Warriors



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Dainik Bhaskar Group

Saints and Warriors Agency:

Lokmat Brand: Credit: Team Saints and Warriors



जिथे मराठी, तिथे ट्याँकि सर्व



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







A TATA Product

Ofeems 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. Joù d rather have conversations on e-mail • instead of across a table. From where I come: 5 from, 12000 feet above sea legel in the Thivalik; 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, T : LEGO flowed to swiftly or sinuously > down the footbills where Tlaig Aş years passed, T:> gathered natural minerals in their pristine form. 🧤 •Minerals that will rejuvenate and refresh your tired body & and, dare T say, jadedsoul. If I were you, I'd take \.
• a long sip.
Live Natural

■ Agency: Salt Brand Solutions

■ Brand: Himalayan

Creative: Minakshi Achan, Anisha Sarin, Sanket Pathare,

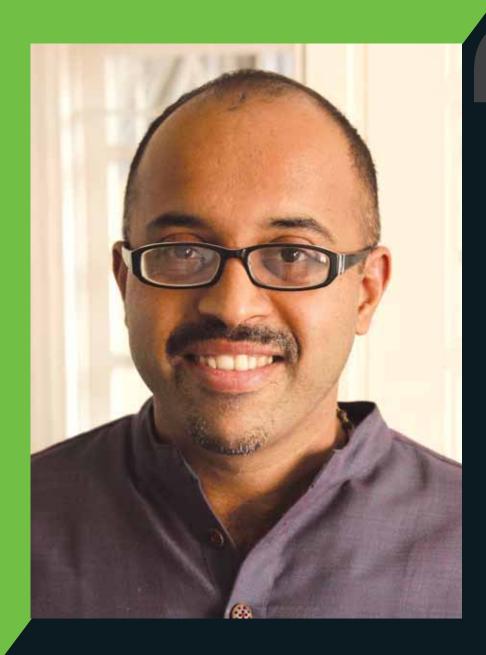
Appa Rao, Sreejith Tholath and Vijay Subramani

Management: Sidharth Singh and Shiv Chitkara

Dainik Bhaskar Group

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)**

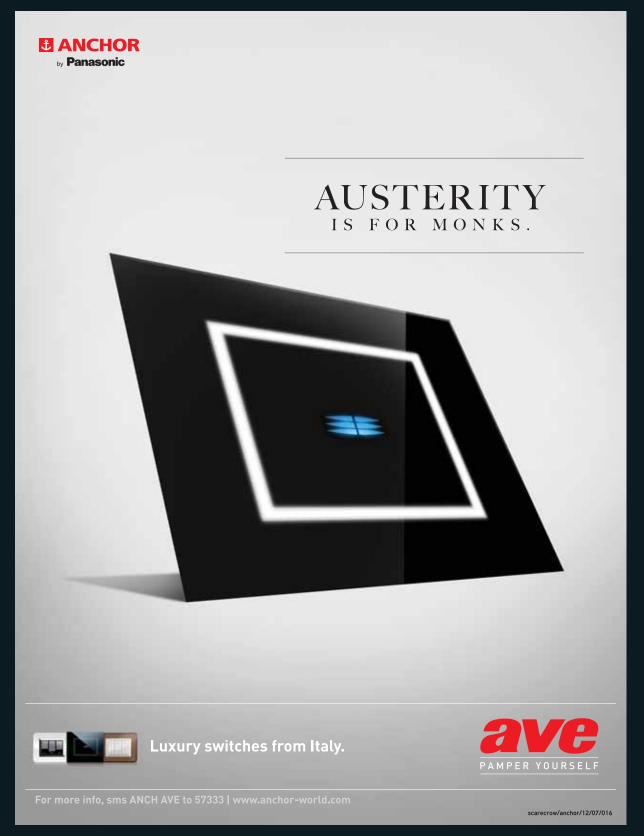
When a young restless media label tries to amplify the sound with its principles first attitude, you know you are about to do something rebellious. With DNA, our focus was to make an hard-to-forget impact on the readers without coming across as holier than thou. This campaign does exactly that. And does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

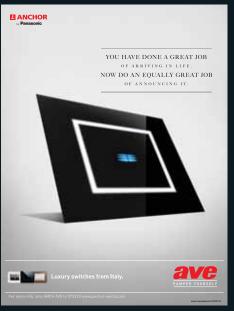
# **Just Books**

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.



- Agency: Scarecrow
- Brand: Anchor

Creative: Kapil Tammal, Ankit Dembla and Raghu Bhat
Management: Arunava Sengupta and Mansi Choudhary



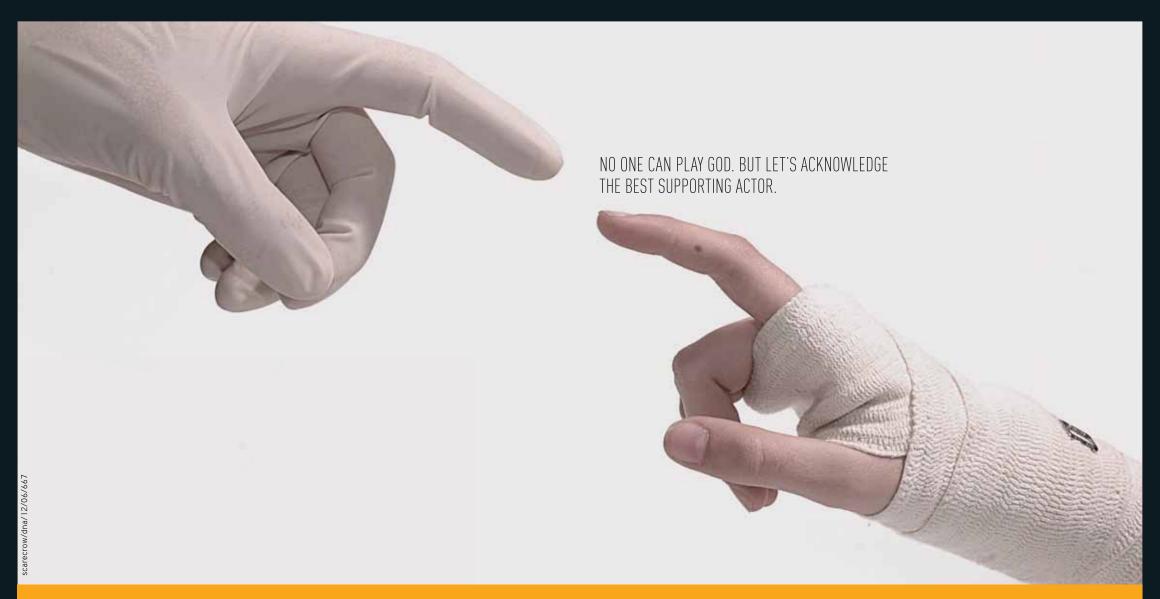
Agency:

Scarecrow

DNA ■ Brand:

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



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 INVIOLABLE

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 nlav

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 oldfashioned 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** 



scarecrow/dna/13/1

Dainik Bhaskar Group

scarecrow/dna/12/4/3

Agency:

Scarecrow

■ Brand: DNA

Creative: Kapil Tammal, Gagandeep Singh, Lalit Sakurkar, Prasad Ramachandran,

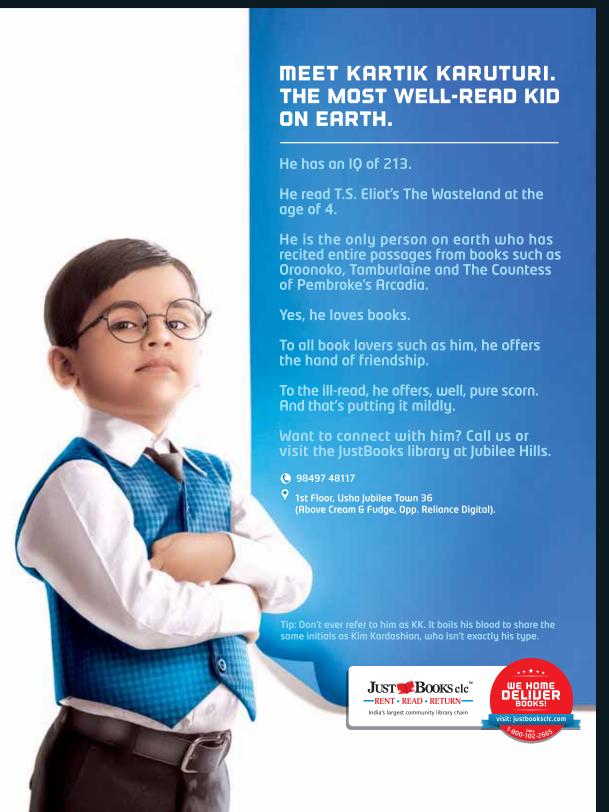
Raghu Bhat, K.N Rajesh, Vijay Assudani and Kunal Parkar

Management: Arunava Sengupta, Amitabh Sreedharan and Riddhi Gandhi



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.** 





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■ Agency: Scarecrow

■ Brand: Just Books

Creative: Kapil Tammal, Prasad Ramachandran, Natasha

Girotra, Raghu Bhat and Sumi Mathai

Management: Arunava Sengupta and Riddhi Gandhi

Dainik Bhaskar Group

# **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





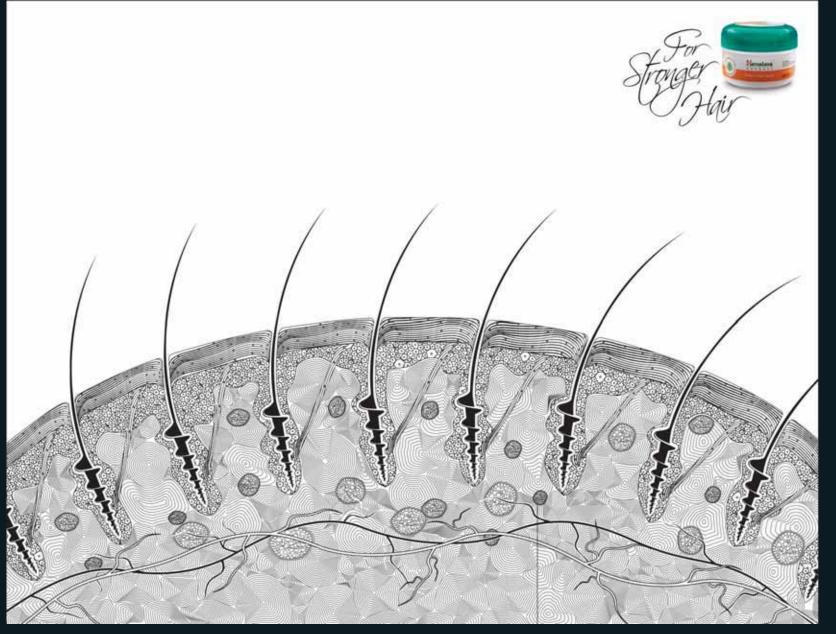


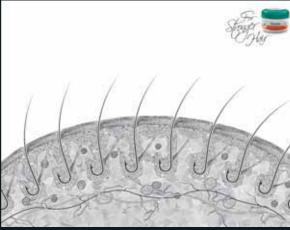
Dainik Bhaskar Group

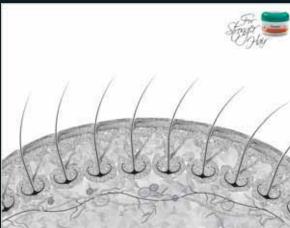
Agency: Soho Square

■ Brand: Himalaya

reative: 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.

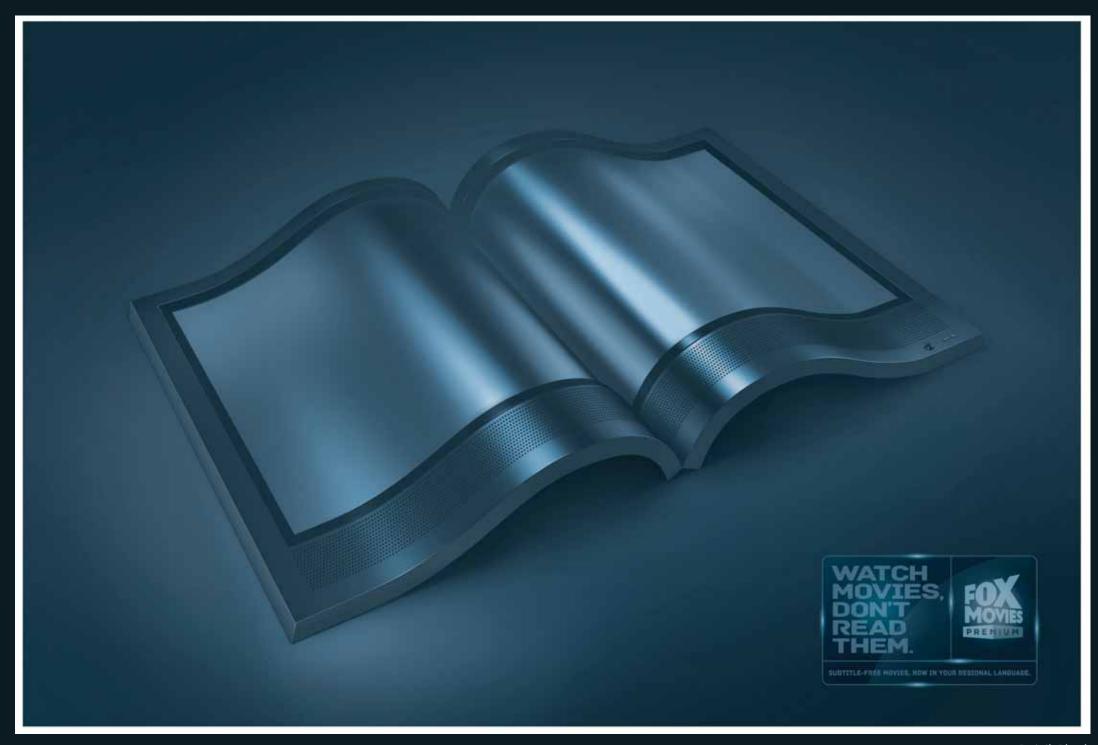
# The Times of India (Chennai)

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



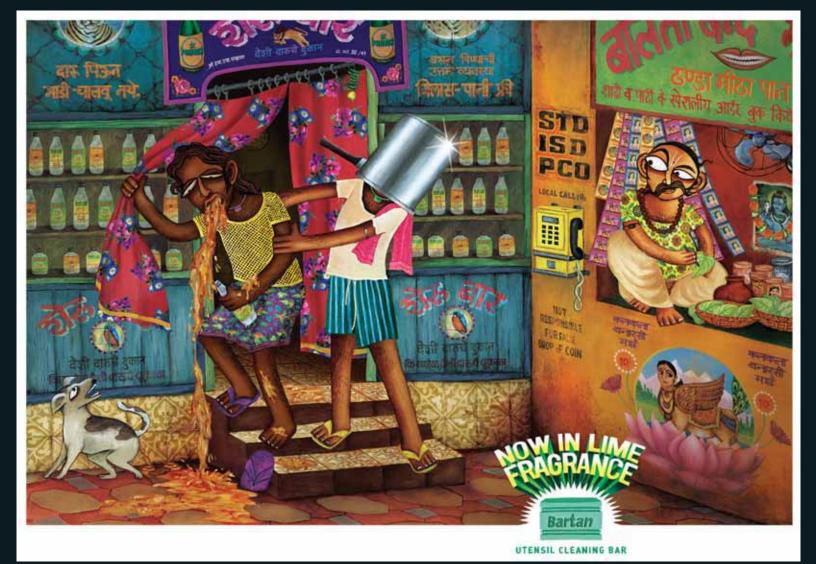
Agency: Taproot India

■ Brand: Fox Movies Creative: Santosh Padhi, Agnello Dias, Pranav Bhide and Vaibhav Kedari

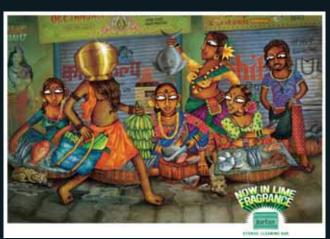


Agency: Taproot India

■ Brand: Nirma Bartan Creative: Santosh Padhi, Agnello Dias and Ajinkya Bane









■ Agency: Taproot India

■ Brand: Save our Sisters

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





Dainik Bhaskar Group

■ Agency: Taproot India

■ Brand: Srujan

Creative: Santosh Padhi, Agnello Dias, Pranav Bhide and Nivedita Agashe

He is Suresh. The one who As he loses himself in the Chased by mocking reflections faceless doldrums of the that don't let him speak. watches her every single day. Sitting at her desk, click-clocking machinery of He is the one who draws sipping coffee. But then, the call centre he becomes the curtains, switches catching his own reflection Steve. A friendly, confident on the TV and sits quietly in the haze of the blue, ~ in the glass behind her, voice with the perfect American twang. Free from flickering light. The one walks away quietly. He reaches his cubicle. the clutches of an ungainly who eats and eats as Sterile and gleaming white body. Free from reality. Presidents and reality under the glare of the neon But Suresh is not Steve. stars, soccer players and tubes. As he settles in, the He is clumsy and blundering, beefy wrestlers, soldiers usual jokes about the He is the jolly fat man who and criminals crowd into his torture of his creaking, never gets offended. He is the empty life. He is the jolly groaning chair begin. And he office clown who laughs at fat man swallowing equal has his usual retort ready. himself. The one who knows portions of food and guilt. "The third degree is yet to how to hide well behind the He is Suresh. The one who come!", he says laughingly. smile painted on his face. watches her every single Soon the chalky laminate The office clown with the day. Sitting at her desk, watts of his cubicte swallow hollow laugh and the sad sipping coffee. But then, him. He takes off his ID card eyes. The one she takes no catching his own reflection from around his neck and notice of. The one who goes in the glass behind her, Srujan puts on his headplece. home alone every morning. walks away quietly... than just a physical position. But with A Ville help they makes yinthe cast be broken. Needle out. Call yet al. The Straige Franchists for Merrial Health on 27th 2014/246 or mail years





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 railies. 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





# **TBWA\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





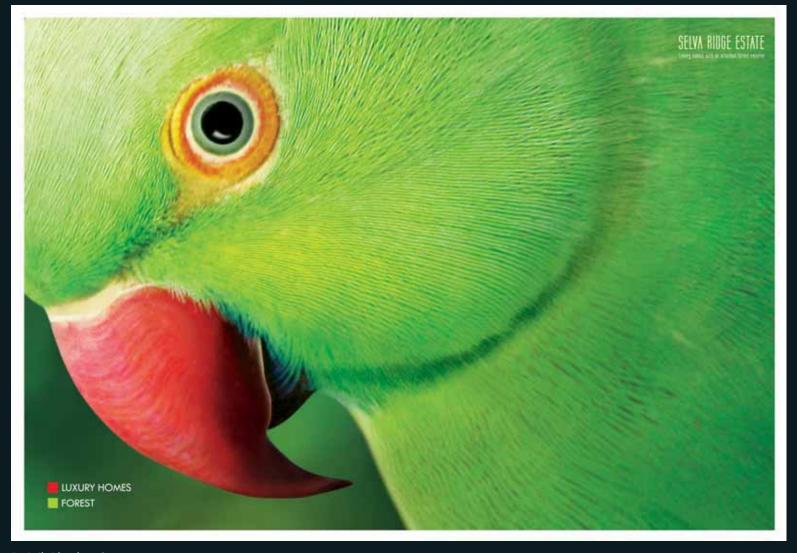
■ Agency: TBWA\India

■ 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



Manish Vyas
Vice President - Marketing, VIP Industries Ltd.



Manisha Lath Gupta
Senior Vice President and
Chief Marketing Officer, Axis Bank



Santosh Desai

Managing Director and Chief Executive Officer
Future Brands Ltd.



























# 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















170















Dainik Bhaskar Group



# Top 5 choices

Manish Vyas

Vice President - Marketing, VIP Industries Ltd.

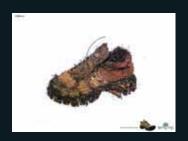
A great initiative to bring together some of the best work in the industry. I am sure it will inspire many greater campaigns in the future.



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.

172

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

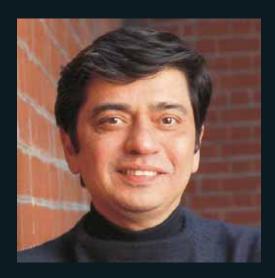


# Rajkot Traffic Police Publicis Ambience

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

Dainik Bhaskar Group



# 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 claver 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

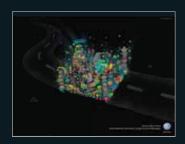


# Top 5 choices

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.

174

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



# 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.

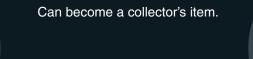
Page-22



# 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



Great idea to further the cause of print.



# 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

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.

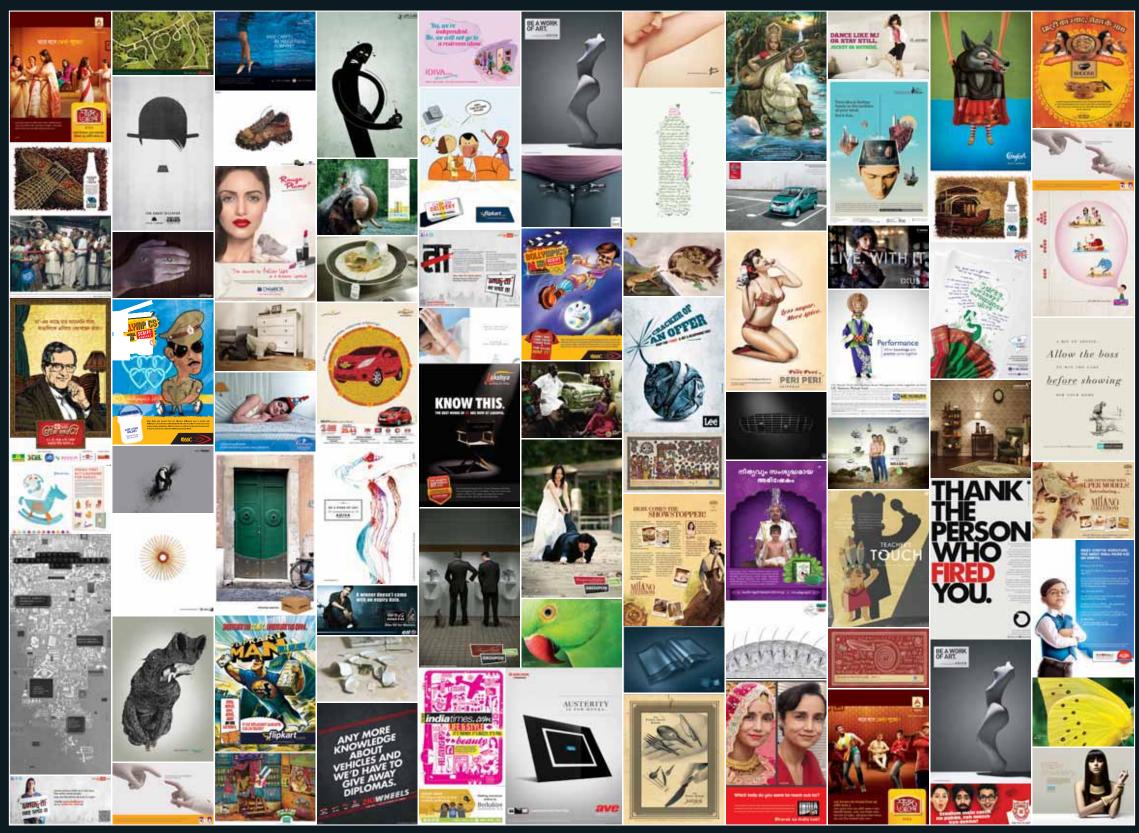
Page-136



# 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

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

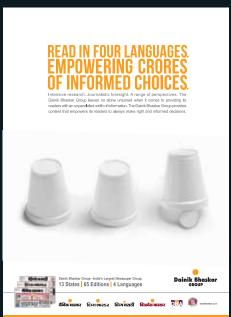
It's not just our readership that makes us India's largest newspaper. It is the number of lives we have impacted. From carrying out social audits of projects to conducting comprehensive surveys to customize our content. From empowering women to encouraging thousands to save water. From protecting endangered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



■ Agency: Dentsu Communications Pvt. Ltd.

■ Brand: Dainik Bhaskar Group

Credits: Team Dentsu Communications Pvt. Ltd.





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



## Headlin

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

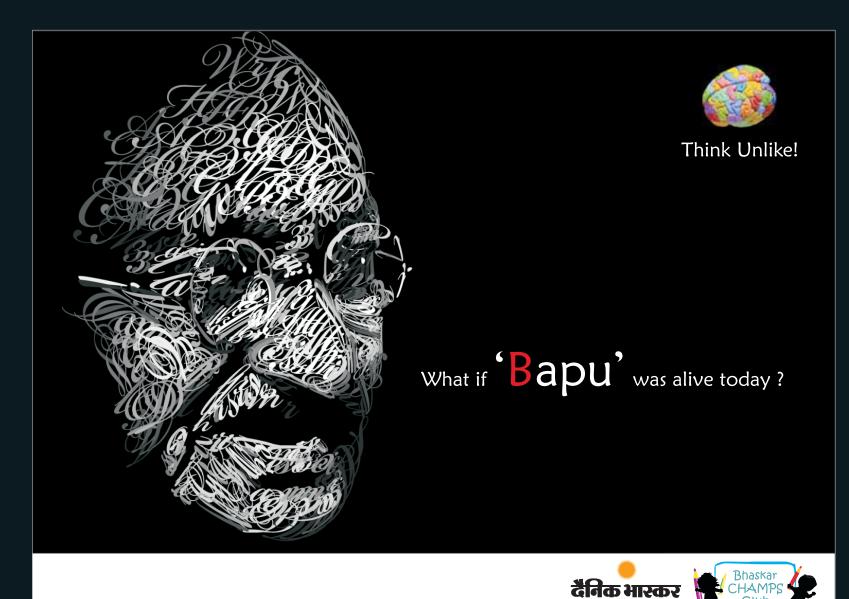
Get unbiased insights and in-depth analyses, of the local impact from a global perspective. The world has its eyes glued on India, along with you.



■ Agency: Dainik Bhaskar Studio

■ Brand: Dainik Bhaskar Group

Credit: Team Dainik Bhaskar Studio









स्पोटर्स







# भोपाल• बधवार . २९ फरवरी, २०१२

तीन भारतीय

अंतिम आठ में

बालाजी एन. श्रीराम, रक्षय ठक्कर और सिद्धार्थ रावत ने अपने-अपने एकल मुकाबले जीतकर इंटरनेशनल टेनिस टुर्नामेंट के क्वार्टर फाइनल में प्रवंश कर (लया। वहां चार भारताय युगल टीमें क्वाटर फाइनल में पहुंच गई हैं। अरेरा क्लब में खेली जा रही प्रतियोगिता के पुरुष एकल के दूसरे दौर में बालाजी एन. श्रीराम ने

श्रीलंका के डी. थंगाराजा को 6-2, 6-3 से मात दी। भारत के रक्षय ठककर ने ताइपे के सेन यिन पेंग को

4-6, 7-5 से हराकर अंतिम आट में प्रवेश किया।

आईर्डएस कॉलेज

जी-पियक (99) के शानदार अर्थशतक की मदद से आईईएस कॉलेज ने आरआईटीएस को 41 रनों से हराकर यहां खेला जा रही आईईएस ग्रुप इंटर कॉलेज क्रिकेट प्रतियोगिता के अगले दौर में

क्रिकेट प्रतियोगिता के अगले दौर में प्रवेश कर लिया है। दिन के अन्य मैचों में पटेल कॉलिज और क्रीसेंट कॉलिज ने भी अपने-अपने मैच जीते। कलखेड़ा स्थित कॉलिज परिसर में आयोजित इस प्रतियोगिता में आईईएस् कॉलेज ने पहले खेलते

हुए 12 ओवर में 138 रन बनाए आरआईटीएस की टीम 97 रन

अगले दौर में

पहले मुकाबले में भोपाल बादशाह-चंडीगढ कॉमेट्स होंगे आमने सामने

8.30 बजे से नियो क्रिकेट और नियो स्पोटर्स पर सीधा प्रसारण

जन सम्हर-2.2 करहार टिडिया में मेपाल बारहाल और प्रतिहाद स्मेरिया की जाए के साथ है। वर्ष्ट प्रतिहाद की पहिल्ल स्मेरिया की जाए के स्मान है कि, वर्ष वर्ष्ट प्रतिहाद की है। इस प्रतिहाद की किए प्रतिहाद की किए के स्मान के स्मान के स्मान के स्मान के स्मान के स्मान पुत्रत है और योद्धा भी भीता में कट गए हैं। कुश्वार की

टीम की ताकत

# <u>दोनों टीमों का आकलन</u>

भोगाल सारशाब

्रिम की रास्त्रात्म कर्म उठाव सीवांग अभिरोक्त में महामेर्ड दोन के स्वरूप प्रिकार में महामेर्ड दोन के स्वरूप प्रिकार में महामेर्ड दोन के स्वरूप देश प्रकार से महामेर्ड कर कि एक्सिक के अपने में सुनानों देश है। अपने क्षेत्र प्रकार के स्वरूप देश में सुनानों देश है। अपनी की देश है। अपनी की दोन है। अपने की देश है। अपने की स्वरूप देश के समझ्या के को कर्म क्ष्म की स्वरूप देश कर अपने कर कर के स्वरूप देश कर अपने कर कर के स्वरूप देश कर अपने कर कर के स्वरूप देश अपने के स्वरूप देश कर अपने के स्वरूप देश अपने के स्वरूप देश अपने के स्वरूप देश अपने के स्वरूप देश कर के स्वरूप देश अपने से स्वरूप देश कर के स्वरूप देश कर कर के स्वरूप देश कर के स्वरूप देश कर कर के स्वरूप देश कर के स्वरूप देश कर के स्वरूप देश कर के स्वरूप देश कर कर के स्वरूप देश कर के स्वरूप देश कर के स्वरूप देश कर के स्वरूप देश के स्वरूप देश कर के स्वरूप देश कर के स्वरूप देश कर कर के स्वरूप देश कर कर के स्वरूप देश कर के स्वरूप देश कर के स्वरूप देश कर कर कर के स्वरूप देश कर कर के स्वरूप देश कर कर के स्वरूप देश कर कर कर के स्वरूप देश कर कर के स्वरूप देश कर कर के स्वरूप देश कर कर कर के स्वरूप देश कर कर कर कर के स्वरूप देश कर कर के स्वरूप देश कर कर कर कर के स्वरूप देश कर कर कर कर कर कर कर कर के स्वरूप देश कर कर कर के स्वरूप देश कर के स्वरूप देश कर कर कर कर के स्वरूप देश कर कर कर कर के स्वरूप देश कर कर

रिंह का न होना टीम के लिए इटके से कम नहीं। • डिफेंस में भी कुछ खास दम नहीं, पेनरची कॉर्नर स्पेष्ठलिस्ट

रघुनाथ की कमी खात सकती है। • सरदार की गैर मौजूदगी में टीम की कमान किसे सौंपी जाए, यह भी

चंडीगढ़ कॉमेट्स

# टीम की ताकत

मैध्यु फिलिप(डिफेंडर) : ऑस्ट्रेलियाई नेमनल टीम के सदस्य रहे हैं। कर्ड क्य

क्रांता तीन के क्रमा के हैं। वर्ज करा की कोडिया तीन की की तीन हैं। की कोडिया तीन की की तीन की कीडिया तीन हैं। वर्ज कर पर किश्च करता कीडिया तीन हैं। वर्ज कर पर किश्च करता कीडिया तीन करता कीडिया तीन करता और पूर्व ऑस्ट्रीस्ट का क्रमान और पूर्व ऑस्ट्रीस्ट का क्रमान कीडी तीनों देखा पूर्व करता हिन्द की आहम करता का कीडिया तीनों की हमा कीडिया तीनों की हमा कीडिया तीनों की तीन कीडिया कोडिया तीन कीडिया केडिया तीन कीडिया

### कमजोर पक्ष श्रीनेम काफी बोदलगील गोलकीपर हैं।

उनकी गैरमौजूदगी का असर टीम पर पड़ • तसतास रेडास बरुट से थ्यी तक टीम नहीं लिया क्योंकि रेहान मंगलवार रात चंडीगढ़ पहुंचे।

# शाम ७.०० बजे शुरू

होगा समारोह परफॉर्म करेंगे। बीच में तेंफ अली खान अपनी फिल्म एउंटे विनोद का प्रमोशन करते नजर आएंगे। तेरेमनी के बाद दोनों टीमों की परेड होगी और फिर 8.30 बजे मैंच

> मीनियर्ग के न होने में कुछ तो असर पड़ेगा ही। लेकिन युवा रिवलडियों के पास एक मौका होगा, अपने आप को सबित करने का। जियोवाइन और समीर दाद फॉरवर्ड लाइन में आक्रमण की में युवाओं के सब चलेंगे। - बी. भास्करन, बोच भोपाल बादशाह

# हॉकी इंडिया कर रही है गंदी राजनीति : धनराज पिल्लै

बादशाह करेंगे जंग का आगाज़ चंडीगढ़ कॉमेट्स से मिडेंगे आज

देखें लाइव टेलिकास्ट

निओ स्पोर्टस एवं निओ क्रिकेट पर रात 8:30 बजे





फाइनल में पहुंचने की भारत की उम्मीदें बरकरार, 2 मार्च को अंतिम लीग मैच में ऑस्ट्रेलिया श्रीलंका को हराए तो भारत पहुंचेगा फाइनल में

विवाद कोलानी ने अपने करिया की सर्वाकेष्ट पारी (133\*) मोबानी हुए रही संतित जनते मेंन में आपता को सात किंद्र के सावदाता जीत कोला के स्वादा की सात किंद्र के सावदाता जीत कोला देखें स्वादा जीत से प्रवादक में पहुंचने की उम्मीद कामार गाँडी हुए सात में के में देखें के लिए देखें सीलाक से के 40 ओला के भारत हाज कमानी का लोलाक ने मोक्काल के भारता के 32 रात का सुविकत सकता की भारता के 32 रात का सुविकत सकता हैंगा हुए कोला का की को बीना सार्वित कर हैंगा हुए कोला का की को बीना सार्वित कर हैंगा हुए कोला का की

**प्रचेंग्री**। होवार्ट

ति रिंगा भीन उनक पद्मी भाषी
ति रिंगा भीन अंगिद सीमां
कोहली ऐहे। उन्होंने अपने
82थें मैच में 9वां
शतक जनाया।
इस बार चाले दोनों
ओपनर : ओपनर
सचिन और सहवाग
ने टीम इंडिया को
तेज शुरुआत दी।
दोनों ने 5.3 ओबर में 50 रन औकर



स्कोर बोर्ड

# कॅरियर की सर्वश्रेष्ठ पारी : कोहली

स्कारित और ते के देश हुं का स्वेचार प्रित्य कर एक्ट्री के स्वार्थ के स्वर्ध के स्वार्थ के स्वार्थ

सका। असद शफीक ने सर्वाधिक 3.4 रन की पारी खेली।

बिजली गुल, लिफ्ट इंग्लैंड ने जीती टी-20 सीरीज

में अटके शास्त्री अबु धाबी | ओपनर केविन पीटरसन (62\*) की अर्धशतकीय पारी की मदद से इंग्लैंड ने पाकिस्तान को तीसरे होबार्ट | मैच में भारतीय पारी शुरू होने से ठीक पहले स्टेडियम की हान से ठाक पहल स्टाइयम का बिजली गुल हो गई। इसका असर चार लाइट टाक्यों और टीकी कैममों पर भी पड़ा। इस कारण टीकी दर्शक पहले 3.4 ओवर का खेल नहीं देख पाए। वैसे, बिजली जाने से सबसे ज्यादा दिया। इस प्रकार इंप्लैंड ने तीन मैंघों की सीरीज पर 2-1 से कहजा किया। पीटरसन को मैन ऑफ द मैच और मैन ऑफ द सीरीज जुना गया। इंप्लैंड ने टॉस जीतकर पहले अल्पेकाजी करते हुए 6 किकेट पर 129 रन बनाए। जावाब में पाकिस्तान 6 किकेट पर 124 रन ही बना

Promoted By 

दैनिक भारकर जीत की जिद्र!!

OrangeComm Agency: Dainik Bhaskar Brand:

Creative: Amit K., Anshumant Kamle, Gulshad Khan, Shweta Jain and Poorva Khandelwaal

Management: Kavita Sharma

# **English Copy**

Headline:

Bhopal Is playing...wont u support it?

Signoff line:

Determined to Win

Subheading:

Badshahs will initiate the battle today with Chandigarh Comets.

**Body Copy:** 

See it live on Neo Sports and Neo Cricket at 8:30 PM.

# **English Copy**

Headline:

Bhopal Is playing...wont u support it?

Subheading:

Aishbagh stadium will have a different tinge of color when Badshahs will clash with Marines.

**Body Copy:** 

Live telecast of Bhopal Badshahs Vs Mumbai Marines on Neo Sports and Neo Cricket at 9:00 PM.

Tell us the Jersey No. of Bhopal Badshah's Captain and win attractive prizes. Tablets/Laptops, Smartphones, MP3 Players.

To participate in the contest type BB<space>your answer, name, city and address and send it to 54567. You can also E-Mail your entries to Bhopal.Badshahs@bhaskarnet.com.

Signoff line:

Determined to Win

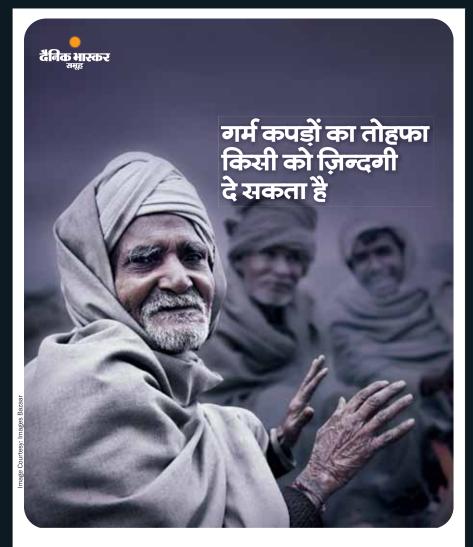


OrageComm Agency:

Creative: Amit K., Ashish Basya and Firoz Shaikh

Dainik Bhaskar Group Brand:

Management: Chayan Rahatekar





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

दैनिक भारकर द्वारा वस्त्रदान के विशेष कलेक्शन काउंटर लगाए गए हैं, जहां आप गर्म कपड़े जैसे खेटर, शॉल, दस्ताने, कंबल आदि दान कर सकते हैं।

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



















# **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 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 ज़िंदगियों में घुलेगी और आपके प्रयासों से आज कई चेहरों पर मुस्कानों की फुलझड़ियां बिखरेंगी।

श्भ सार्थक दीपावली आपके और हमारे प्रयासों की











India's Largest Newspaper Group | 13 States | 65 Editions | 4 Languages

OrangeComm Agency:

Dainik Bhaskar Group ■ Brand:

Creative: Amit K., Ashish Basya and Firoz Shaikh

Management: Chayan Rahatekar

# **English Copy**

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

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:

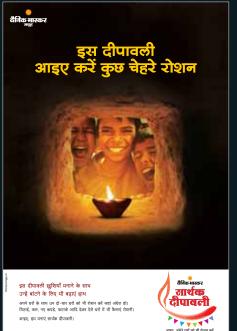
This Diwali lets light some faces with happiness

# **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.



दैनिक भारकर हिट्या लाइन्डर विरोध मराठी विज्ञानेस भारकर 💯 🕸 📸 💖 💥 प्राच्या 💥 प्राच्या प्राच्या



Matchbox Agency:

Dainik Bhaskar Brand:

Creative:

Team Matchbox

Management: Mr. Danish Anwar

दैनिक भारकर

# **English Copy**

Everything else is outdated; Rasrang -A new conversation, a new beginning!

# Features:

Lead Story

Heroes of Right to Information (RTI)

King Consumer

Graphic Story

You destiny in your hands

Sunday Tonic

Pakistan Diary

& lots more to be read... Read the new Rasrang every Sunday!

# **English Copy**

Everything else is outdated; Rasrang -A new conversation, a new beginning!

# Features:

Lead Story

Heroes of Right to Information (RTI)

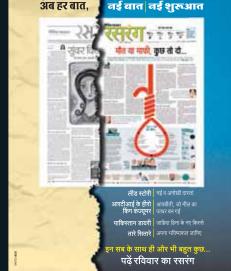
King Consumer

Pakistan Diary

& lots more to be read...

Read the new Rasrang every Sunday!





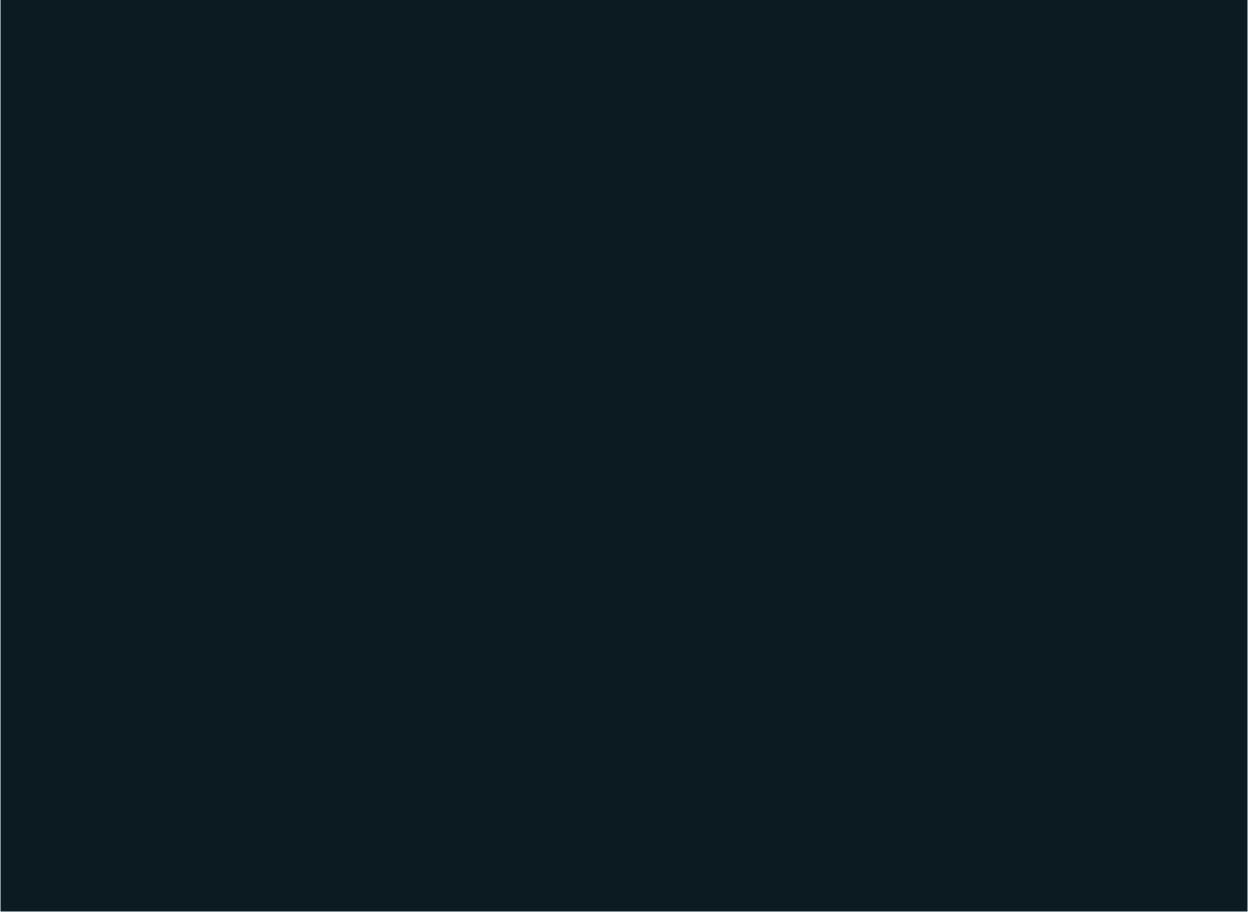
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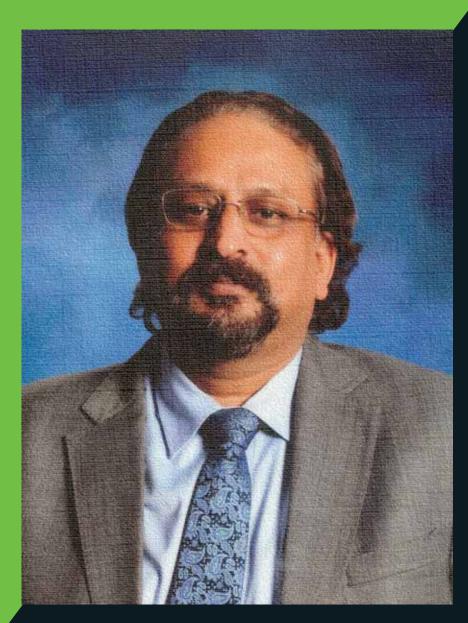


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# Epliogue

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.

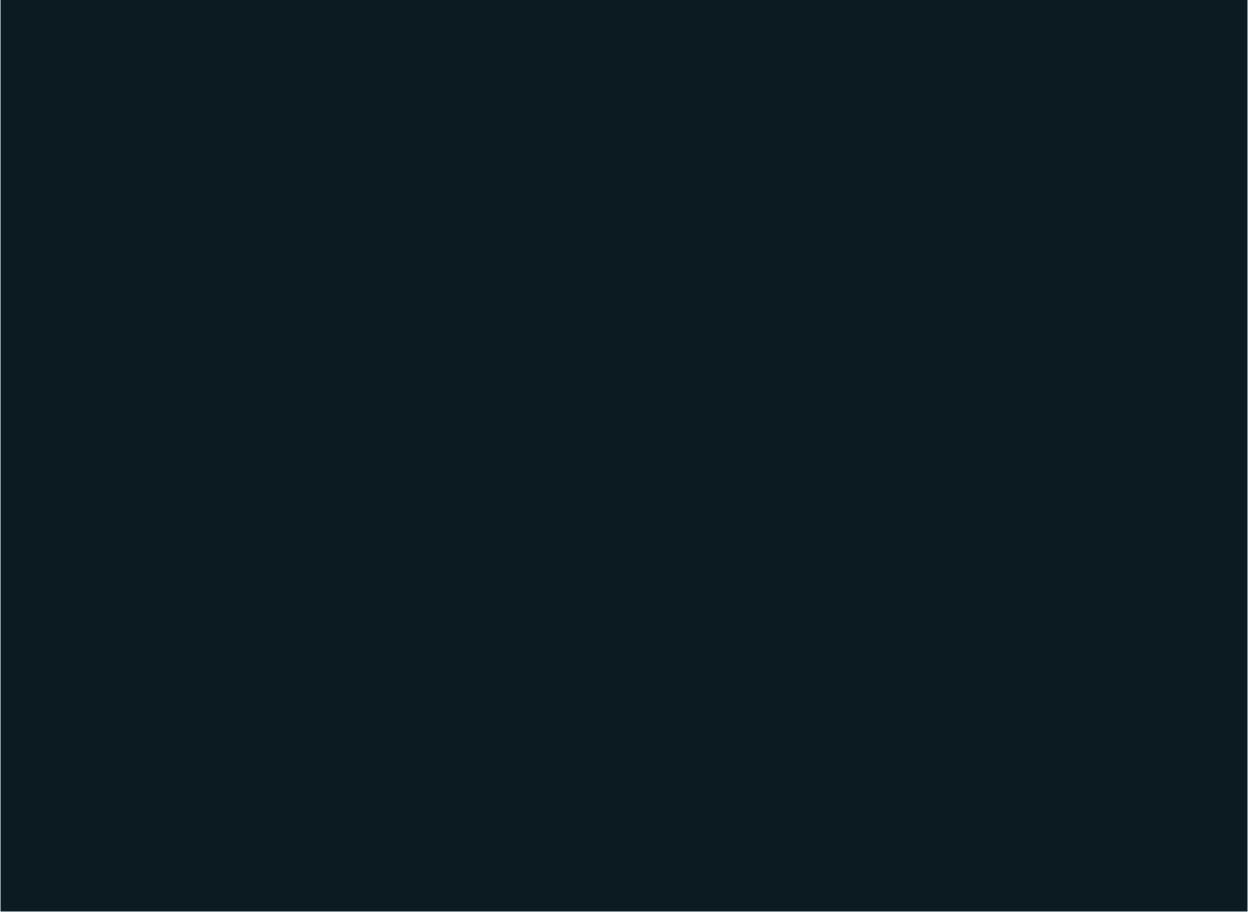
The compendium of MOSAIC 2012 has a total of 31 Agencies with 121 campaigns across 106 brands. 3 of the agencies featured last year are not part of this edition. 2 of them missed the deadline and 1 agency withdrew as they found no work suitable to include in this edition. As a special case, DDB Mudra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