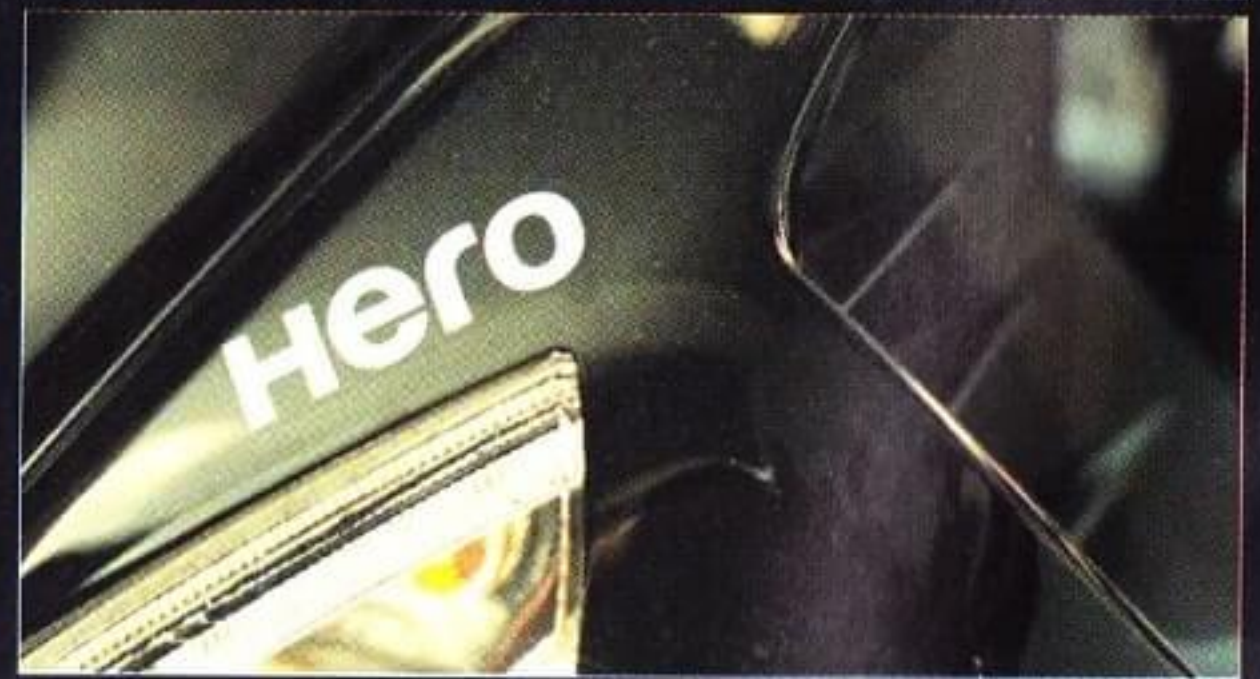


BRAND:  
HERO  
MOTOCORP



## AGENCY



The challenge was that even though this was meant to be a technology driven film, it couldn't be cold and futuristic. It had to be a Hero MotoCorp film. It had to have the

Hero ethics, which is never emotionless.

### Rahul Nangia

Chief Creative Officer, L&K Saatchi & Saatchi

## CLIENT



This campaign is the manifestation of *Zidd* - a spirit deeply integral to Hero. *Zidd* personifies the hero in each one of us - the relentless pursuit of excellence and tireless

striving towards perfection. *Zidd* is not a new concept nor is it a new discovery for us; it is inherent in every Hero and perpetually keeps our wheels in motion. For us, future indeed is now.

### Sanjeev Shukla

GM & Head-National Marketing, Hero MotoCorp

## CREDITS

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