

afaqs! Reporter

CAMPAIGN TRAIL

New and notable campaigns across television, print, out-of-home and digital media

TELEVISION



PIZZA HUT:

The commercial talks descriptively about how an occasion such as a child calling out to his parents for the first time could become a reason for celebration - and how Pizza Hut, the brand, gives people a reason to celebrate.

Creative Head and Copywriter: Priti Kapur

Art: Kunal Gaur

Production House: Highlight Films

Director: Sunhil Sippy

Exposure: General entertainment channels



TATA DOCOMO ISD:

The Docomo characters forming a rocket are shown trotting round the globe, suggesting that one could use pay-per-second for ISD.

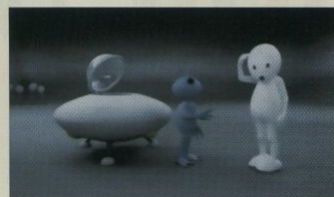
Creative Group Head: Ekta Verma

Copywriter: Vasudha Misra

Art: Ekta Verma

Production: In-house

Exposure: All channels



VODAFONE:

An alien alights near a Zoozoo muttering gibberish, which the latter fails to understand, depicting the state of mind of a consumer who is unable to understand her bill.

Creative Head: Rajiv Rao

Client Servicing: Kumar Subramaniam and Kapil Arora

Copy: Kiran Anthony and Rajesh Mani

Director: Prakash Verma

Production House: Nirvana Films

Exposure: Across all channels

PRINT

FEMINA:

With the depiction of a woman getting a facial done, the ad talks of the makeover of the popular woman's magazine.

Creative Agency: Mudra West

ECD: KB Vinod

Creative Head: Venkatagiri Rao

Copywriter: Venkatagiri Rao,

Johnson R K

Art: Vinayak Kamath, Sanket Wadvalkar, Mustafa Shaikh



THE TAJ MAHAL PALACE & TOWER, HARBOUR BAR

The ad talks of the re-opening of the 75-year old Harbour Bar at The Taj Mahal Palace & Tower, Mumbai.

Creative Agency: Equus Red Cell

Creative Director and Copywriter: Swapan Seth

Art: Anusheela Saha

Exposure: The Times of India



LONELY PLANET

The creative announcing the launch of the magazine - Lonely Planet, in India, calls for advertisements and brand partnerships.

Creative Agency: Mudra West

ECD: KB Vinod

Creative Head: Venkatagiri Rao

Copywriter: Johnson

R K, Arjun Datta,

Art: Vinayak Kamath

Exposure: Trade magazines



OOH



JSW ENERGY

The innovation has large cut-outs of a boy and a girl on a mobile van, sitting under street lights and studying, with the copy reading 'A 60 watt bulb can brighten a nation's future'.

Creative Agency: Grey

Creative Heads: Rohit Malkani and Mangesh

Someshwar

Outdoor Agency: OMI

Exposure: Metros



DELHI CIVILITY CAMPAIGN

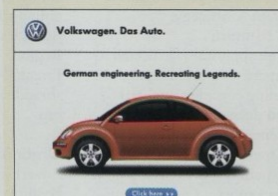
As part of Delhi's civility campaign, Citizen Dentsu has created a mascot, 'Delhi ki Beti', a 7-year-old girl who loves to live in Delhi. She is concerned about some of the bad habits of the residents of Delhi, and therefore, tries to create awareness through her nursery rhymes.

Creative Agency: Citizen Dentsu

Creative Head: Harish Arora

Exposure: Delhi

DIGITAL



VOLKSWAGEN: BEETLE

The banner ad announces the launch of Volkswagen's Beetle car in India.

Creative Director: Anand Karir

Copywriter: Nicole Braganza

Art Director: Viplesh Gharat, Nilesh Gohil

Creative Agency: Tribal DDB India

Media Agency: Tribal DDB India

Exposure: Rediff, Yahoo, MoneyControl and BBC