

Campaign India

NEW CAMPAIGNS INDIA

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NEW CAMPAIGNS INDIA		To view the campaigns below, visit www.campaignindia.in	
Maruti Suzuki Celerio Aaj ke zaamane ke liye		Credits	The lowdown
		<p>Client Maruti Suzuki Creative agency Dentsu Creative Impact, Gurgaon Branch head Amit Wadhwa Executive creative directors Sunitra Sengupta and Deepak Singh Creative Anurag Bhalla, Twisha Ahuja, Piyush Gupta, Shekhar Kumar, Arjun Suri Production house Tubelight Films Director (films) Prashant Issar Producer Radhika</p>	<p>The film opens outside a cricket ground. A man places a cricket kit in the boot, while his young son sulks about citing the number of bouncers he had to face. His worries don't seem to end there. As he walks around to get into the front seat, he finds his sister, also in cricket gear, already seated there. The father urges him to get into the back seat, stating he wouldn't interfere with the captain of the winning team (his sister). The film ends with shots of the Celerio, as a voice over announces, 'Aaj ke zaamaane ke liye'.</p>
Microsoft Khushi Ki Khidkiyaan		Credits	The lowdown
		<p>Client Microsoft Creative Autumn Worldwide</p>	<p>A young woman is delighted that she's going to upgrade her computer. She hands over her laptop to her younger brother, who is equally overjoyed. His desktop goes on sale. The lady who buys it gifts it to her mother, who conducts stitching classes with it. One of her students creates a scarf, and sells it to someone who uploads it onto a website. Another man buys it online and gifts it to a lady. The lady who sold the scarf then picks gifts for two children – one of which is a PC on a Stick. The boy uses that to learn a trick, using a toy car. The film ends with different visuals of the three families celebrating Diwali with a voice over that says, 'Khushiyan baantnein se badhti hain. Puraana funda hain, but aaj bhi kaam aata hai' (Keep spreading joy, it's an old thought, but still works). So, this Diwali upgrade your life, and share your happiness). It goes on to add: 'Kya pata aapki ek khushi, kisi ki duniyan roshan kar le, aur woh khushi badhti jai, ek ghar se dusre ghar?' (Who knows? That one piece of joy may light up someone else's life and that keeps spreading from one house to another?)</p>
HE Deos #ShowMenSomeLove		Credits	The lowdown
		<p>Client Emami Brand He Deodorant Creative agency Leo Burnett CCOs RajDeepak Das ECOs Prajato Guha, Sachin Kamble Creative Adap Desai, Indrajeet Kadam, Sambhav Khandelwal, Pratik Khara, Manas Keer</p>	<p>Account management Oindrila Roy, Ravi Adhikari, Deepika Das, Aadil Malkani Planning Ayeeta Bharadwaj, Nihanka Talwar Production House Ubik Films Director (film) Surjo Deb Producers Sonu Bhandari, Saikat Chakraborty Lyrics Amitabh Bhattacharya Music Bobo Amartya Rahut</p>
PepperTap Bahut aasaan hai		Credits	The lowdown
		<p>Client PepperTap Creative Option Designs Chief creative officer Japneet Creative director Jaspreet Senior account director Rahul Ganhi Associate creative director, Mumbai Mahendra Account manager Meenakshi</p>	<p>The film begins with a young man waking up on what looks like a day off. He strolls sleepily into the living room and settles on the sofa. While he is set to play a video game, his wife is busy in the kitchen. She admonishes him for chewing gum at home, even as he tries to hide, giving us a glimpse of the power equation between the two. She then calls out to him, angrily ordering him to get the groceries at least an hour before their guests arrive. The man tries to assure her but in vain. As she rattles off the list of groceries, the items hit him on the face one after the other dramatically. Post the assault, a voice over advises the husband to use the PepperTap app to buy groceries, with the promise of "Bahut aasaan hai" (It's very easy).</p>

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Bharati AXA Invest Once	Credits	The lowdown
	<p>Client Bharti Axa Creative agency Publicis Managing director and CCO Bobby Pawar Client servicing Paritosh Srivastava, Chandan Jha Production house Tubelight Productions Director (film) Prashanth Sippy</p>	<p>The film features a young couple confused about investment options. It opens with the duo getting on a bike. The lady asks the man if he's thought about savings. While he has given it a thought, he admits to being confused. As he says that, a postman comes by on a cycle and tells him to invest in FDs. The man looks happy with the suggestion, but his wife says that the returns will not be tax-free. The man is visibly confused again, even as a 'confusion-confusion' soundtrack plays. Next, at a traffic signal, another couple suggest that they should invest in gold. Again, the man's joy is short-lived as his wife points to the cost of the precious metal. The third piece of unsolicited advice comes from an electrician atop a street lamp. When he suggests that they should invest in the (stock) market, the lady reminds them of the surprises stocks could throw up. The confusion ends with the introduction of Bharti AXA Life's Invest Once scheme, whose benefits are extolled before the film wraps up.</p>
Godrej Nav-Tal NXT	Credits	The lowdown
	<p>Client Godrej Locking Solutions and Systems Creative agency Underdog, Mumbai Production house Equinox Director (film) Priyanka Ghose Producer Manoj Shroff Photographer Advhut Hembade</p>	<p>The TVC, through creative visualisation, depicts how a 'path breaking design' is arrived at. Everything that goes into making one is enlisted to capture the sophistication of the lock design, thereby elevating the category (which is revealed only at the end). From the engineering drawing board to the end-product, the evolution of this design is explained by the narrative: "Path-breaking design, doesn't happen on a whim – or in a vacuum. As much as we would like to believe, it doesn't appear in a dream – or as a thought-blurb either. It arrives before craft as a mere dot on the mind's landscape. Then makes itself elusive for days on end. Until it knows exactly what form and shape it must emerge in. It's the thing that resides, tirelessly on the farthest reaches of our obsession. Sniffing its way through the maze of aesthetic compromises, and forever hanging on the cusp of potential, and perfection." As the lock and key emerge, the narrative continues: "Audaciously mocking every precedent. To arrive at a destination that has an air of pleasing uncertainty about it."</p>
Vodafone Red Hum saath saath hain family	Credits	The lowdown
	<p>Client Vodafone Creative agency Ogilvy & Mather</p>	<p>A large family and how each of its members use their mobile phone forms the crux of the storyline. The family comprises a 'non-stop talking husband', his 'one-word texting' wife, a daughter who uses 'just data all the time'. Elsewhere, a brother who's 'always busy on a shopping app', is matched in usage by his sister, who's a 'gaming champ'. Reining all of them in is a grandmother who says wasting is a bad thing. The film ends introducing the 'Hum saath saath hain family' at the dinner table, while the new Vodafone Red Postpaid plan that allows sharing of data and other services is introduced with the promise: 'Add a family member at Rs 99 p.m.'.</p>
Flying Machine Tripping high	Credits	The lowdown
	<p>Client Flying Machine Creative agency Lowe Lintas Bengaluru Creative Arun Iyer, Rajesh Ramaswamy, Kishore Mohandas, Nischal Thapa, Arpan Bhatnagaryya, Devika Srivastava Business GV Krishnan, Sudhir Rajasekharan, Bhupender Agarwal, Vishwanath R. Production house Catalyst Creates (a division of Sri Adhikari Brothers) Producer Ravi Adhikari</p>	<p>Directors (film) Parthsarathi Iyer, Vayu Creative director Parthsarathi Iyer Song by Shivangi-Vayu feat. Vishal Dadlani</p> <p>It opens with Bollywood actor Arjun Kapoor getting ready as he walks out of his closet. Animation takes over, to showcase Kapoor in different situations and attire with the lyrics leading the plot along. The slogan being: "I'm tripping high, high, high, like a Flying Machine..."</p>