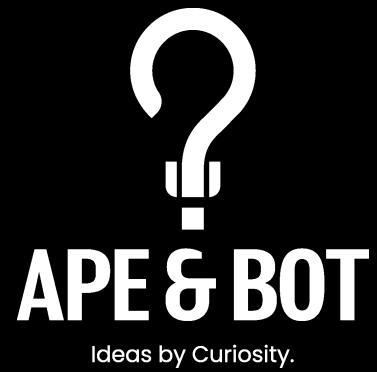




P O R T F O L I O



adidas.com/football

IMPOSSIBLE IS NOTHING



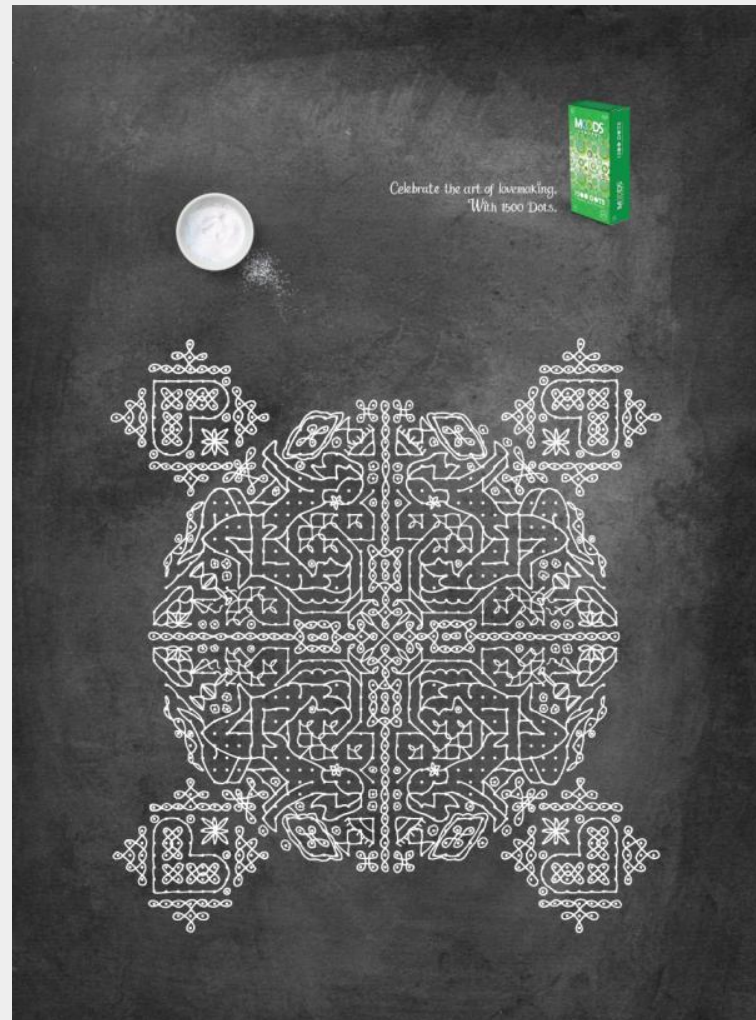
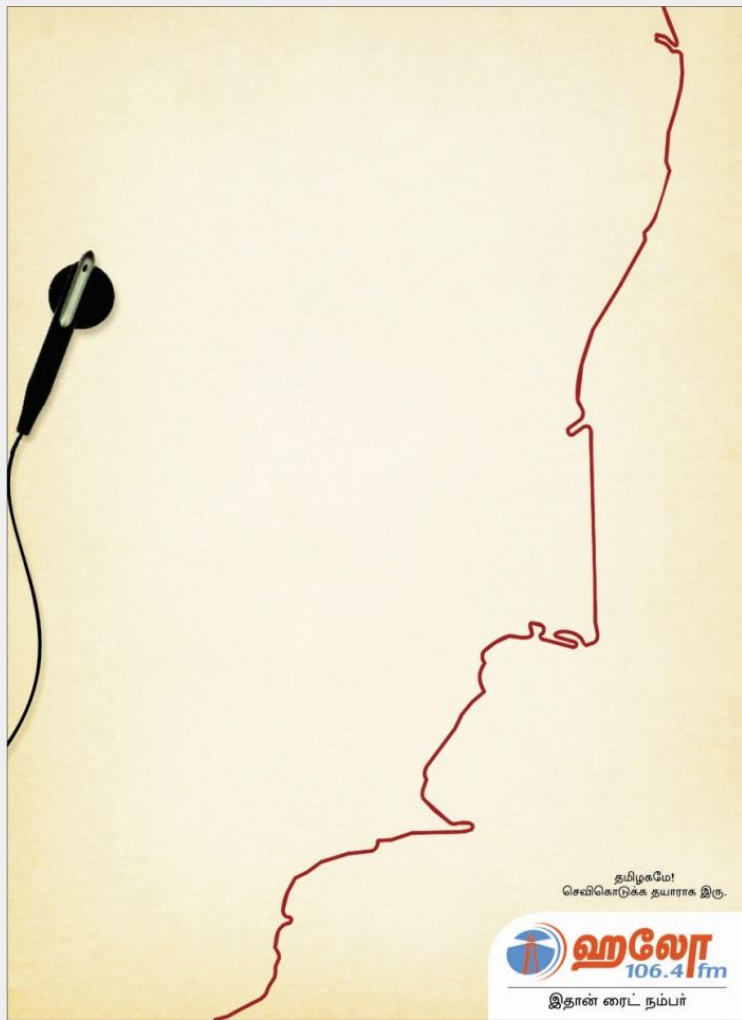
Adidas.com/basketball

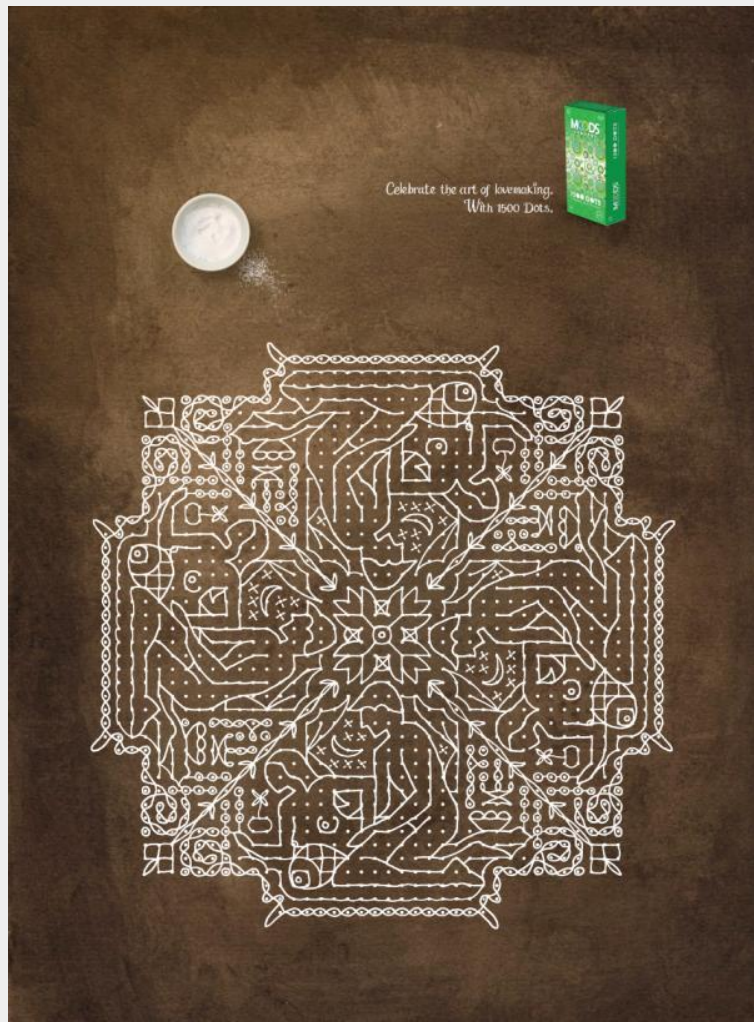
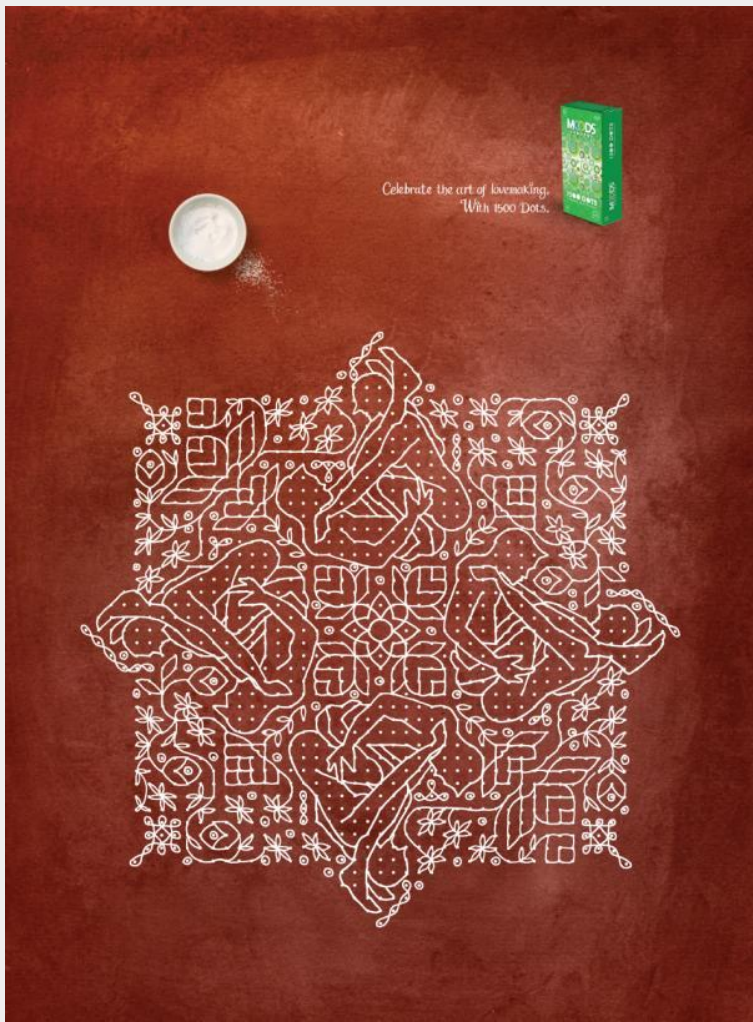
IMPOSSIBLE IS NOTHING



just adidas[®] it

IMPOSSIBLE IS NOTHING







Ambient

Neem Whitening toothpaste makes your teeth sparkling white.
So the idea is to hire a couple of autos, replace the yellow with a bright white,
and ply them around the city!

What better way to convey the message 'no more yellow'!

no more yellow.





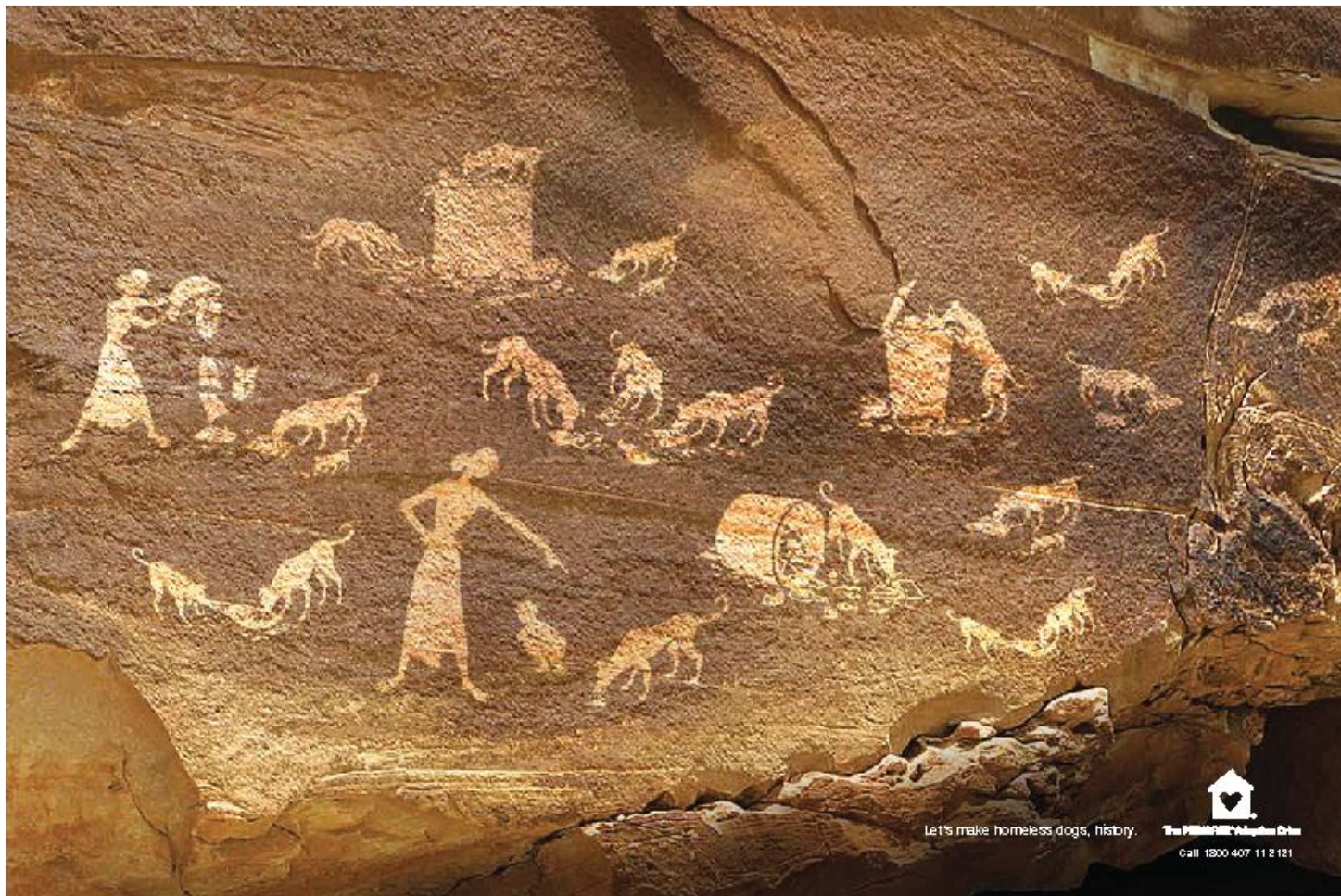
ETA

KEEPS
YOU COOL
NATURALLY



it's my planet

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THE EXTREME MACHINE

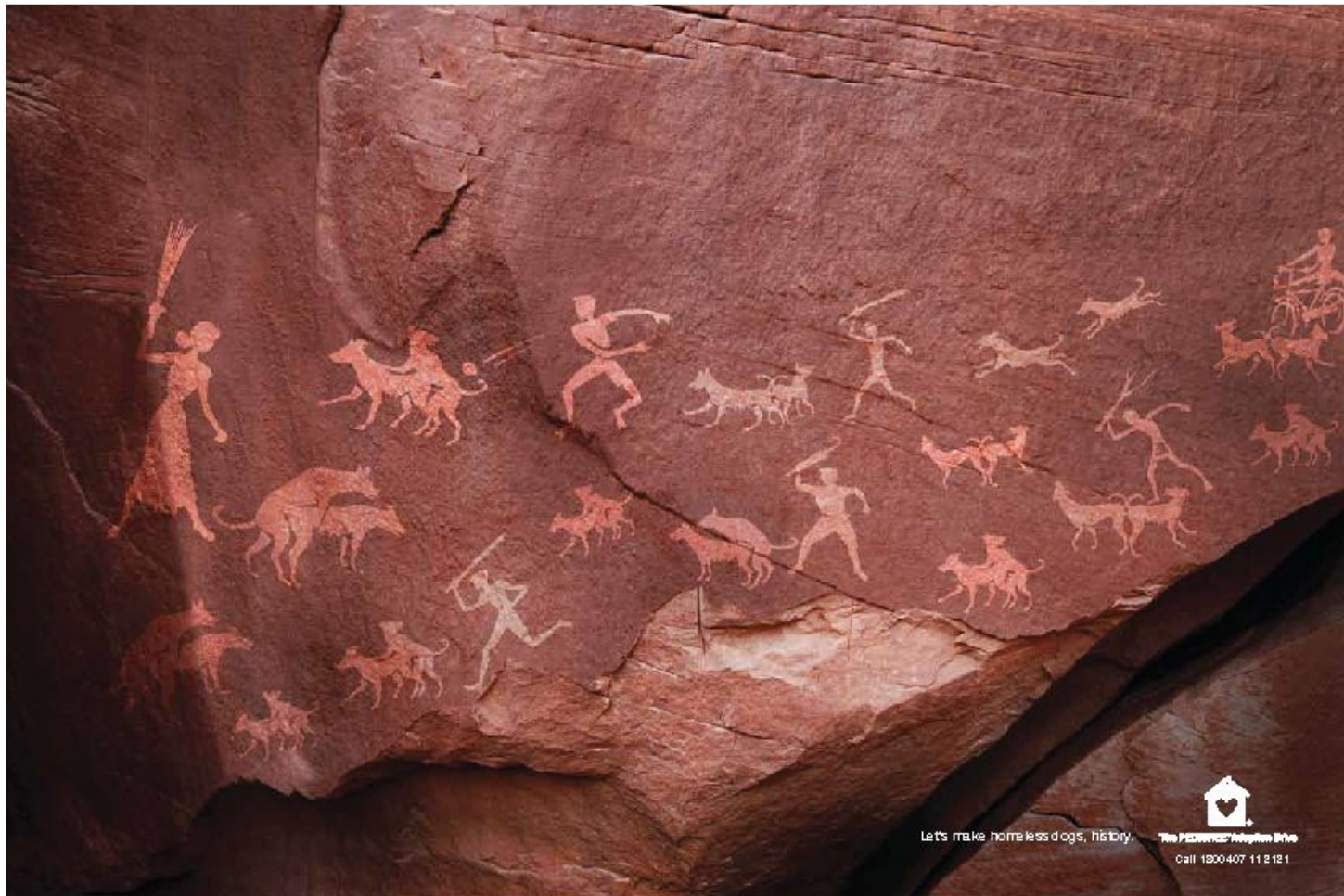


Let's make homeless dogs, history.



The PDSA's Adoption Scheme

Call 1800 407 11 2121



Let's make homeless dogs, history.



The Pawsome Adoption Drive

Call 1800 407 112121









The Persuasive Adoption Drive



The PEDIGREE® Adoption Drive

INSIGHT: While a pet is loved by everyone in a family, children are the ones who are more attached to pets. Besides, children greatly influence the decision to adopt.

So we decided to talk to both parents and children. And what better way to say that a pet brings real joy, than a toy that would get the kids excited!

IDEA: We created and distributed assorted dog-shaped yellow color balloons at different touchpoints in Mumbai - beaches, parks, shopping malls, and even dog shows.

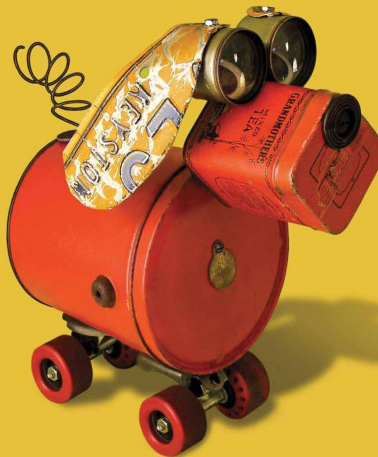
Children are accompanied by their parents, and the balloons had a message for them, "A real dog will bring your child real joy". And a Toll-free number which they could contact.

IMPACT: Within months after the start of the drive, thousands of pet lovers visited various shelters in Mumbai, and about 500 shelter dogs were adopted in Mumbai alone. Overwhelmed by the response, the client has asked us to extend the campaign across the country.





Don't dump them.
Call 1800 407 11 2121.



Don't dump them.
Call 1800 407 11 2121.



Don't dump them.
Call 1800 407 11 2121.





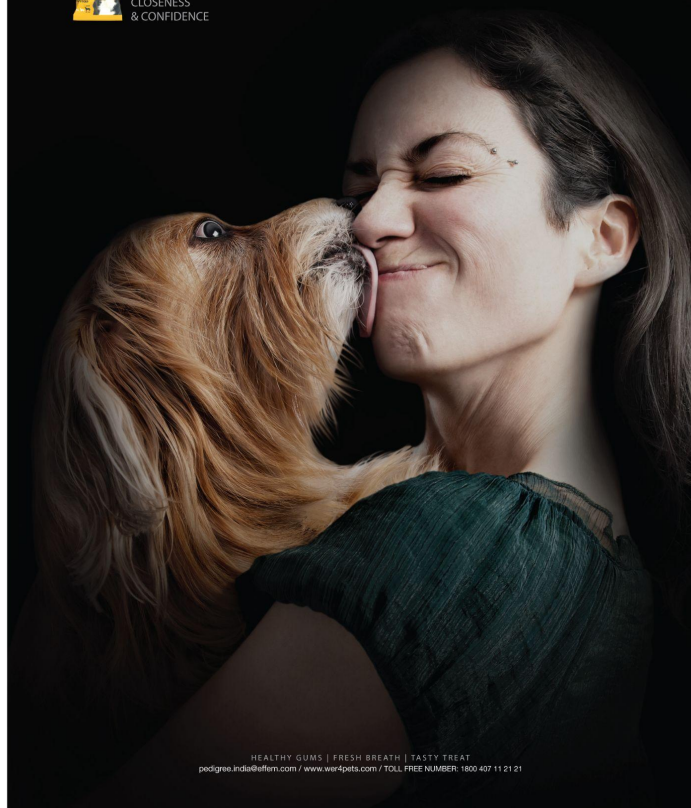
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pedigree.india@effem.com / www.wer4pets.com / TOLL FREE NUMBER: 1800 407 11 21 21



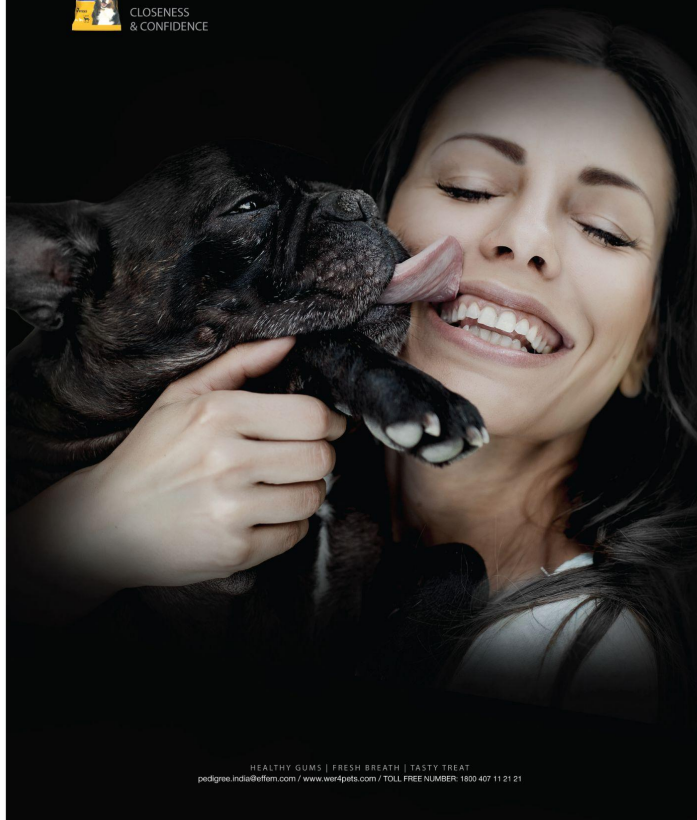
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Client: Pedigree (Ambient Media)



The Idea: Nowadays, “Not Allowed” instruction boards on the gates of apartment buildings are being used for branding. We took this opportunity for Pedigree to make a strong connect.



GET THEM WET.
THEY'LL LOVE IT.



GET THEM WET.
THEY'LL LOVE IT.

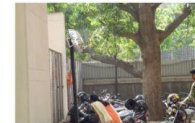


GET THEM WET.
THEY'LL LOVE IT.





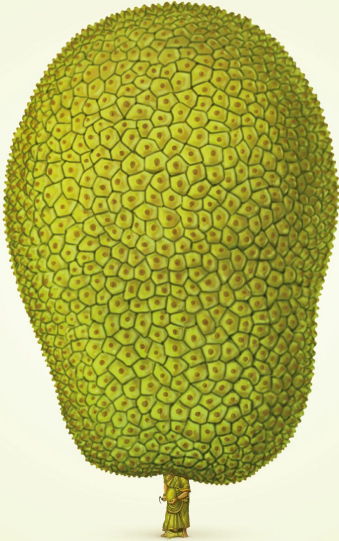
Cleans till the last dirt.



THE CONCEPT - "Kadaai" - a shiny utensil with a round base was placed instead of those usual convex mirrors in the parking lot of a commercial establishment - with the "Pril" logo on it. This acts as an interesting reminder that Pril cleans the brightest.







Remember, it's the fruit of their labour.



Remember, it's the fruit of their labour.



Remember, it's the fruit of their labour.

www.tafe.com



किसान का हर कदम मिट्टी में, रखे भोजन आपकी थाली में
भारत के हर किसान को मैसी का सलाम



**बंधन
मैसी का**



THE ISSUE

Trees are being cut in large numbers in India owing to increasing urbanization. Result: A drastic decrease in rainfall, increase in green house gases, and what not! The only way to handle it is planting more trees. But then, encouraging people to plant trees is easier said than done.

THE INSIGHT

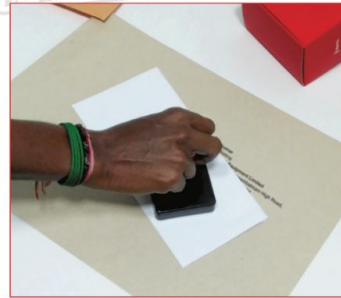
A decrease in rainfall is something that Indians are quite concerned about, given the fact that the country's economy is agriculture based. Indians generally believe in superstitions more than science - to an extent that when monsoons fail continuously, people try to appease the Gods with many rituals. And some are really crazy. The craziest such ritual is a grand wedding ceremony where they get two donkeys married. Why not utilize this ritual as the very medium and deliver the message!

THE IDEA

A grand wedding for two donkeys will be organized and thousands of people will be invited though personal invites and banners. Everything will be done just like the ritual, including chanting of Mantras - here of course, it'll be to appease the Rain God. And just like the typical South Indian weddings, a gift bag would be given to all those who attend the wedding. And the entire twist will be in the bag. As opposed to coconut and gift articles, this gift bag will contain a sapling attached with a message - asking them to plant trees. Plus a leaflet that talks about how trees save the environment and bring rain.



HOW WE BROUGHT TO LIFE A COMPANY SEAL, BREAKING IT FROM THE MONOTONOUS SQUARES AND OVALS



THE INSIGHT

Company seals are vehicles of corporate identity. They are part of outbound communication and internal transactions. Monotonous as they come, they are traditionally square, rectangular or circular with no defined boundaries.

THE IDEA

To break the monotony and create a seal that instantly identified with the company and its product.

THE DESIGN

The new shape was the outline of a tractor with mandatory company details written within the outline. Coming from TAFE, a tractor company, this identity device uniquely epitomized the company and its operations.



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LOSES HIS COOL
WHEN HE'S HUNGRY**



SNICKERS

HUNGRY? GRAB A SNICKERS



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**CAPTAIN COOL LOSES HIS COOL
WHEN HE'S HUNGRY**



SNICKERS

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always fun™

**NOW IN
INDIA!!**

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YOU'RE NOT YOU
WHEN YOU'RE HUNGRY.



SATISFIES

**YOUR
KIDS
ARE
WATCHING
YOU.**

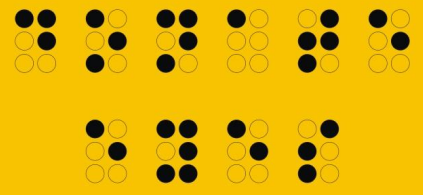
DIGNITY
FOUNDATION





Every child has a hidden spark that is waiting to be ignited. Unfortunately, some children are forced to light up your life while they spend theirs in darkness. Thousands of young children lose their precious childhood working in fireworks factories in Sivakasi. Hundreds have died over the years due to the inhumane working conditions. The time bomb is ticking for these innocent little lives. This Diwali, Nathella Jewellery is committed to add sparkle to lives of these children. Every time you shop with us, we will support the education of a child in Sivakasi. What's more, one needy child will get free education at Nathella Vidhyodaya every year. Together let's write a brighter chapter in the lives of Sivakasi's children.





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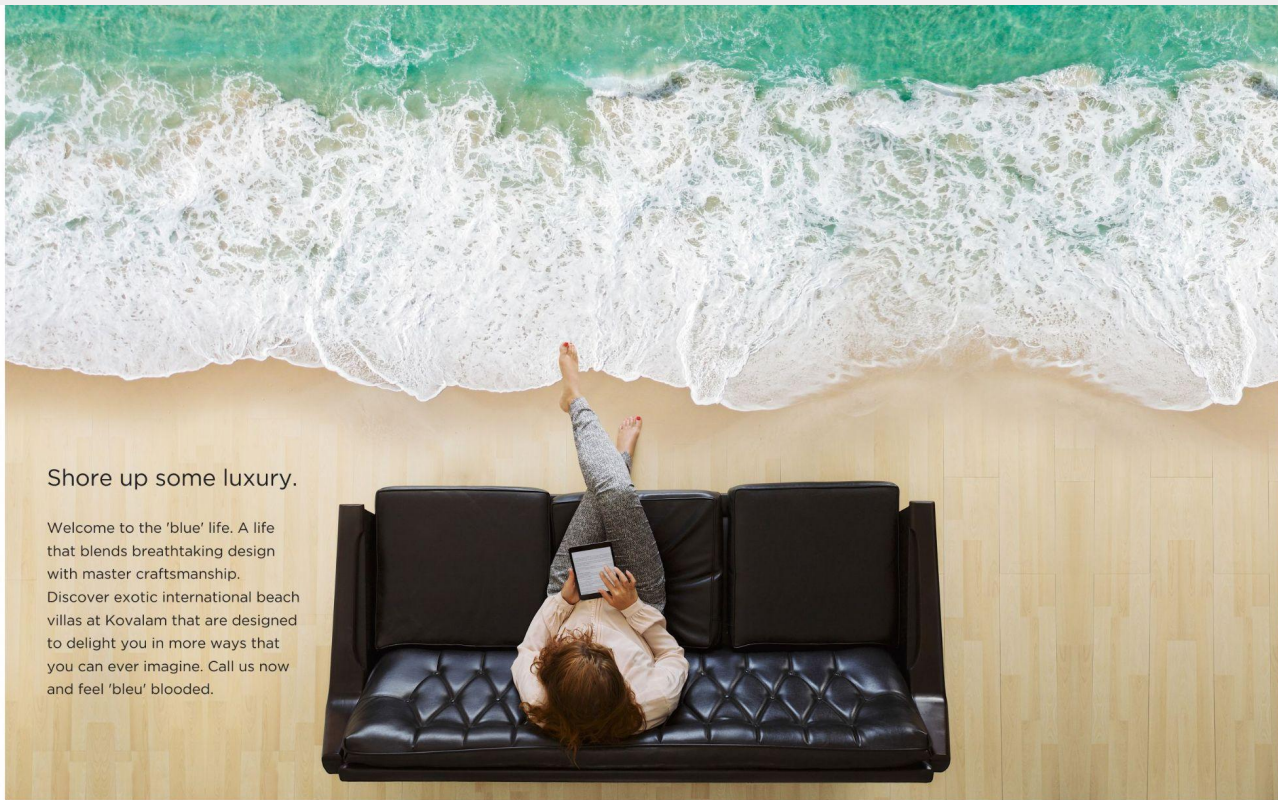
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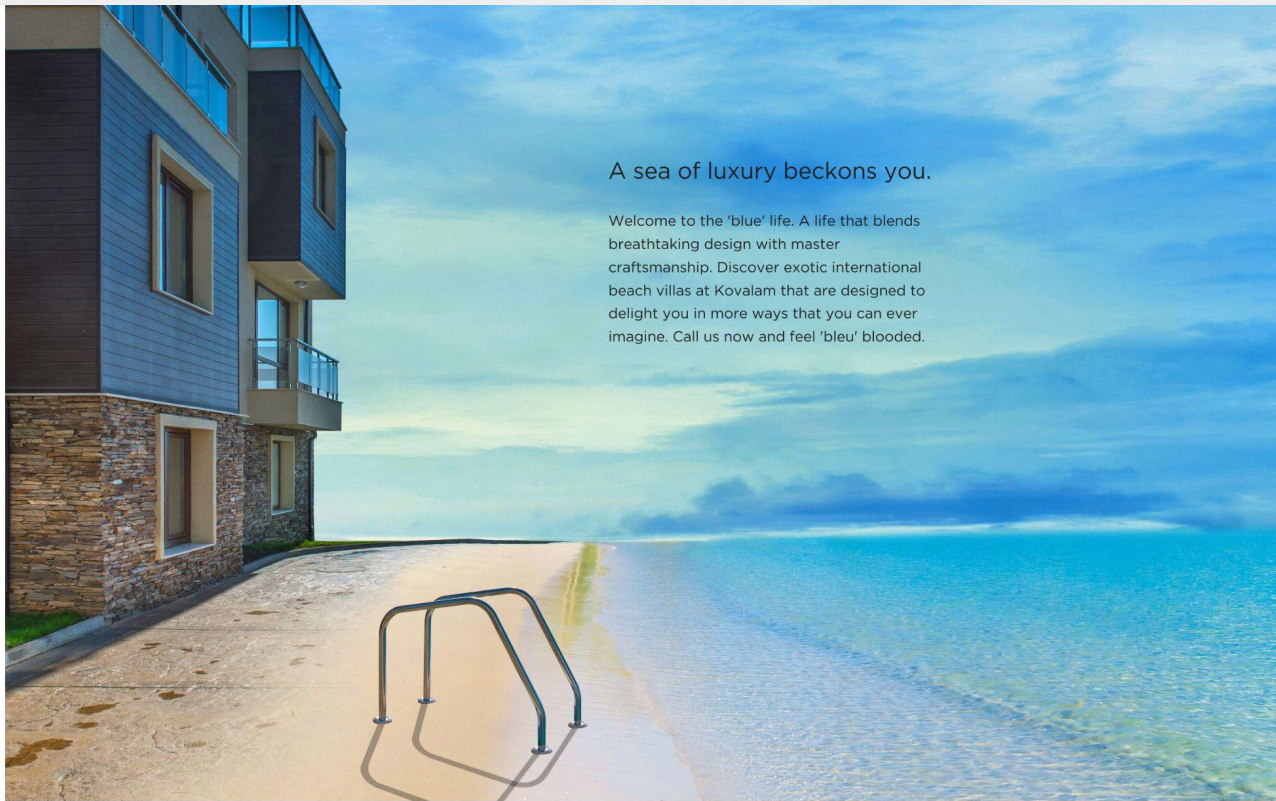
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25th December is Christmas.
What's today?

The season of gifting is something we all celebrate. But, do we celebrate the ones who give us the biggest gift of them all? The ones who ensure that we never go hungry. It's Kisan Diwas today and The World salutes our farmers, who work tirelessly through the year and feed the entire nation, every day. A big thank you to the real Santas of our country.

Also, here's to a fabulous Christmas on Monday. Cheers!

Kisan Diwas | 23rd December

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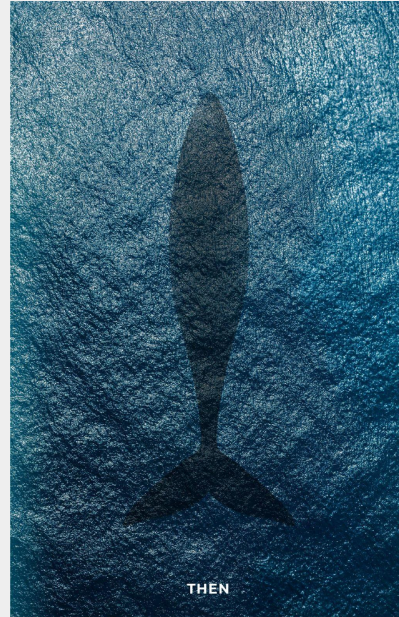




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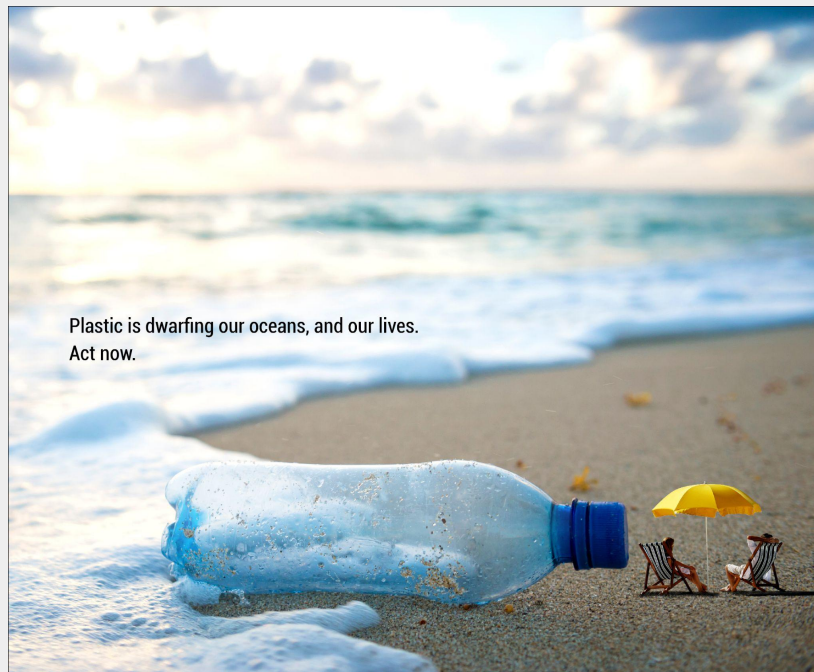
**THE
WORLD**
AT JUBILEE HILLS

Let's not let our litter replace life.
It's time to liberate our oceans.

World Environment Day | June 5



This earth is the home for everyone.
Protect wild life.
World Environment Day!

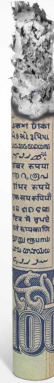


Plastic is dwarfing our oceans, and our lives.
Act now.



Environment Day | June 5

Consider this. You, the average smoker began at the age of 18. And let's assume you smoke for the next 40 years (if you are lucky). At 15 cigarettes a day, you would have smoked a whopping 2,16,000 cigarettes. Yes, that's many truck loads of cigarettes. Guess what that would cost you? More than just your lungs. You would end up paying about Rs.28,08,000 for just the cigarettes. That's like the price of a luxury single bedroom apartment. Take 10 minutes cut off from your life span for every cigarette you smoked and it totals to about 4 years of your prime life lost. If you earn Rs. 25,000 per month at the age of 23, that would amount to about Rs. 96,00,000 per annum by the time you turned 58 without even factoring your growth. That's a mind-numbing Rs. 3,84,00,000 or potential income lost. What about the cost of your medical bills should the cigarettes have taken their toll? What about the price of not being there for your family when they need you the most? A cigarette may be affordable. But smoking it may cost you very dearly. Quit today and reap healthy dividends for life.



Smoking is injurious to your wealth.



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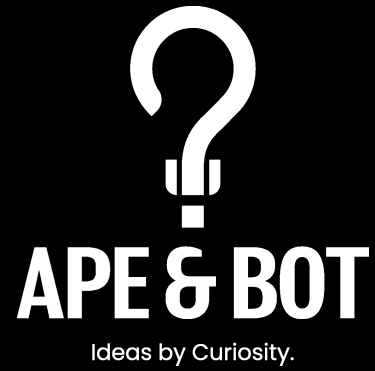
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