

L&K SAATCHI & SAATCHI

We hope Tata Capital's 'Half Stories' which won Grand Prix in India and awards in New York & Manila, will find favour with the Cannes Jury.

ANIL S NAIR, CEO and Managing Partner,
L & K Saatchi & Saatchi



CHALLENGE:

How do we get people to connect and participate in Tata Capital's brand proposition of 'Doing Right' from the comfort of their armchairs?

HALF STORIES FULL IMPACT

SOLUTION:

We empowered people to bring alive Tata Capital's brand philosophy through **Half Stories**, a unique initiative of half finished video stories that:

1. draw people in due to its incomplete nature and
2. gave everyone an opportunity to complete them, through monetary donations or social sharing!

Client: Tata Capital
Campaign: Half Stories

Half Stories was a crowd sourced, live action, social media reality show that travelled all the way from Dharamsala to Guwahati discovering Half Stories of fortitude, courage and hope. We then invited people to participate in making the "Half Stories" of these courageous people complete by donating, supporting or simply popularizing the cause on social media.

