

THE WORK 1

NEW CAMPAIGNS INDIA

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Hero MotoCorp | Future is now



Credits

Client Hero MotoCorp
Creative agency L&K Saatchi & Saatchi
Creative team Rahul Nangia, Ruchika Parab, Pritam Shettigar, Paritosh Lonkar, Shahid Shehzad
Account management Debarjyo Nandi, Shazin Motorwala, Harsh Shroff
Agency films producer Vijay Vigamal
Production house Crazyfew Films
Director (film) Anupam Mishra
Producers Urfi Kazmi, Viraj Gawas

Music director Dhruv Ghanekar
Post production After Studio

The lowdown

A narrative runs through the film accompanying the visuals, spelling out the story of 'zidd' (tenacity), which characterises Hero MotoCorp. The instances featured include the tenacity of a nut to never budge, of an engine to shake things up, of a wheel to cover huge distances, of a rider to make a new path, of an engineer to build exactly what he had thought of, and that of a designer to create something that changes how people think. As a rider gets into gear, the voice over says that it is not hope, but *zidd*, that makes the world. The biker takes off as features of the bike are subtly communicated as supers. The voice over surmises that it is this *zidd* that is relentlessly trying to usher in the future today. The film ends with the message, 'Future is now'.

FreeCharge | Recharge nahi, FreeCharge



Credits

Client FreeCharge
Creative agency Lowe Lintas and Partners
Creative team Arun Iyer, Akash Das, Amar Singh, Piyush Gupta, Paresh Panchal
Account management Raj Gupta, Abhimanyu Mathur, Rohit Chatterjee, JagannathRane, Ruth Andrea Peters
Planning Rishabha Nayyar, Prashant Verma
Production house Jamic films

The lowdown

The campaign revolves around the fact that young people are often accused by parents of being spendthrifts, for their modern day indulgences. Youngsters engaged in shopping, in a cinema hall, at a coffee shop and other places frequented by youth are featured. Each of them mimics a parent admonishing them in a humorous tone.

The film shifts to a classroom where parents are seated as five youngsters walk in. One of them addresses the parents "Hamare kharchon ko leke, aap hum par kitne charges lagate hain. Par hum ek kharche se, saare charges se free ho jate hai" (You 'charge' (blame) us for all our expenses, but we free ourselves with just one expense). A voice over says, "Bas app download karo aur uspe jitney ka recharge karo utne ke offers aur deals pao. Toh aaj se, recharge nahi, FreeCharge" (Just download the app and recharge worth any amount to avail discounts and offers for an equal amount. So from today, don't recharge, just FreeCharge).

Artize | Craftsmanship in water



Credits

Client Jaquar
Brand Artize
Creative agency Crescent Communications
Business head Neeraj Sharma
Creative director Anil Verma
Account manager Rajesh Laikh
Production house Hello Robot
Director (film) Amit Gupta
DOP Mitesh Mirchandani

Music Sharaya Michael

The lowdown

The film features an elegant young woman stepping into the bathroom and indulging herself with a slow and luxurious bath. Set to a soundtrack that adds to the mood, the Artize-fitted bathroom is showcased through the film.

Coca Cola | Formality hatao, Coca Cola pilao



Credits

Client Coca-Cola
Creative agency McCann Worldgroup India
Director (film) Nikhil Rao
Production house Jamic Films

The lowdown

The film shows an old couple outside a door talking about the formal air created by impromptu meetings. As the wife reassures the husband that there would be no room for formality today, the door is opened by a young woman with a surprised look on her face. As the couple enter and the greetings are exchanged, the host tells the couple that she will go and make them something. As she turns to walk away, the older lady grabs her hand and asks her to sit down. The young woman is confused. The older lady pulls out a bottle of Coca-Cola and says, "Aaj se, no formality" (No more formality from today). As glasses of Coca-Cola are filled, the trio share a laugh.