

BRAND:  
JOCKEY

 **JOCKEY**  
OR NOTHING

Performed by professionals. Do not imitate.

*MOVE*

## AGENCY



It was amazing that so many people, who are so passionate about what they do, came together for this project, from across the world. It is incredible that a theme

like this found people who actually believed in giving it their all.

### **Rahul Nangia**

Chief Creative Officer, L&K Saatchi & Saatchi

## CLIENT



The youth of today resonates with our brand philosophy of 'the best or nothing' and will not settle for anything which is second to the very best. We believe our three

brand films will connect with our audience and inspire them to live by these emotions and aspirations.

### **Cariappa**

Senior General Manager - Sales and Marketing,  
Page Industries

## CREDITS

CREATIVE AGENCY  
**L&K SAATCHI & SAATCHI**

CREATIVE TEAM  
**RAHUL NANGIA,  
PRITAM SHETTIGAR,  
RUCHIKA PARAB,  
SHAHID SHEHZAD,  
VIRENDRA  
SAIGAONKAR**

DIRECTOR  
**CRISTIANA MIRANDA**

PRODUCTION HOUSE  
**FAR COMMERCIALS,  
LAYGROUND**